

Best Brain

PITCH DECK



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Intro

Mobile BCIs &
sensors
getting more
comfortable...



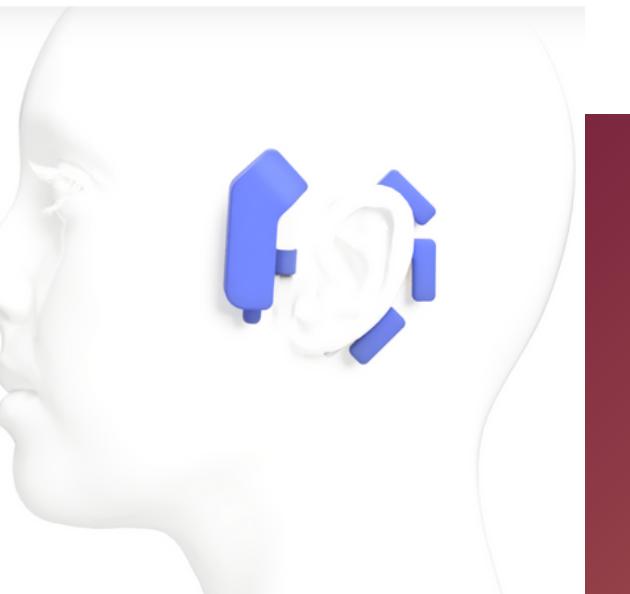
cybernex.co.jp

... and more
integrated in
our daily life.



[MC10 Inc.](http://MC10Inc.com) & Callibri.com

...more
efficient...

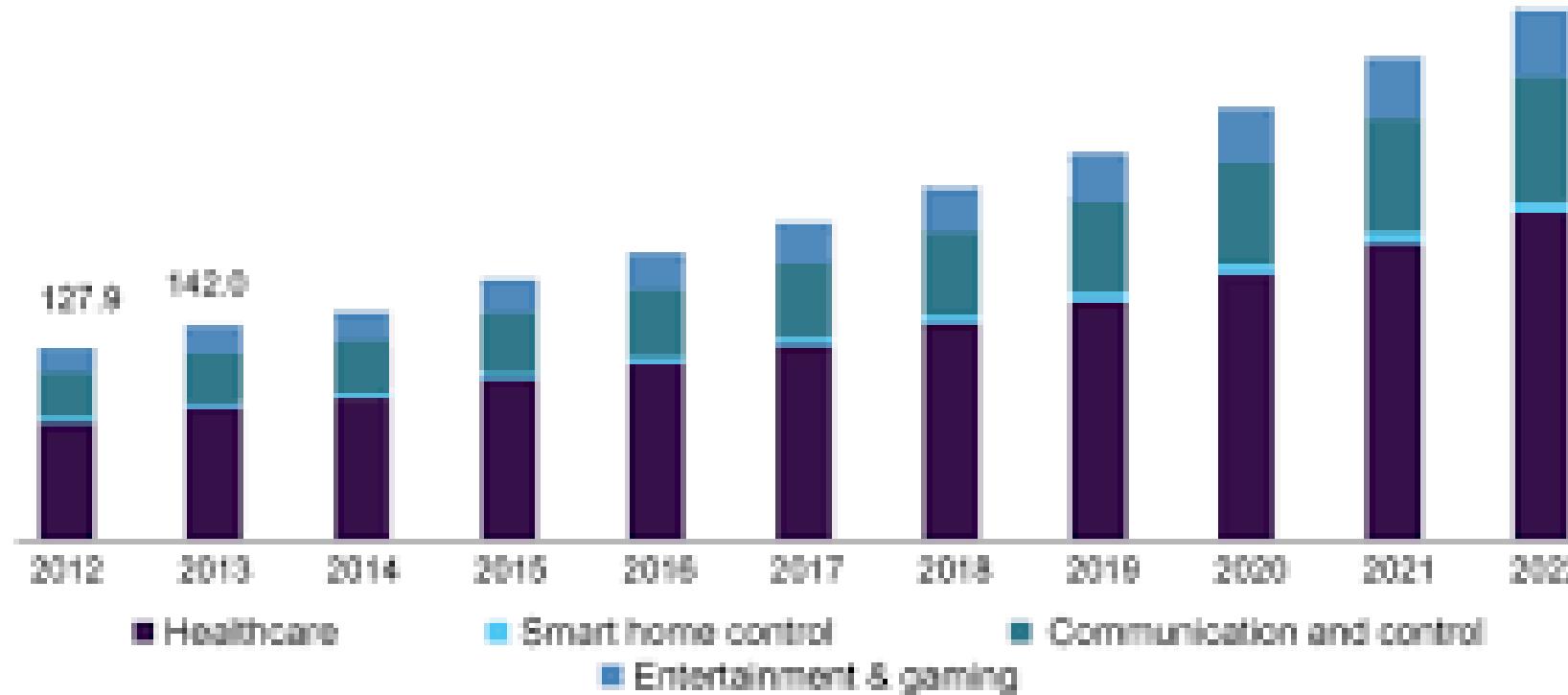


AlphaWearables.com



Current market size: \$2.6B

The current market of BCI is paved by its significant grow within the past years.



