

Improving Attention,
Changing Lives™

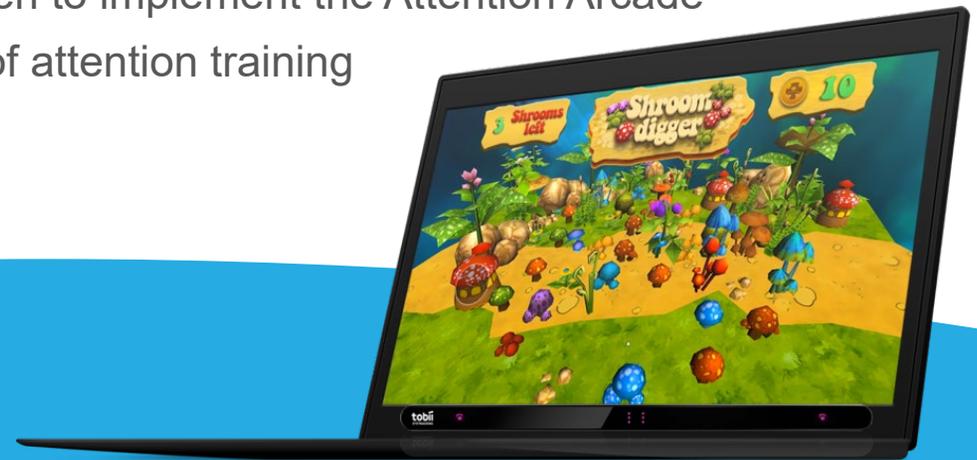


BrainLeap™



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

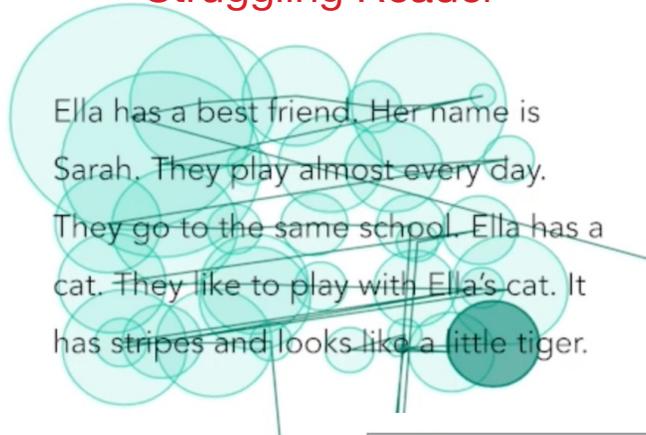


Problem:

Weak Attention Skills Undermine Reading Ability

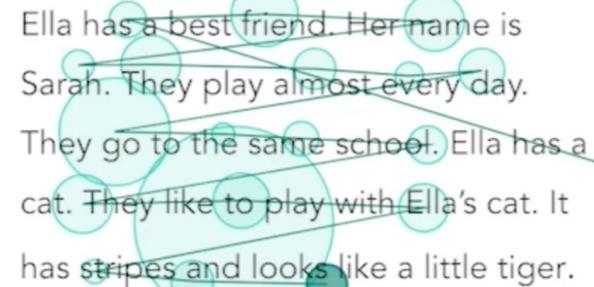
Struggling Reader

Ella has a best friend. Her name is Sarah. They play almost every day. They go to the same school. Ella has a cat. They like to play with Ella's cat. It has stripes and looks like a little tiger.



