



ASSOLOMBARDA
Confindustria Milano Monza e Brianza

NeuroGoggles

Occhiali tecnologici per i disturbi cognitivi

Speaker

BRUNO CONTE

30 novembre 2015

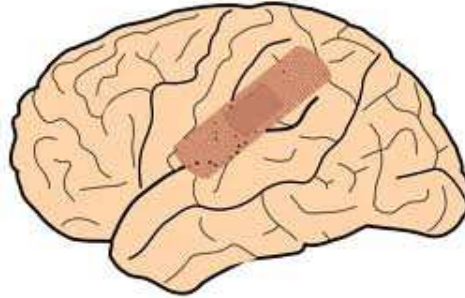




NEUROTEAM

NeuroGoggles

**NeuroModulazione non invasiva
Strumenti e tecnologie
Per il potenziamento cognitivo**

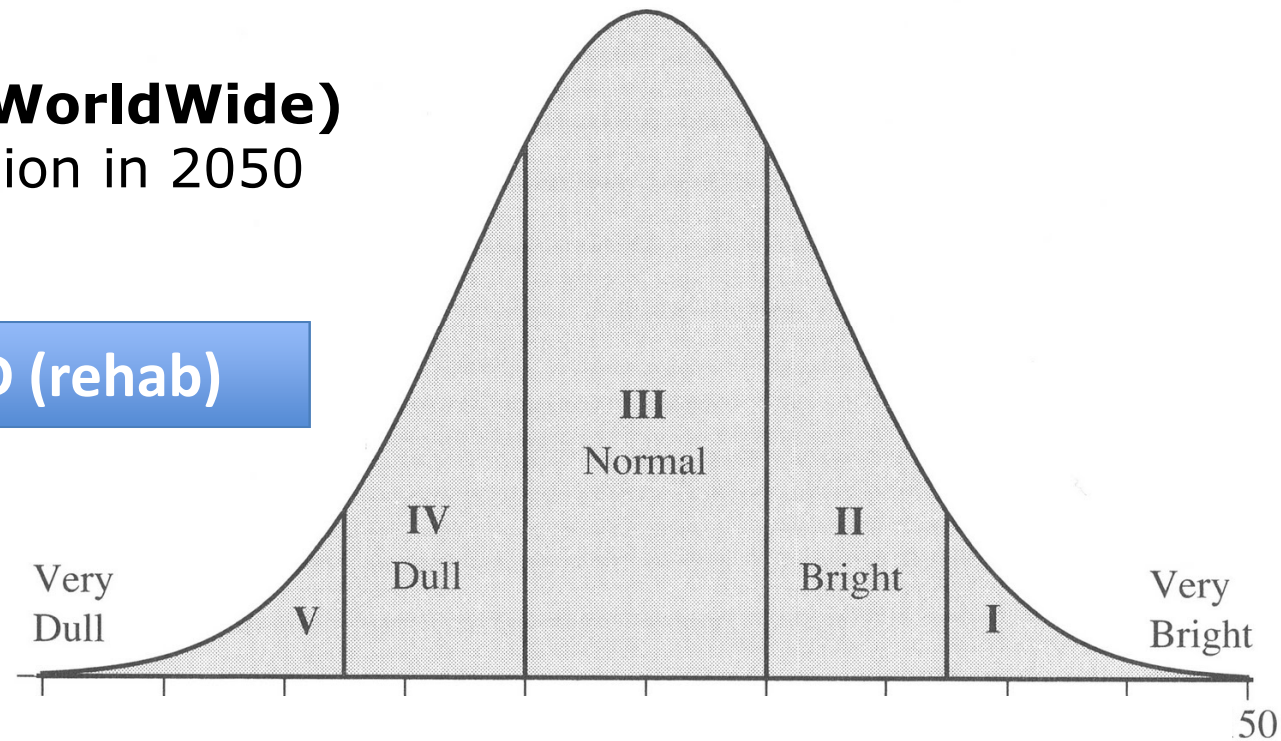


Cognitive Rehabilitation hub:

- Stroke
- Alzheimers and other dementia
- Injury
- Depression
- Addictions
- Developmental diseases (ADHD)

Cognition Market size

Deficits (WorldWide)
>200 Million in 2050



The foundation

NeuroTeam has been built on solid foundation:

- 20+ years in neuro-rehabilitation on several diseases
- First non.invasive neuro-modulation approach in patients
- > 100 scientific publications by the team



- Rehabilitation MUST intensively modulate brain
- Current Rehab services CAN NOT easily address a rapidly increasing market

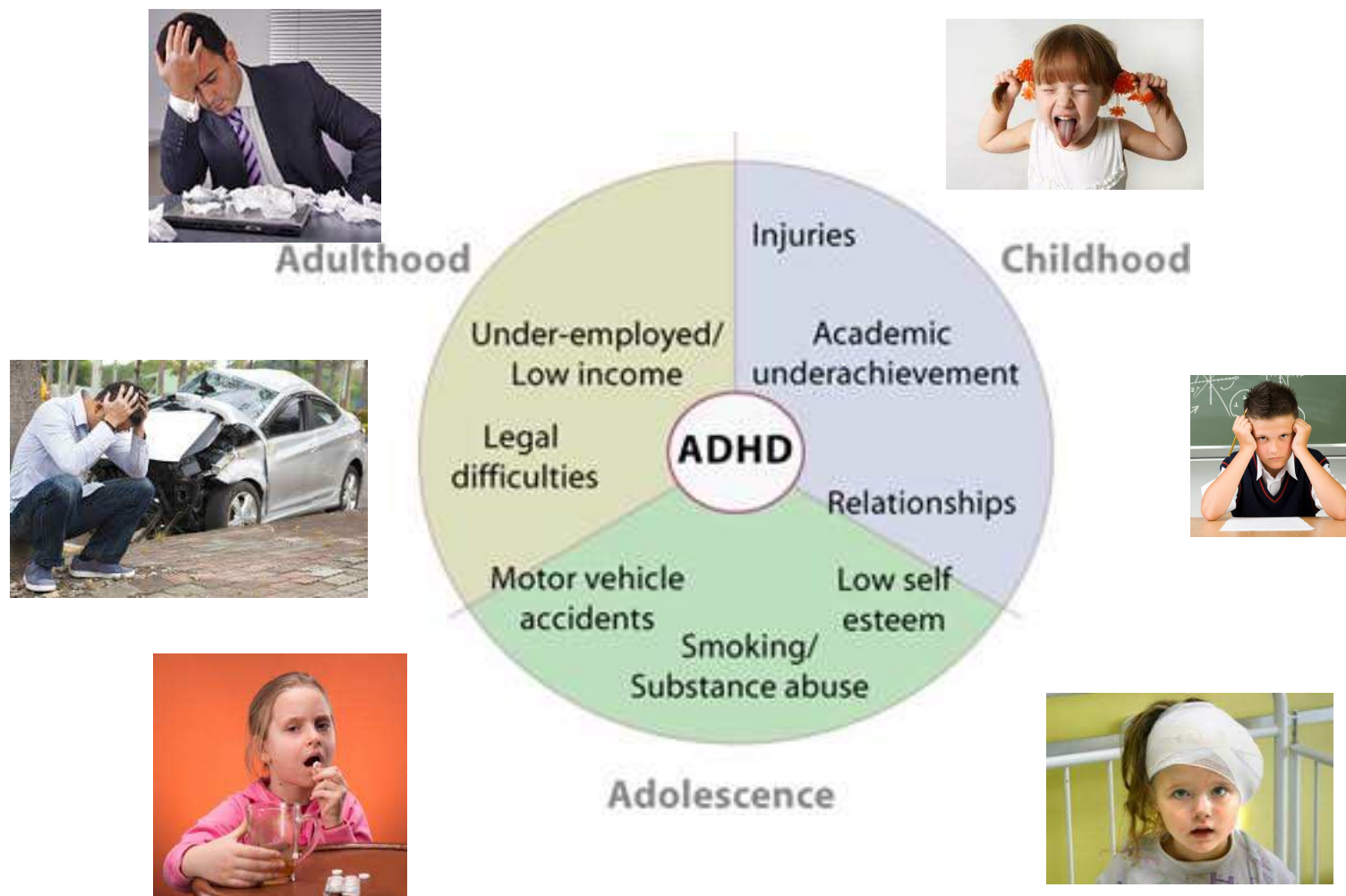


NeuroGoggles: un esempio occhiali hi-tech e serious games per il trattamento di disturbi cognitivi in età scolare