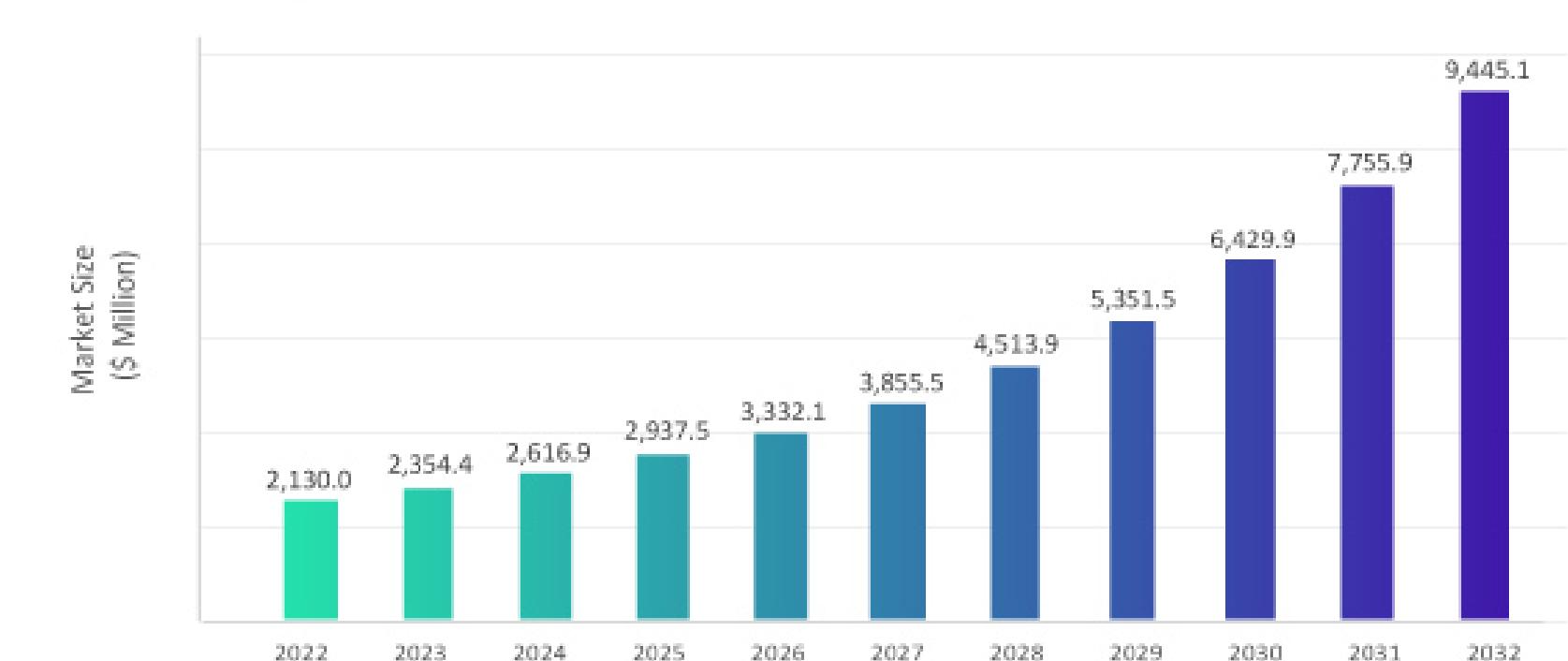
This market growth will extend within the next years.

Experts predict a significant grow since 2022. Today we are on the edge of the raise of that prediction.

Estimated Grow



Brain Computer Interface Market Revenue, 2022 - 2032 (US\$ Mn)

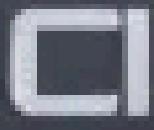


Market Size and Growth

IDEA

Its time to move a step further.

We rethink the word consumer BCI to a more compact and comfortable design for your daily life with the 'C1'.



