

BRAIN STIMULATION®

Brain Stimulation offers scientifically supported products, cutting edge neuroscientific know-how using stimulating mixed reality technology, VR and AR. Diagnostics and rehabilitation of stroke, based on the method Rehatt.

Market need and potential

Stroke is a global problem, every 6th person suffers a stroke during their lifetime, it is the most common cause of long-term disability in the world and a huge burden for society.

There is a huge market for efficient digital tools supporting Healthcare and Health Economical Values within stroke care.

RehAtt®-DiSTRO and VR meet the immense need of Innovative products for early detection and correct diagnosis after stroke as well as efficient rehabilitation of patients in clinics.

New RehAtt AR, concept proven by Key opinion leaders in EU, US and Canada support and enable the need and market movement towards early discharge and rehabilitation in the patients' home environment.

Business idea

Our goal is to use only existing platforms and hardware, focusing on applications and developments using agile methodology.

We will use a scalable business model and set-up to approach a global market and to meet overall Health- economic aspects. A price model that secure income over time (rental, service and support, software updates).

Development of products to support clinical use as well as homecare and early discharge from clinics (better for the patient and cost efficient for society), well in line with market movement. Provide easy-to-use products that motivate and inspire patient to improve and develop.

Potential Line extensions:

Brain tumors, Dementia, Parkinson and other degenerative brain diseases.

Validated (by research) products for stroke and neuro rehabilitation care that effectively assess and rehabilitate cognitive impairments and stimulate healing of the brain by intense training in multi-sensory VR and AR environments. Enhance and support continues developments for Home rehab and future E-health and AI-solutions.

Competition

Traditionally Diagnostic tests have been done with pen and paper. Regular rehabilitation of patients mainly consists of scanning training of daily life activities, there is no evidence for this being effective. There are a few new startup companies



focusing on virtual reality and stroke rehabilitation. There is still non or insufficient evidence to support effectiveness of these products. Focus on within stroke care has been mostly on cognitive aspect of rehabilitation.

Advantages

- Digital diagnostics with RehAtt®-DiSTRO improves quality and save time (15 min compared to 50 min)
- Evidence based persistent effect on activities of everyday life for stroke patients for RehAtt®VR
- Combined expertise in Augmented Reality technology and cutting-edge brain research
- Excellent usability in Proof of Concept study (e.g. Patients can exercise more independently, and they are motivated)
- Fun and easy to use for both patients and professionals
- Early supported leave, Home care and overall Health Economics (same results after 15 hours of training at home with RehAtt® as with 40 hours of traditional methods in clinic or rehab-center).

Current status

RehAtt-VR is CE-marked and has clinical Proof of Concept and has received commercial orders. RehAtt- AR has initial Proof of Concept approval thru pilot testing. Ongoing developments, further validation and already established international collaboration with Key Opinion Leaders at centers of excellence in EU.

Planning for Multi-center study is ongoing, which will increase validation and confirm Proof of Concept as well as market potential and scalability globally. Brain Stimulation is seeking VC and partners to launch and execute according to plan. Brain Stimulation have received local, national and international soft funding (e.g. VINNOVA and EU-SME).

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IPR

Brain Stimulation IPR strategy focus on developing the brand, trademarks and copyright. Scientific studies, publications and Proof of Concept is indirect obstacles for competitors.

Funding plan and investment proposal

- ✓ Received National Founding and EU Support (750 KEUR)
- ✓ Inv Round 1 closed Q2 2019 (250 KEUR)
- ✓ Inv Round 2 closed Q4 2019 (150 KEUR)

Proposal

Investment Round 3 open Q1 2020, marketing and development resources **400 KEUR**

Partnership

Brain Stimulation seek further funding and investment from private and institutional investors, as well as competence and are also interested in strategic partnerships.

Team / Scientific advisors

Helena Fordell
Founder, owner, and Medical responsible, neurologist, MD Umeå University Hospital

Derny Häggström
Chairman of the board, entrepreneur with long experience in internationalization and business development

Fredrik Jonsson, CEO
Several years of experience as CEO within MedTech, product development, start-up and international commercialization.

Birgitta Johansson
Experienced occupational therapist

Emil Palm
R/D, Expertise in Programming, Technical- and product- Development. M.Sc. in Computer science

Business Advisors

Kurt Strömgren
Uminova Innovation

Background

Brain Stimulation AB was founded 2011. The company combines expertise in advanced VR technology and cutting-edge brain research in the diagnosis and stroke rehabilitation product RehAtt. With a scientifically proven transfer effect, RehAtt will help stroke patients reclaim their normal life.