PITCH DECK

BEST BRAIN

+49 176 7386 7952

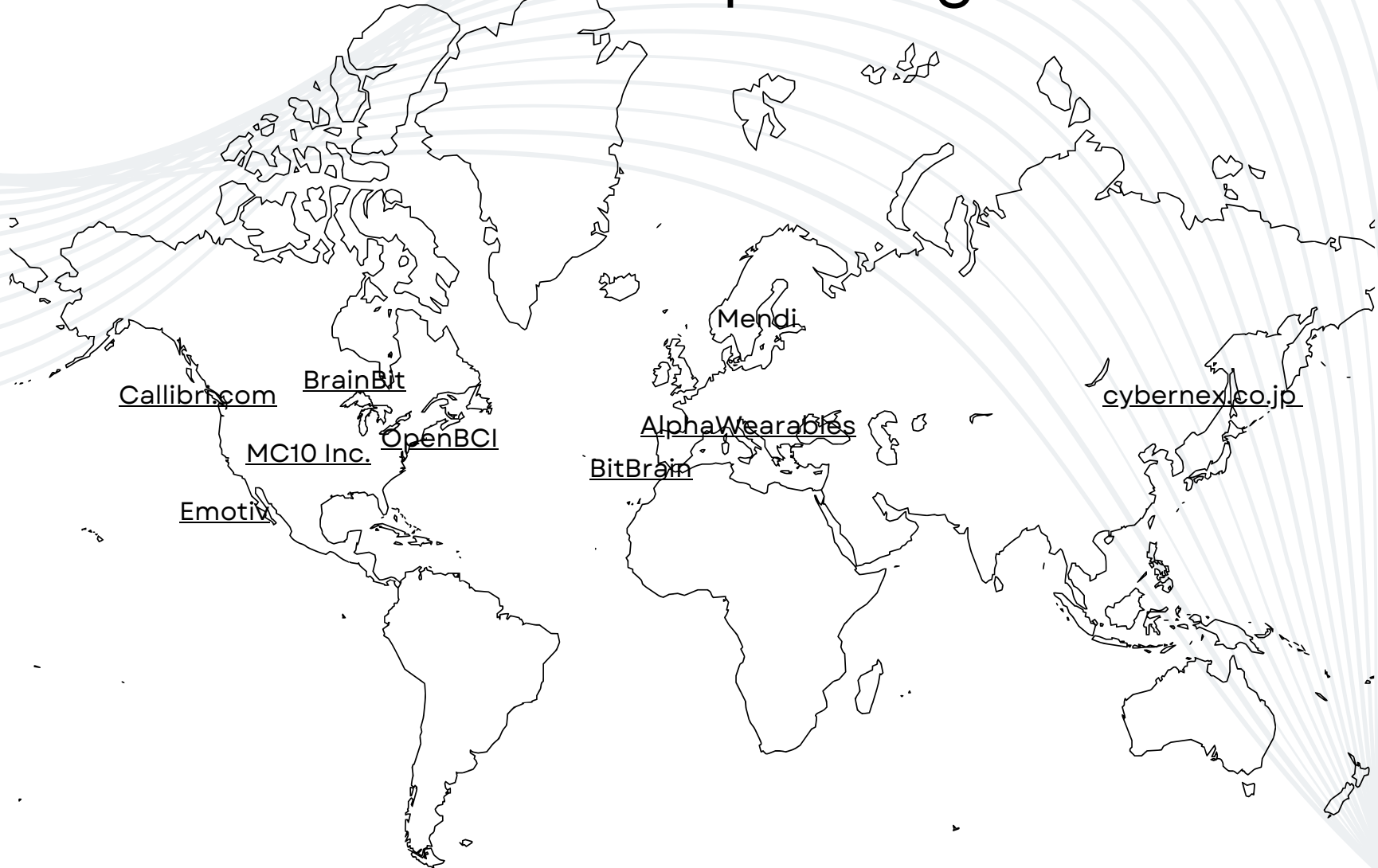www.bestbrain.tech

office@bestbrain.tech
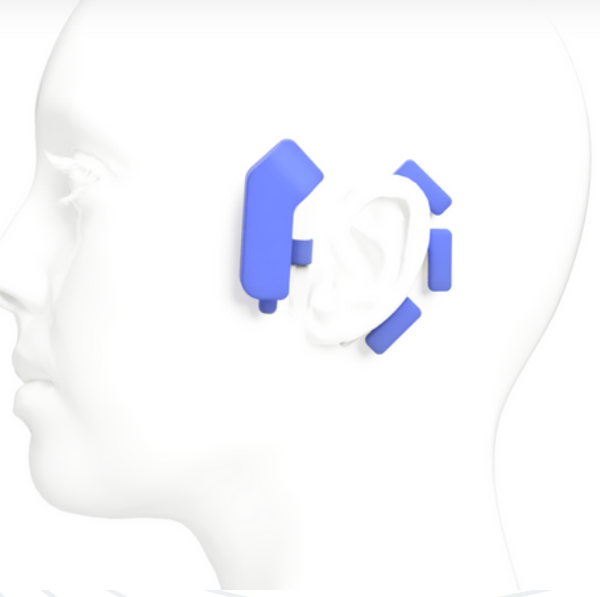
Mobile Brain Computer Interface market is improving...