PROBLEMA: DEFINIZIONE

Bambini con deficit di attenzione e iperattività



PROBLEMA: DIMENSIONI

**1 ogni 10
soggetti
affetti da ADHD
(6-18 anni)**



**350.000
In Italia**



**700 M
nel mondo**



Our solution: process change

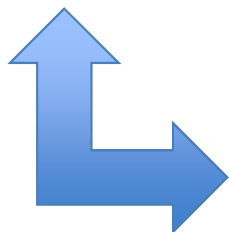
Home-based brain rehab-kit



**"Intelligent" glasses +
NFC + Bluetooth-LE**



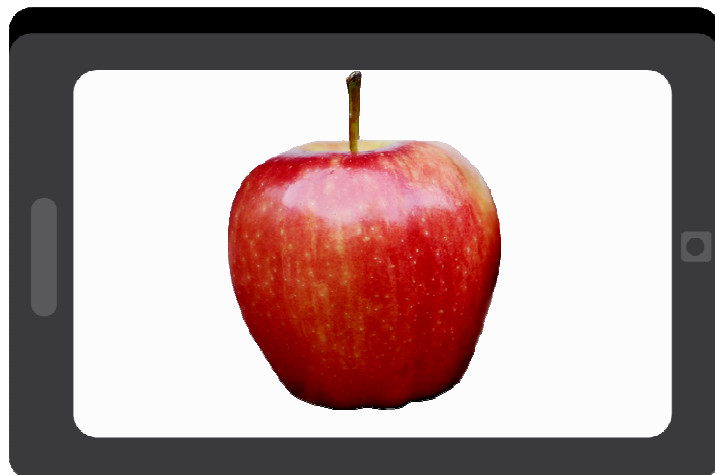
**Touch or touch-less devices +
serious games**



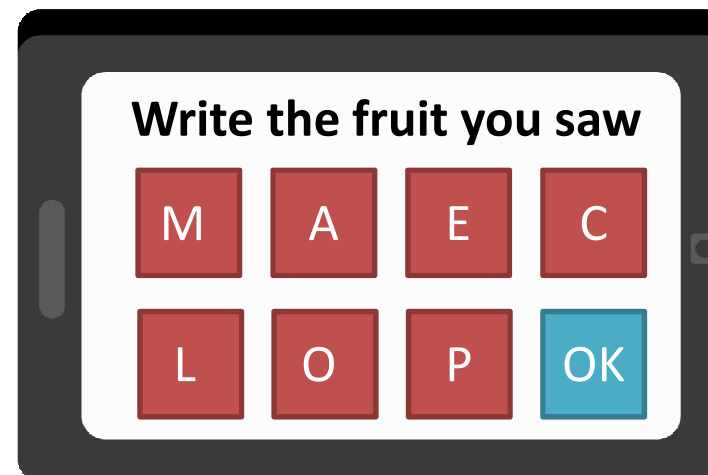
**... connected to service provider: customized
service, prescription adherence + monitoring**