Use case & Target Market

Consumer BCIs will change the future
but what is possible with our product?



Smart Home

- Gesture-Based Commands via EMG Signals
- Voice-Free Smart Home Control via Neurofeedback
- Regulation based on Heart rate

Digital Health

- Check overall well-being
- Telemedicine Data Integration
- Fall Detection and Mobility Tracking
- Remote Monitoring of Chronic Conditions or Post-Surgical Recovery

Fitness & Health

- Movement & Muscle activity & Heart rate tracker
- Mental & Physical Assessment
- Google Fit or Apple Health interaction

USP

What makes the C1 wearable?

Hybrid pioneer

Neuronal activity

5 EEG electrodes

2 fNIRs sensors

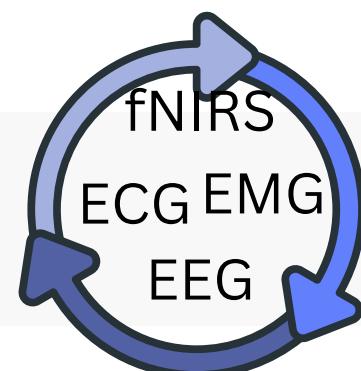
Muscle activity

1 EMG electrode

Heart activity

1 ECG electrode

Fitness, Movement &
Activity tracker
onboard



Breakthrough AI models

Decoder

Decode your brain
activity into usable
data

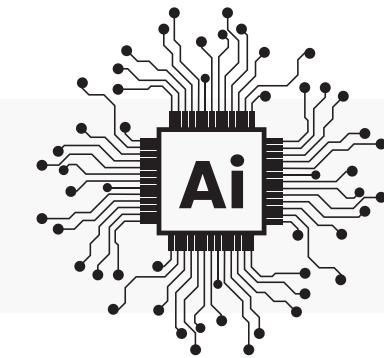
Unique & Unobtrusive

Unobtrusive Design

Anytime, Everywhere,
for Everybody

Sweat proofed

Be not limited in your
sport activity



Multi Niche

Digital Health

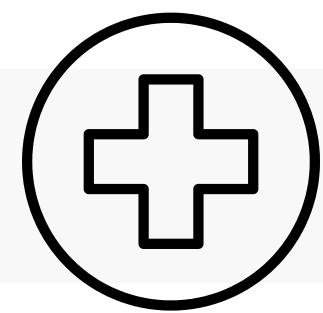
- Elderly Care
- Remote monitoring
- Research

Fitness & Health

- Workout
- Monitoring

Tech enthusiasts

- Smart home controll
- Meditation



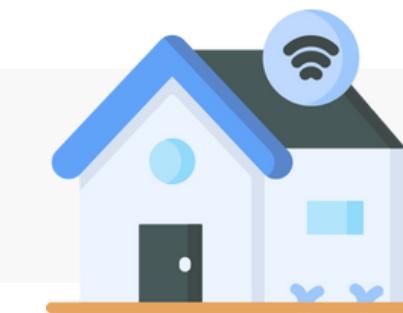
Third party interaction

Smart Home

Regulation
on basis your mental
state or gestures

Fitness & Wellness

Integration with
Google Fit & Apple
Health



Cloud Suite & Mobile App

Real time or past
analysis

Interacti & Control
with third partie
services



SOURCE OF REVENUE

How do we earn money with it?

Product Purchase

High-End

Start in high segments
expand to lower

Specs

Different Versions,
Products & add ons.

Cloud Platform

Subscriptions

Extended Data Storage &
Analysis (focus on B2B)

API

Offer own and open
source (free) brain
decoder models

BUSINESS PLAN

We build yours

Camera? Flashlight? Glass
Adaption? We integrate it
in your BCI!

Data

No reselling

Market Value

Robust models

For better API results

Traction

PCB Design

Prototype PCB design created

Team

Our strengths combined perfectly together for fast development and straight go to market

Freelancers

We cooperate with well trusted freelancers we worked over a long period with.

Infrastructure

We build a basic cloud infrastructure with the necessary functionality for (real time) monitoring

Web App

A neat Web App conveys the first impression to a the public.

Mobile App

Segment of the Mobile App für smart home control.

NEXT STEPS



ROUND 1

1

Deploy Shop,
Cloud, and App &
write onboard OS



4-6 Months

2

Finish prototype,
request
certifications &
integrate
Software



3 Months

3

Test and refine
software.



