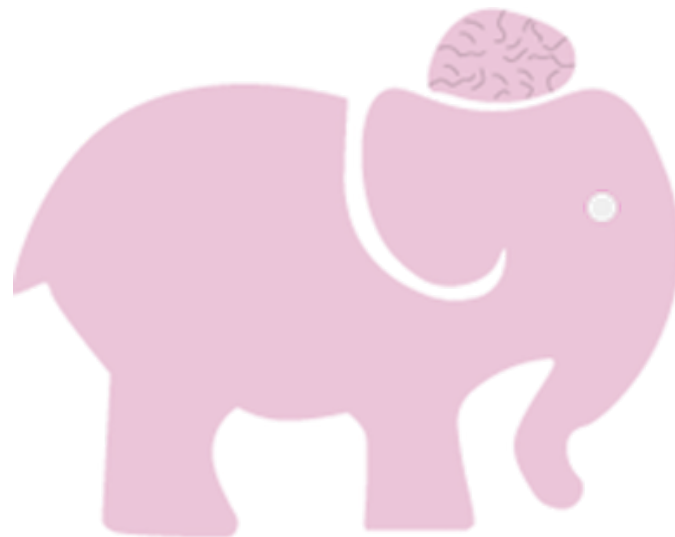# cognitive

**your health, in your hands.**

# problem

- in an aging society, risks for neurodegenerative diseases like Alzheimer's <u>will only rise</u>

- <u>patients do not understand</u> neurocognitive health

- diagnosis of many neurodegenerative diseases is <u>dependent upon pen-and-paper screening tests</u> (MMSE, SAGE, etc.)

- these tests are <u>severely limited by their content</u> and have <u>associated copyright costs</u> (approximately $80/exam)

- <u>limits patient access</u>, dependent on location and socioeconomic status

# our solution

- digitalizing screening tests will allow for **greater access** due to widespread use of technology

- allows for **more skills to be tested for on tests** (reaction time, sensory perception)

- data is **easily accessible/transferrable** for doctors and patients

- **patient education** through modules on our app

# our app

- our app, **Cognitive**, **seeks to close the doctor-patient gap** through **patient education** while providing patients a screening test that is **easy to comprehend** and **more encompassing** than traditional examinations
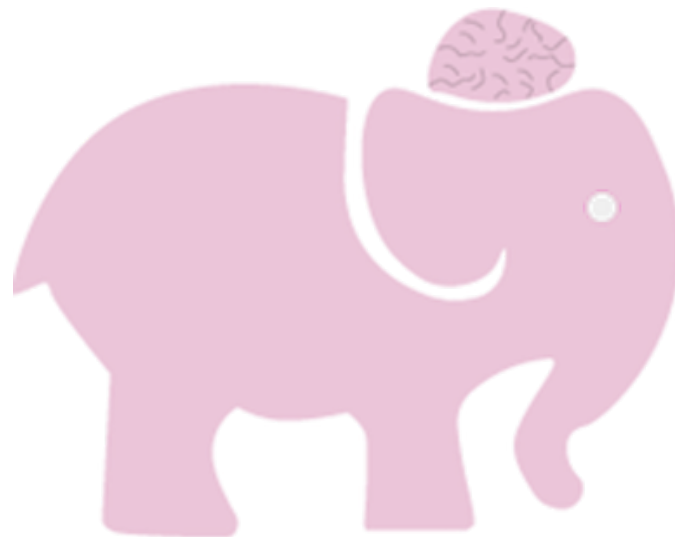
# our app

- consists of 3 parts

  - **neurocognitive screening test (NCS test)**: tests cognitive impairment for possible identification of common symptoms of diseases such as Alzheimer's

  - **patient education modules**: articles/videos providing scientific/medical content in an understandable manner to consumers

