



Revolutionizing **Manufacturing**

through the Power of the **Brain**



www.mentalytics.com



Stockholm, Sweden

INTRODUCTION



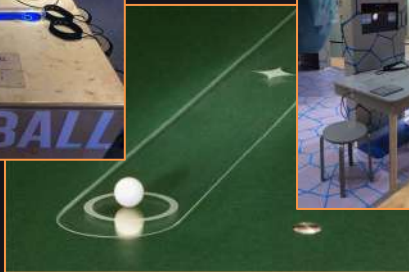
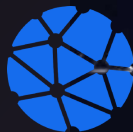
Mentalytics has proven that we can train focus and thus improve performance related KPIs in the manufacturing industry:

- Tests at Kia's factory reduced errors by **54%** after just 1 month of training, if continued throughout the year it would've saved them **€365M**.

We're now raising money to build our **sales & dev team** and continue to adapt and polish our product offering for the manufacturing sector.

With 20 years of applied EEG experience and 10 million users over the years, *we are paving the way for a more focused, efficient, and high-performing society.*

BACKGROUND



Mindball
Winning by relaxing
A game where you control a ball with your brain
Sit down, put on the headbands, press the buttons

01. Have sold around 220 tables since 2003, and rented out many more.
02. The game exists in over 37 different countries with some having more than 20 tables per country.
03. Played by more than 10 million people over the years.
04. Playing the game teaches the user a calm and focused approach to performance. Their feedback is what has allowed us to gain an unmatched experience in commercial EEG.



ATTENTION PROBLEM



“Our collective global attention span is narrowing because of the abundance of information presented to us.”



01. You need to be focused in order to **perform** when it's needed
02. Being able to turn on your focus **on command** is a trainable skill
03. A lack of focus lead to **inefficiency**, low productivity, and maybe even accidents
04. People who experience a lack of focus or motivation in the workplace are more likely to **leave their place of work**.
05. **To date, there are no easily accessible methods to train your focus.**

MANUFACTURING PROBLEM

01. Roughly **80%** of the errors made in Manufacturing companies are caused by the people on the factory floor (**Human Errors**). ([LINK](#))
02. On average, these errors results in a **10% loss** of their annual revenues.
03. The **current solution** to when errors occur is to overload the factory workers with overtime shifts, begin lengthy reorganizations, or invest in new machinery.
04. These “**solutions**” lead to high employee turnover & dissatisfaction. Additionally, current “**solutions**” requires large investments with (hopefully) an ROI after a couple of years at best.



OUR SOLUTION

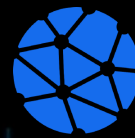


Mentalytics - A gym for the brain

[Mentalytics Gym](#) helps people attain, maintain, and regain focus at their own will. This has been proven to lead to increased performance at work, and improved overall worker well-being.



HOW FOCUS TRAINING WORKS



01. Brain waves



By gathering **brain waves** (using EEG) within certain frequencies and using our **unique algorithms**, we can **know** when a person is focused.

02. Learn how



Mentalytics have **specialized** in measuring and translating brain waves related to focus, and we use this to teach the user how to control their own focus.

03. Real-time feedback



Through the training you will **learn** how to, deliberately, **attain**, **retain** and **regain** your focus through instant visual feedback.

04. Goals & data

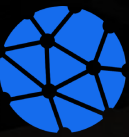


Through optimized training schedules (developed together with **neuroscientists**) and focus data, customers can analyze progress over time and compare it to **internal KPIs**.

CASE EXAMPLE



MANUFACTURING: COST



● Revenues

● Loss due to human error



01. Manufacturing companies lose roughly **10%** of their annual revenue due to human errors

02. Mentalytics can help reduce these errors by **15-54%** after only one month's training

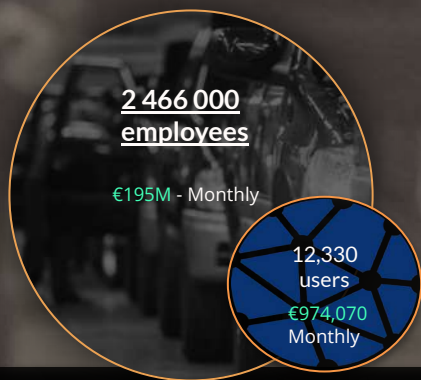
03. Resulting in a quick ROI and increasing yearly net profits by **1,5 - 5,4%**



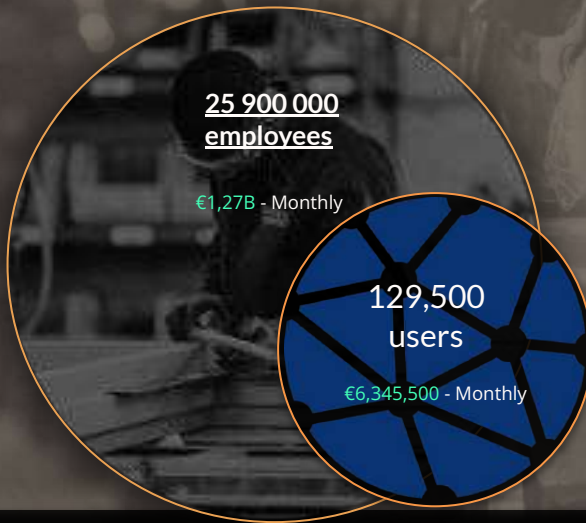
Mentalytics is creating a win-win situation for manufacturers by providing a quick and effective solution to their **multi-billion euro problem** of human error.

