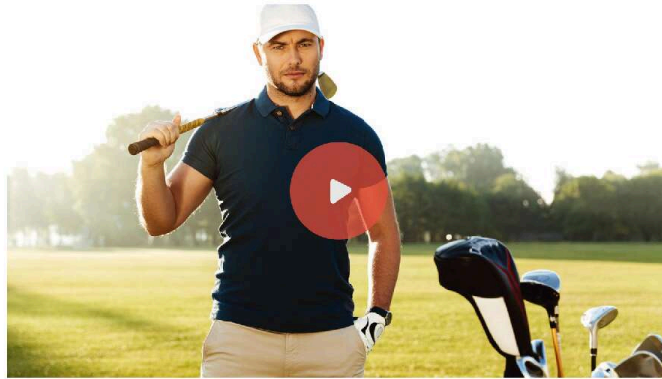


Neurotech-enabled hyper-learning builds mental fitness, improving performance.



metabrainlabs.com Bellevue Washington



Technology Hardware E-commerce Consumer Goods Retail

LEAD INVESTOR

Thomas N Hawes Hunden Co-Owner, The DevCo Family of Companies

It is my privilege to be the lead investor in Meta-Brain Labs. The method that Alexandra has developed is tremendously valuable and it's like nothing else that I am aware of. When we get tripped up by our negative self-talk, when we're under pressure and under stress, this method and technology helps us get out of our own way and I've found that to be tremendously effective. I am investing because I'm very optimistic about Alexandra, the team she has put together, the methodology that she has developed, the software and interface that is developed. I am very confident in this venture and that is why I decided to get on board in a big way.

Invested \$50,000 this round & \$15,000 previously

Highlights

- 1 New category of neurotech helps golfers discover & overcome unconscious mental barriers permanently.
- 2 Pilot tests showed marked & permanent improvements in performance & confidence, often in 2-3 weeks.
- 3 \$84B US Golf Market (2021). 40M played (2022), +6.6%. Performance-minded players spend \$6-\$14K/year.
- 4 Golf-tech accelerating with the global sports-tech boom. \$18.3-\$65.6B (14% CAGR 2021-2031).
- 5 Patent apps. submitted. Entrepreneurial team skilled in execution getting ready for Q2 2023 launch.
- 6 More scalable "brain sports" & enterprise/home apps being developed on our SW platform. AI coming.
- 7 Be part of a science-backed mission boldly intent on helping people perform and live more powerfully
- 8 We're a company today with the know-how to become a trusted and market-leading brand.

Our Team



Alexandrea Day CEO & Founder

Combining 2 extensive careers in therapy & tech to create software that helps people tap into their unconscious mind to modify limiting beliefs.



Mark Audino Chief Marketing & Business Development Officer

Former Chief Strategist at an AI disruptor, CMO at RSM, and V.P. at Xerox. Reversed a multi-million-dollar category loss & displaced the #1 competitor with a 23-point Year 1 share gain & reached \$1B in revenue faster than Nike & Microsoft reached \$1B.



Adrian Bubela Technical Director

20-year career specializing in AI. Founded several SW development companies designing custom healthcare, education, & business solutions including financial markets forecasting. Created a private investment fund that uses his algo trading developments.

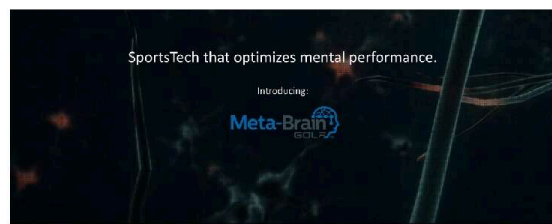


Dr. Sue Shapcott Research Director

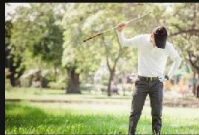
Quantitative researcher focused on the underlying motivations that drive and/or optimize behavior, including golf performance research.

Pitch





Problem: Peak athletic performance is blocked by self-defeating thoughts



"What just happened? I know how to do this, but I came up short!"

The mental dimension of golf determines outcome, not just athletic ability

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"Golf is 90% mental, 10% physical
– Jack Nicklaus



Solution: Meta-Brain Golf unblocks athletic ability with breakthrough mental fitness tech

Meta-Brain Golf eliminates the cause of self-defeating thoughts

Scientifically proven. Measurable. Permanent.

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How it Works



Discovery
Brainwave-informed Q&A Chatbot identifies unconscious perceptions that elicit self-defeating thoughts

Reversal

Golfers replace self-defeating perceptions that impede performance



Reinforcement

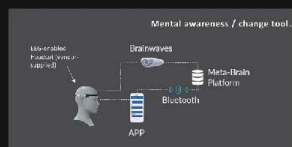
In-App reminders ensure positive outcomes are permanent



Research reveals: 85% of putts are short – Why?
Defeating Thought: "I'm afraid of putting long."
Reverse to: "I putt to the hole."



Brainwave Analysis Validates Process (Patent-Pending)



Brainwave analysis occurs when a golfer is answering ChatBot questions, measuring for valid, invalid, or inconclusive

Process is performed in a quiet setting, not on the golf course.



