

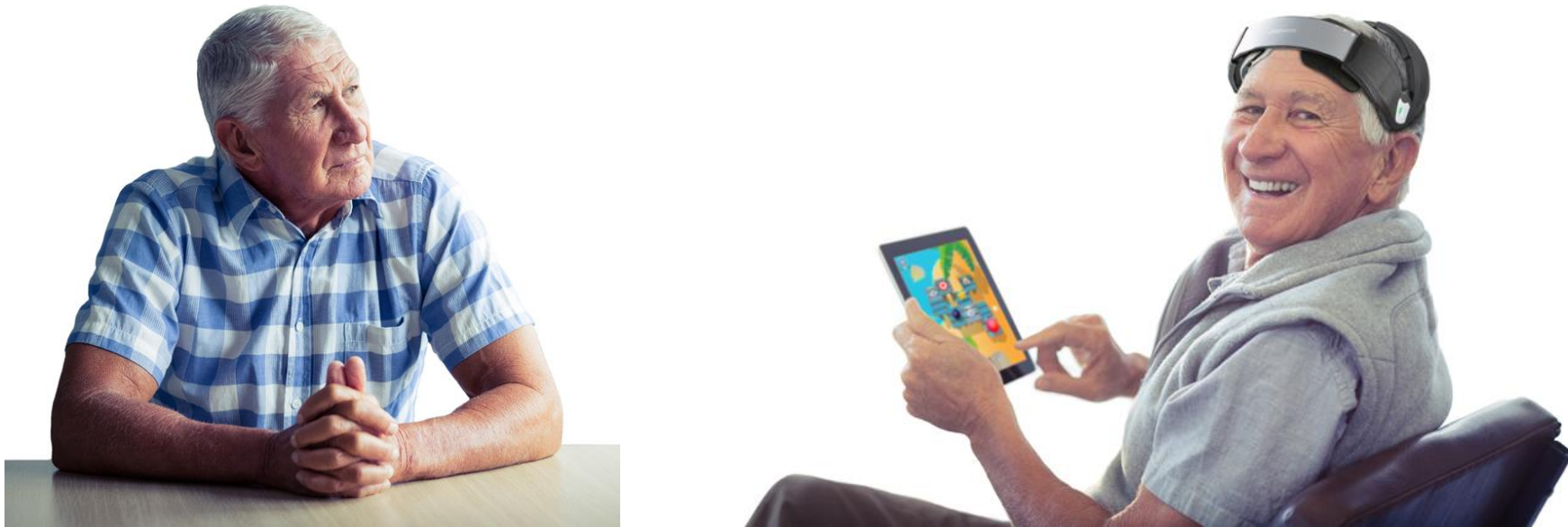
brain+

Better Brain  
Better Life



## Our Mission

To create an unrivalled digital product suite for people and their caregivers living with dementia.



