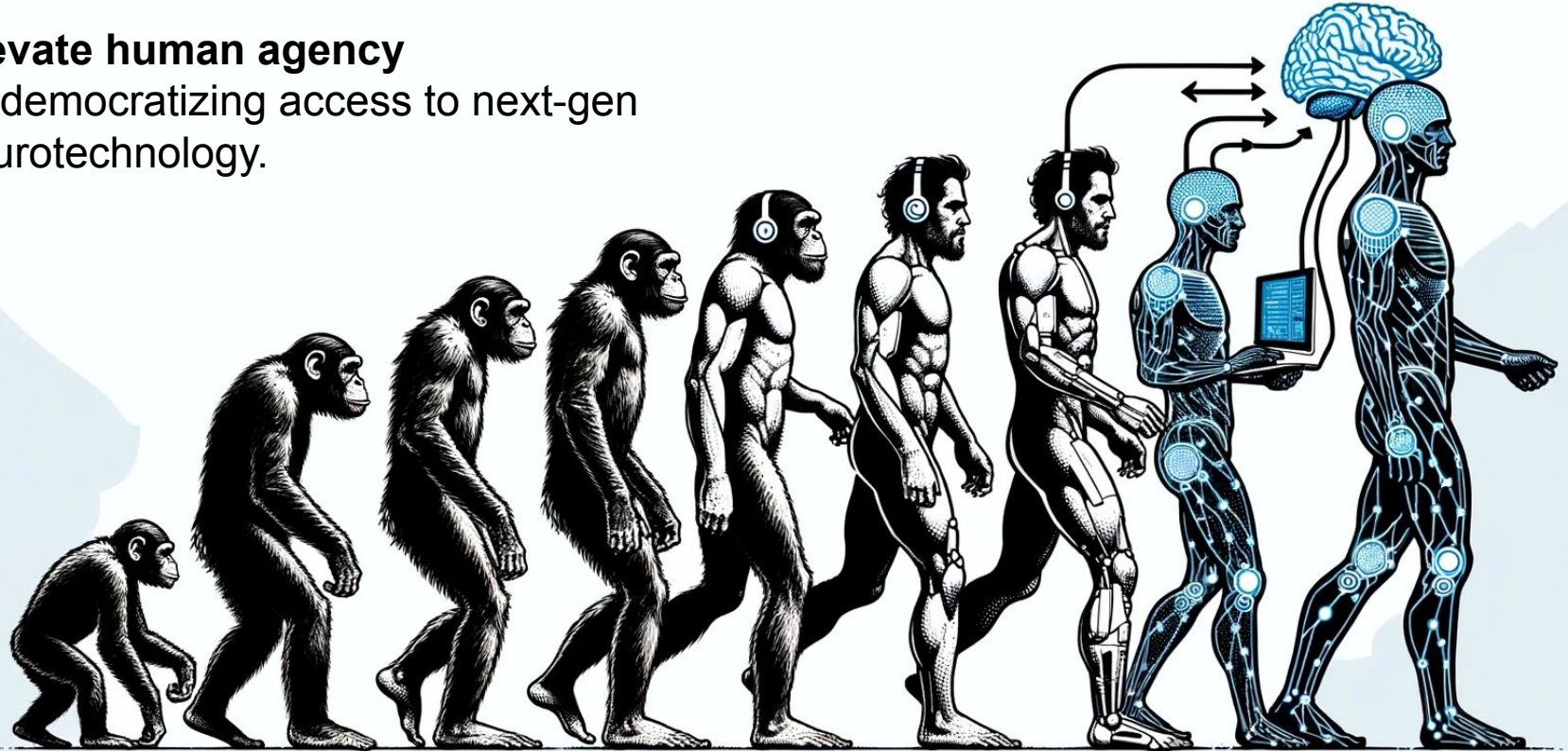# A New Era Powered by
Neuro-Personalization
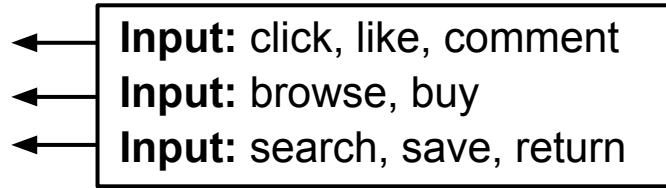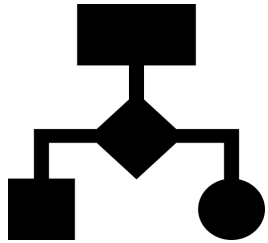
NEUROTECHNOLOGY / BCI / CONSUMER ELECTRONICS

