

Best Brain

PITCH DECK



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Intro

Mobile BCIs &
sensors
getting more
comfortable...

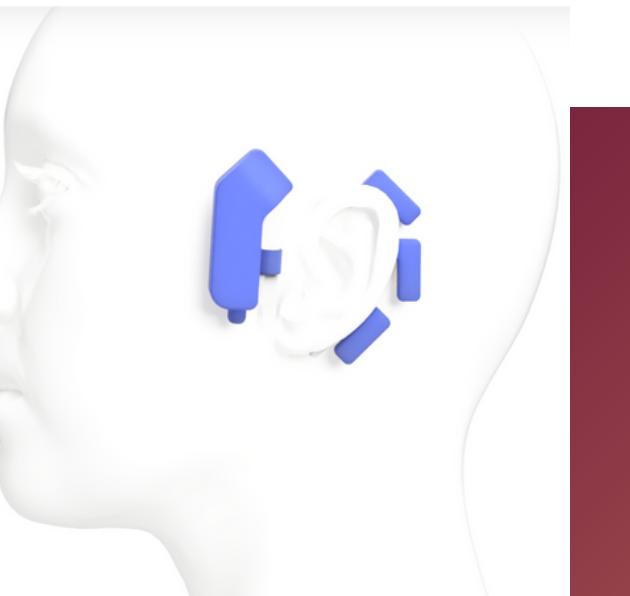


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... and more
integrated in
our daily life.



...more
efficient...