Mendi

Callibri.com    BrainBit

MC10 Inc.    OpenBCI    AlphaWearables    cybernex.co.jp
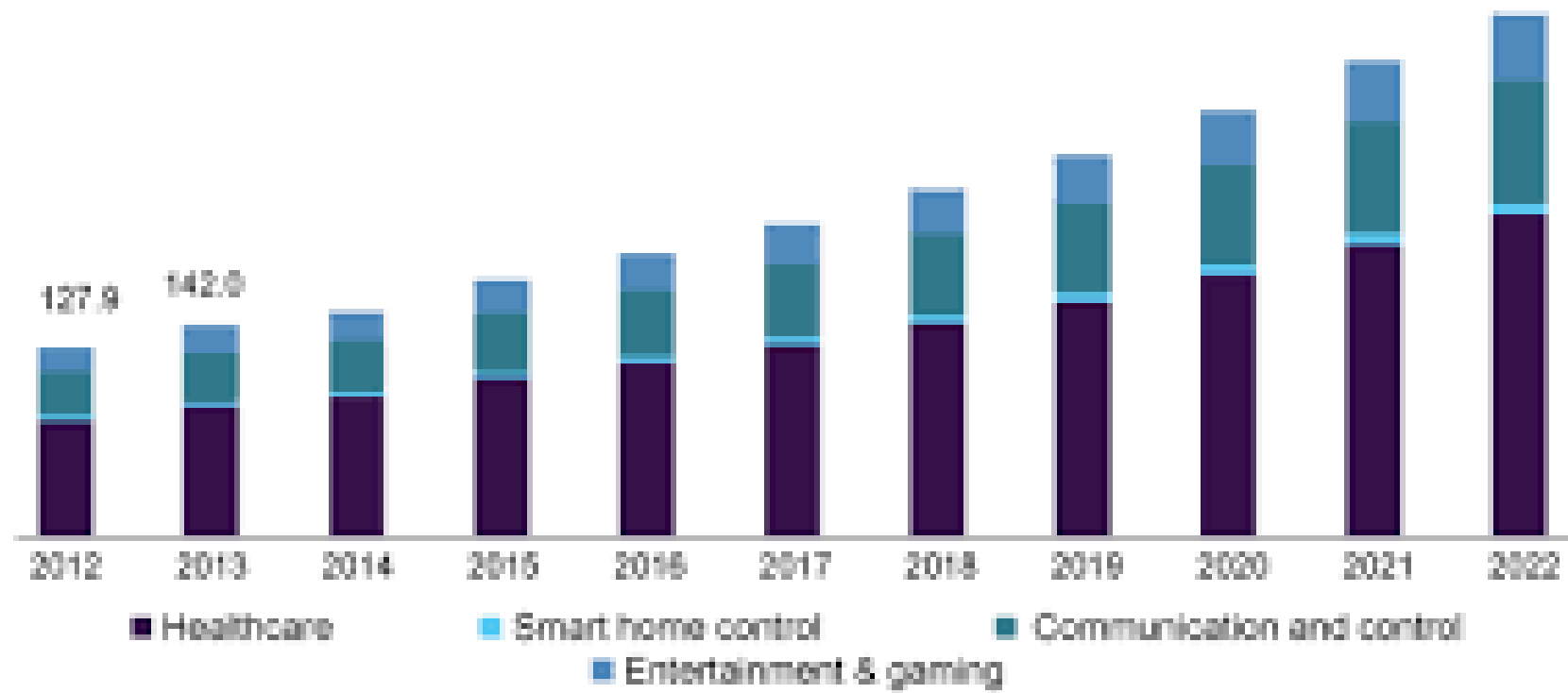
Emotiv    BitBrain

... expanding ...