MANUFACTURING: MARKET SIZE

- Market Potential
- Market Expectation: 0,5%



Direct Automotive Manufacturing



Manufacturing (excl. Automotive)



EU Market



€11,3M - Yearly



€76,1M - Yearly

TRACTION



Pilots



Strong Leads



Future Targets

COMPETITION



muse

InteraXon

SMART
CAP

SmartCap








Macrotellect



Tulip



Mentalytics

	KPI Focused	Visual Inspection	Can measure focus (EEG)	Worker Wellbeing Aspect	Offers focus training (EEG)	Possible Partner
	✗	✗	✓	✓	✗	✗
	✗	✗	✓	✓	✗	✗
	✗	✗	✓	✓	✗	✗
	✓	✓	✗	✗	✗	✓
	✓	✗	✓	✓	✓	

PRICING



ESSENTIAL

€49

- ✓ Training on PC
- ✓ Unlimited users
- ✓ Group structure
- ✓ Connected health questions
- ✗ Training on Mobile
- ✗ Tracking Focus
- ✗ Data Integration

ADVANCED

€69

- ✓ Training on PC
- ✓ Unlimited users
- ✓ Hierarchy structure
- ✓ Customizable health questions
- ✓ Training on Mobile
- ✗ Tracking Focus
- ✗ Data Integration

PRO

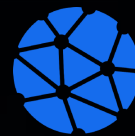
€79

- ✓ Training on PC
- ✓ Unlimited users
- ✓ Hierarchy structure
- ✓ Customizable health questions
- ✓ Training on Mobile
- ✓ Tracking Focus
- ✓ Data Integration



€129

DREAM TEAM



CHARLIE OHLÈN
CEO



BITTE HANELL
COO & Founder



ÖYVIND JOHANNESSEN
Lead Developer



MATS SCHULTZE
Chairman of the Board



TOMAS WARD
Board Member



KARIN LJUNGREN
Board Member



JOHAN SNÖBORGS
3D Artist



MAX RHODIN
CTO



SEBASTIAN MONADJEMZADEH
CSO



JOACHIM RITTFELDT
Board Member



PHILIPP HEILER
M.D. Neuroscience

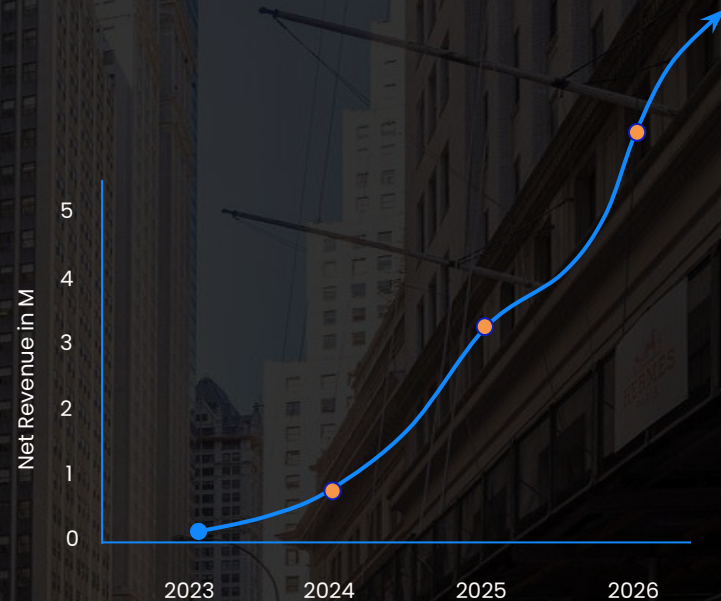


JOHAN AGORELIUS
PhD Neurotechnology

FINANCIAL PROJECTION



Numbers in k €	2023	2024	2025	2026
Net revenue	128	777	3,139	7,266
EBITDA	-93	106	1,678	4,132
EBITDA Margin	-73%	14%	53%	57%
User count	50	803	4,955	10,308



FUNDRAISE



Valuation

40M SEK

- Based on added value from previous round
- Previous round valuation at 30M SEK

Seeking

8M SEK

3,8M secured

- Invest in the most experienced NeuroTech-company in the world
- The market around wearable EEG devices are about to explode
- Already found Product-Market-Fit

Use of Funds

1,6M SEK

- White Label SoluM Healthcare's headband

100k SEK

- Mindball table for renting

3,3M SEK

- Bring in CTO & CSO full-time, hire developer

- Increasing burn rate to ~547k SEK

1M SEK

- Execute on Sales Strategy

1M SEK

- Marketing budget

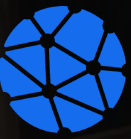


01. IPO in a couple of years

02. Merge or be acquired by a company like: Samsung, Apple, Garmin.

03. Sell of 49% of branch by branch, industry by industry

JOIN OUR FOCUS JOURNEY



Mentalytics represents a paradigm shift in how we approach *cognitive enhancement* and *performance*. We invite you to join us on this transformative journey, as we work towards creating a society where *enhanced focus* is not just a desire, but a reality.



If you are interested in knowing more and joining our journey, please contact Charlie Ohlén, charlie@mentalytics.com, +46 8 500 46040