1-3 Months

4

Deploy Hardware
production



3 Months

5

Test everything



2-5 Months

6

Prepare
Marketing



1 - 3 Months

ROUND 2



Financial Plan

Round 1 – Prototype, Segment & Prepare production (current)

Goal

85.000€

Minimum investment: 500€

Allocation 12 Months

Prototype - 2.500€

- PCB Milling
- Production Design
- PCBA components
- Hardware Components
- Own Operating System

Online Presence

- Mobile App Production
- Shop & Cloud deploy
- Social Media Content
- Video, Graphics and Images for presentation

Salaries - 36.000€

3 Team members for 12 months

Freelancers & Graphic Designer - 11.000€

Models, Video & Photograph - 5.000€

Task Calculation:

<https://docs.google.com/spreadsheets/d/1oVupRCDE029bhIhDorGct9Yiv5cqgC-kngGUZhImUJ4/edit#gid=0#gid=0>

Round 2 – Production

Goal

200.000€

Allocation

Hardware Machines

- PCB Milling machine
- PCBA components stock
- Hardware Components
- Software
- Evaluation & Backup

Employees

- Assistant & Support (late)
- Social Media & Content Creator (late)
- Legal
- Own salaries

Marketing

- Social Media
- Email Marketing
- Influencer

Regulations & Certifications

Founding Support Programs by Government



CEO **Benedikt Sterra**

Experience

- Software Company
- Frontend, Backend, Cloud Infrastructure
- Business Knowledge

Social

GitHub: [wired87](#)

LinkedIn: [Benedikt Sterra](#)

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CTO **Hussin El Rashidy**

Experience:

- Machine learning and bioengineering
- Bachelor of Science in Biomedical Engineering
- Student Research Assistant at the Center for Regenerative Therapies

Social

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CTO **Ayush Dileep**

Experience:

- Hardware Engineer at TU-Dresden
- Hardware Design & Development
- BCI Development

