

NEUROHACKER

C O L L E C T I V E

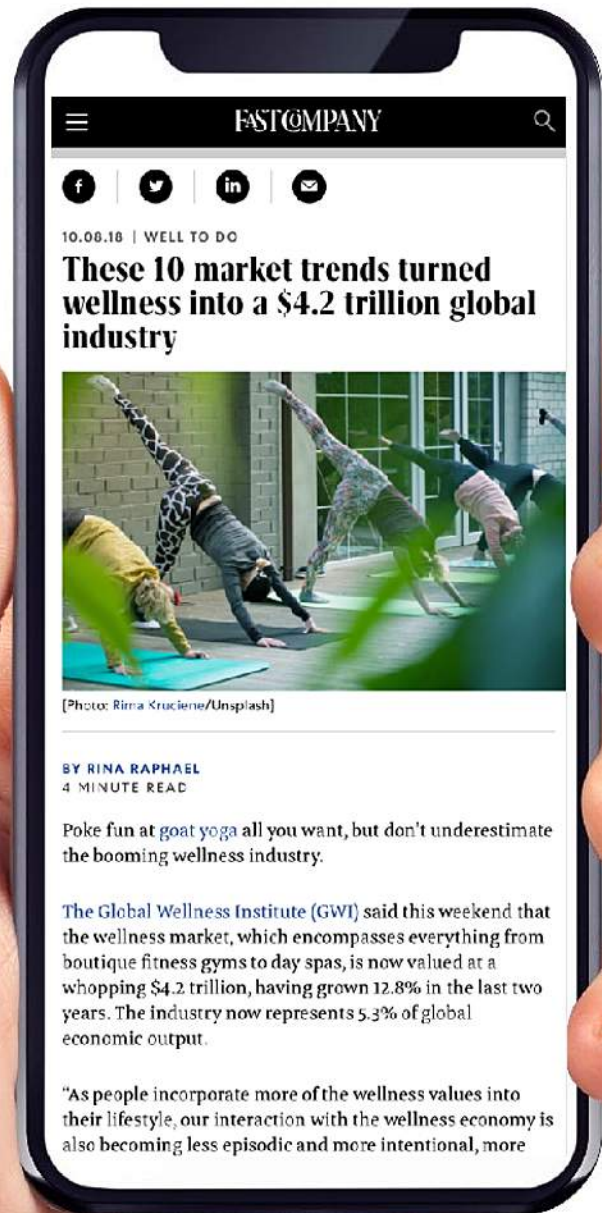
RADICAL OPTIMIZATION FOR HUMANITY

Improving the Quality of Human Life

by Creating Best in Class
Wellbeing Products

\$4.2 trillion in 2017

GLOBAL WELLNESS ECONOMY:



Exciting Comparables



Dave Asprey - Bulletproof
Raised \$68M



Elysium Health
Raised \$31M



Mark Sisson - Primal Kitchen
sold for ~\$200M to Kraft

2 NEWS
NEWS WATCH LIVE VIDEO WEATHER

PRESS RELEASE

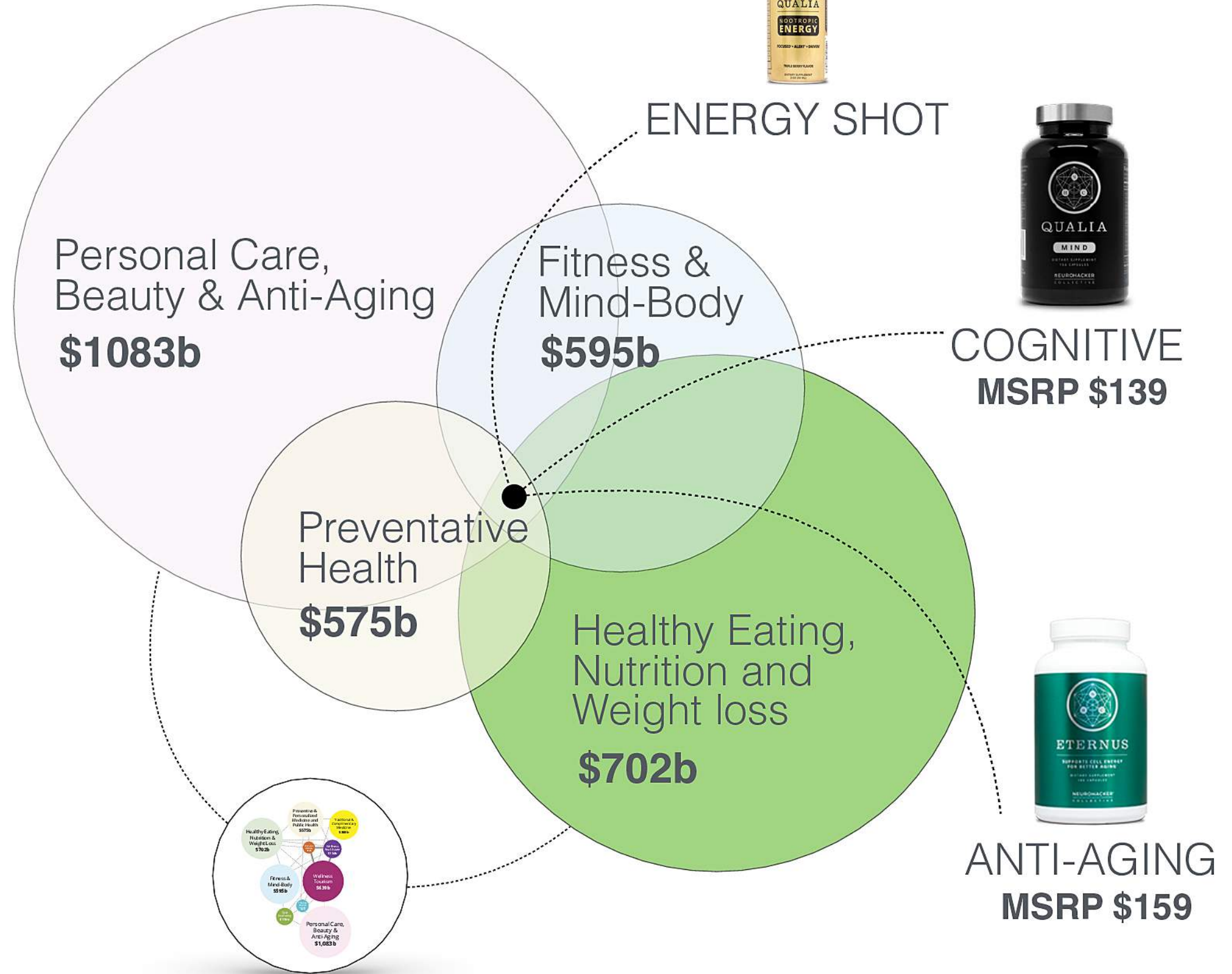
Biohacking Market Can Mushroom in Size At A 19.42% CAGR By 2023 | Global Trends, Analysis By Top Leading, Company, Business Demand, RFID Technology, Major Applications And Forecast To 2023