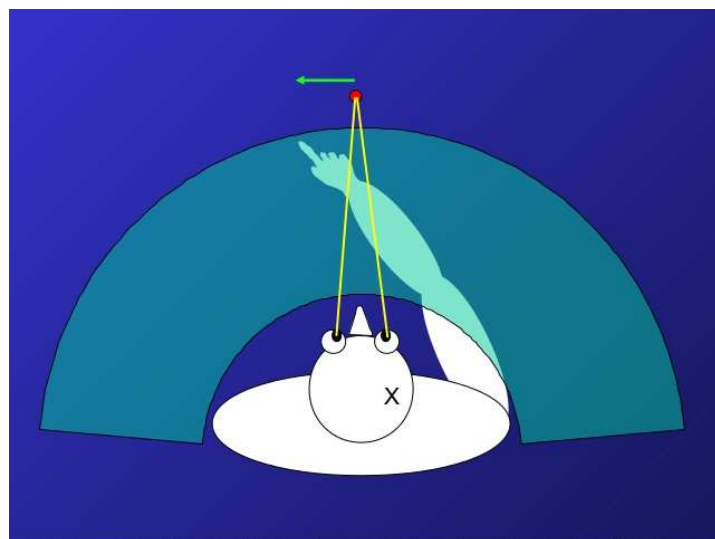
Our solution: the protocol



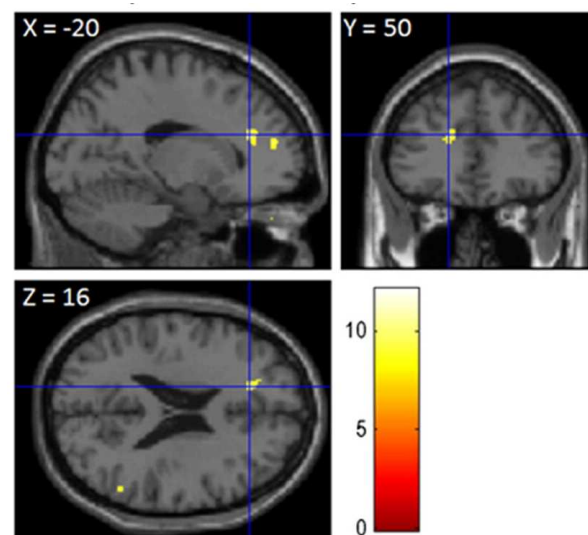
Serious games



Stimulating different brain areas



With “body perturbation”



+30%

Impact on brain recalibration

Our solution: how it works

