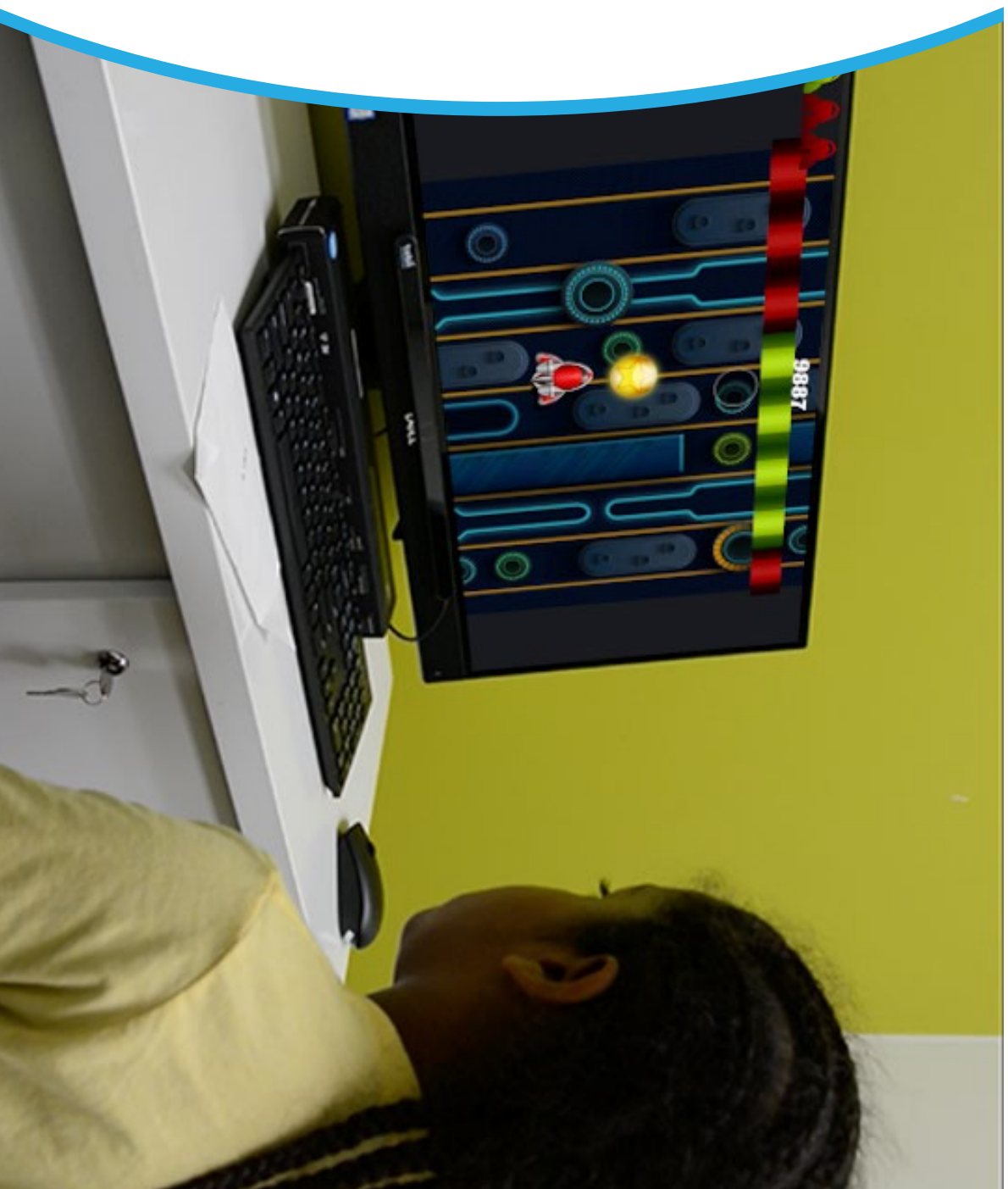
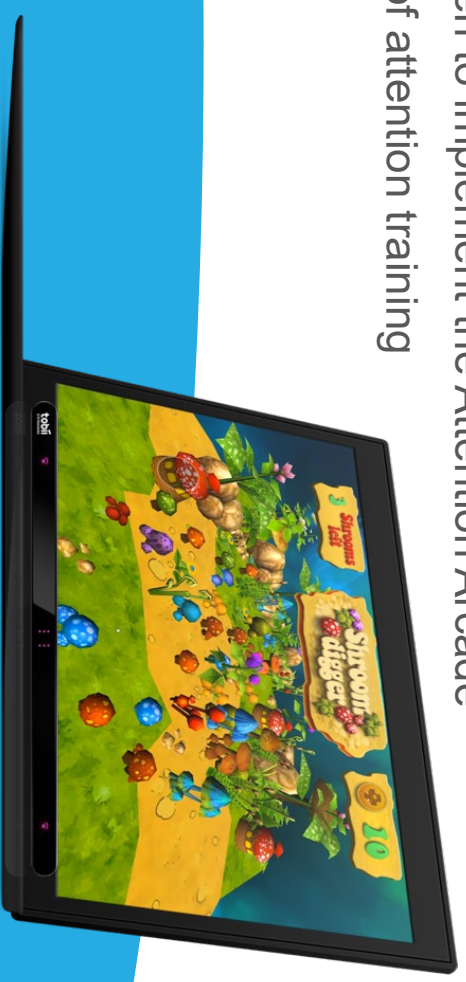