Global Biohacking Market: Information by Type (Inside, Outside), Product (Smart Drugs, Sensors, Strains, Others), Application (Synthetic, Genetic Engineering, Others), End-user (Pharmaceutical & Biotechnology Companies,...

Monday, October 21st 2019, 6:28 AM PDT

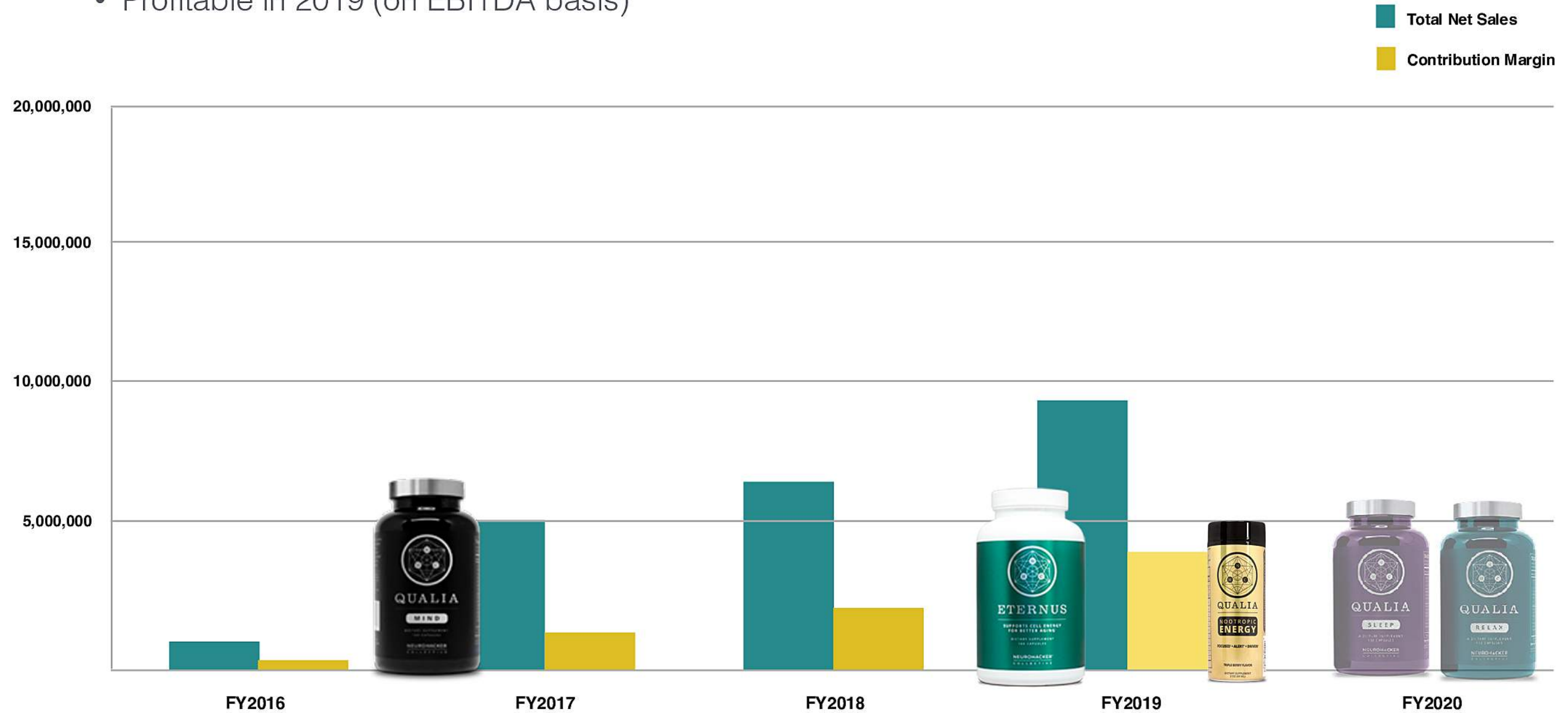
Biohacking is a Fast Growing Subset of the Wellness Market

Direct-to-Consumer, Amazon, health practitioners, and retail.