... with new and more compact products.

# Current market size: $2.6B

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



127.9  142.0

- Healthcare
- Smart home control
- Communication and control
- Entertainment & gaming

2012  2013  2014  2015  2016  2017  2018  2019  2020  2021  2022

**WEF predict significant growth since 2012 till 2030**

**Companies Marketing attract attention**

**Today we are on the edge of the hype.**

# Market Size and Growth

**Towards** HEALTHCARE

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



Market Size ($ Million)

9,445.1
7,755.9
6,429.9
5,351.5
4,513.9
3,855.5
3,332.1
2,937.5
2,616.9
2,354.4
2,130.0

2022  2023  2024  2025  2026  2027  2028  2029  2030  2031  2032
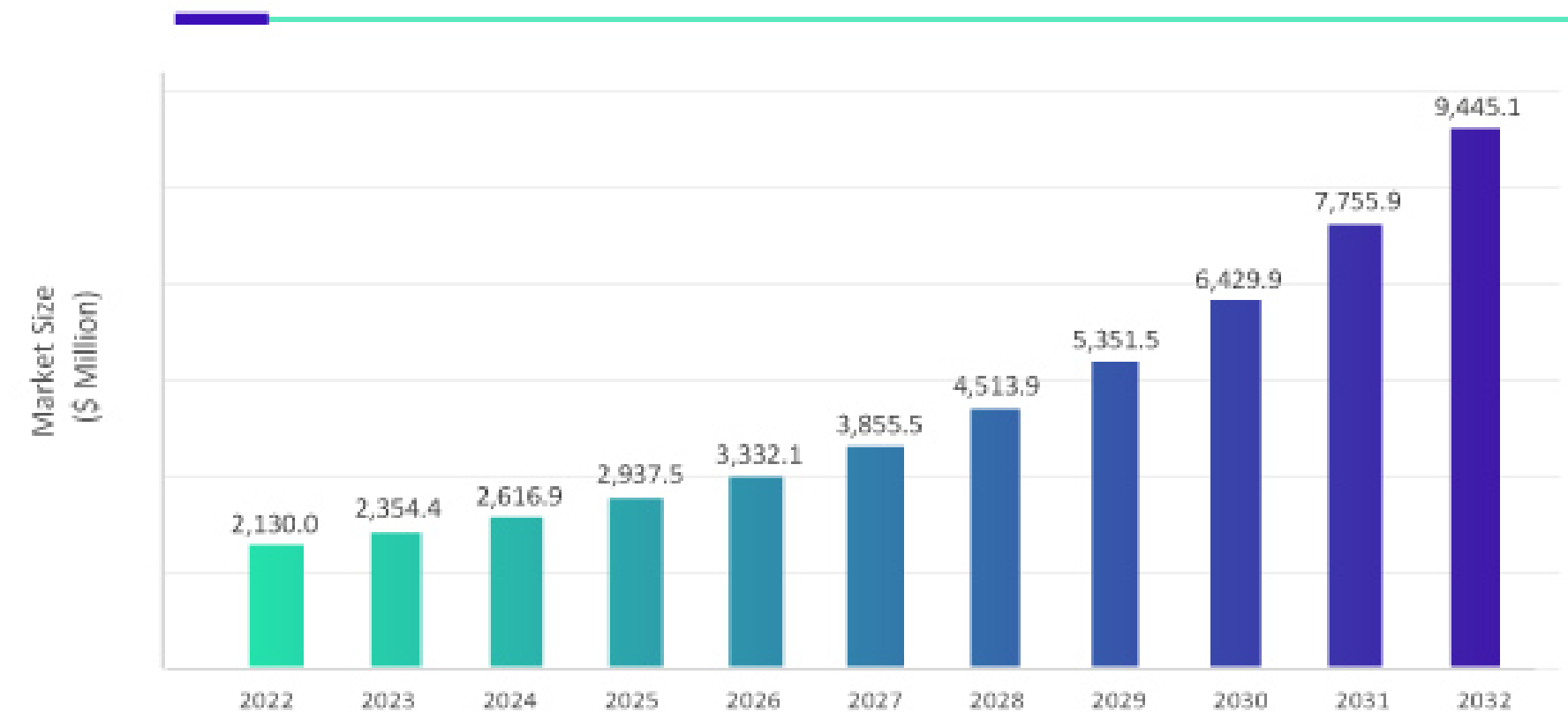
# What's on the market currently?