# Improving Attention, Changing Lives™



## Highlights

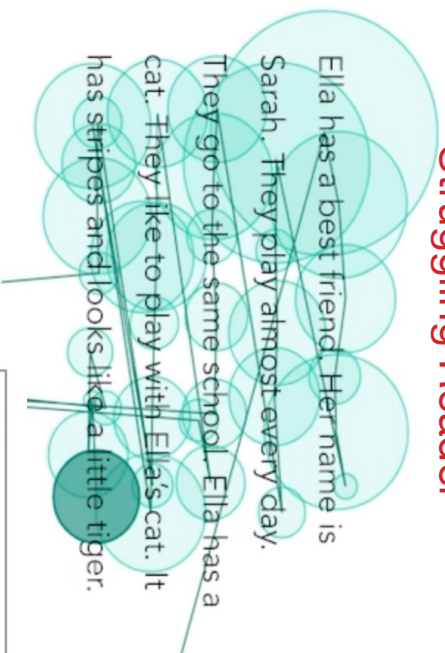
- ✓ Billion-dollar market opportunity
- ✓ Measurable outcomes demonstrated by two independent research studies at University of California, San Diego and University of Florida - Gainesville
- ✓ Fully commercialized SaaS solution
- ✓ 19 pilot schools (10 paying) have chosen to implement the Attention Arcade as we collect data to show the impact of attention training on reading outcomes
- ✓ Patent pending



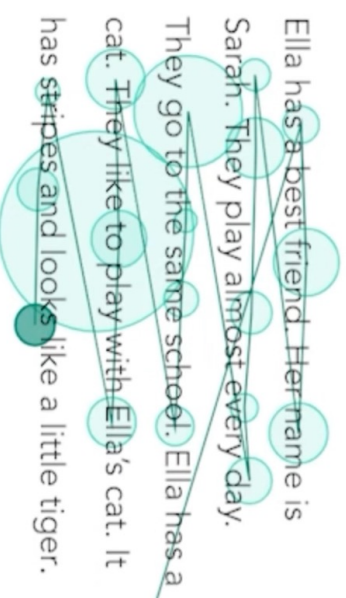
Problem:

# Weak Attention Skills Undermine Reading Ability

## Struggling Reader

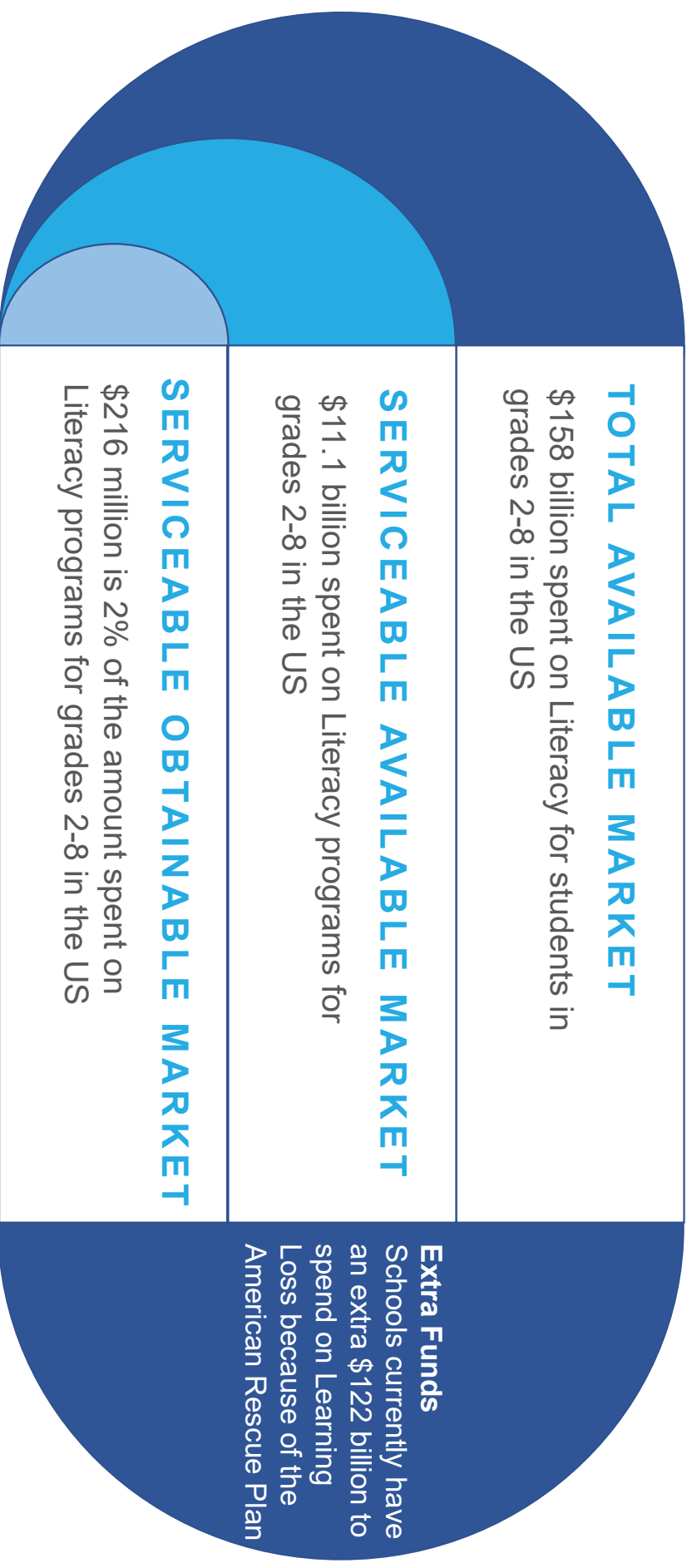


## Efficient Reader



Reading Requires More than Just Understanding the Words

# Large Market with Unmet Need





#### **Solution:**

## **A Fun Way to Train Attention Skills**

Gaze-driven video games that train attention skills required for reading

- ✓ Off-the-shelf eye tracker
- ✓ 9 attention training games
- ✓ 5 objective attention assessments
- ✓ 20 minutes per day over 8-12 weeks





## Opportunity to Help Millions of Children

Imagine a child with attention issues getting better at reading and overall in school... from playing video games.

Where you look and where you are planning to look is where you are placing your attention.