MISSION

Elevate human agency
by democratizing access to next-gen
neurotechnology.

PROBLEM

Input: click, like, comment
Input: browse, buy
Input: search, save, return

Behavioral Personalization
· PRESENT DISPLAY BASED ON PAST ACTIVITY
· CONTENT-TO-CONTENT MATCHING
· USES LOOKALIKE AUDIENCES, SEGMENTS

Output
· LOW QUALITY
· FAMILIAR BUT DEFICIENT
· ADDICTIVE, ENTRANCING

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PROBLEM

Input: click, like, comment
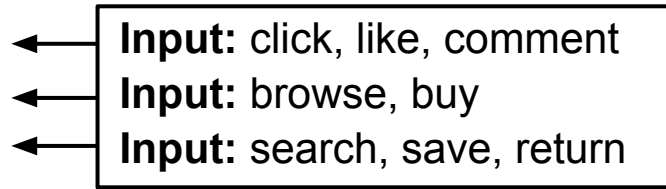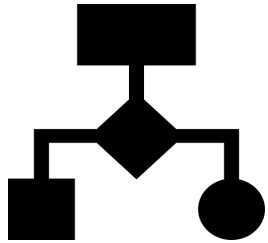**Input:** browse, buy
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Behavioral Personalization

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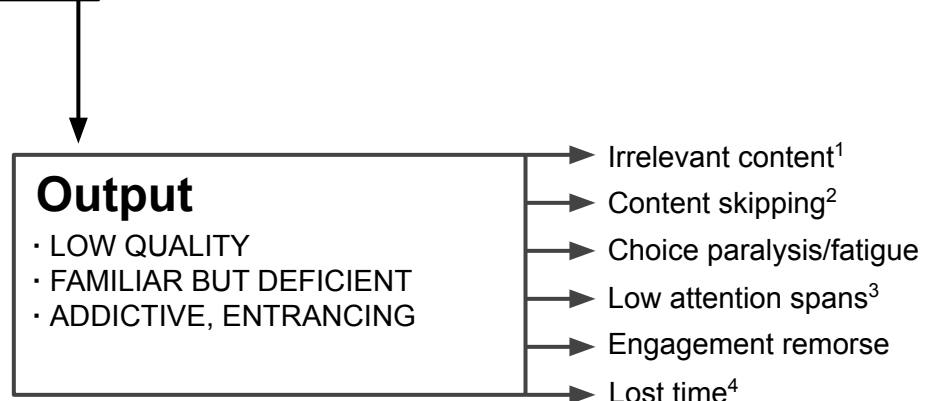· USES LOOKALIKE AUDIENCES, SEGMENTS

Output

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Irrelevant content[1]

Content skipping[2]