“Body’s perturbation” → Brain recalibration → > Brain Plasticity

NeuroGoggles

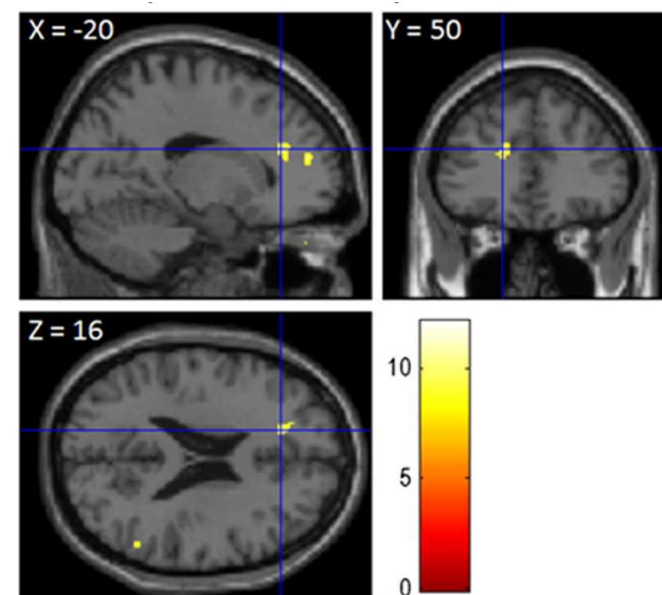
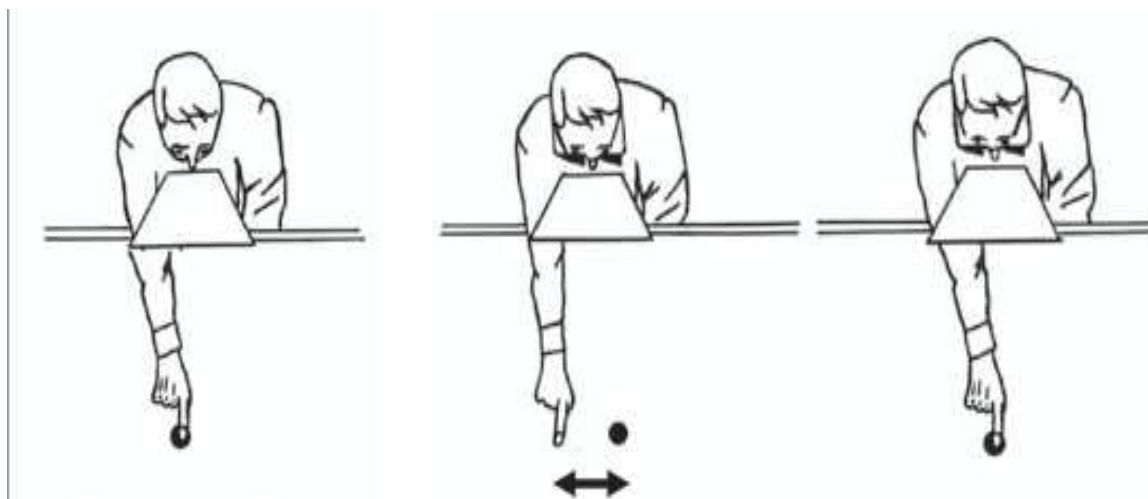
Induce a vision perturbation on the subject, which affects patient ability to interact with serious games + movement