Social

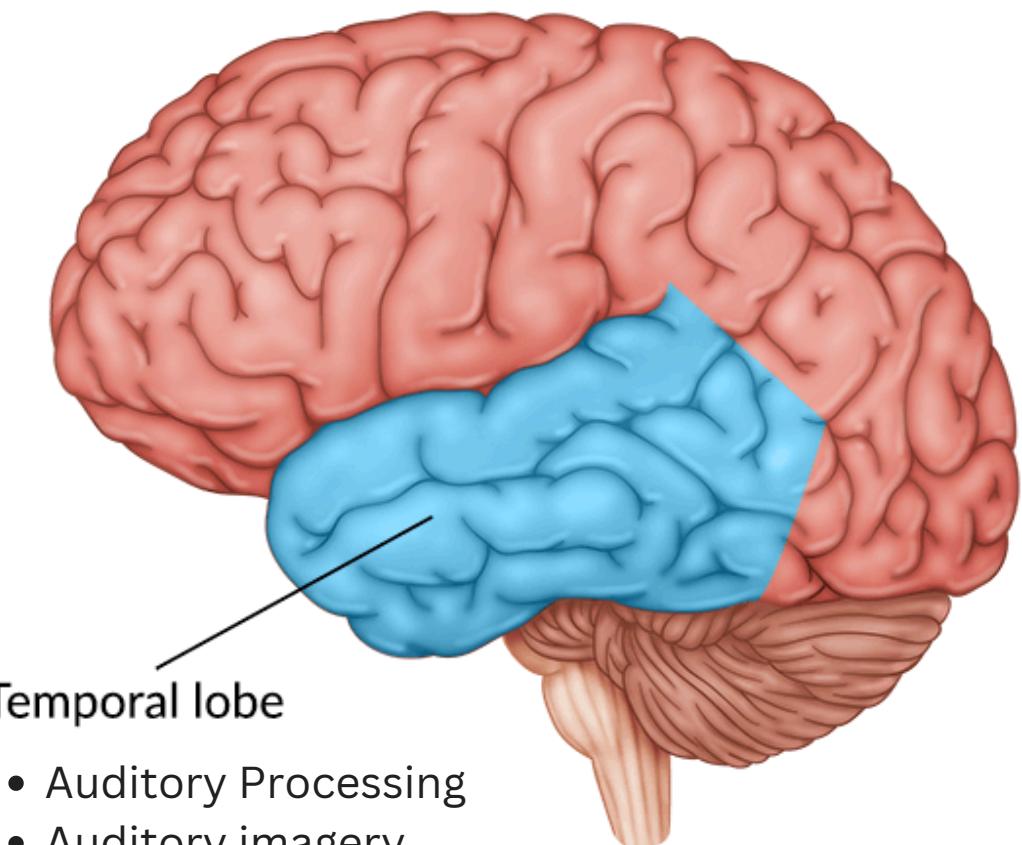
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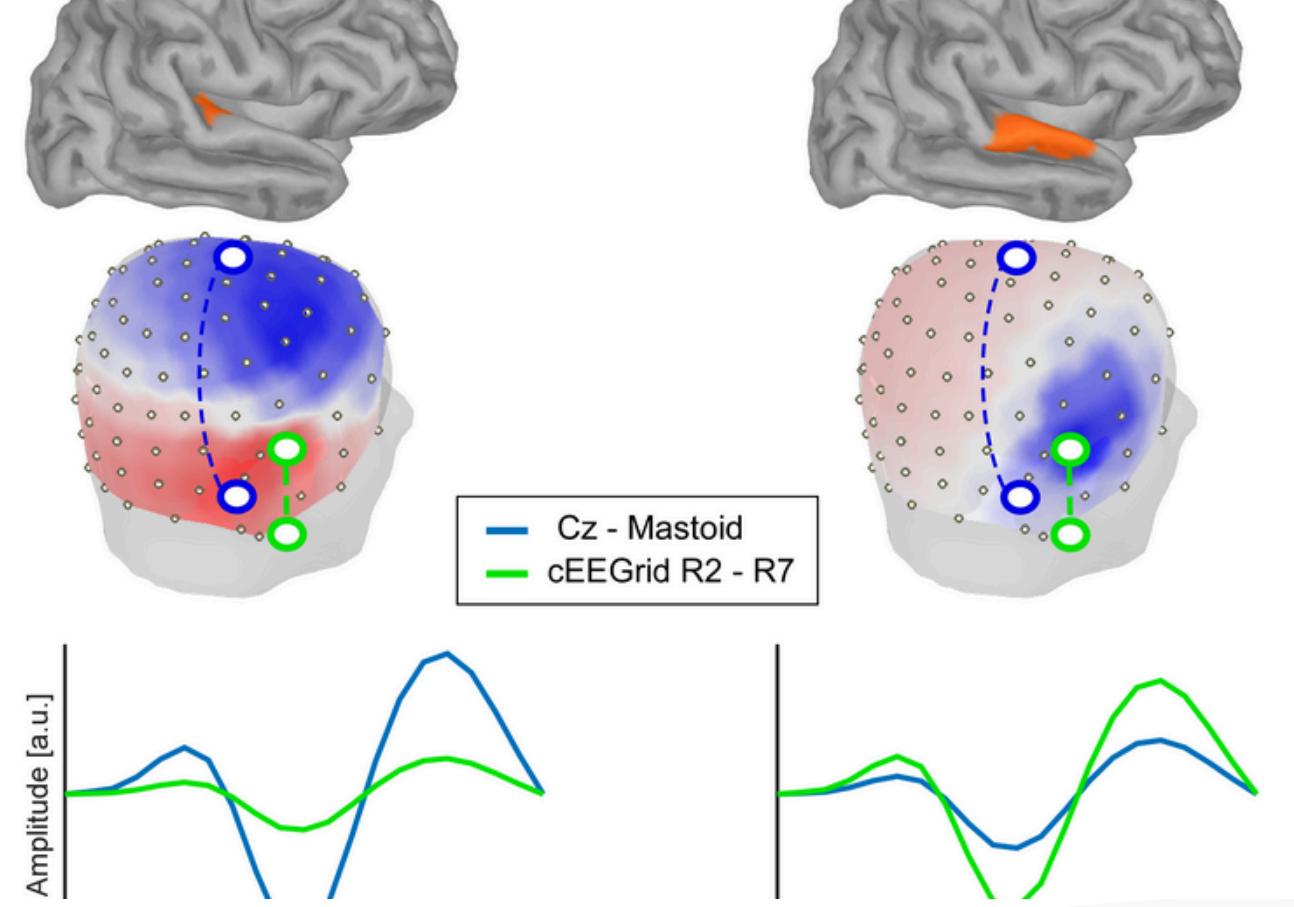


Who
we
are



- Temporal lobe
- Auditory Processing
 - Auditory imagery
 - Language Comprehension
 - Emotional Responses:
 - ...

The CeeGrid (by Stefan Debener) has demonstrated its potential to read from those areas precisely



Future

Over the next months and years we further train our foundation models to decode the brain activity from this and other brain areas more and more precisely

Science

It's time to take a step into the future



**Thank
You**