

Unlocking a new era in brain health innovation.

Title:

Transforming mental health treatment with data from deep in the brain.

CEO: Oded Kraft

Executive Summary / Investment Rational

GrayMatters Health (GMH) develops and markets a software platform based on digital brain biomarkers for mental health care. Initial focus is on PTSD, impacting 250M lives globally. Prism for PTSD received FDA clearance and is treating patients in the USA and Israel. GMH management has proven expertise in bringing innovative products to market. Otsuka led the \$10 million Series A.

Core Technology

GMH's technology is the world's first digital biomarkers connecting mental disorders to underlying brain mechanisms. GMH's proprietary EFP biomarker was developed by applying advanced statistical models to register fMRI amygdala data to accessible and low-cost EEG. This brings highly effective, easy-to-use, evidence-based neurotechnology to psychiatric clinics to help improve patient outcomes without trauma exposure or major side effects.

Product Profile/Pipeline

GMH's flagship product, Prism for PTSD, is commercially available in the USA (13M lives). During treatment in the clinic, patients learn to control an interactive simulation by finding a personal mental strategy that lowers the amygdala-based biomarker. GMH developed the reward-system biomarker for treating depression (USA 20M lives). Additional treatments and data-driven products are in development.

Business Strategy

GMH's business model for Prism for PTSD consists of low entry capital expense and flexible monthly subscription and support packages to build a revenue-generating clinical offering.

What's Next?

GMH is collaborating with leading institutions to expand the Prism portfolio. A pivotal study (McLean Hospital) is evaluating patients with anhedonic depression to regulate reward-system EFP biomarker. A multi-site PTSD study (Germany) will pave the way for European commercial plans and GMH is collaborating with Otsuka (Japan). GMH initiated the Tranquility Dome project (Israel) to rapidly deploy Prism for PTSD.