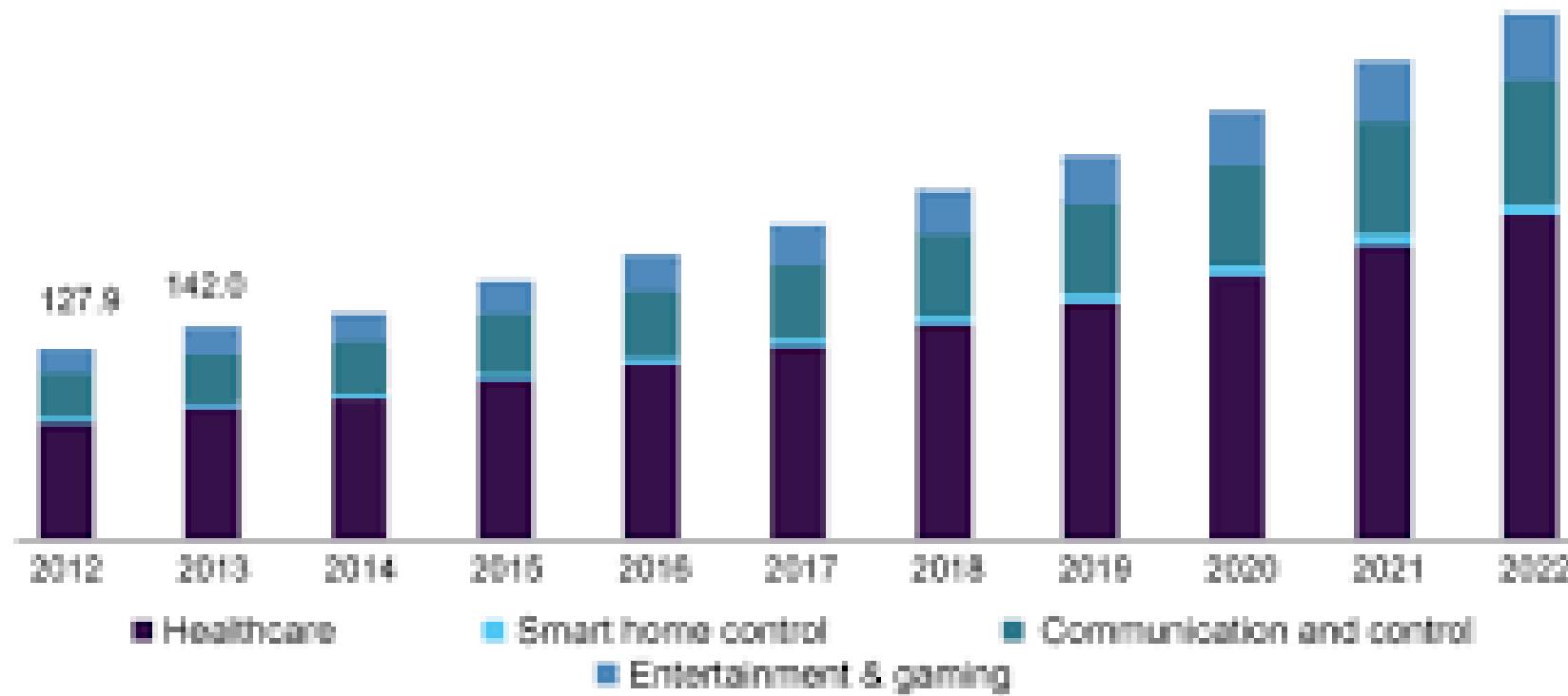


AlphaWearables.com



Current market size: \$2.6B

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



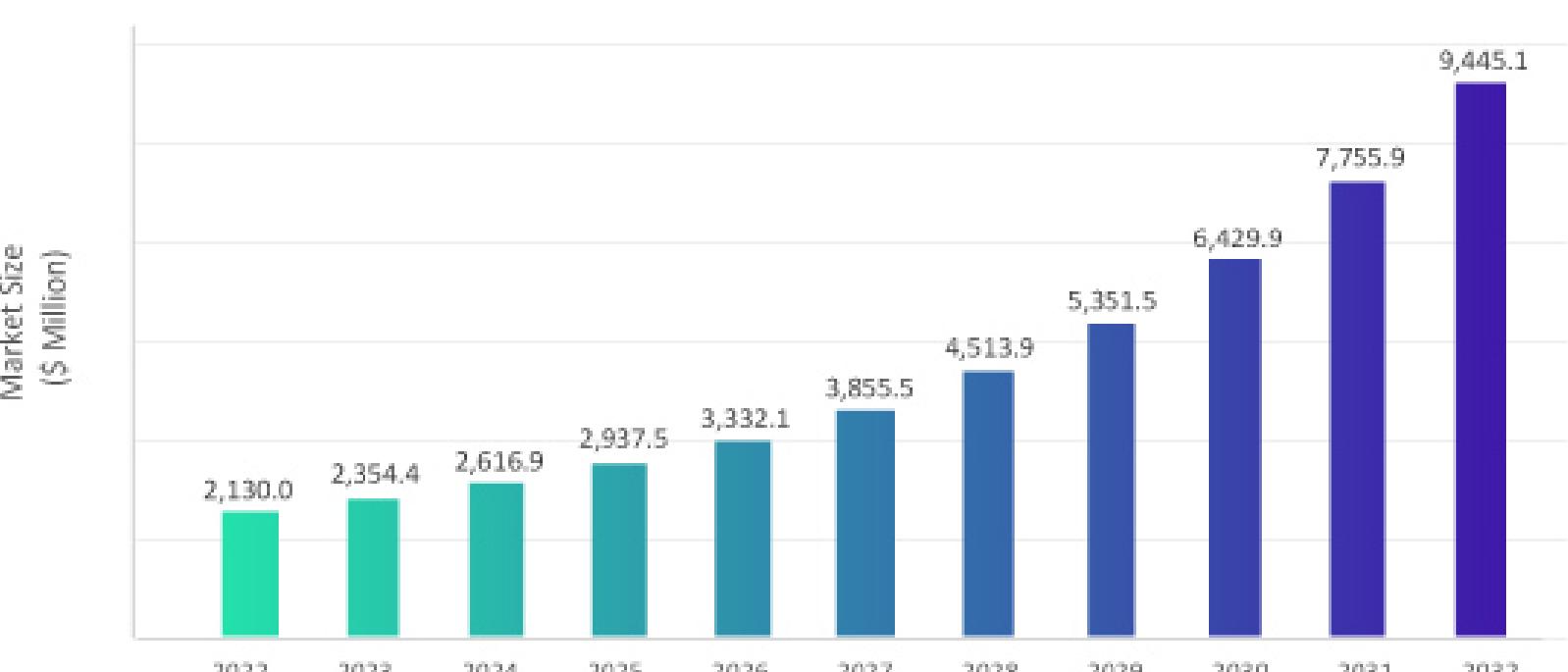
This market growth will extend within the next years.