Choice paralysis/fatigue

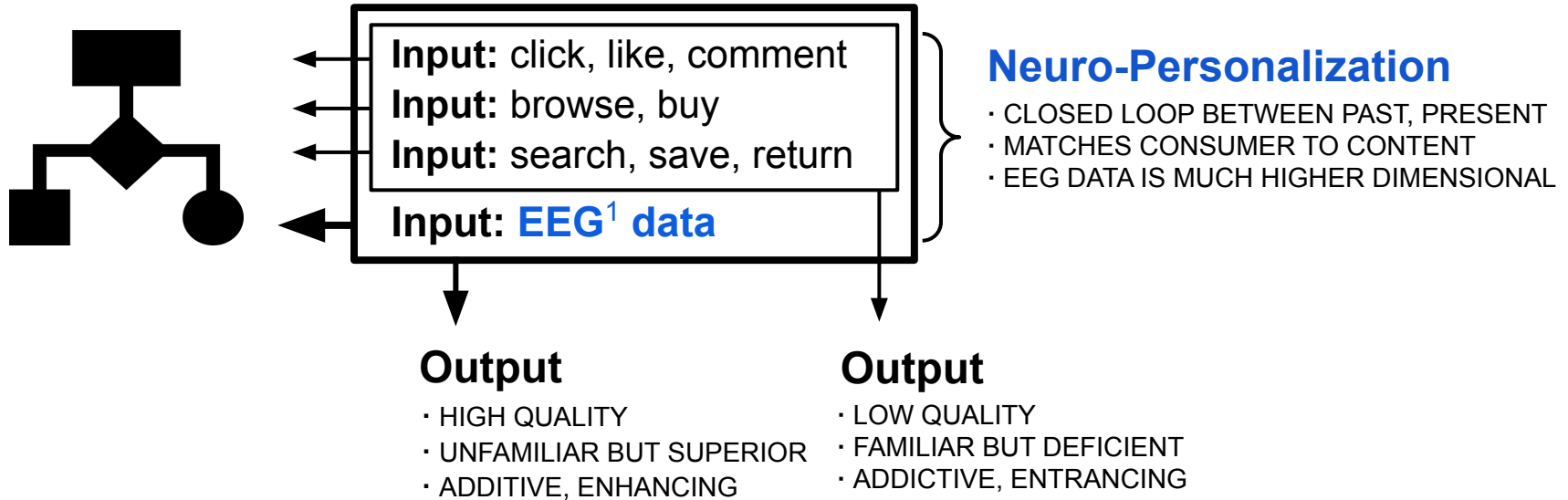Low attention spans[3]

Engagement remorse

Lost time[4]

[1] Chances of getting best-fit content browsing anonymously are 0.00004%; logged in, it's 13%
[2] Only 58% of video content is watched on average (Wistia).
[3] Attention spans gone from 12 seconds to 8.25 seconds since '00 (Wyzowl).
[4] Average social users spend 147 minutes browsing social media (Statista).

SOLUTION

Input: click, like, comment
Input: browse, buy
Input: search, save, return

Input: EEG[1] data

Neuro-Personalization
· CLOSED LOOP BETWEEN PAST, PRESENT
· MATCHES CONSUMER TO CONTENT
· EEG DATA IS MUCH HIGHER DIMENSIONAL

Output
· HIGH QUALITY
· UNFAMILIAR BUT SUPERIOR
· ADDITIVE, ENHANCING

Output
· LOW QUALITY
· FAMILIAR BUT DEFICIENT
· ADDICTIVE, ENTRANCING

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SOLUTION

Imagine being able to...

Automatically Filter & Discard Excess Content

Maximize Efficiency & Enjoyment
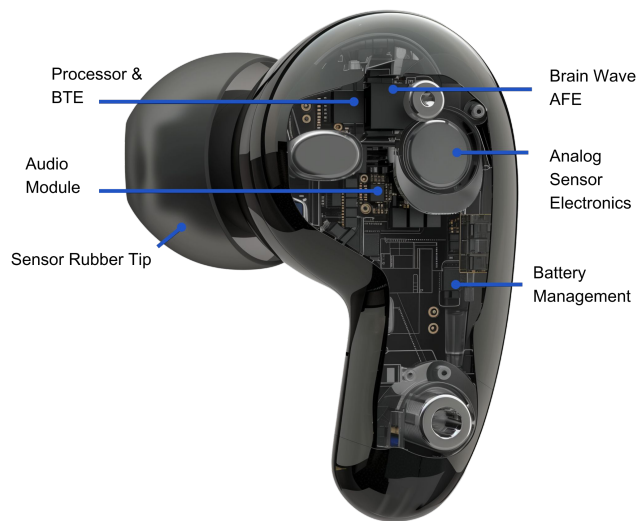
Amplify Attention & Relevance

