



BrainBit Executive Summary

BrainBit is a New York City and Silicon Valley based technology company pioneering brain activity monitoring using EEG (Electroencephalogram) solutions. BrainBit's wireless EEG headband allows users to optimize their brain performance and monitor their cognitive health and wellness. BrainBit records brainwaves and interprets them into meaningful data that users can understand. Designed for daily application, BrainBit leverages the latest advances in electronics that are fully tested and optimized to produce clean, robust signals anytime, anywhere.

Mission: Our mission is to empower individuals to understand their own brain and deliver unique insights into mind and body wellness that can motivate people to make better lifestyle choices.

Opportunity

As the wearable electronics business powers from \$20 billion in 2015 to almost \$70 billion in 2025, the dominant area will remain the healthcare sector which merges medical, fitness and wellness. Of all applications in wearable technology, neuromonitoring devices are projected to be the fastest growing segment by 2018. With no clear market leaders, a growing demand for and acceptance of consumer neuromonitoring devices, and the continuance of rapidly advancing technology, there exists substantial market demand for a leader in the space.

Innovative Design Meets Advanced Technology

BrainBit is the only device on the market that offers 4 EEG touch points and 3 reference sensors, achieving a higher spatial resolution that provides fidelity in-depth information on your brain activity. It features an elegant, lightweight and user-friendly design that leverages decades of proven research and experience from industry-leading industrial designers thus creating the next generation of brainwear. BrainBit comes with a 4.0 LE Bluetooth Wireless connection and an internal battery that provides 12 hours of active transmission time.

Creating Groundbreaking Applications

Internally tested and released for different platforms, BrainBit's Development kit is a set of software tools and APIs that make it easy for developers to create innovative applications that interact with a user's mental state in venues such as virtual reality, gaming, fitness, and meditation. BrainBit is compatible with Android, iOS, Mac, Linux and Windows Platforms.



Experience the future of smart wearables with the BrainBit EEG and SDK bundle.