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

What's on the market currently?



Niche	Strength	Details	Customers & Partners
<ul style="list-style-type: none">• Research,• Developer• Gaming• Consumer	<ul style="list-style-type: none">• Many Products,• Made in US• Long history	Founded: 2014 Located: United States Annual Revenue: \$4 million Employees: 28 Funding: \$3.56 million in total funding	<ul style="list-style-type: none">• Varjo• Lenovo• Unity• Research Institutions• Consumer

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Niche	Strength	Details	Customers & Partners
<ul style="list-style-type: none">• Consumer• Fitness & Health• Wellness	<ul style="list-style-type: none">• Unobtrusive• Health monitoring	Founded: 2020 Located: Japan Annual Revenue: Not available Employees: 11-50 Funding: \$1.83 million	<ul style="list-style-type: none">• Taiyo Kagaku Co., Ltd.• Well Pharma Co., Ltd.• Dera Co., Ltd.• Aroma Co., Ltd.• Research

Other matching companies & products

[Mendi](#)

[MC10 Inc.](#)

[BrainBit](#)

[Callibri.com](#)

[Emotiv](#)

[BitBrain](#)

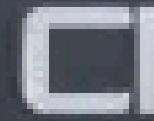
[AlphaWearables.com](#)

[Muse](#)

IDEA

Its time to move a step further.

We're redefining consumer BCI with the 'C1,' offering a more compact and comfortable design tailored for everyday use.



Adaptable for your needs

Adjustable 'add-on'
electrode extension for
precise monitoring of
additional brain
regions.



Use case & Possible Target Markets



Smart Home Control

- Via Neurofeedback, muscle movement, heart rate or gestures

Digital Health

- Elderly Care
- Telemedicine Data Integration
- Fall Detection and Mobility Tracking
- Remote Monitoring of Chronic Conditions or Post-Surgical Recovery



Fitness & Sports

- Movement, Muscle & Heart rate
- Mental & Physical, workout Assessment
- Google Fit or Apple Health interaction



Core Focus

Accident prevention (B2B)

- Recognize fatigue, stress, anger depression and more

Niches:

- Travel/Driver & Pilots
- Machinery operators

Pros:

- Early partnerships = real world evaluation + possible customers

USP

What makes the C1 better than its alternatives?

Hybrid pioneer

Neuronal activity

5 EEG electrodes

2 fNIRS sensors

Muscle activity

1 EMG electrode

Heart activity

1 ECG electrode

Movement tracker

Microphone



Breakthrough AI models

Decoder

Decode your brain activity into usable data in real time

Adaptable & Unobtrusive

"Add-On" Electrodes

Adaptable with for clear measurements from other brain regions

Unobtrusive Design

Anytime, Everywhere, for Everybody

Multi Niche

1. Worker Monitoring
2. Digital Health
3. Fitness & Health
4. Tech enthusiasts

Third-Party Interaction

Smart Home

Regulation based on your mental state

Fitness & Wellness

Integration with Google Fit & Apple Health

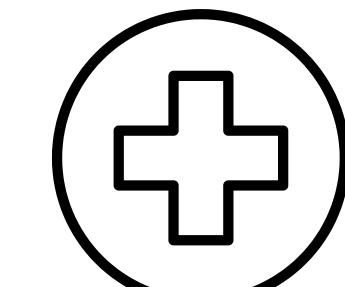
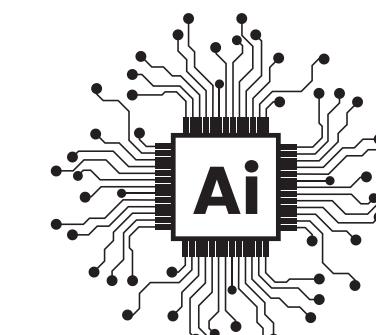
Cloud Suite & Mobile App