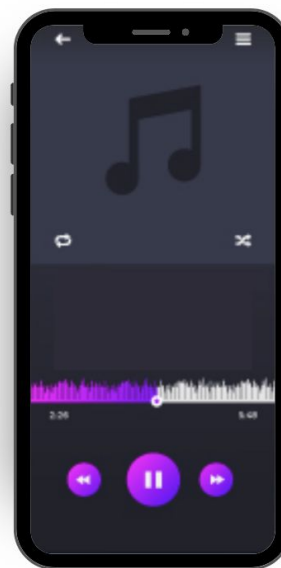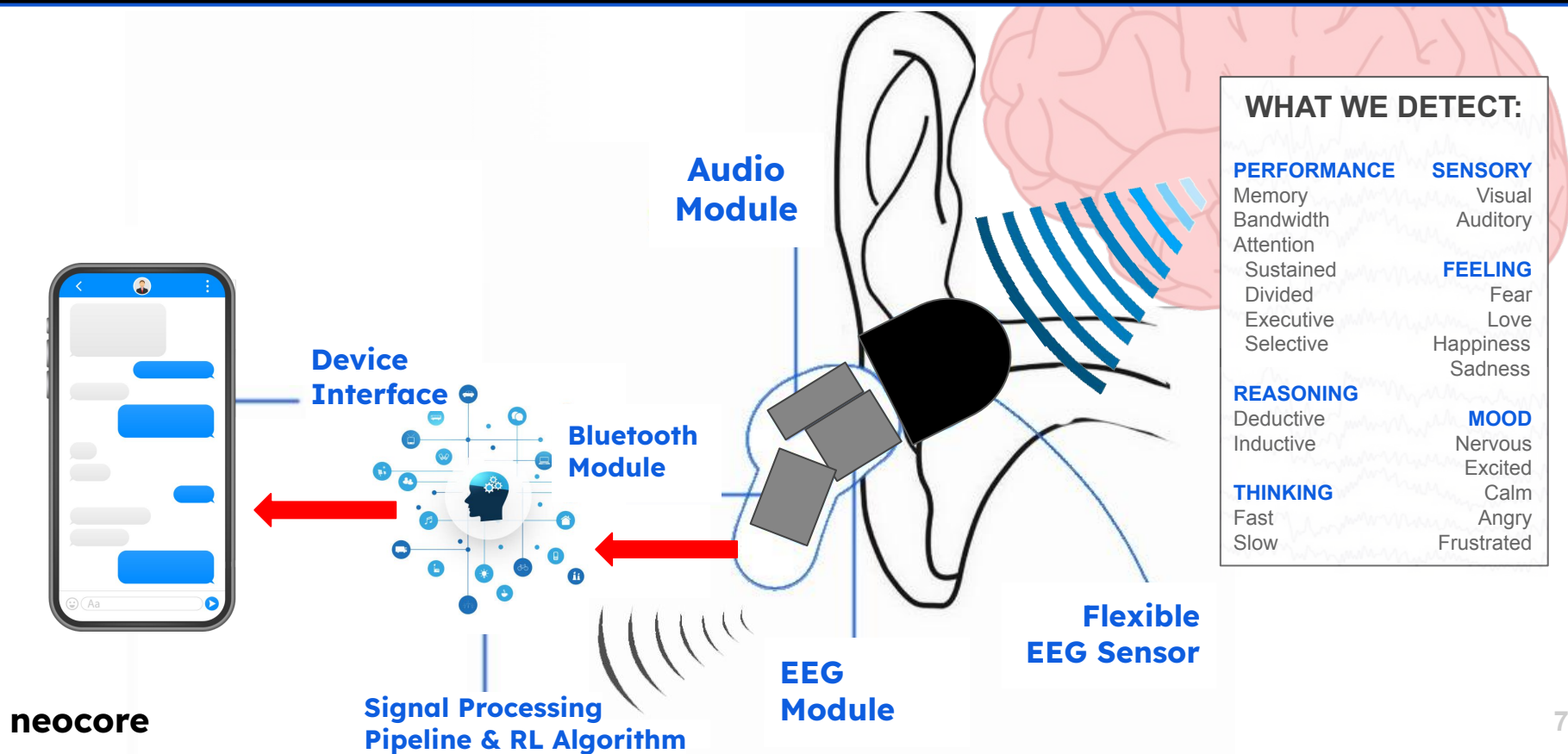**Increase Learning & Productivity**

...all using the power of your brain.