## The Problem



**150m people** will have dementia in 2050. Standard of care is not adequate.

**Cost \$3 trillion** 2030 globally for dementia.  
Digital solutions lower cost of care and increase access.

# The Platform and Competitive Advantage

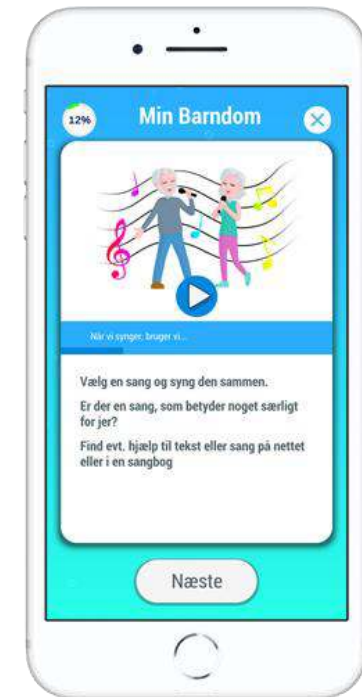
## Prevention



## Detection



## Treatment

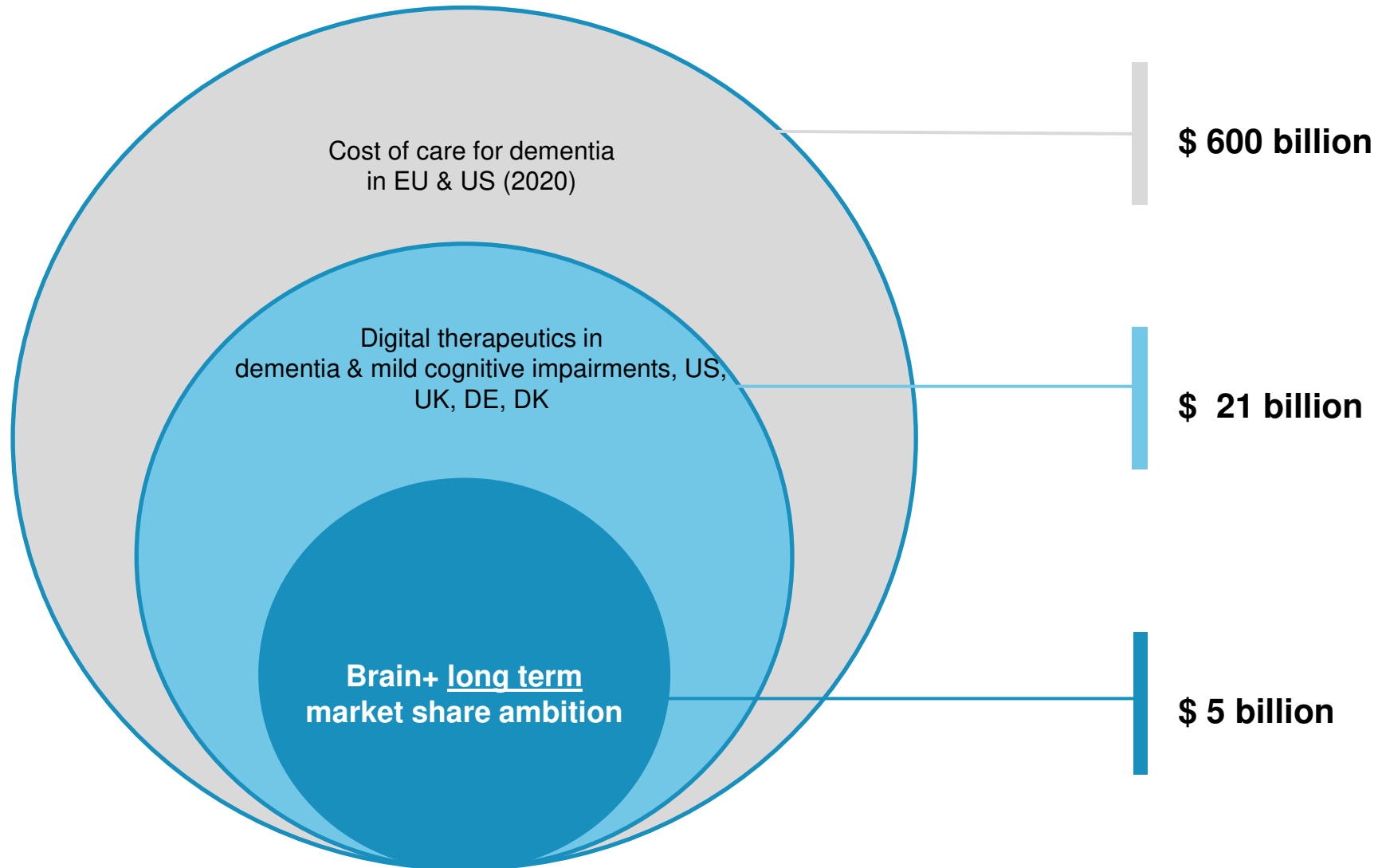


Platform of solutions

Gamified Treatment

At home or in clinic use

# The Opportunity



# Clinical Development Pipeline

7 randomized controlled clinical trials, positive interim results in dementia, 3 trials finished in 2020

	Therapeutic area	Clinical Development Pipeline			Partners Academic, clinical, patient, commercial	Market
		Feasibility	Proof of concept	Phase 2 (efficacy)		
<b>Alzheimer's Disease</b> • Detection • Prevention • Treatment	Alzheimer's disease dementia & Mild cognitive impairment	n = 200		Est. 2020		
	Prodromal Alzheimer's disease	n = 70-80		Est. 2021		
	Healthy elderlies & Subjective cognitive impairments	n = 60		Est. 2021		
	Healthy elderlies & Mild cognitive impairment	n = 120		Est. 2021		
	Alzheimer's disease dementia	n = 8		Est. 2021		
<b>Healthy brain project</b>	Depression	n = 180		Est. 2022		
	Acquired Brain Injury	n = 80		Est. 2020		
	Acquired Brain Injury	n = 50		Est. 2021		
	Parkinson's disease	n = 30		Est. 2020		



# Management team

A seasoned management team with background in consulting, medtech, neuroscience and pharma