## InteraXon

Funding: **$53.2m**

Annual Revenue: **$9.8m**

### Customers

Consumers

Institutions & Uni's

Swedish Armed Forces

Corporate wellness programs

79% Still

Active 5m 16s

Relaxed 1m 35s

9:00 am   9:01 am   9:02 am   9:03 am

## Mendi

Funding: **€8.21m**

Annual Revenue: **€2.4m**

### Customers

Consumers

Institutions & Uni's

Swedish Armed Forces

Corporate wellness programs

mendi

# 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

## Adjustable

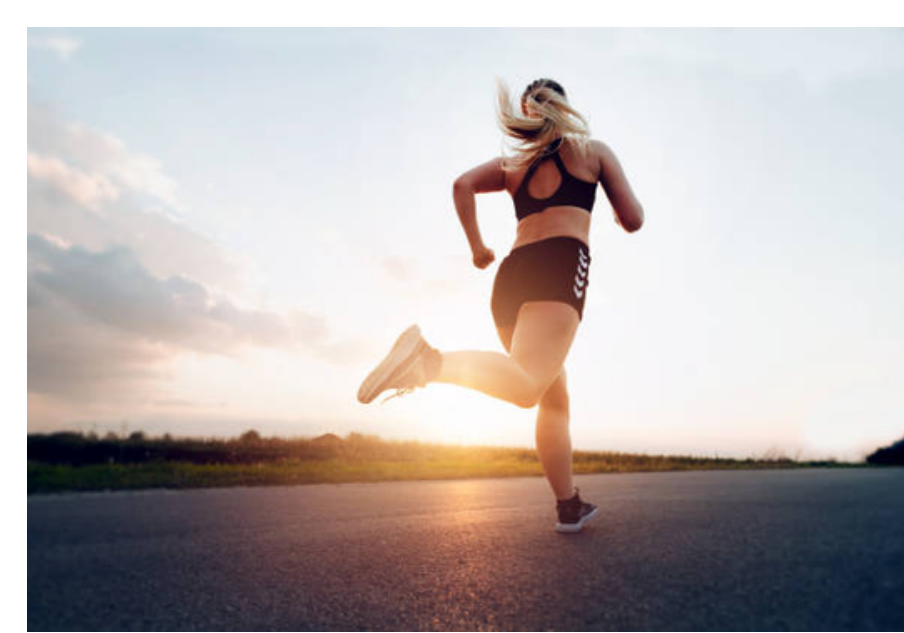## Unobtrusive Multi Hybrid



PromeAI

## Digital Health

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



## Smart Home Control

Via Neurofeedback, muscle movement,
heart rate or gestures

# Use case & Possible Target Markets



## Fitness & Sports

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



## Accident prevention (core)

Recognize fatigue, stress, anger, depression, and more.

