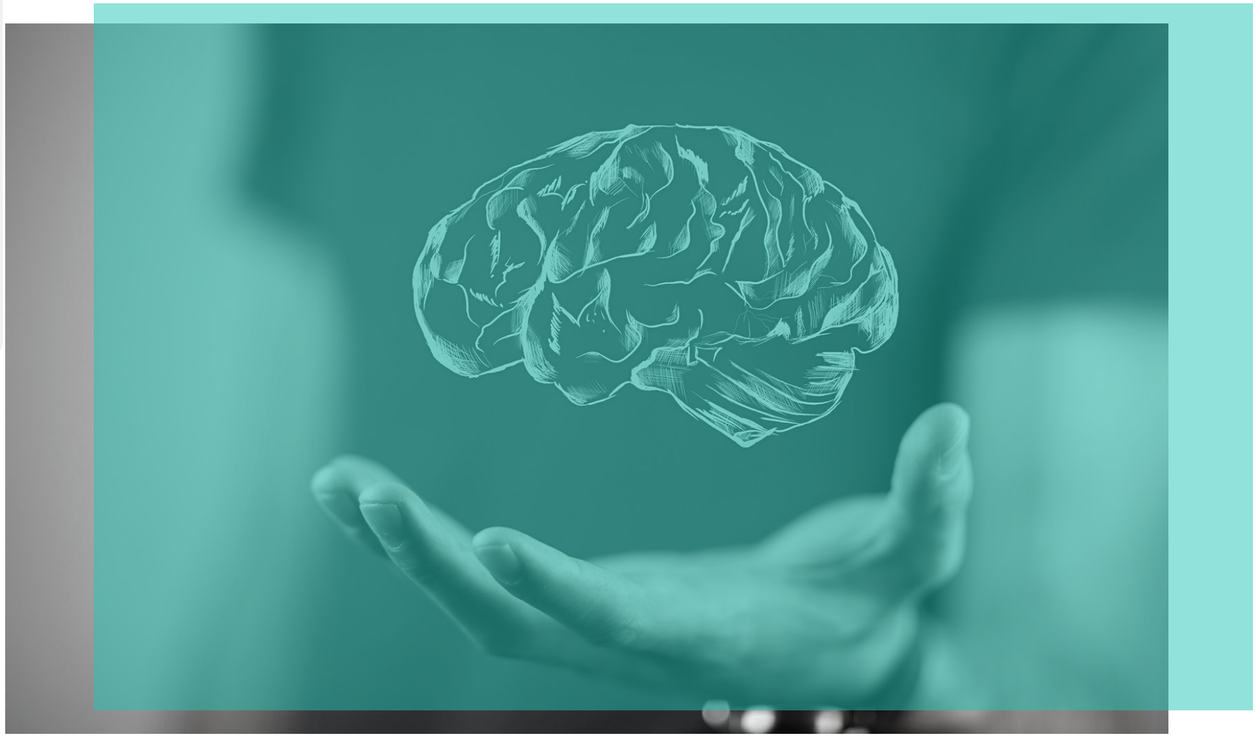
Synapsil®

Redefining Neurohealth

IoT based brain health monitoring system to understand persons' cognition status in real-time.



NIDHI PRAYAS

MAKE IN INDIA

birac
Ignite Innovate Incubate

DST@ 1971-2021
DEPARTMENT OF SCIENCE & TECHNOLOGY

IRVESH Enterprises

STROKE MANAGEMENT

Having direct access to 80+ hospitals / centers across Tier II / Tier III Cities

We realized that

Physician / Therapist

80%

Patients miss follow-up visits after initial treatment

50%

Neuro-interventionalists are on call every other night

63%

Patients has poor treatment outcomes after first stroke

Stroke Patients

34.6%

Patients get demotivated to visit rehabilitation centers every week

- **No standard rating systems**
- **Limited access to treatment and care**

$ 10,000

Out-of-Pocket Expenses

References

(1) Donkor ES. Res Treat. 2018; 3238165 ; (2) 10.1371/journal.pone.022472;