+\$20M Lifetime Revenue From Growing Multi-Channel Sales

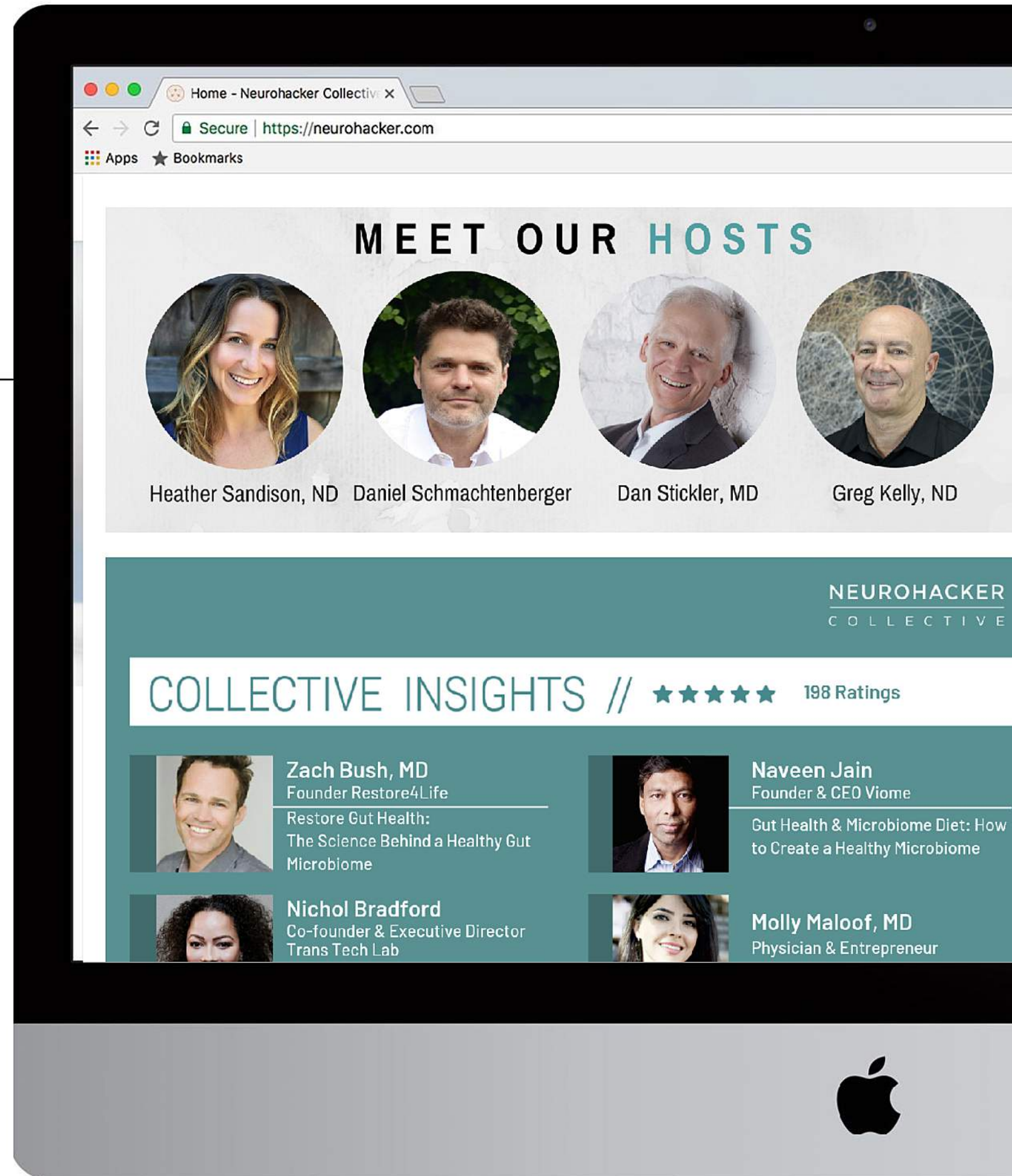
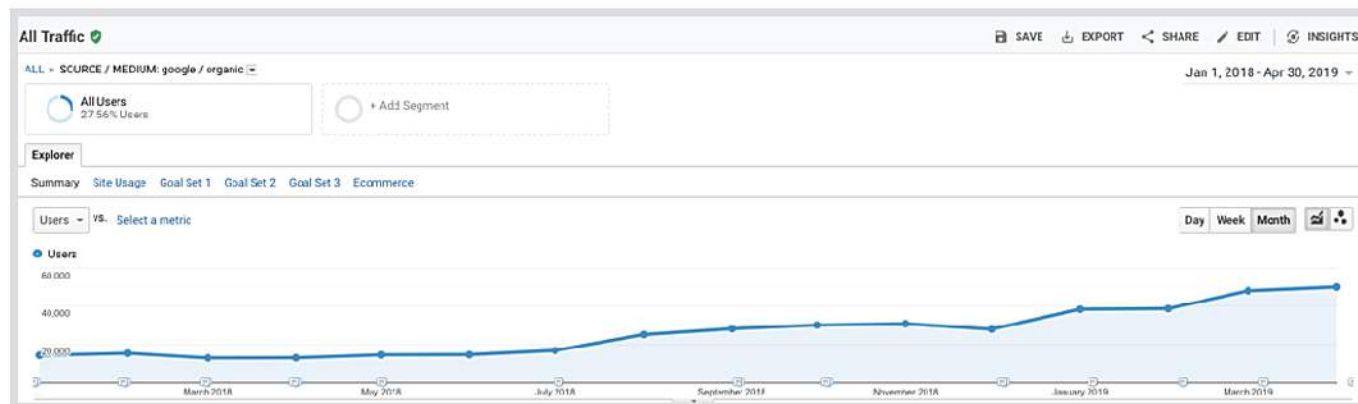
- Direct-to-Consumer, Amazon, Health Practitioner, & Retail
- Growing +47% (Q4'19 vs Q4 '18)
- Profitable in 2019 (on EBITDA basis)

