

GAMIFY, Inc.

ASSESSMENT GAMING



A modern solution for
concussion recovery



Of the 4M affected in the US:
750,000 youth to ER

- 33% report Post Concussion Syndrome
- Many more unreported
- Incidence of persistent PCS unknown

An estimated 3 - 8 %
of participants in
youth sports will
suffer from a head
injury this year.



Concussion is not a visible cut or broken bone,
you can't simply "see" the damage.

**There is a disconnect between
diagnosis and recovery:**

Doctors can't monitor recovery.

Parents don't know what to do.

An accessible solution in a mobile application

Innovations

Rewarding and
motivating role-playing
mobile game...

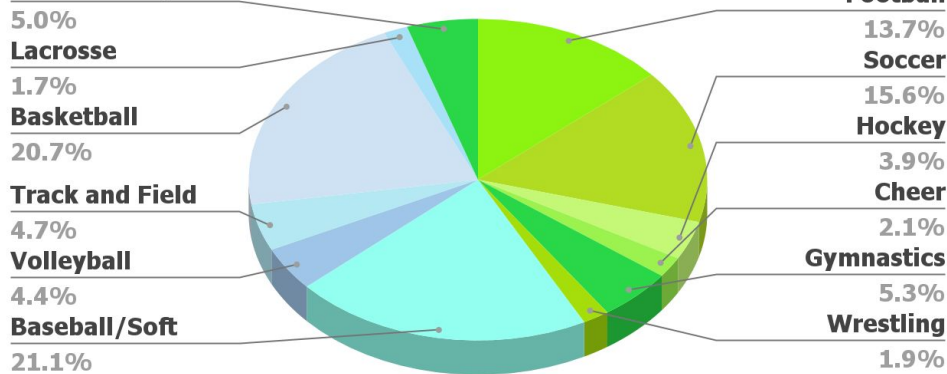
...designed for repeated
testing...

...remotely monitors
results in real time.

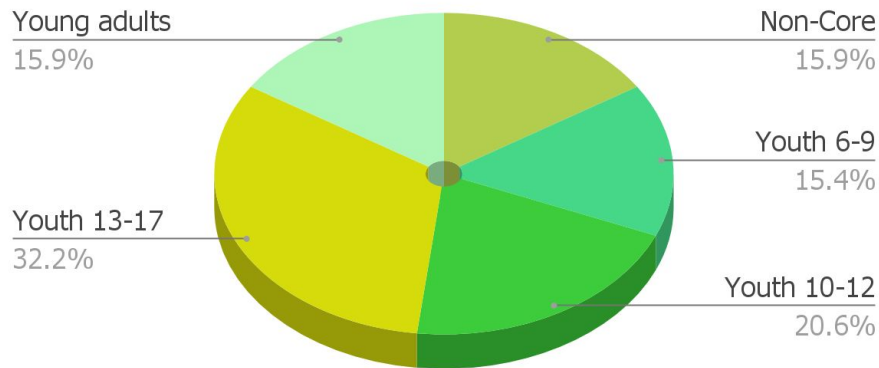
Market Opportunity

USA & CAN med and hi-risk activities (44M)

Other Risk Sports



N. American Target Userbase



Schools, universities, sports leagues and clubs

- Strategic focus on youth markets does not exclude active athletes over 18.
- There are a greater number of active individuals in the 13-17 age range that will benefit, as well as ages 6-12.
- Many of the non-core (less active in organized sports, low risk organized sports, and recreational activities) are also ideal customers.

Recurring Revenue

10% of N. American market

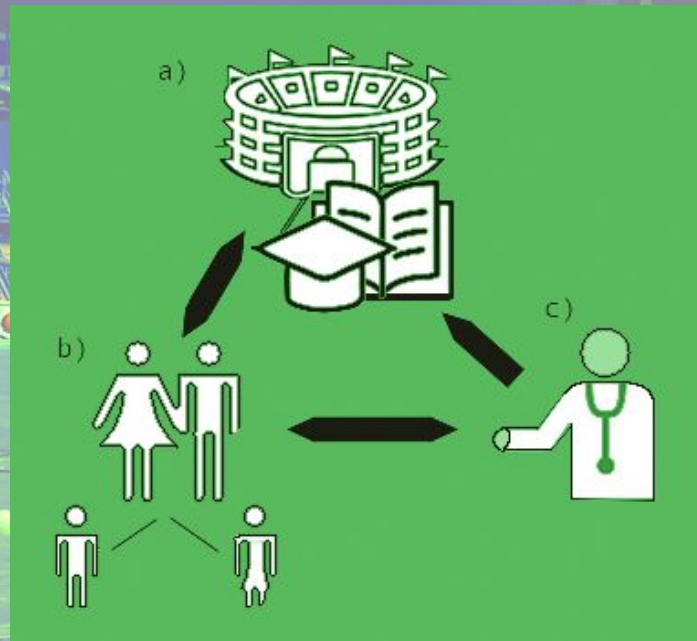
Subscription



Consumer +
Clinical



\$180M
Annual



Parallel needs drive demand for
a common accessible solution



First round of funding goes toward:

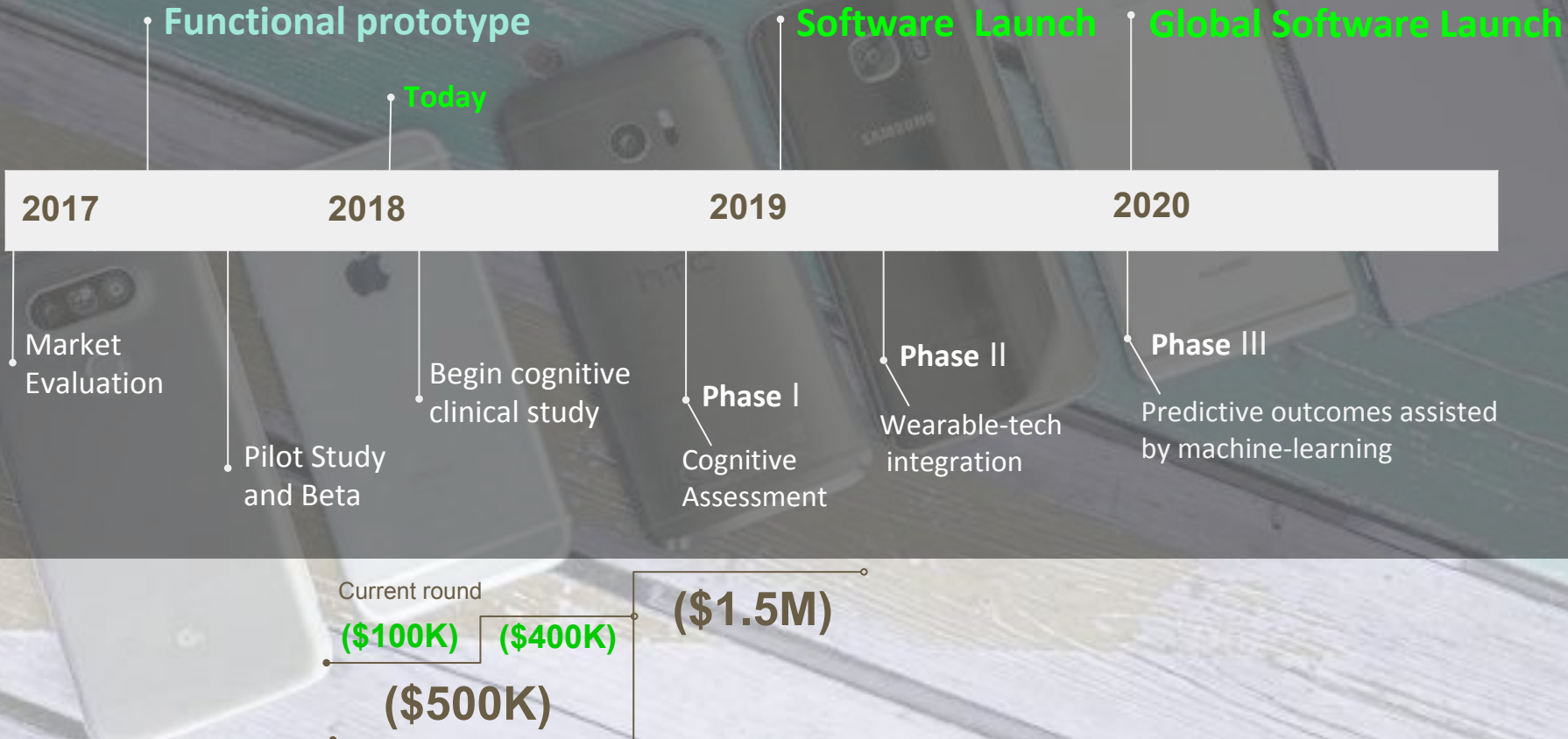
- Clinical study and associated external costs
- Temp Staff: Statistician, grant writer, art and design
- Legal fees, and mandatory overhead

Next Steps

- Complete Pilot Study
- Clinical study and data collection



3 Year World Wide Release Strategy



Founding Team

CEO

Erik Boyer



WB Games
Batman Arkham Underworld
DnD Online
3X Entrepreneur

Brain Injury Specialist

Alex Taylor, Psy.D.



Harvard Medical School
Boston Childrens Hospital
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WB Games
PerkinElmer

Immersion Design

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Daybreak Games
WB Games
Big Huge Games

Science Advisory and Product Development Mentors

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Ronald and Irene Ward Chair in
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Professor, Department of Psychology,
University of Calgary, Alberta



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