OUR PRODUCTS

End users: Stroke survivors; Age Group: 18 Years – 65 years

Ear Pods with In-Ear EEG electrodes; PPG sensors; Gait Sensors

Release of product: March 2024

Headband assembly with fNIRS pods

Release of product: March 2025

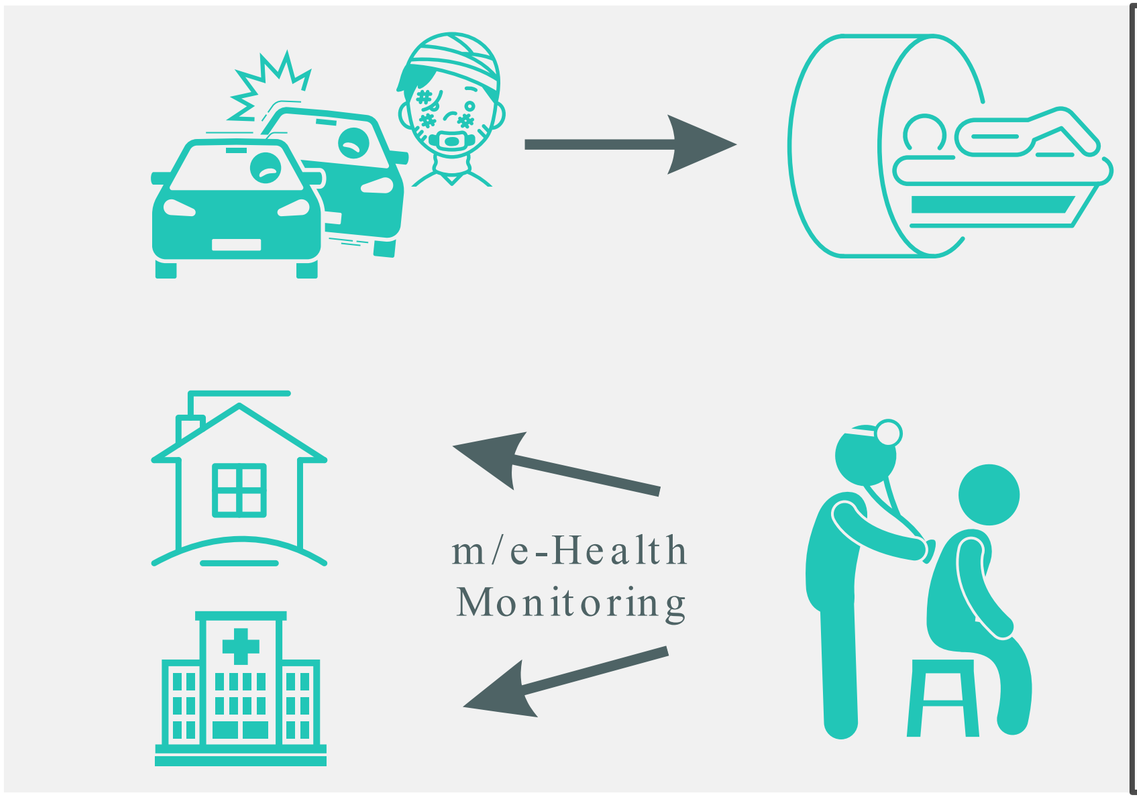
Central hub for collecting data from various sensors

INTELLECTUAL PROPERTY PATENTED

"An Integrated, affordable, real-time, data-driven personalized brain health management wearable system with enhanced patient-doctor follow-ups"

PRODUCT FEATURES

Personalized Brain Health Management System



Features of Synapsil

- **Continued Care**
- **Telehealth**
- **Quality of Life**

Post Operative Brain Health Management

"An Integrated, affordable, real-time, data-driven personalized brain health management wearable system with enhanced patient-doctor follow-ups"

UNIQUE SELLING PROPOSITION

Incremental & Disruptive; Technology Innovation

1. End-to-End cost-effective brain-health Management system
2. Targeted brain-health status classification algorithm >95% accuracy
3. Beneficial Interventions (Audio-Visual Training) to improve well-being
4. Multimodal data collection and continuous analysis

- Bridges the trust gap with objective care
- Assured therapy plan and high compliance
- Lifelong relationship for win -win outcomes

Data Streaming

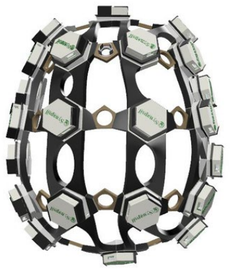
Cloud Processing

Dashboard

Reports

REVENUE STREAM

Tier I / II/ III Cities



Device + AMC and Mobile application

- Annual maintenance charge is included as a part of the lease contract (Minimum Period of 3 Years)
- Data Licensing and Data Exchange for Treatment plan
- Mobile subscription