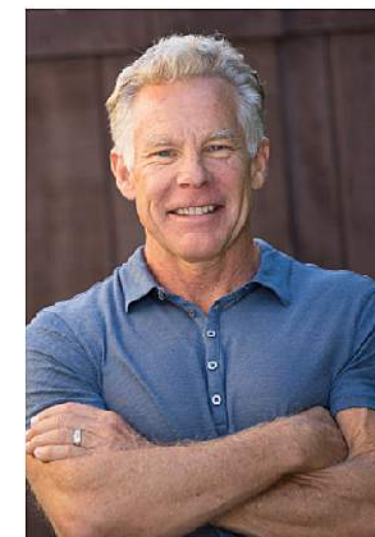


Profit Contribution = Sales less Advertising and COGs

Content & Traction

- Podcasts - 50 Episodes
- iTunes ranked #28 in Science & Medicine, and #6 in Natural Science (sub cat)
- +250k downloads
- Organic Traffic is growing
- Influencers contributing 20% of new sales

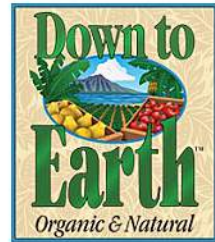




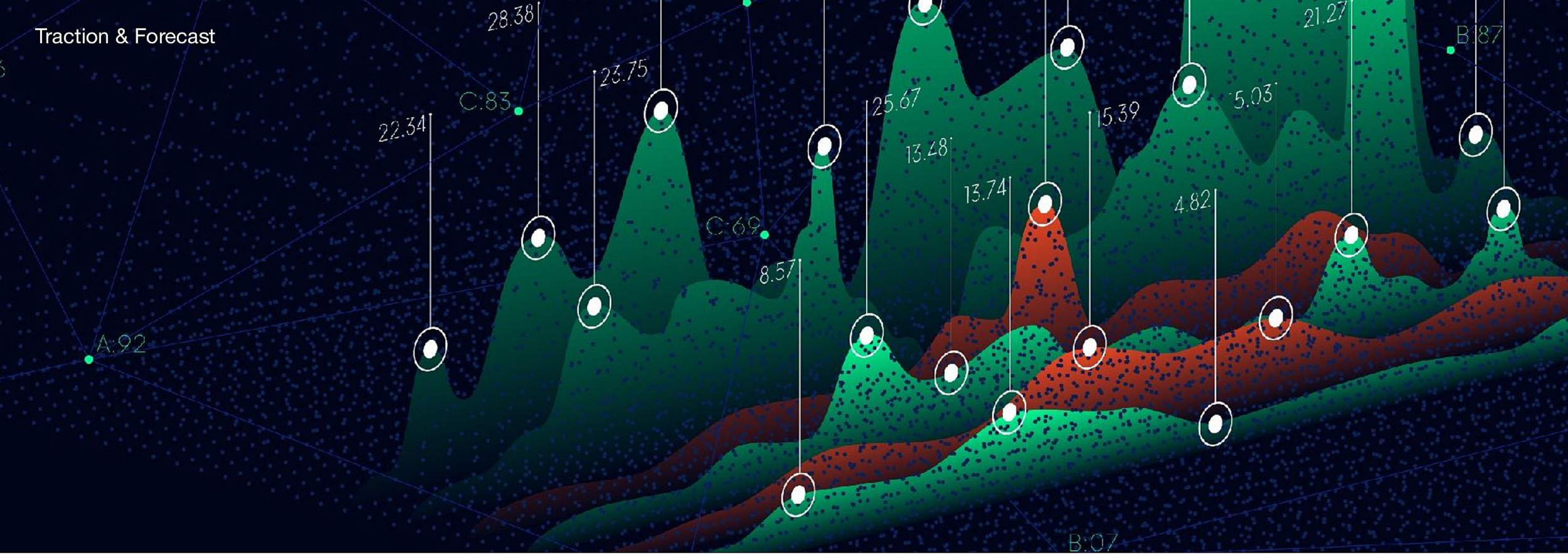
Engagement & Credibility

- Community ~ +100k emails, +100k on FB, +100k on Insta
- Influencers ~ dozens of the world's best minds, bodies & souls
- All passionate about the mission & products
- Volunteer to beta-test products

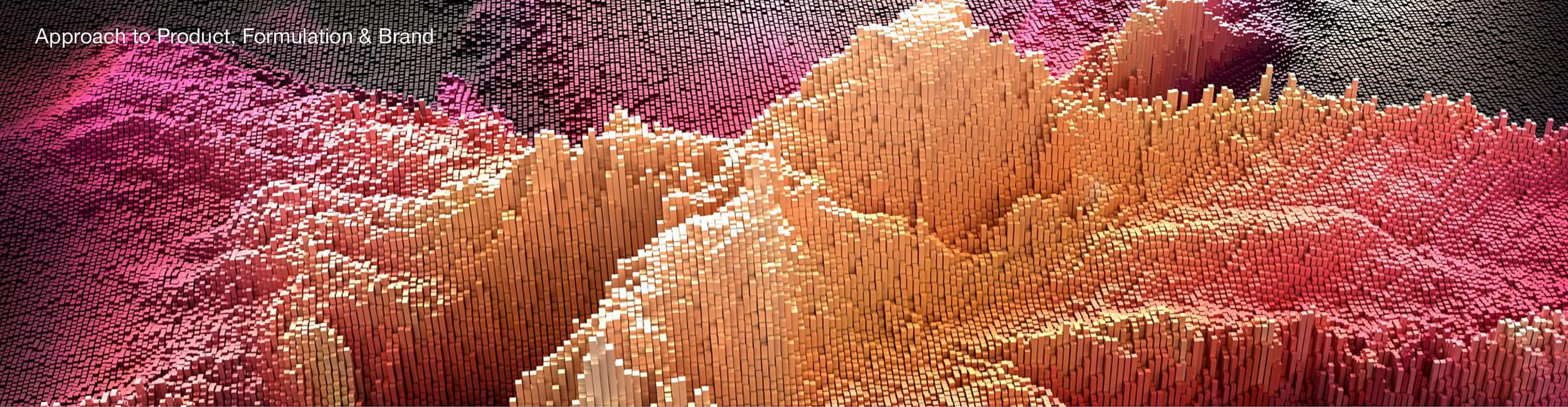




Traction & Forecast



- Recurring revenues from subscription exceed 50% of monthly revenues as we exit 2019
- Lifetime value of a new customer exceeds cost of acquisition by ~ 4 times
- Launched 2 new products in 2019 and plan to launch 2 new exciting products in 2020
- New products are gaining traction quickly
- Unique approach to formulation is highly scalable



APPROACH TO PRODUCT, FORMULATION & BRAND

Whole Systems Science:

Optimizing homeostasis for known-involved regulatory pathways vs spiking one biochemical pathway.