Before exposure

During exposure

After exposure



IMPATTO SOCIALE

**Spesa annuale per soggetto:
15.000 €**

Brunetti (AUSL Modena), 2009

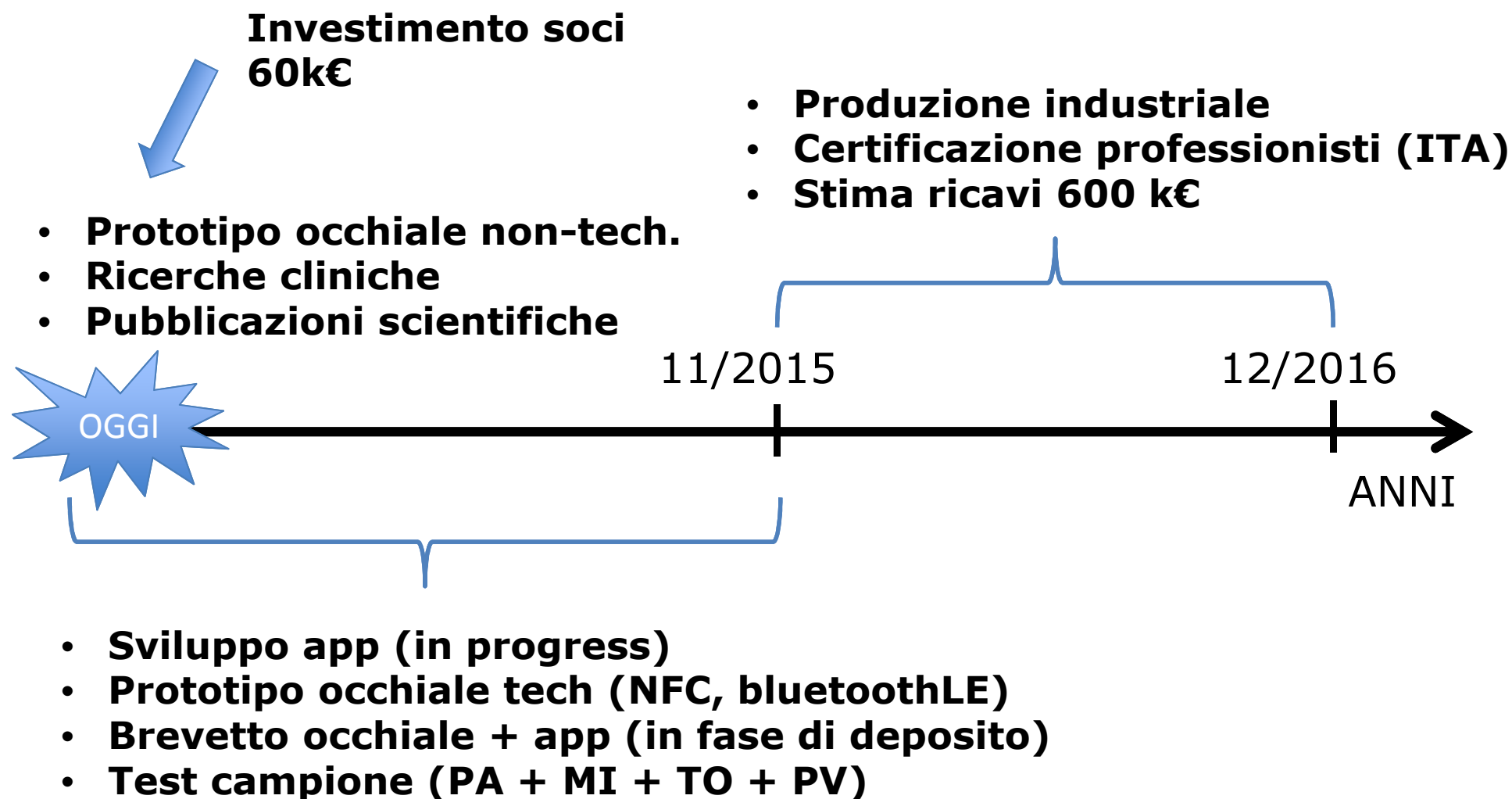


Obiettivo a 3 anni:

- Riduzione spesa 20%**
- 5% target ITA**
(18.000 soggetti 6-18 anni)

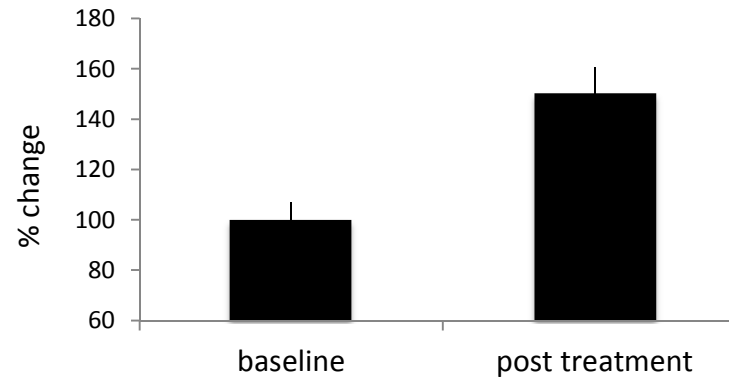
**Riduzione spesa
complessiva nel
triennio: 162 M€**