**Niches:**

- Travel/Driver & Pilots
- Machinery operators
- Security

**Pros:**

- Early partnerships = real world evaluation + possible customers

# USP

## Hybrid Pioneer

6 EEG Electrodes

2 EMG Electrode

2 PPG Sensors

Microphone

IMU

## Adaptable

Deep Brain Measurements

4 extra electrodes

## Unobtrusive Design

& 1s setup time

Anytime, Everywhere, for Everybody

## API

Algorithms

everywhere

real-time

## YOU ARE UNDER CONTROLL

BRAIN-STATE-TRIGGERED
SMART HOME ACTIONS

## AI ON YOUR SIDE

Speech & Visual AI support

Ask everytime about your
environment

**Hybrid Pioneer**
6 EEG Electrodes
2 EMG Electrode
2 PPG Sensors
Microphone
IMU

**Adaptable**
Deep Brain
Measurements
4 extra electrodes

**API**
Algorithm
everyw
e
real-

**AI Modulated Stimulation**
(Comming Soon)

## BONE CONDUCTIVE HEADPHONE

Free ears enjoyment

Hearing Aids

# Value

## FITNESS TRACKER

MOVEMENT, GESTURES, HEART
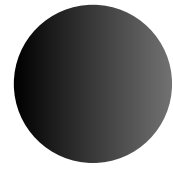RATE, TEMPERATURE, MUSCLE
ACTIVITY

## CLOUD & MOBILE

Smart Home & Fitness

Apps

Non Stop monitoring

**HARDWARE**

WE BUILD YOURS

HIGH PRICE SEGMENT

ADD ONS & SPECIFICATIONS

**SUBSCRIPTIONS**

EXTENDED DATA STORAGE &

ANALYSIS (FOCUS ON B2B)

# SOURCE OF REVENUE

How do we earn money with it?

**API**

MODELS & ALGORITHMS

OTHER DEVICES.

**DATA**

NO RESELLING

MARKET VALUE

ROBUST MODELS

THE MORE DATA, THE BETTER THE MODELS

# Traction

## Product Validated

Circuit,, Electrodes, Encapsulation
future components & materials

## Team & Freelancers

Perfectly combined strenghts

## Web App & Mobile App

Prototypes created

## OEM

Partner for Circuit & Product **Design**
and **Manufacturing**

## Dresden Exist Bootcamp

We are accepted by Bootcamp that
supports young start ups.

## Data

Various open sources
Looking for tech transfer

# NEXT STEPS

## ROUND 1
### 6 MONTHS

## ROUND 2
### 6 MONTHS

## ROUND 3
### 6 MONTHS

**1**

- System Deployment
**-MVP with OEM**
-Early stage **marketing**

Month 1-3

**2**

**-IP Protection**
-Testing
-Visual Assets
-Extended M**arketing**

Month 3-6

**3**

-Start 5 Partner Pilot Programs
-R&D
**-Medical** Certifications

Month 6-12

**4**

-Increase Team,
-Prep **Marketing,**
-R&D
-Community Building
**-Webshop**

Month 9-12

**5**

**-Marketing**
-R&D
-7 **Customers**
**-News** Cooperations

Month 12-18

**6**

-Reseller and Healthcare Cooperations
**-Scale up**

Month 12-18

# Financial Plan

**Best Brain**

## Round 1
## Prep (current)

**Goal**
40.000€
Min investment: 2.500€

**Allocation - 6 Months**
**Pilot prototype**
**Online Presence**
**Salaries**

Freelancers
**Intellectual Property (IP) Protection**
**Funding Support Programs by Government**
**Quality Assurance and Compliance**

**Detail: Go here**

## Round 2 - Hello World

**Goal**
70.000€

## Allocation - 6 Months
**Hardware**
- **PCB Milling  Machine**
- **PCBA Components Stock**
- **3D Printer**
- **Screen Printer**
- **R&D**

**Salaries & Employees**
- **Multi 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
- Cloud development
- Python
- TypeScript
- React
- React Native
- Research

**Social**
**GitHub:** wired87
**LinkedIn:** Benedikt Sterra
**Contact**
**Tel:** +49 (0) 176 73867952
**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**
**GitHub:** huRashidy
**Contact**
**Tel:** +49 (0) 155 66436856
**Mail:** hussin_elrashidy@mailbox.tu-dresden.de

## CTO — Ayush Dileep

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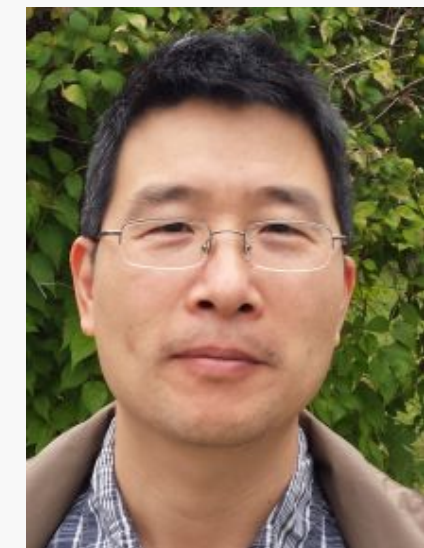Bachelors of Technology - Electrical and Electronics Engineering