B2B PaaS Model

INR 48000 (Services / Month) for Stroke clinics/ hospital

SELLING STRATEGIES

Direct Sales: to maximize margins

Channel Partners: to consolidate growth

+ 50%

Cost reduction than standard diagnosis

STRATEGIC NETWORK

SCIENTIFIC TEAM

Neuraura
UNLOCKING THE BRAIN

NATIONAL INSTITUTE OF MENTAL HEALTH & NEURO SCIENCES
समत्वं योग उच्यते

All India Institute of Medical Sciences Bhopal

IBNLT

PARTNERS

Familiehulp
we zijn er voor jou

UCCHVAS

ARYAM
HEALTH CARE
...with Empathy

RICH
Research and Innovation Circle of Hyderabad

t-hub

IBNLT*

CUSTOMERS

- Distributors

* International Medical Device Distributors accelerator
IntMeDA

- Hospitals
- Rehabilitation Centers
- Patients

*not yet decided

COMPETITOR ADVANTAGE

	INFRASCAN HANDHELD BRAIN INJURY DIAGNOSTICS	NIRX OPTICAL NEUROIMAGING	artinis	aware	IDUN Technologies	Synapsil Redefining Neurohealth
Device	Handheld IR scanner	Headband	Headband	Headband	Ear Pods	Headband
Pricing	INR 12,80,000	INR 12,00,000	INR 4,80,000/-	INR 8,00,000	INR 4,80,000/-	INR 48,000 / month
Assessment	fNIRS	fNIRS, EEG, EMG	fNIRS, EEG	EEG,ECG, EMG	EEG	EEG, HRV and fNIRS
Main function	Traumatic Brain Injury	Eye tracking, BCI, Child & Infant	Sport science, BCI, Gait rehabilitation	Fitness centered	EEG; EOG with BCI	Brain health Assessment and Care service package

Neurofeedback based Neurostimulation

Auditory Intervention

MARKET POTENTIAL

3,40,000
Sleep Apnea

77,100
Parkinson's Disease

10,600
Multiple Sclerosis

4,930
Brain and CNS Cancer

7,60,000
Traumatic Brain Injury

1,29,000
Brain Stroke

Neuro-Tech market

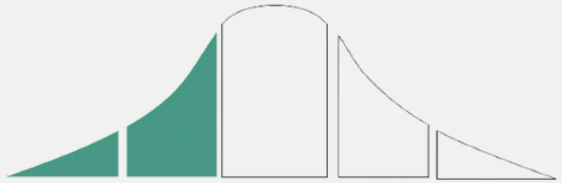
$ 4.83 billion
by 2030 (CAGR 7.91%)

Neuro Rehabilitation Market

$ 4.77 billion
by 2030 (CAGR 8.1%)

Target country
1.408 billion

7.5 %
Stroke rehabilitation
100 million



Everett Rogers adaption model

10 % early adaptors
10 million

Synapsil market study

50 % interested in our device
5,00,000

Synapsil initial market study

5% interested in our device
25,000 people initial purchase

TEAM MEMBERS

Dr. Anvesh, PhD
Chief Executive Officer
9+ Years of experience in the Neuroscience domain
Role: Business Operations

Esha Choudary MSc Data Scientist
DSP Engineer
3+ Years of experience as building ML algorithms
Role: Signal Processing & ML Engineer

Dr. Prabitha, PhD
Chief Scientific Officer
20+ Years of experience in Biomedical Sciences and Sensor Development
Role: Scientific Research and Technical Validation

Guna Deepak, MTech
Design Engineer
3+ Years of experience as design engineer
Role: Product design

Matthew Barras MSc Embedded
Chief Product Officer
5+ Years of experience as Embedded Engineer
Role: Product Development and Technical Validation

Harsha Sankisa, MBA
Branding & Marketing Manager
10+ Years of experience as Brand Marketing
Role : Marketing

ADVISORY BOARD

Dr. Amit Agrawal
Scientific Advisor
Trauma Surgeon, AIIMS Bhopal
Role: Clinical Validation and Ethical Committee approval

Indranil Majumdar
Technical Advisor
Role: Product development and Validation

Prof. Dr. Jamuna
Scientific Advisor
Clinical Psychologist, NIMHANS Bangalore
Role: Clinical and Scientific Validation

Giridhar Balwani
Business Advisor
Role: GTM Strategy

Dr. Sujeer Basha
Clinical Advisor
Physiotherapist, Aryam Healthcare
Role: Clinical Validation

Sriram Chidambaram
Financial Advisor
Role: Business and Financial Models

CONTACT US

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Synapsil®
Redefining Neurohealth

Thank you.