STATUS E TIMELINE

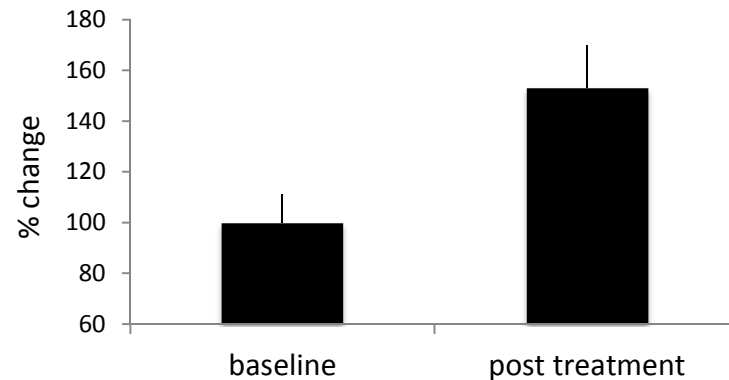


Proven results on publications

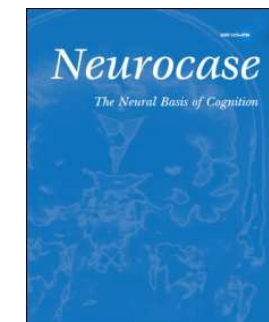
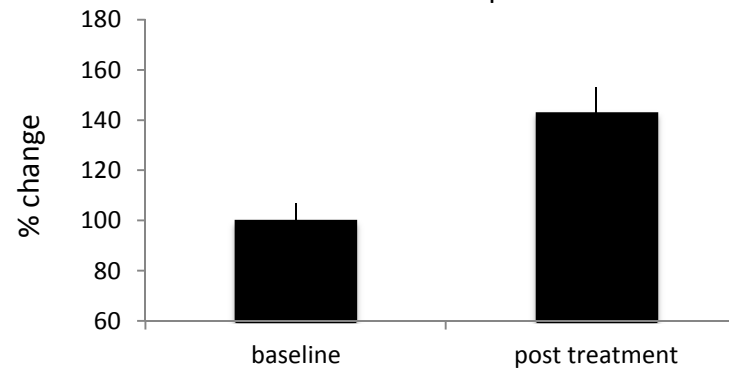
Motor performance



Attention



Language



MODELLO DI BUSINESS



2 visite /settimana
50 €/seduta
6 mesi/anno per 2-3 anni



**OCCHIALE IN ACQUISTO O
NOLEGGIO OPERATIVO**
(kit occhiale+lenti < 50€)



LICENZA “PRO” TERAPISTA
(ONE TIME FEE): 500 €



ABBONAMENTI:

- APP: 10 €/mese
 - TERAPISTA + 1 visita /mese
- (prevista riduzione trattamenti)**



**FORMAZIONE E
CERTIFICAZIONE CONTINUA
TERAPISTI: 500 €/anno**



TEAM E PARTNERS



Technology partner



SCIENTIFIC TEAM

Massimiliano Oliveri

MD, PhD

CEO, Chief Scientist



Top Italian Scientists



BUSINESS DEV.

Bruno Conte

Social entrepreneur



TECNOLOGY

Matteo Valoriani

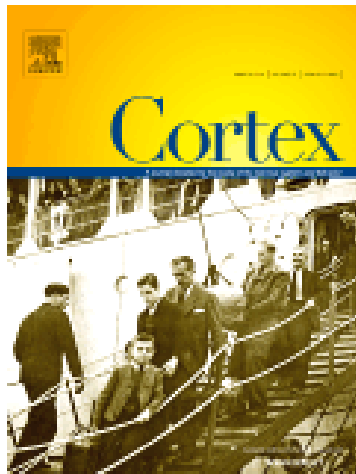
PhD, Computer Science

Microsoft Ambassador

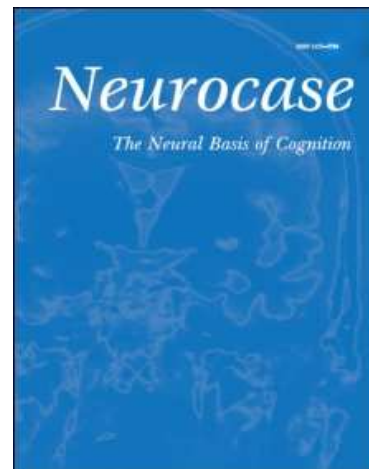
UP-SELLING, market evolution

Working on several cognitive-related diseases based on NeuroTeam scientific team publications

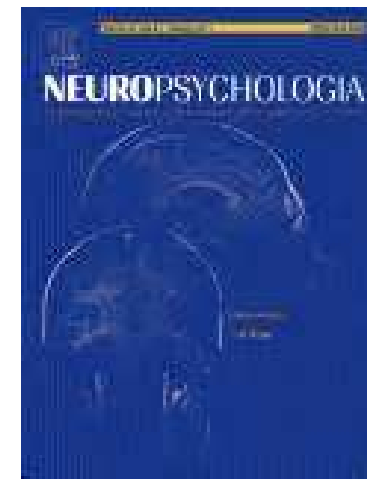
Memory (Alzheimer)



Speech (Stroke, Dislessia)



Motion (Parkinson, Stroke)





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THANKS





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