PRODUCT

1 **YourBuds**

Processor & BTE

Brain Wave AFE

Audio Module

Analog Sensor Electronics

Sensor Rubber Tip

Battery Management

2 **YourSpace**

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HOW IT WORKS

WHAT WE DETECT:

PERFORMANCE	SENSORY
Memory	Visual
Bandwidth	Auditory
Attention	
Sustained	FEELING
Divided	Fear
Executive	Love
Selective	Happiness
	Sadness
REASONING	
Deductive	MOOD
Inductive	Nervous
	Excited
THINKING	Calm
Fast	Angry
Slow	Frustrated

Audio Module

Device Interface

Bluetooth Module

Flexible EEG Sensor

EEG Module

Signal Processing Pipeline & RL Algorithm

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USE CASES

1 **Podcast Rearranging**

Dynamic reordering, consolidation, and regeneration of audio material to maximize attention, based on real-time EEG feedback.

ETA: MVP

USE CASES

1 **Podcast Rearranging**

Dynamic reordering, consolidation, and regeneration of audio material to maximize attention, based on real-time EEG feedback.

ETA: MVP

2 **Mood-Based Playlists**

Using mood indicators to generate playlists for your current state in-app or via APIs.

ETA: 6MO

3 **Mental Highlighting**

Identification of specific neural cues indicating spikes in interest to highlight, bookmark and save content for later.

ETA: 9MO

9

TRACTION

Stage: Prototype

2 Validation Studies

🔍 **Findings:**
- Test group's PANAS Score higher after experiment, # of messages sent was 60% higher than Control group
- Less artifacts observed with in-ear EEG vs. scalp cap

🔗 [Full study results](#)

Research & Waitlist

- 8/10 participants struggle with digital decision fatigue
- Data privacy, safety of EEG tech main concerns
- 0 to 1 on our waitlist for MVP

🔗 [Interviews summary](#)

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WHY NOW

Market Drivers

Technological Evolution
- Status quo of smartphone
- Affordable, reliable Gen AI

Market Validation
- *Gen AI:* ChatGPT
  - 1st app to 100M DLs
- *AI Devices:* Rabbit r1
  - 100k units few days
- *Smart Wearables*
  - Tab AI pendant
  - Rewind necklace
  - Humane AI pin

11

MARKET

TAM **$952B**[1]

Our TAM, **Global Smart Tech Accessories**, has a $952B aggregate market cap (2030).

SAM **$106B**[2]

Our SAM, **Biosensing & Head Wearables**, represents $106B in potential revenue.

SOM **$1B**[3]

Assuming we can capture 1% of our SAM, we'll drive $1B in revenue, forming our SOM.

[1] Aggregate total from multiple handpicked sectors   [2] Handpicked as portion of TAM   [3] Apple Watch captured 7% of early tech adopter US market

COMPETITION

Company	Founded	HQ	Focus	Money Raised
neocore	2024	*TBD*	Content *(Pre-PMF)*	--
Arctop	2016	San Francisco	*(Pre-PMF)*	$15M
IDUN Technologies	2017	Zürich	*(Pre-PMF)*	$4.6M
NextSense	2020	Mountain View	Sleep	$8.6M

