

Wireless Brain-Machine-Interface Wearable

1. Company introduction

BrainCo was founded in February 2015, and incubated in the Harvard Innovation Lab. BrainCo specializes in BMI (Brain Machine Interface) wearables conducting neurofeedback training. This is a scientifically-proven method to improve attention level and working efficiency, having been used in the U.S. for 40 years.



Our company is located at Somerville, Massachusetts within walking distance from Harvard University. Currently BrainCo has 25 full time team members, and we have raised \$5.5 million funding in the past few months. Our product Focus 1 and Lucy have officially debuted at CES 2017, and we will take reservations and preorders of our products after CES.



BrainCo was among Harvard Innovation Lab VIP Team and MIT Ventureships Club and has won multiple venture projects and competitions. Last year, BrainCo was the only startup listed in “8 takeaways on 2016 CES” by AFP, along with Samsung, Google and other major companies, and was also featured in 70+ media outlets.

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2. Mission statement

At BrainCo, we strive to apply Brain Machine Interface (BMI) and neurofeedback training to enable optimized brain potential. We are developing home based wearables to improve attention level through real-time EEG detections and feedback algorithms.

3. Product:

We have two products: Focus 1 and Lucy. Focus 1 has two versions: Focus FAMILY and Focus EDU.

Focus FAMILY



Focus FAMILY is a wearable device that can monitor, visualize and analyze brainwaves. It draws inspiration and techniques from neurofeedback training algorithms. This method improves an individual's everyday focus level by training specific brainwave frequencies.

By detecting electrical signals in the brain, Focus FAMILY is able to display real-time brain activity and utilize that data to help regulate brain function. Users can put on Focus FAMILY, play a training game called *Focus Oasis* in BrainCo's mobile application and improve their concentration skills. The training app presents real-time brain waves (theta wave, alpha wave and low beta wave) and attention level index. Users can also view daily and weekly-based historical training data.

The *Focus Oasis* game allows users to train their brain with positive feedback in real-time, at their own pace. The game is designed to inspire a sense of ownership and control over their own training. Players can walk around the idyllic oasis and interact with a cast of characters, helping them to catch fish, grow flowers, build robots, sing, and anything else that might help the oasis to grow and improve. Meanwhile, they are also constantly improving their

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own focus and attention skills.



Focus EDU



Focus EDU is the world's first integrated classroom system that incorporates EEG detection technology. The system includes headbands for students and computer software for school administrators and teachers. We aim to create a smarter classroom using real-time attention level feedback that will redefine our understanding of education. Through personalized interaction between teachers and students, Focus EDU is able to improve the teaching and learning experience. It can provide a school or district-wide approach to quantitatively measuring student engagement in class.

With Focus EDU:

- Teachers can engage in systematic reflection of their teaching by utilizing the classroom attention level report.
- Students can use the individual attention level report as a self-assessment tool to develop themselves as independent learners.
- School administrators can determine when students are better able to concentrate.
- School administrators can also accelerate teachers' professional development by identifying best practices.

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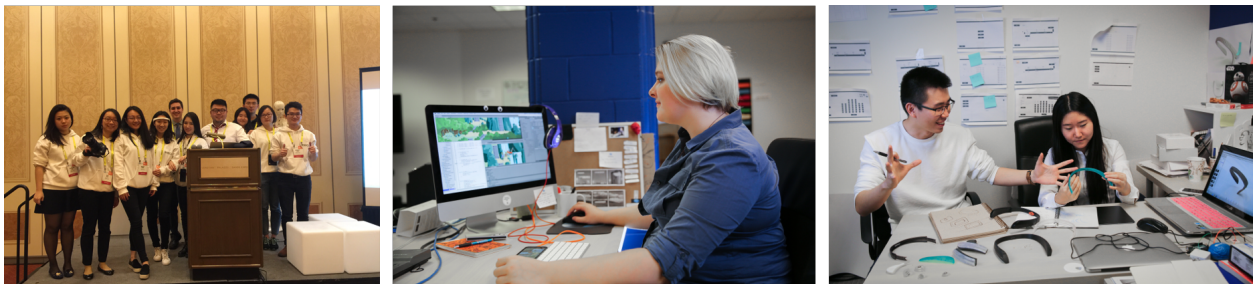
Lucy



Brain control is the future: a light, a robotic hand, toys, and more! Imagine a world controlled by your brain! Lucy is a Brain-Machine Interface (BMI) wearable that can detect your brain signal and allow you to directly control electronic devices (including toys, smart home appliances and robotic devices). Lucy is designed to make your daily life more adventurous, enjoyable and efficient. Just by wearing Lucy, you can explore a new way of interacting with your environment!

4. Team

Our team members are scientists and engineers who graduated from Harvard, MIT and other top universities. Currently, the team includes 25 members from different academic and industrial background.



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Core Team Members:



- Bicheng Han, founder and CEO
- <https://www.linkedin.com/in/bichenghan>
 - Multiple years of start-up experience
 - Years of medical device development experience
 - Harvard Ph.D. candidate in Center for Brain Science



- Max Newlon, neurofeedback research scientist
- <https://www.linkedin.com/in/max-newlon-6860a84a>
 - Years of clinical trial experience at both Beth Israel Deaconess Medical Center and Massachusetts General Hospital
 - Master's degree in human development and psychology at Harvard
 - Worked with pioneers in corporate leadership development

5. Media coverage

- OZY: [The Super-Future of Brainwear Has Arrived](#)
- CNBC: [Wearables gradually move beyond the wrist, and into hearts and minds \(literally\)](#)
- Medtech: [BrainCo Can Help You Unlock Your Brain's Full Potential](#)
- NewTV video: [Innovation Showcase with Jay Sugarman](#)
- The fashion robot: [KtY x BrainCo](#)
- AFP: [Eight takeaways from 2016 Consumer Electronics Show](#)
- USA Today: [The Coolest Tech You Missed At CES 2016](#)
- Discovery News: [Hack Your Brain to Improve Your Health](#)
- Yahoo tech: [New Wave In Tech: Hacking The Brain](#)

6. Fundraising

Our team has participated in every resource available to startups such as investor presentations and pitch competitions. Now we have raised \$5.5 M.

- Seed Round: March 2015 \$400K
- Pre-A Round/Venture:
 - 5/13/2016 Han Tan Capital \$2.2M, Boston Angel Club \$800K;
 - 7/10/2016 Wandai Capital \$2M

7. Website and social media

- Website: <http://www.brainco.tech>
- Crunchbase: <https://www.crunchbase.com/organization/brainco>
- Social Media:
 - Facebook: <http://facebook.com/braincotech>



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- Twitter: https://twitter.com/brainco_tech
- LinkedIn: <https://www.linkedin.com/company/brainco>
- Instagram: https://www.instagram.com/brainco_tech/
- Youtube: <https://www.youtube.com/channel/UCW4m4Zy44IkDtY-rp0wN75g>
- Wechat: BrainCo



8. Contact

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