

ABSTRACT TEMPLATE: CHECKLIST AND INSTRUCTIONS

Company name MindTension Ltd. * Website <https://mindtension.com/> *

CEO name Zev Brand*

CATEGORY: Medical Devices

SESSIONS

- Agentic AI; Solutions in medical applications, transformative opportunities in healthcare
- Personalized Medicine; Navigating Strategic Pathways – Pharma or Payers or Both
- Executive Summary

MindTension developed a unique medical device and advanced algorithms that analyze brainstem responses to auditory stimuli, enabling objective diagnosis and monitoring of mental health and neurological issues, starting with ADHD. Future expansion includes PTSD, TBI, and human performance. Under FDA review and led by experts in AI, neuroscience, and healthcare, MindTension has raised ~\$4M and targets growing, underserved global market.

- Core Technology

MindTension's patented technology analyzes brainstem responses to auditory stimuli, offering the only reflexive, objective, and physiological decision support tool for diagnosis, treatment optimization and monitoring of ADHD and other mental health and neurological issues. Unlike subjective methods, it delivers accurate, non-voluntary data. This novel approach enables clinicians to quantify attention levels setting a new standard in neurological and psychiatric evaluation.

- Product Profile

Our first fully developed product, focused on ADHD diagnosis and monitoring solution, and undergoing FDA review. A major U.S. clinical trial is underway at Mount Sinai. Future pipeline includes PTSD, TBI, and a smartphone-based app. We aim to partner with clinics, hospital chains, and state's school programs to access the growing U.S. ADHD market (diagnosis and treatment combined exceeds \$20B).

- Business Strategy

MindTension will generate near-term revenue by selling devices to clinics and charging per-test fees for ADHD diagnosis. Our U.S. GTM strategy targets early adopters, state ADHD programs, and school partnerships. Long-term, we'll scale through digital health providers, mass-market adoption, and home-use apps. Partnerships with advocacy groups and KOLs will accelerate reach, reimbursement, and national adoption.

- **What's Next?**

Next steps include completing our U.S. ADHD clinical trial, achieving FDA approval, and launching paid pilot programs with clinics and school systems. We're expanding R&D on PTSD and camera-based remote testing. Organizational plans involve U.S. team growth, a marketing lead, and a business development arm. We're raising funds to support commercialization, mobile app rollout, and market expansion.