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BUSINESS MODEL & GTM

Business Model

⚙️ **Direct-to-Consumer**
- E-commerce (neocore.co)
- Subscription*
  - Customers have option to pay annual or monthly
    - $299/yr or $26/mo
- Hardware: Produce on-demand
- Retail partners ~FY3
  - Brick & mortar aisle space
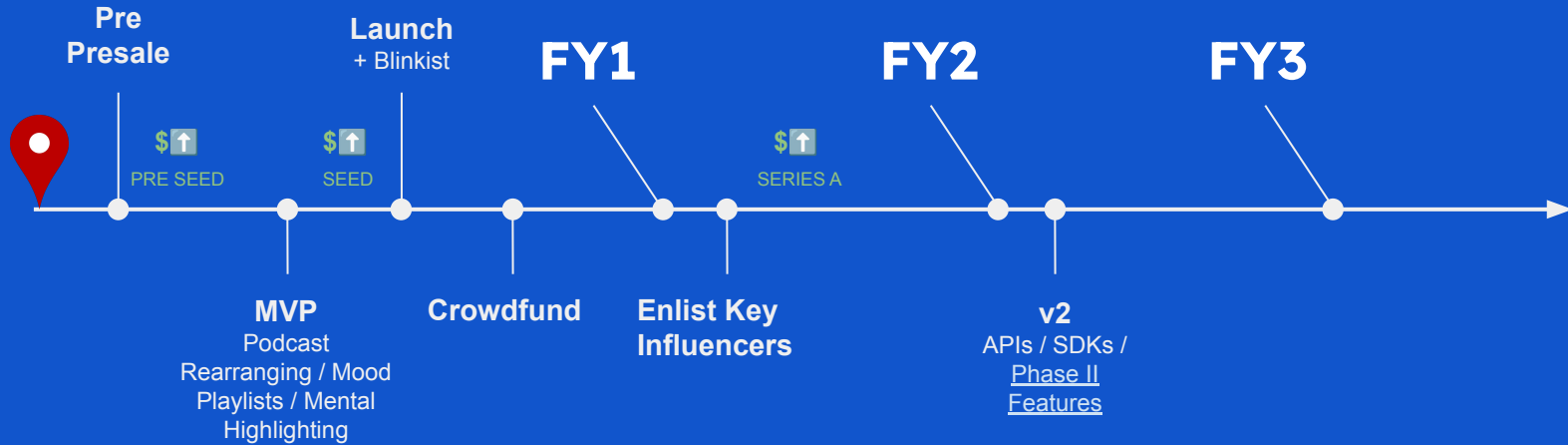- Other product lines ~FY4-5

GTM

🔦 **Maximize exposure to the neuro-personalization experience**
- 5-pronged iterative blitzscaling approach for Y1
  - Pre presale (validate, CAC)
  - MVP launch (+ Blinkist)
  - Crowdfund (spur adoption)
  - Influencer-sponsors
  - Dev community (SDKs)

🔗 Expanded GTM Plan

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ROADMAP

Pre
Presale

PRE SEED

SEED

Launch
+ Blinkist

FY1

SERIES A

FY2

FY3

MVP
Podcast
Rearranging / Mood
Playlists / Mental
Highlighting

Crowdfund

Enlist Key
Influencers

v2
APIs / SDKs /
Phase II
Features

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TEAM

Mosh Rabiei · CEO

Ran clinical EEG company from '18-'23. 10 years experience designing and commercializing EEG neuro-tech. Physicist-inventor. Focus: product, strategy, tech.
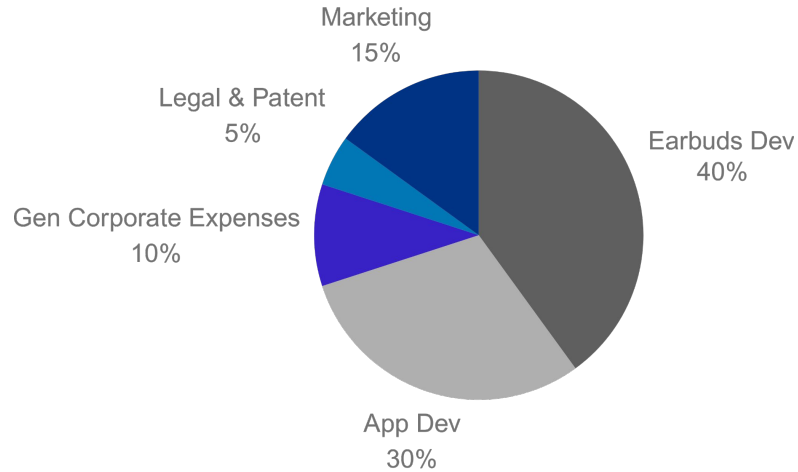