Prioritizing brand *WHITE SPACE* opportunities

Products enter at the top, are designed to be exponentially better than the competition.

Ingenious approach to creating formulation & brands (vs just products)

Beginning to penetrate broader markets with entry level products.



Daniel Schmachtenberger
Chief Strategy Officer,
Co-founder



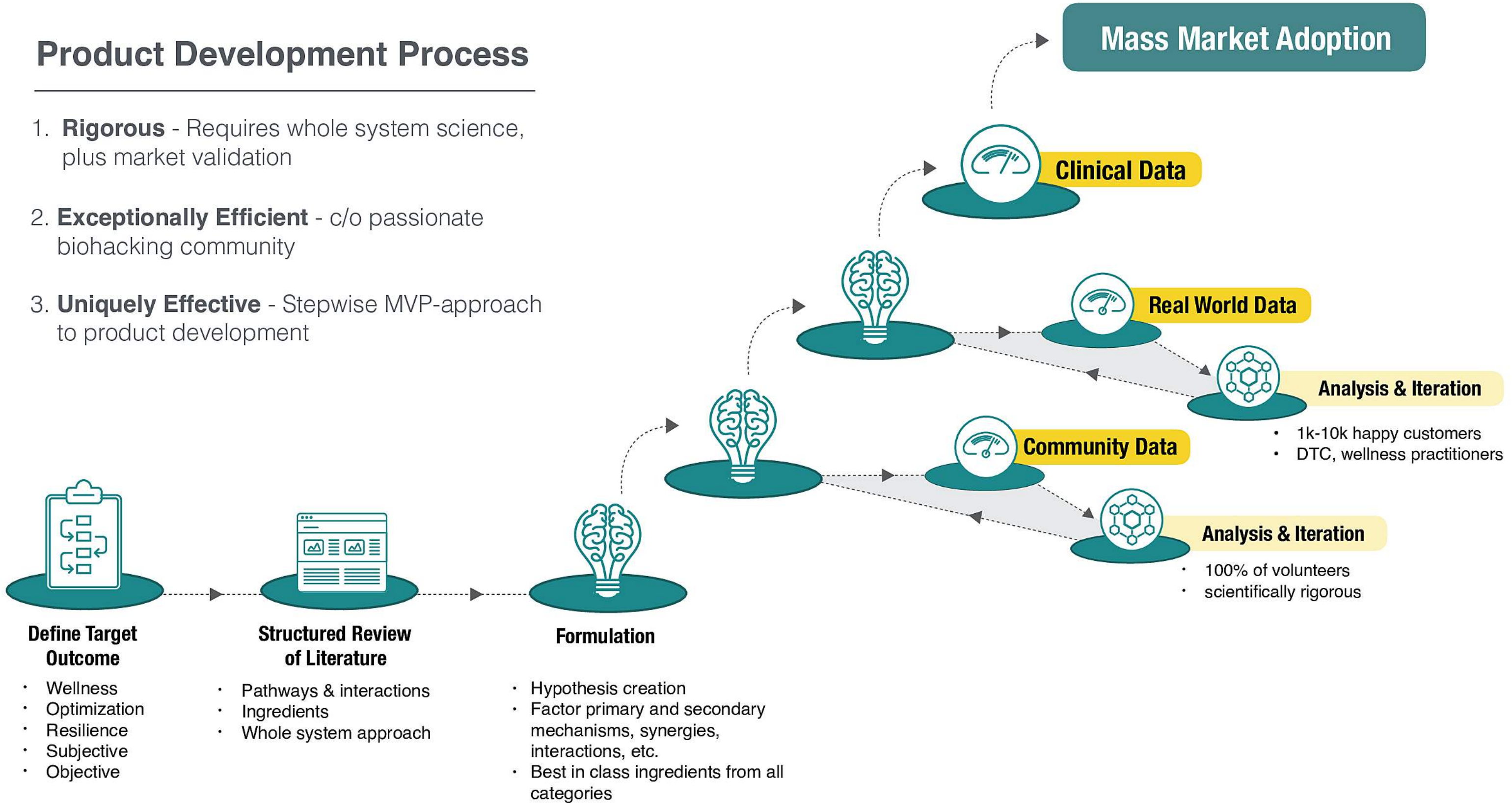
Shawn Ramer, PhD
Vice President,
Product Development



Gregory Kelly, ND
Lead Product
Formulator

Product Development Process

1. **Rigorous** - Requires whole system science, plus market validation
2. **Exceptionally Efficient** - c/o passionate biohacking community
3. **Uniquely Effective** - Stepwise MVP-approach to product development



23 Participants (April-June 2018)

Open-label

Tests completed prior to taking Qualia Mind, after first dose, and after 5 days on Qualia Mind.

Cambridge Brain Sciences is the leading online platform for cognitive assessment with one of the largest secure cognitive databases

- Hundreds of thousands of people
- Tests completed more than 8 million times
- Used in 300+ peer-reviewed academic papers.