Real time or past analysis

Interaction & Control of third-party services

API

Algorithms and real-time capabilities for use with other devices.



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.

BUSINESS PLAN

Cloud Platform & Mobile App

Subscriptions

Extended Data Storage &
Analysis (focus on B2B)

API

Offer our algorithms
and real-time
capabilities for use
with other devices.

We build yours

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

Data

No reselling

Market Value

Robust models

The more data, the better
the models

Traction

PCB & Product Design

A prototype PCB and product design was successfully created

Team & Freelancers

Our strengths combined perfectly for fast development and direct go-to-market

Web App & Mobile App

A neat web and mobile App conveys the first impression to the public with included real time monitoring cloud suite (cloud suite and mobile app in progress)

Partners & Cooperations

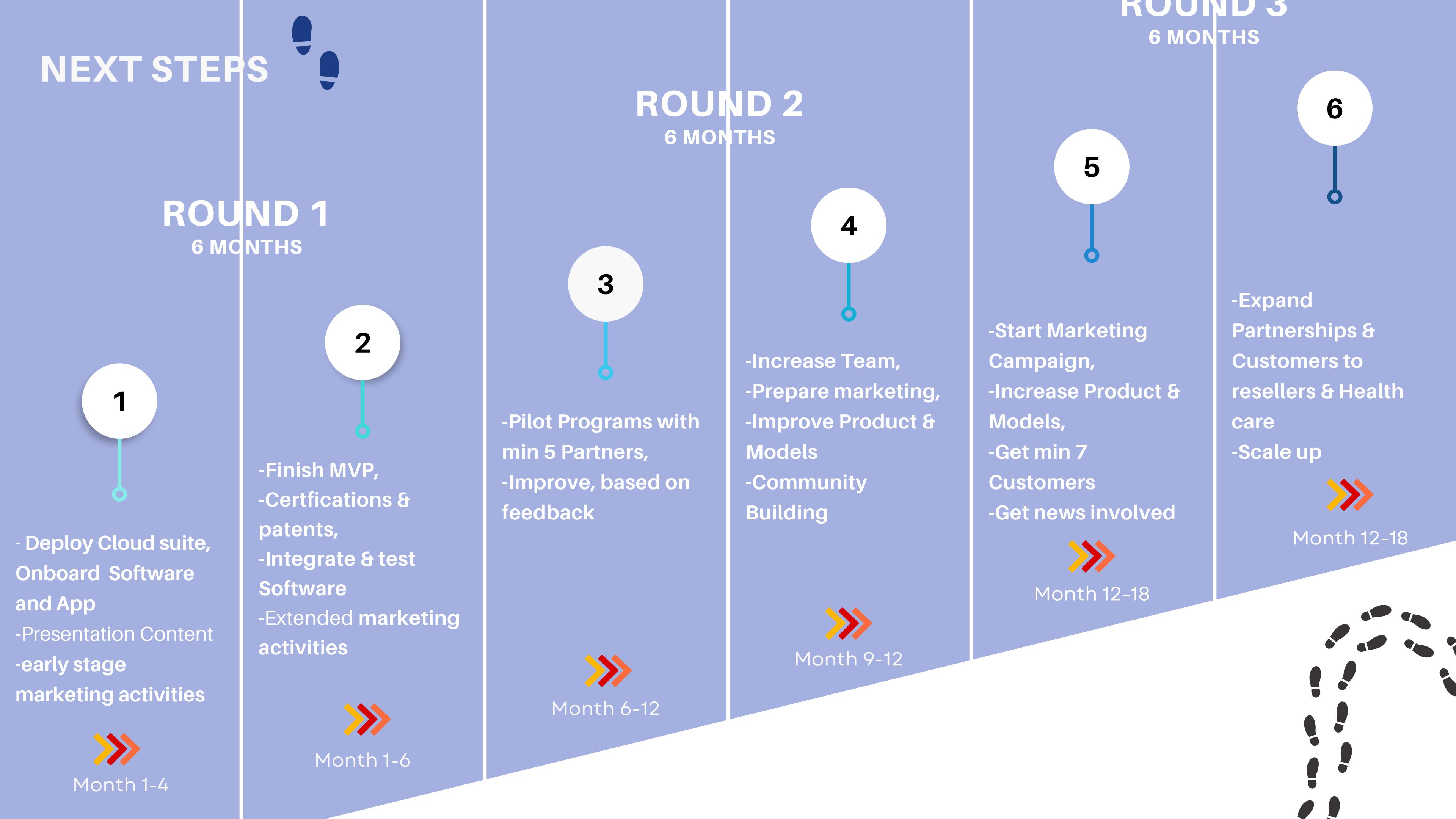
We are in contact to potential institutions to test our product in the real world.