**Kim Baden-Kristensen**  
**Co-founder & CEO**

- 15 years experience in business mngt;
- Healthcare Innovation degree Harvard Business School (Pasteur Program)



**Ulrik Ditlev Eriksen**  
**Co-founder & CPO**

- 20 years of experience building companies, incl. 20 high-tech start-ups (biotech, medtech,, ICT, engineering)

Plus **10 professionals** with complementary skills in business development, IT, neuroscience, and game development



**Beth Wolff**  
**CCO**

- 20 years of experience in Pharma (LEO Pharma, Novo Nordisk, Sandoz)
- European Commercial Laad for 1st DTx launch



**Simon Nielsen**  
**R&D Director**

- Postdoc, Cognitive Neuroscience, UCPH,
- PhD. Psychophysics DTU



**Brian Østergaard**  
**Business Dev. Mgr.**

- Entrepreneur in digital health with successful exit of his company in ADHD
- 25 years experience in selling into public and private health care sectors

## Board, advisors & supporters

A diverse range of advisors with expertise in pharma, biotech, neurology and digital health

### Board of directors



**Kim Arvid Nielsen**  
Board Member

Experienced Pharma & Biotech CEO



**Dr. Jonas Nielsen**  
Board Member

Digital health and therapeutics entrepreneur



**Ulrik Ditlev Eriksen**  
Board Member, Chair

20 years of experience building companies

### Selected advisors & collaborators



**Prof. FMedSci David Brooks**  
Neurology, Aarhus University



**Lars Terney**  
Senior Partner, Nordic Capital



**Bjarke Ebert**  
Chief Medical Advisor, Lundbeck



**Prof. FMedSci Masud Husain**  
Neurology & Cognitive Neuroscience, University of Oxford



**Prof. Poul Videbech, MD**  
Head of the Danish National Center for Neuropsychiatric Depression Research



**Frederic Destrebecq**  
Executive Director, European Brain Council



**Prof. Leif Østergaard, MD**  
Head of Center-of-Excellence in Neuroimaging, Danish Medical Research Council



**Paola Barbarino**  
CEO, Alzheimer's Disease International



**Jean Georges**  
Executive Director, Alzheimer Europe



# Traction To Date

## Grant Funding

- **€4m** funding from **Danish grants**
- **€5m** funding from European Union grants
- Another **€15 million** in grant funding pipeline

## Innovation partners



## Pilot Sales

- 3 pilot projects with **260 patients in brain injury** generated revenue **€50.000**
- Patients experienced **increased autonomy, confidence and participation.**