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

**Social**
**LinkedIn:** Ayush Dileep
**Contact**
**Mail:** ayushdileep@gmail.com

## SA — Hongliu Yang (Scientific Advisor)
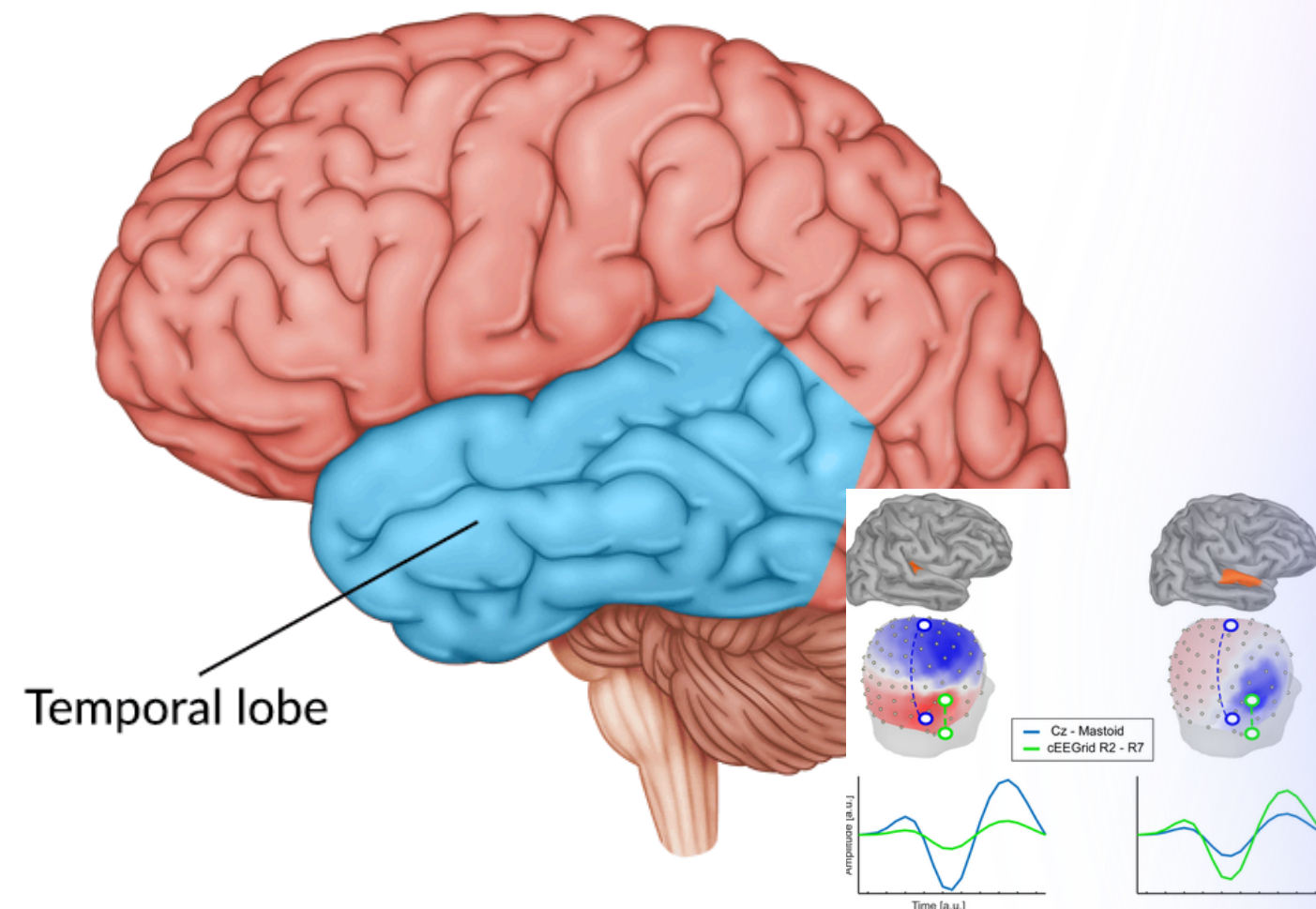
PhD in theoretical physics.
He worked in universities @ Potsdam, Dresden, Chemnitz and Bayreuth.