Efficient Reader

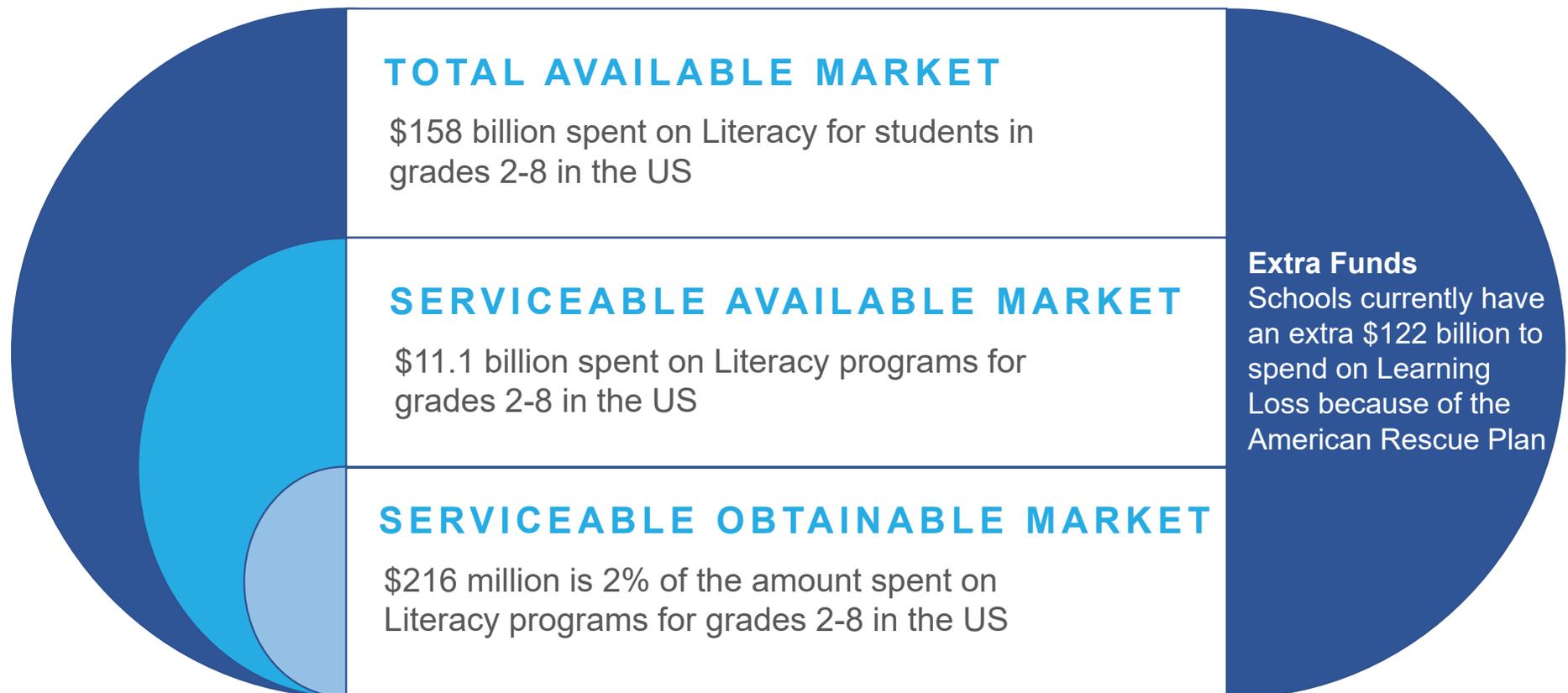
Ella has a best friend. Her name is Sarah. They play almost every day. They go to the same school. Ella has a cat. They like to play with Ella's cat. It has stripes and looks like a little tiger.



● Fixation Time > Eye Movements

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.

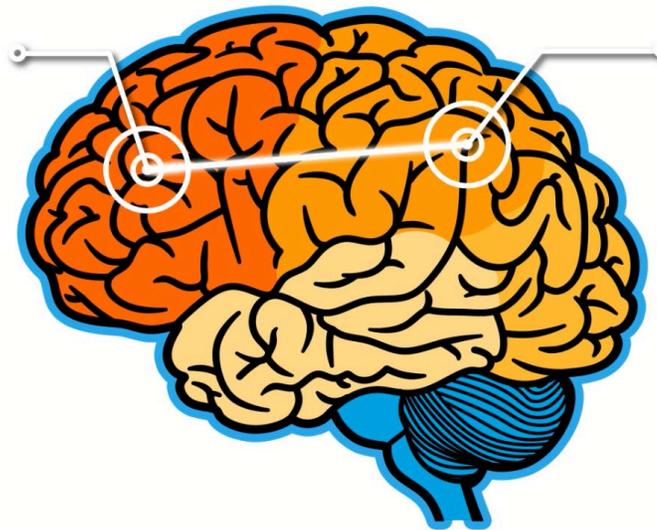
We are improving attention and changing lives with the Attention Arcade.

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

**FRONTAL
CORTEX:**
COGNITIVE
CONTROL



**PARIETAL
CORTEX:**
SENSORY
INTEGRATION
AND ACTION
SELECTION

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 

- ✓ Partnerships Established:
Lexplore (UK), Kaiyon (South Korea)
- Selected for Ubisoft Entrepreneurs Lab



As Seen On



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."

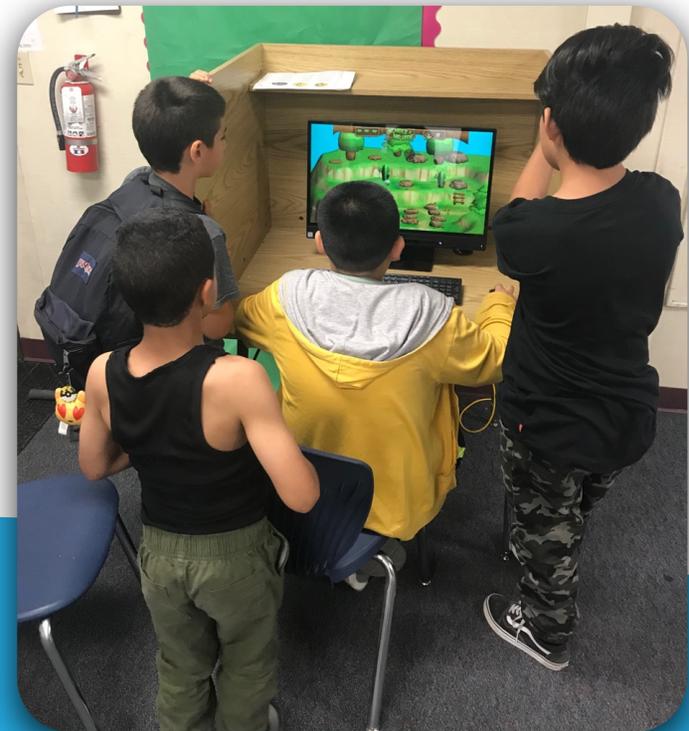
-- Susie Fahey, Director, Integrity Charter School

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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