BrainLeap's attention training video games leverage this connection to train attention skills that are important for reading and executive function.

We are improving attention and changing lives with the Attention Arcade.

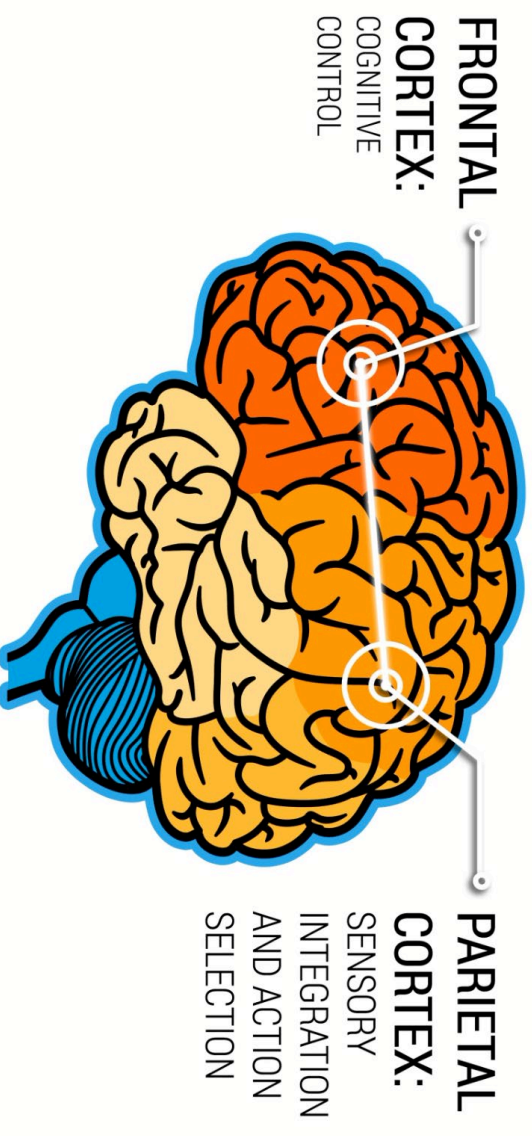


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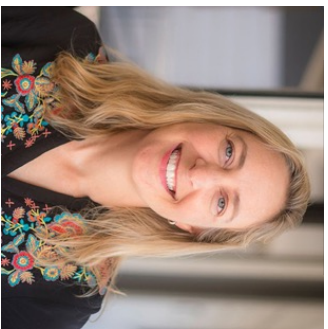
## How It Works

The games leverage the shared neural circuitry of the eye movement system and the attention system to train:

- ✓ Fast shifts of attention
- ✓ Inhibitory control
- ✓ Fixation of gaze
- ✓ Anticipatory focus



# Meet The Team

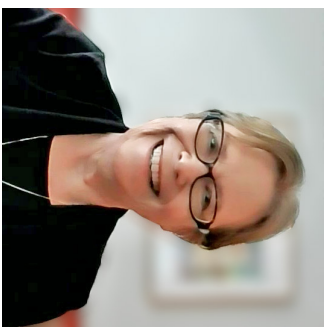


**Leanne Chukoskie, Ph.D.**

*Chief Science Officer &*

*Co-Founder*

22 years of eye-movement research, including attention in the visual system



**Jeanne Townsend, Ph.D.**

*Co-Founder & Advisor*

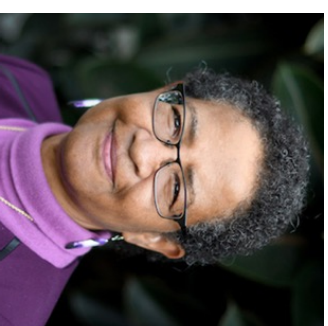
30+ years of studying autism and attention deficits



**Jeff Coleman**

*CEO & Co-Founder*

Entrepreneur, 27 years of marketing experience, 13 years as an online marketing consultant