Core Cognitive Area	Verbal Ability & Cognition			Reasoning & Memory		
	Verbal Reasoning	Verbal Short-Term Memory	Concentrate / Avoid Distraction	Visual Representation	Planning	Episodic Memory
Average Score Increase (%)	16.9%	13.3%	85.4%	31.1%	37.2%	10.2%
Expected Learning Effect (%)	2.2%	1.3%	4.9%	5.4%	3.8%	-0.4%
Changes in Cambridge Brain Sciences (cambridgebrainsciences.com) testing scores after 5 days of Mind in 23 subjects. Score increases have $p \leq 0.05$. Expected learning effect is the amount of change in scores because of repeated testing based on Cambridge Brain Sciences historical data.						
Outcome Description	Ability to quickly understand and make valid conclusions about verbal concepts	Ability to temporarily store information in a specific order in short-term	Ability to concentrate on relevant information despite distracting	Ability to efficiently manipulate mental representations of objects	Ability to act with forethought and sequence behavior to reach specific goals	Ability to remember and recall specific events, paired with the context they occurred



9 Participants

- Not currently taking Nootropics or Psychiatric Medication
- Non-Blinded
- Non-controlled
- Qualia Original

32 lead qEEG

- Pre-Qualia
- 4 hours post initial dose
- 30 days of taking Qualia

Psychophysiologic Stress Profile

- Pre-Qualia
- Repeat after 30 Days on Qualia

CNS Vital Signs Pre- and Post-

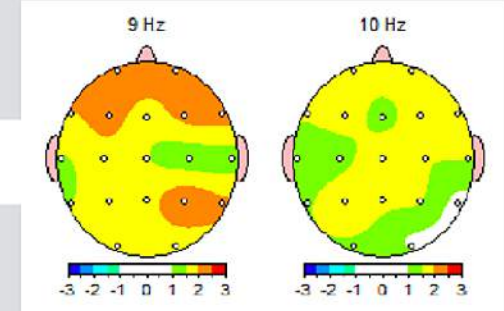
Capnography Pre- and Post-

Decreases in the upper band of Beta which are commonly associated with **reduced anxiety and general improvement in mood function.**

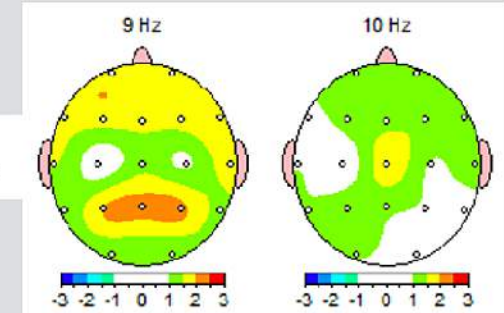
Increases in the Beta 1 band, typically indicative of improved perfusion and **more efficient cognitive function**

Decreases in the lower bands of the EEG (Delta, Theta and Alpha) and increases in the beta bands which are typically associated with **increased attention and cognitive efficiency**

PRE-QUALIA



POST-QUALIA



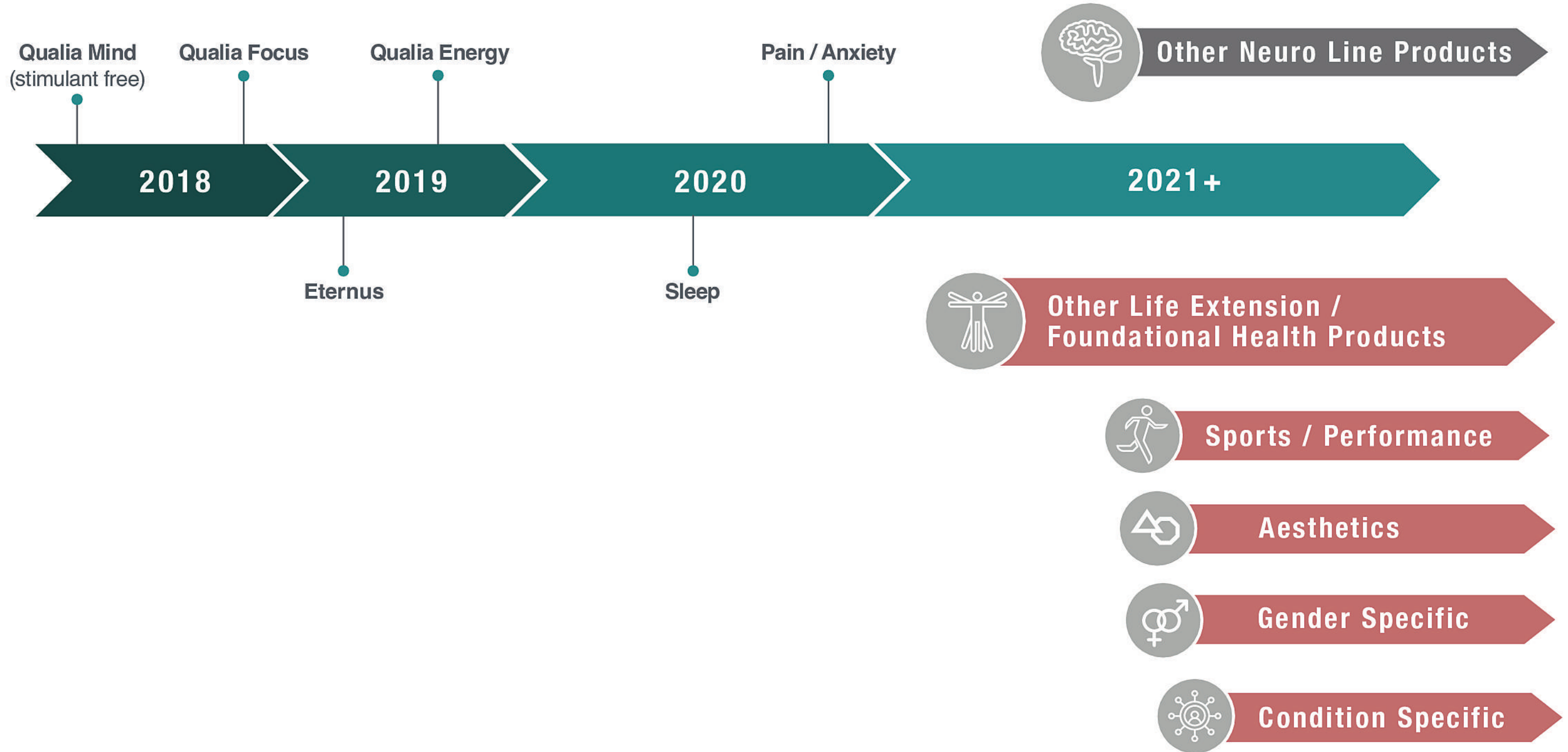
Objective and Subjective improvements in Stress responses