Dresden Exist Bootcamp

We are accepted by the Dresden Exist Bootcamp that supports young start ups.

Data

Collected data from various sources and looking for datatransfer with Universities and Companies.



Financial Plan

Round 1 – Prep (current)

Goal

40.000€

Minimum investment: 500€

Allocation – 6 Months

Pilot prototype - 2.500€

- PCB Milling
- Product & PCB Design
- Hardware Components
- Onboard software
- R&D

Online Presence

- Mobile App Production
- Cloud Deployment
- Social Media Content
- Video, Graphics and Images for Presentation
- Software tools & subscriptions

Salaries - 24.000€

4 Team members for 6 months

Freelancers & Graphic Design - 5.000€

- Intellectual Property (IP) Protection - 2.000€-5.000€
- Funding Support Programs by Government
- Quality Assurance and Compliance - €1.500

Round 2 – Hello World

Goal

70.000€

Allocation – 6 Months

Hardware

- PCB Milling Machine
- PCBA Components Stock
- Hardware Components
- R&D

Salaries & Employees

- Assistant & Support (later stage)
- Social Media & Content Creator (later stage)
- CMO (later stage)
- Legal
- Own salaries

Marketing

- Social Media (focus LinkedIn, YT-, Insta- & FB Content)
- Email Marketing (later stage)

Cyber Security

Software tools & subscriptions

Regulations & Certifications

GmbH Formation

Founding Support Programs by Government

Team Development and Training

Round 3 – Go To Market

Goal

220.000€

Allocation – 6 Months

Hardware

- Hardware Components
- R&D

Travel

- Personal Meetings
- Industry conferences

Salaries & Employees

- Assistant & Support
- Social Media & Content Creator
- CMO
- Legal
- Own salaries

Marketing

- Social Media (focus LinkedIn)
- Email Marketing
- Subscriptions
- Paid Ads (YT, Insta & LinkedIn)

Cyber Security

Founding Support Programs by Government

Team Development and Training

Online shop system



CEO **Benedikt Sterra**

Background in Software development
Cloud infrastructure and business
development

- Backend
- Marketing
- Vectors
- Business development
- GCP
- AWS
- Python
- TypeScript
- React
- React Native
- Research

Social

GitHub: [wired87](#)

LinkedIn: [Benedikt Sterra](#)

Contact

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Mail:
derbenedikt.sterra@gmail.com



CTO **Hussin El Rashidy**

Bachelor of Science in Biomedical Engineering. Research Assistant at TU Dresden's Center for Regenerative Therapies
Machine learning and bioengineering projects.