U.S. Golf is BIG: \$84b in 2021

29,000 PGA of America Pros

15,500 NCAA golf student athletes

2,500+ NCAA golf coaches

5,700+ Independent instructors



40 Million U.S. golfers

Performance-minded players spend \$6,000 - \$14,000/ year

GolfTech accelerating with the global SportsTech boom, \$18.3 - \$65.6 Billion (14% CAGR 2021-2031)

Go-to-Market Plan

Sponsorships

Channel Programs

Industry Events

Golf Experiences

Affinity Marketing

Golf Coach Certification

March - Orlando April - San Diego

SEO & Demand Generation

Strategic Partnerships

BLUNT Golf Club Services

PR / Social Media / Podcasts

Influencer Marketing

Meta-Brain

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SaaS Business Model

Revenue by Type (\$m)

\$750

Uplift Unit Price (hardware & app)

\$100

Annual Renewal Price

40%

Net Margin

Assumptions:

- Talent recruited on each meta-golf course of \$1.25/m
- Build schedule and platform bandwidth support up to 100,000 users (total installations ~40,000 users by 2025)
- \$3.25/m course license fee (recurring capital & op. ex. software platform profit up to 40% support forecast & growth 100,000-200 users, 2025-40k users 2026-60k users)

Meta-Brain

Forward-looking financials are projections

Forward-looking financials are projections and not guaranteed.

Competitive Landscape

Attributes	Meta-Brain Golf	FocusBand	NeuroOptimal	Golf Guru
Brain Wave Diagnostic	✓	✓	✓	✗
Increases Mental Awareness	✓	✓	✓	✓
Addresses "Cause" of Mental Barrier	✓	✗	✗	✗
Chatbot Guided Session	✓	✗	✗	✗
Self-assessment / Self-change App	✓	✗	✗	✗

Traction

Sales Pipeline: \$227K+

Opportunities	Name	Business Unit	Description	Value	Status
A Woman's Concern	Meta-Brain Leader	Leadership training sessions for 1 executive	\$350	Closed	
Victory Group	Meta-Brain Leader	Leadership training sessions for 3 executives	\$2,250	Closed	
Spring 2023 Golf Pilot	Meta-Brain Golf	13 high-level golf instructors selling through to their students/clients (avg. 5 each)	\$50,000	Pilot launching Feb 2023	
Coach Training & Certification	Meta-Brain Labs	Two certifications are scheduled for Spring 2023	\$75,000	Currently booking	
Golden Group	Meta-Brain Leader	In initial discussions to roll out pilot to clients with introduction into the John Maxwell organization	TBD	Full demo and pilot design	
Lancaster Recruitment	Meta-Brain Diamond Sports	In initial discussions with hiring coach Jeff Brandt to develop hiring program and conduct pilot prior to 2023 season	TBD	Early discussions	

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Leadership Team

Alexandrea Day

Founder, CEO, NeuroTech, Neuroscience and Author

Neuroscience researcher and behavioral research clinician with 10+ years of clinical and research experience in the neuroscience field. She has been a pioneer in the field of neurotechnology and has been a leading voice in the field of neurotechnology. She has been a leading voice in the field of neurotechnology.

Adrian Bubela

Technical Director

20 years of experience in the technology industry. He has been a leading voice in the field of neurotechnology and has been a leading voice in the field of neurotechnology.

Eli Krow

Chief Technology Officer & Co-Founder

He has been a leading voice in the field of neurotechnology and has been a leading voice in the field of neurotechnology.

Sue Shapcott

Research Director

Neuroscience researcher and behavioral research clinician with 10+ years of clinical and research experience in the neuroscience field. She has been a pioneer in the field of neurotechnology and has been a leading voice in the field of neurotechnology.

Mark Audino

CEO & Business Development

20 years of experience in the technology industry. He has been a leading voice in the field of neurotechnology and has been a leading voice in the field of neurotechnology.

Mike Lauder

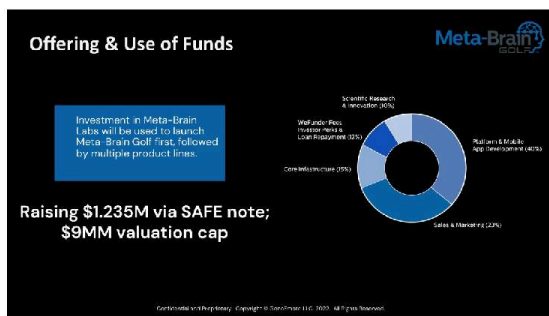
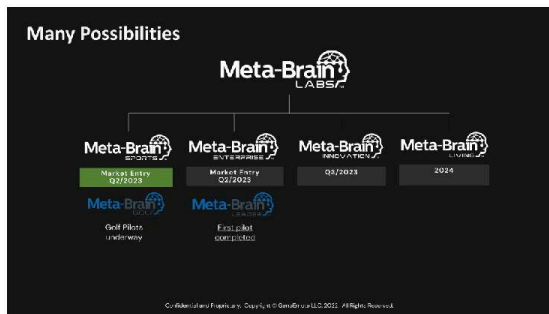
Chief Financial Officer

He has been a leading voice in the field of neurotechnology and has been a leading voice in the field of neurotechnology.

Joel Peddie

Golf Advisor & Brand Ambassador















35 years professional golf and golf instruction experience.



Investing Perks

Earn Perks When Investing

Investment Amount	Perks
\$500	<ul style="list-style-type: none"> Gift Guide Gift Certificate Free Free Free
\$1,000	<ul style="list-style-type: none"> All previous perks + Gift Guide
\$2,500	<ul style="list-style-type: none"> All previous perks + Gift Certificate Free Free Free
\$5,000	<ul style="list-style-type: none"> All previous perks + Gift Certificate Free Free Free
\$10,000	<ul style="list-style-type: none"> All previous perks + Gift Certificate Free Free Free

Citizen Scientist

Advisory Board

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Meta-Brain LABS

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