

The logo consists of a stylized four-pointed star or pinwheel shape. Each point is a different color: top-left is pink, top-right is yellow, bottom-left is cyan, and bottom-right is green. The points are slightly offset from the center, giving it a dynamic, flying appearance.

flybrain



VISION

Our vision is to make cognitive training and cognitive coaching accessible for everyone and enjoyable as playing games





PROBLEM & CURRENT SOLUTIONS

Problem:

People are looking for a tool to help them achieve personal success and improve their cognitive skills, if it's in their day to day life, job or school.

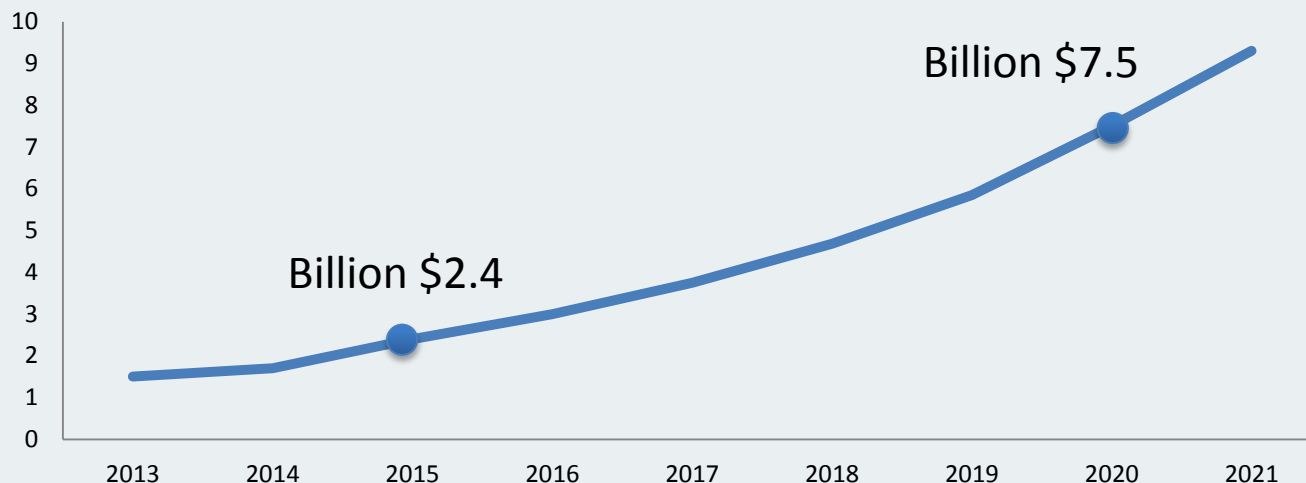
Current Solutions:

Motivational speakers, Personal coaches, Books /Online courses, Medication/Vitamins, Cognitive Training and more.



MARKET

Cognitive Training Market Size:



- ✓ Around 26% increase every year till 2020
- ✓ More than 1 of 10 US school-aged had received an ADHD diagnosed by an official health care provider (2011)
- ✓ The amount of ADHD diagnosis by an official health care provider was increased in 42% from 2003-2011

* MarketsandMarkets report from aug-15

* CDC.gov report form 2011



OUR SOLUTION

Fun Games To Exercise
Cognitive Skills



+

Analysis of Users
Results



+

Feedback And Tips for
Improvement



=

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Online Brain Training Platform





OUR PLATFORM

- ✓ Special and scalable games platform
- ✓ Algorithms for cognitive analysis
- ✓ Tailor Made CRM to track users and for sales force
- ✓ Email marketing system
- ✓ Optimization tools for tracking users behavior





MARKETING STRATEGIES

Customer Acquisition Channels



Online Campaigns



Affiliates



Cooperation with
Educational Institutions



BUSINESS MODEL

Revenues Sources



Organic
Conversions



Call Center Sales
Force



B2B – Sales Process

Business Model

Our base subscriptions are offered as a trial for 1 week and then:
\$9.95/month - \$84/year - \$118/2years In recurring payments



TEAM



Tom Barkan - Co Founder. Has 8 years of technical and Start-up experience, including service in the Israeli intelligence forces and in a Silicon Valley based startup. Founded and former CTO of Guester.







Shemer Arazi – Brain Training Director – BA and MA in Special Education from Bar Ilan University. Has 20 years of experience working with children and adults with learning disabilities, attention deficit disorders and behavioral disorders.



Aviram Sharon– Head Of Sales – Over 13 years of managing international sales and marketing operations. Among previous projects are Le mark, Eurocom, EDS USA and more. Holds an M.A from the Executive program in diplomacy and national security in Tel Aviv university.



COMPETITION

	 flybrain	 e ELEVATE	 lumosity	 fit brains
Html 5 Games Support all browsers	✓	✗	✗	✓
Tips and Feedback	✓	✗	✗	✓
Complex Points measurement system	✓	✗	✓	✓
Customer Support	✓	✗	✗	✗
Mobile Native Apps	Planned to 2016	✓	✓	✓





CURRENT STATUS

Current Status:

- ✓ **Product Testing Stage** - collected around 16000 users who are playing our games while we test their gaming behaviors and tendencies with our algorithms.
- ✓ **Professional Standards** - constantly aligning ourselves to professional standards and implementing necessary changes in dev. cycles
- ✓ **Future Expansion** - in accordance to our marketing strategy we are testing the possibility of cross platforming to Mobile while expanding to new geographical regions

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