- Biomedical AI
- Computer Vision
- Python
- Machine Learning
- Deep Learning
- Signal Processing
- MATLAB
- Research

Social

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CTO **Ayush Dileep**

Masters of Science - Electrical Engineering and Information Technology

Masters of Science - Nanoelectronic Systems
Bachelors of Technology - Electrical and Electronics Engineering

- Sales
- ADS - RFE Design
- VHDL
- LTSPICE
- Matlab
- Python
- Xilinx Vivado
- C/C++ and Assembly level programming
- IOT
- Research
- Microsoft

Social

LinkedIn: [Ayush Dileep](#)

Contact

Mail: ayushdileep@gmail.com



SA **Hongliu Yang**
(Scientific Advisor)

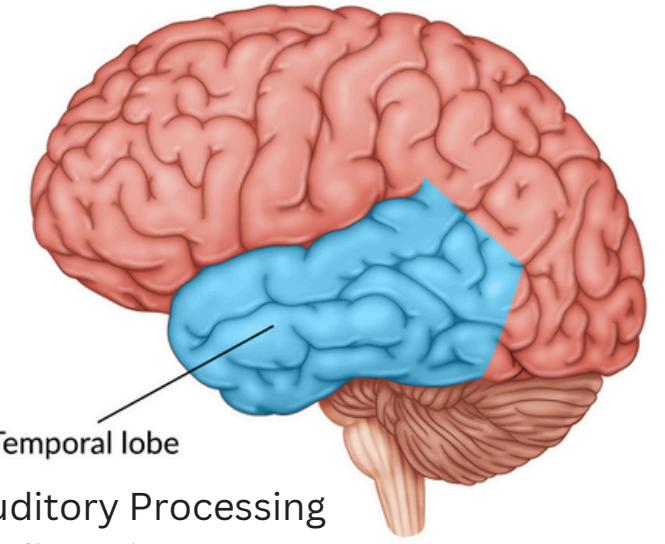
PhD in theoretical physics.
He worked in universities @ Potsdam, Dresden, Chemnitz and Bayreuth.

Social

TU-Dresden: [Hongliu Yang](#)