**Donna Auguste, Ph.D.**

*Manager of Customer Engagement*

Successful entrepreneur with 30+ years of industry experience








**Joe Snider, Ph.D.**

*Chief Technology Officer*

14 years of using technology to study underlying mechanisms of behavior



# Competitive Advantage

				
Builds Foundational Skills	No Medication	Fun for Students	Minimal Supervision Needed	Patent Pending

## COMPETITION

### READING PROGRAMS

Default option  
Provide needed language skills  
Minimal impact on non-language skills needed



### 1-ON-1 SUPPORT

Required by some IEPs  
Best current option for support  
Expensive for schools

### ADHD MEDICATION

Taking a pill is easy  
Serious side effects  
Does not work for all children  
Outside of school control

## Traction

- ✓ Commercialized product with scalable (Firebase) backend
- ✓ 19 pilot schools (10 paying)
- ✓ Awarded SBIR Phase 1 & 2 grant 
- ✓ Accepted into the USC EdTech Accelerator **USC**Rossier School of Education
- ✓ Partnerships Established:  
Lexplore (UK), Kaiyon (South Korea)  
Selected for Ubisoft Entrepreneurs Lab  UBISOFT

**ADDITUDE**



As Seen On



**cheddar**



*The San Diego Union-Tribune*

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# Why Now?



Attention Issues are  
Increasing

The US CDC reports  
ongoing increases in  
ADHD and autism



Concerns about  
Learning Loss

Remote learning has  
caused many students  
to fall behind



Demonstrated  
Effectiveness

Studies have shown  
effectiveness of the  
Attention Arcade



Eye Tracking  
Becoming Ubiquitous

The integration of eye  
tracking into AR & VR,  
provides more devices  
that can train attention

*"For some of our students, attention issues keep them from being successful in school. The Attention Arcade is the first research-based solution we have found that can build those skills."*

-- Susie Fahey, Director, Integrity Charter School

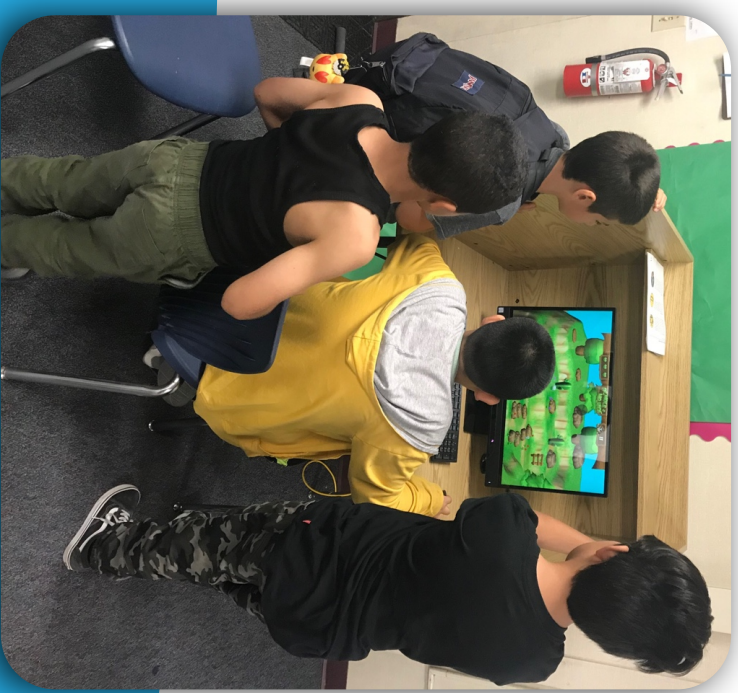
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# Roadmap



## Why Invest?

- ✓ Billion-dollar market opportunity
- ✓ Eye tracking is becoming more ubiquitous
- ✓ Unique solution with strong IP
- ✓ Experienced and passionate team
- ✓ **Opportunity to help millions of children**



For more information, please contact:



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brainleaptech.com

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