**Social**
**TU-Dresden:** Hongliu Yang
**Contact**
**Mail:** hongliu.yang@tu-dresden.de

# Vision & Science

## Temporal lobe

- Auditory Processing
- Auditory imagery
- **Language Comprehension**
- Emotional Responses

## Stimulation

Non-invasive stimulation capabilities **proven** its potential against a lot of chronic diseases.
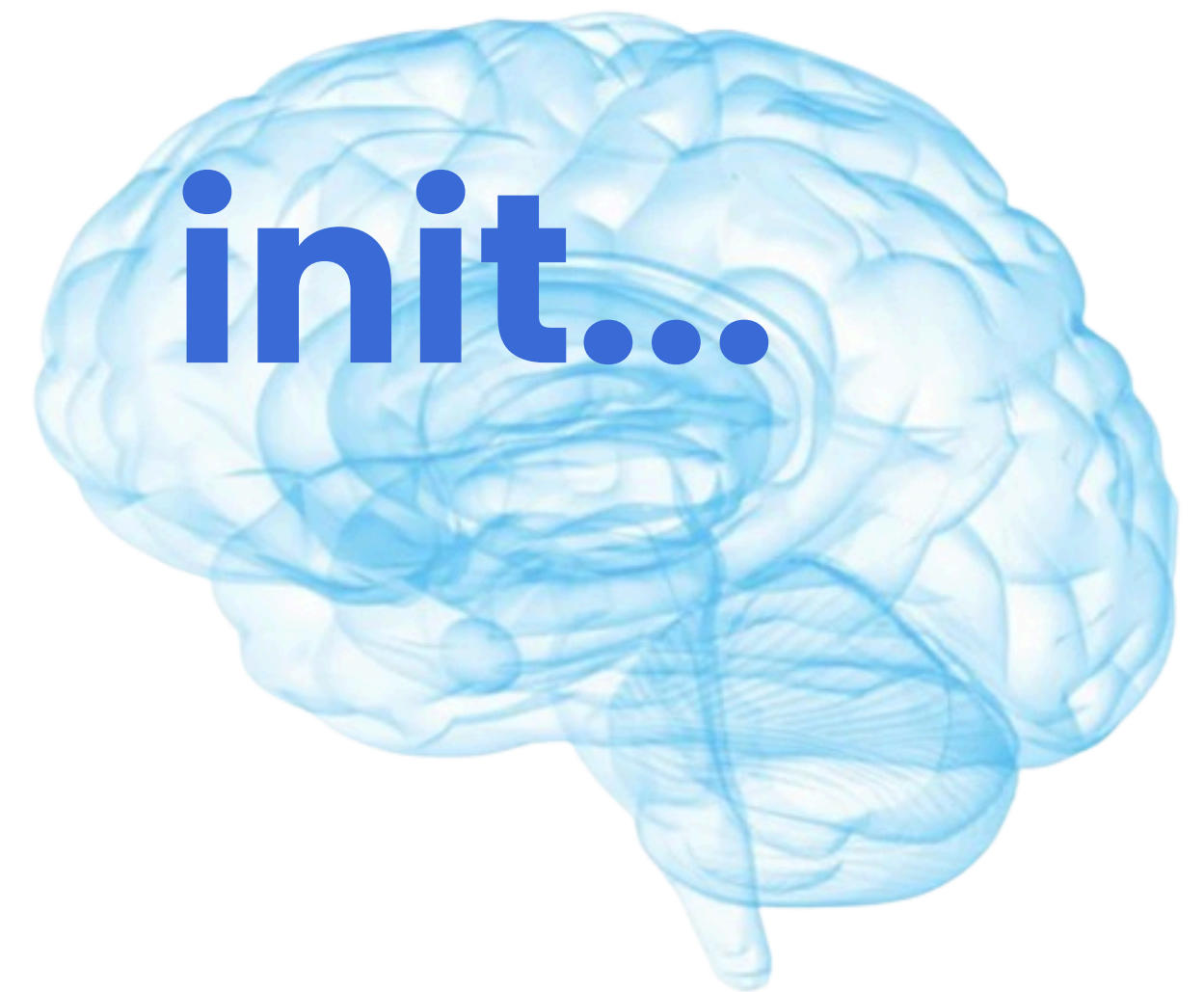We want to make the best of your Brain.

## Imagined Speech Communication

This is the first step into an inevitable future of digital communication.

**Do you want to be a part of it?**

# LET'S RESHAPE THE FUTURE

init...