Contact

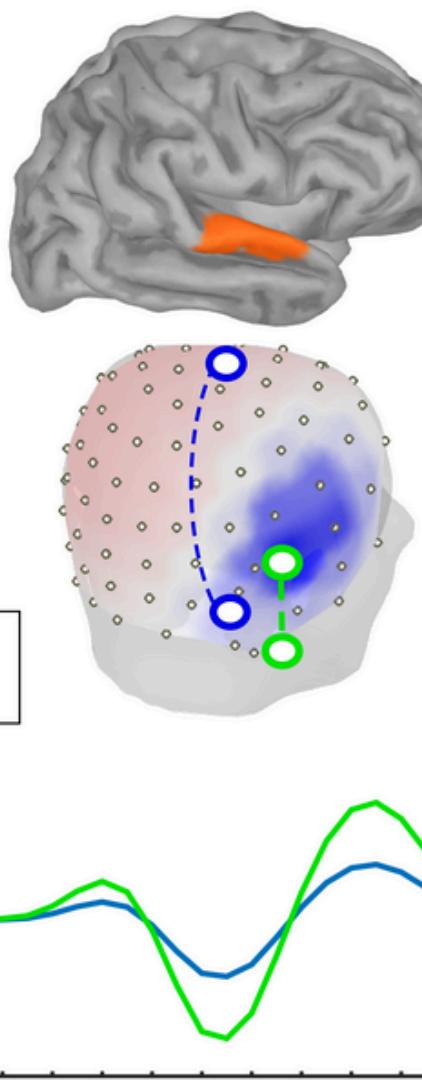
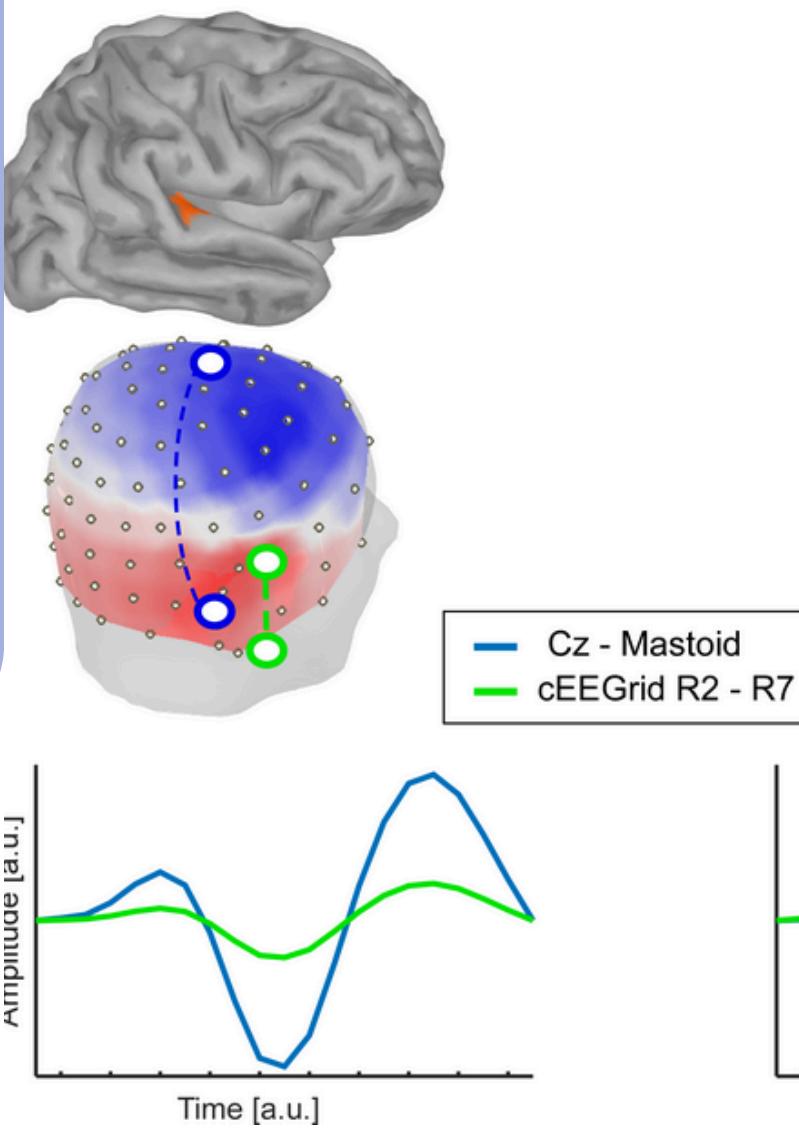
Mail: hongliu.yang@tu-dresden.de



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

The CeeGrid (by Stefan Debener) precisely reads the temporal lobe.

With our “add-on” electrodes, we can monitor the frontal, parietal, and occipital lobes, unlocking new markets like gaming and healthcare



Vision & Science

Remove Adaptable electrodes

With improved electrodes and higher signal quality from deeper brain regions, our long-term goal is to eliminate the need for additional electrodes.

Stimulation

Adapting our devices to stimulate the brain based on recognized patterns offers endless opportunities, including cognitive enhancements and combating mental health disorders.

Partial Exit

Our plan is to partially exit the company in 2030.

Useful src

Detailed Tasks & Calculation (IMPORTANT) :

https://docs.google.com/spreadsheets/d/1VXDQRbH9b9-h9a9_O4YLwmHrVfWBNNSuwoe_nT2icwY/edit?gid=0#gid=0

Marketing Plan, Regulatory

https://drive.google.com/file/d/1V2dLZbSE20gc7kuMvAZQjJQn5zUoOE_y/view?usp=sharing