  - **lifestyle and health recommendations**: activities and cognition trainings developed by us that help promote consumer health
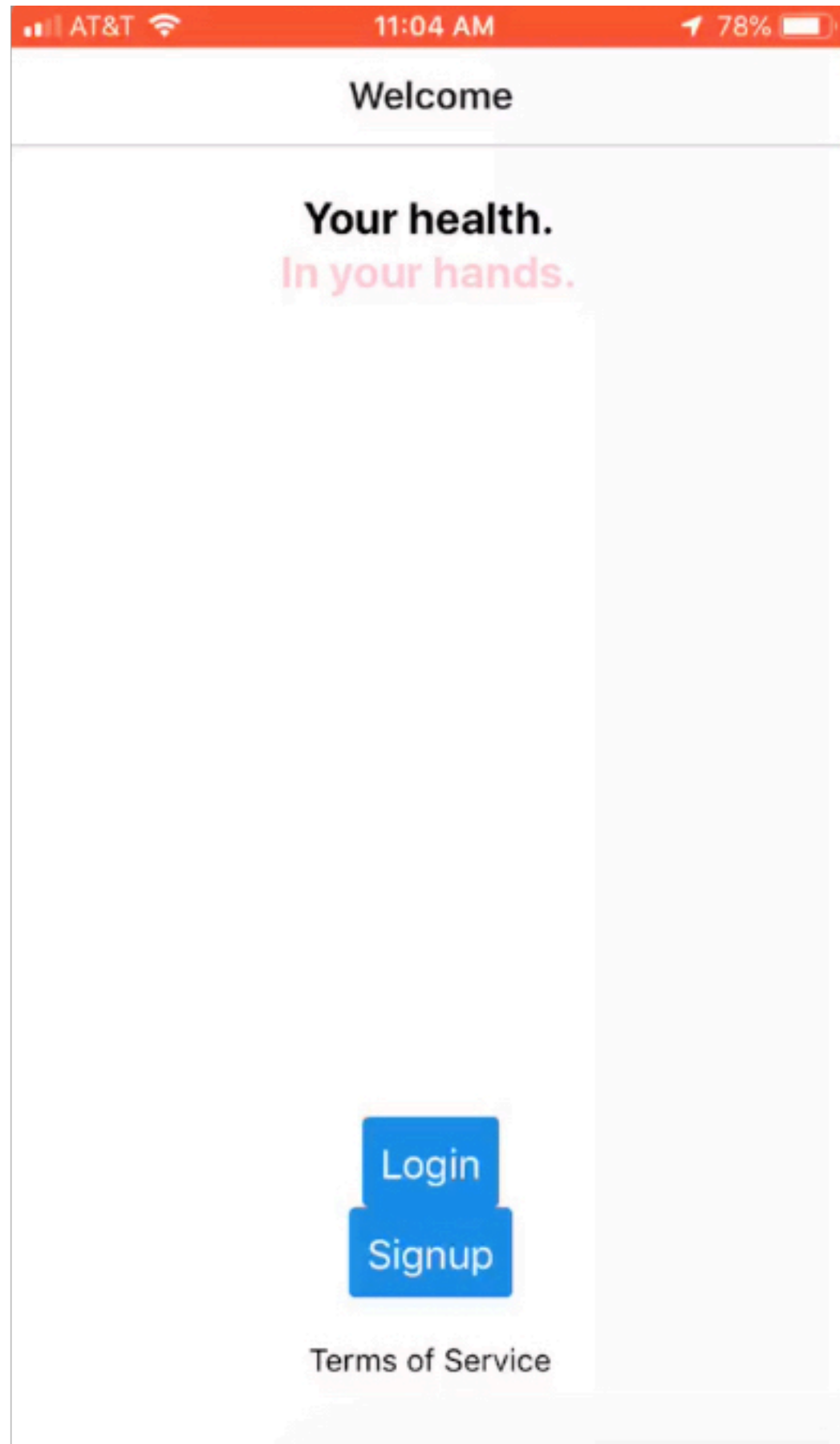
our goal:
to offer consumers a means of **promoting self-health** in a **personalized** manner through **screening tests**, **health education**, and **lifestyle choices**

# short-term goals (6 months)

- release of our app on mobile app stores (iOS, Android)

- validation of NCS test through statistical analysis of demo trial with individuals with cognitive impairment vs. individuals without

- patient education modules on neurological and holistic health

- cognitive training exercises based on major sections of NCS test (perception, comprehension, etc.)

# long-term goals

- incorporation of new tests (analysis of facial ticks in stroke, DUI detection)

- more consumer education resources

- entire lifestyle section (sleep, diet, and activity), connecting this to tests and education through creating comprehensive consumer profiles

- providing test/lifestyle information to doctors (your doctor can't be there all the time - we can.)

- **becoming a broad-range health app addressing health in all facets**

# revenue model

- advertisement-based revenue - promotion of healthcare businesses

- premium subscriptions & features - however, we will try to limit the benefits of these accounts, as we want to increase consumer access

- possible partnerships with healthcare providers