## Selected awards & accelerators



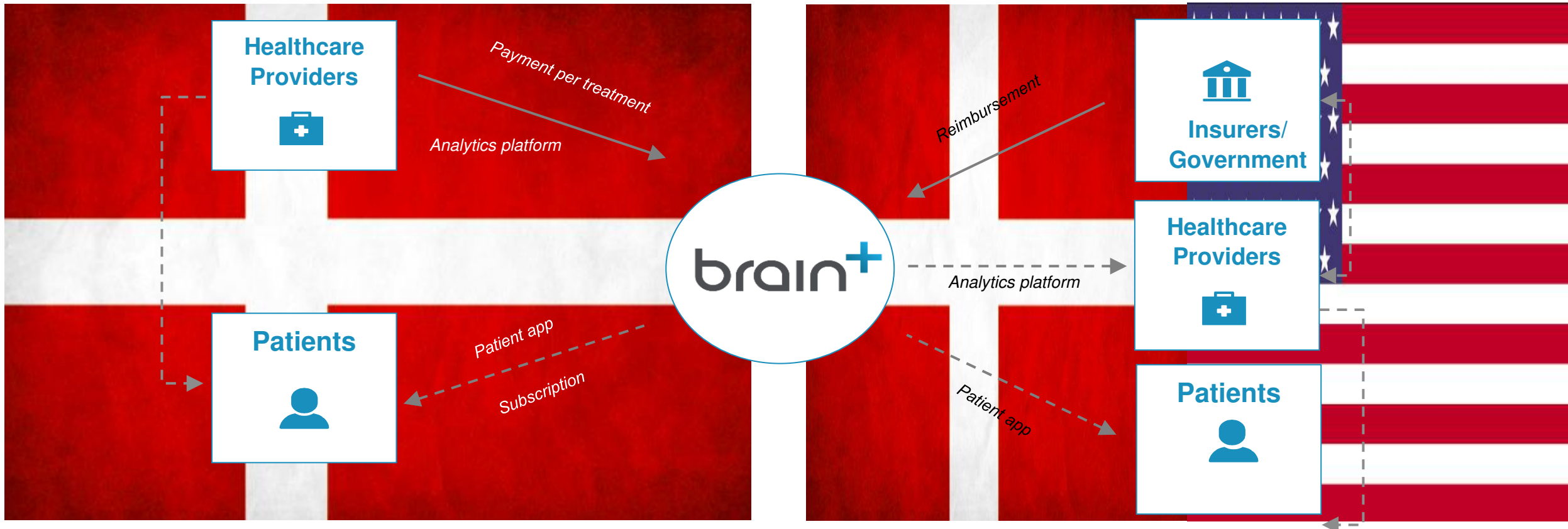
## Brain+ showcases & whitepapers



# Business Model and Next Steps

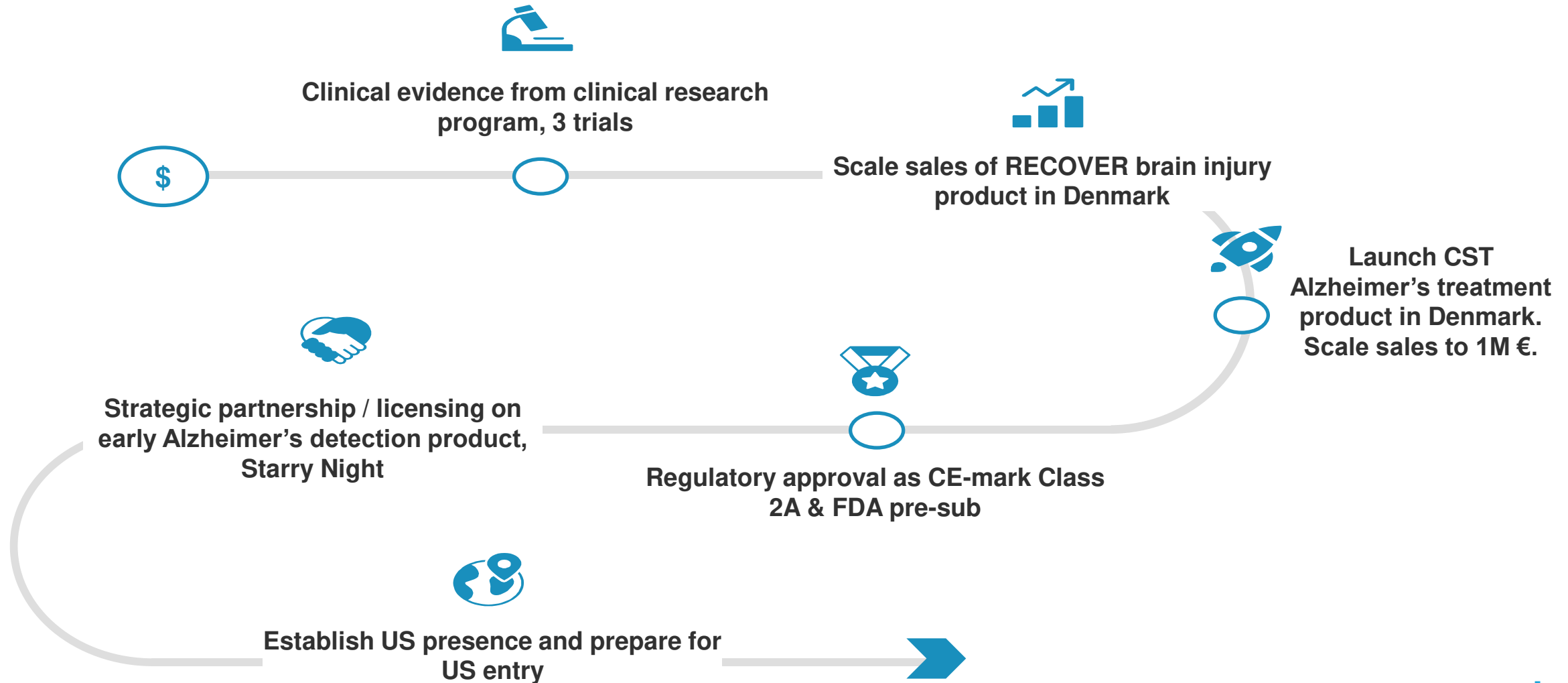
## Current Pilot sales to Danish municipalities

## Expansion to Reimbursement and US market



# New round of financing

Raising 2 million € to reach 2 major milestones, evidence from clinical trial pipeline, new skills hires and 1 million € sales within 2021 - 2023





Beth Wolff, Chief Commercial Officer  
beth@brain-plus.com, +45 53 81 25 43