Cognitive Testing (30d)

- Neurocognitive Index – 14% improvement
- Composite Memory – 25% improvement
- Verbal memory – 17% improvement
- Visual memory – 26% improvement
- Executive function – 13% improvement
- Attention – 11% improvement

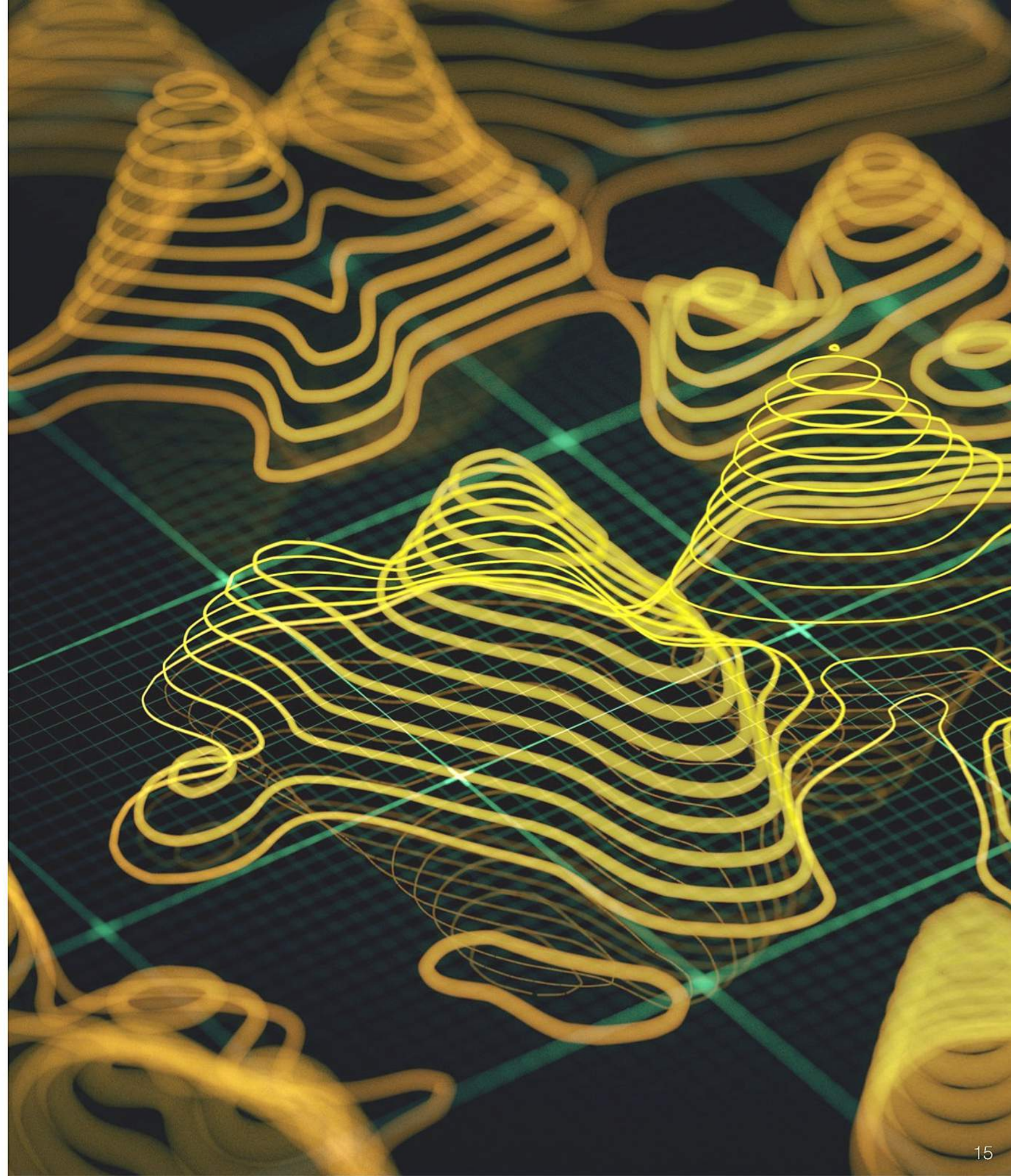
Improved respiratory rate & capnography

Product Roadmap



Future Potential Leverage Points

- Additional new products and new categories
- Results from clinical trials (first is underway)
- Additional geographies & sales channels



Inc.

"If the challenges of your organization are overwhelming your brain, then check out Neurohacker Collective..."

The Street

"Just as Netflix brought the movie theater to the living room, Neurohacker Collective is bringing the centerpiece of life to a higher standard with a citizen science community untethered from the bureaucracy of the old-guard health industry. "

BuzzFeedNEWS

"Nootropics, Smart Drugs, Cognitive Enhancers, or BioHacking, all these terms seem nebulous and full of mystery. But, what are these supplements? How are they changing our humanity? The Neurohacker Collective has some answers."

HUFFPOST

"Neurohacker Collective is both highly effective in different domains and forward thinking. Between the leadership and scientific expertise, this is grounded in revolutionary ideas and their methods of operating the business reflect as much."

