

**No Pain No Gain**  
**Efi Epel, CEO, BrainMarc**

**Questions for Biotech/Pharma; Medical Devices and Health IT/Digital Health categories are:**

### **Investment Rational**

Brainmarc's Brain Engagement Index – the bei™ - is a groundbreaking technology developed by an exceptional team of experts and neuroscientists. This clinically validated marker has been adopted by leading medical centers worldwide. Virtually performing as the eyes of therapists to the patients' brain through neurocognitive therapy sessions, it dramatically improves clinical efficacy potentially overthrowing the \$60B Post-Acute Care US market.

### **Business Strategy**

Brainmarc's technology is implemented in Inpatient Rehabilitation Facilities (IRFs) enhancing therapists' remediation and reducing hospitalization periods. Expanding IRF activity is the near-term revenue basis. Long-term revenues are based on a) expanding into additional categories of clinical facilities (e.g. SNF, HHA), b) developing an autonomous remediation platform for home-care c) penetrating additional neurocognitive-based therapeutic areas (e.g. ADHD, Depression, Memory deterioration etc.)

### **Core Technology**

Brainmarc's proprietary bei™ (**Brain Engagement Index**) technology relies on a series of science-based indices extracted from a, small single-channel EEG sampling device. Unlike traditional EEG devices it provides real-time feedback using only a single electrode. This direct and objective neuro-marker is a valuable companion in many cognitive-based therapeutic realms, clinic- and home-based, virtually allowing a view to patients' brains through rehabilitation.

#### ○ **Product Profile/Pipeline**

Brainmarc's first commercial product - the bei™Pro – is based on our proprietary algorithms. Monitoring real-time brain engagement levels and data analysis, Brainmarc is active in leading rehabilitation centers worldwide and published in multiple peer-reviewed journals. The fast growing \$60B Post-Acute Care market sees great value in such therapy-enhancing product leading our future partnerships to include HISs and remote remediation services.

#### ○ **What's Next?**

Currently and throughout the next 24 months, Brainmarc is in the phase of commercialization and deployment to the US market. Parallel activities include clinical validation as a penetration route for additional neurocognitive segments, as well as R&D towards autonomous rehabilitation platform for comprehensive remote-therapeutics services for home care.