THE WALL STREET JOURNAL.

"Now a new generation of entrepreneurs want to hack the brain and body, improving everyday performance through nutritional supplements called nootropics. Nootropics are designed to heighten productivity, memory, mental function, and overall physical energy..."

KEY INFLUENCERS:

Dr. Daniel Stickler
from the Apeiron Center for Human Potential



Andrew Huberman
Neurobiology Professor at Stanford University
School of Medicine



Jon Wilkins, Ph.D
from Harvard University, professor at Santa Fe Institute,
President Ronin Institute



HARVARD
UNIVERSITY



SANTA FE INSTITUTE

Zachary Stein Ed.D
from Harvard University,
Chair Education program Meridian University



HARVARD
UNIVERSITY



MERIDIAN UNIVERSITY
EDUCATION THAT TRANSFORMS

Jason Silva - Storyteller,
Futurist, Keynote Speaker -
Host of BrainGames & Shots of Awe





JAMES SCHMACHTENBERGER

CEO, Co-founder
Successful Entrepreneur



HAKAN LINDSKOG

Chief Operating Officer
Serial C-level Exec (public & private)



SHAWN RAMER, PHD

SVP, Product Development
Ex Bristol-Myers Squibb VP



LAUREN ALEXANDER

Vice President, Marketing
Serial Ad and Marketing Exec



BEN SEEMAN

Vice President, Wholesale
+\$100M in supplement sales



GREG KELLY, ND

Published Author and
Naturopathic Doctor



GK PARISH-PHILP

Vice President, Technology
Serial Startup Executive



DANIEL SCHMACHTENBERGER

Chief Strategy Officer, Co-founder



JORDAN HALL

Executive Chairman, Co-founder
serial angel investor & IPO CEO

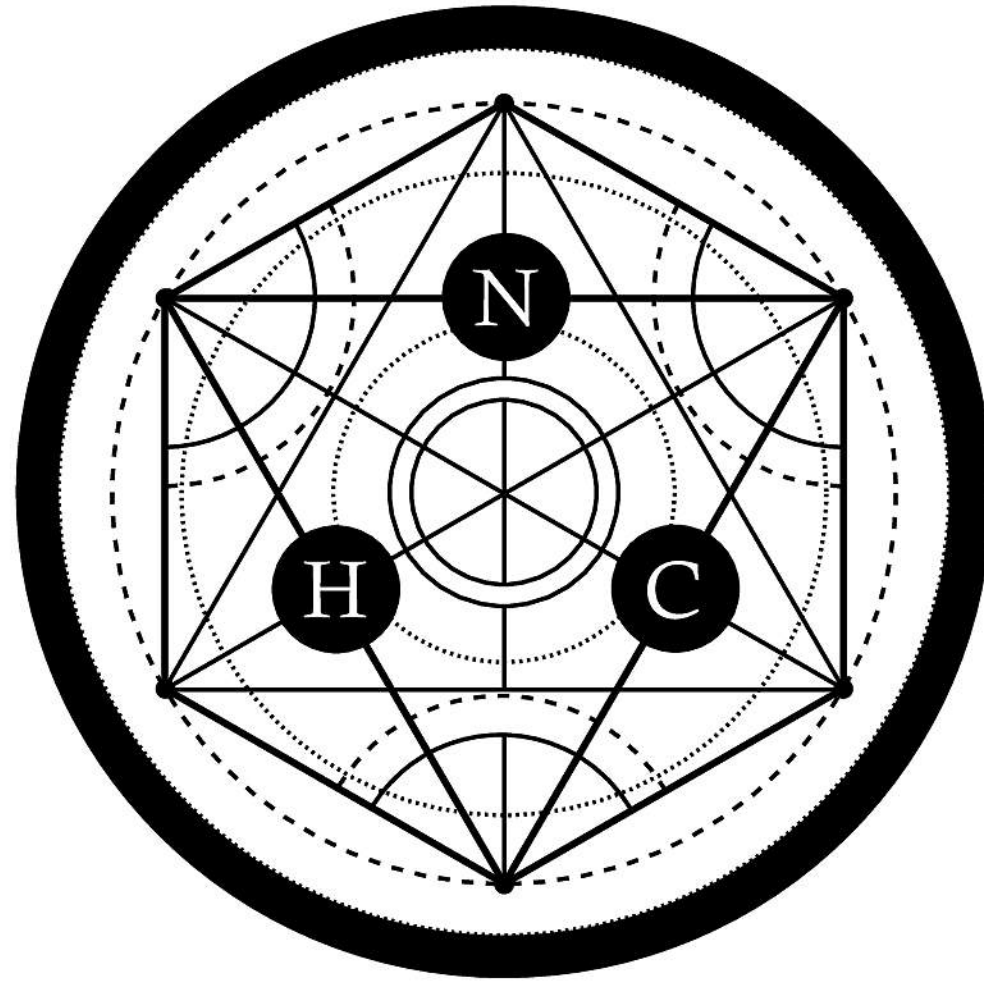


MARK HOW

BD & Revenue
serial entrepreneur



- **PURPOSE:** Mission driven wellness company with premium products across desirable categories.
- **GROWTH POTENTIAL:** Biohacking is a fast growing part of the trillion-dollar wellness market
- **SCIENCE:** Unique approach to science-backed product development.
- **COMMUNITY:** Team of top scientists, MD/PhD advisors, biohackers, investors and loyal customers contribute to product ideation, formulation and testing.
- **RECURRING REVENUES:** Proven, profitable subscription model with attractive margins.
- **MULTI-CHANNEL SALES:** Direct-to-consumer, wholesale, practitioners, Amazon.
- **OPERATIONAL EXCELLENCE:** Over \$20M in lifetime sales; profitable in 2019 (on EBITDA basis).



NEUROHACKER

C O L L E C T I V E

THANK YOU