Razin Kamali · COO

Led day-to-day ops of clinical EEG company in Iran. PhD in cognitive neuroscience. Been advising/lecturing on neuro-tech for past decade. Focus: Science, research, ops.

Michael Becker · CMO

Grew passion project to 60k followers from '18-'23. 10 years in enterprise/start up SaaS. 3x VC backed. Led to 4 acquisitions. Focus: Sales, marketing, IR, team building.

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USE OF FUNDS

Marketing 15%
Legal & Patent 5%
Gen Corporate Expenses 10%
Earbuds Dev 40%
App Dev 30%

Initial Hires

- Manufacturing Dir.
- Product Designer
- Hardware Engineer
- Full Stack Developer
- iOS Developer

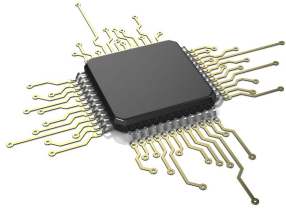## Pre-Seed Ask

$1,200,000 USD
SAFE PREFERRED

Ideal investor: industries of future, past operator, mentor

Key Milestones

Commission 3 project-based hires, finish prototype/ MVP, relo to Dubai, find CAC with pilot ad campaign

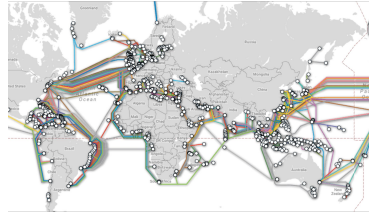Next raise will be Seed round for $3 million in one year

OUR VISION

Epochs of Compute:

MICROCHIP REVOLUTION	INTERNET REVOLUTION	AI REVOLUTION
⬇	⬇	⬇
TERMINAL: PC	TERMINAL: SMARTPHONE	TERMINAL: BCI

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FAQs

Why would a consumer buy your earbuds vs an established retailer?

Other earbuds and apps aren't cognitively-connected. Sure, lots of consumer apps use AI and algorithms to adapt based on user behavior, but they don't read your brainwaves to dictate your experience. If you want regular earbuds, go ahead and buy a pair of AirPods. If you want a meditation app, download Calm. We're bridging that cognition-to-content gap, using APIs for other apps.

What's your long-term plan to return capital?

Our plan is to take neocore to IPO. Of course, we'll remain open to an acquisition for the right figure (likely a Big 5 tech giant, an electronics brand, or a neurotech manufacturer), but our goal is to build a legacy tech brand that the world knows/uses.

Do the earbuds need to be in for this all to work?

Yes, a consumer would need to be wearing earbuds for the experience to work.

Are you alleviating or contributing to the tech addiction you claim to be fixing?

Our ethos is to elevate human agency. With that said, we're fundamentally neutral on how consumers use the tech. Our goal is to provide a superior digital experience. And yes, ideally, people will consume more, but much more optimally, with our products.

Apple's filing patents and clearly going to dominate here. Why challenge them?

To us, this is validation. Apple may lead the rising tide, but their BCI won't be for personalization. It'll likely be for music and communication. We don't see them as a competitor as much as potential acquirer.

What are your main challenges or hurdles?

Patents, well-capitalized adjacent competitors, and adoption. Apple recently filed for a similar concept. Incumbents are all pre-PMF so could pivot. B2C adoption may also be slower than desired.

Hardware's a tough game. Why not build software (or sell to clinics where you have traction)?

We're not a hardware company, we're a neuropersonalization company. Earbuds are simply the most economical, minimalist form factor to deliver that CX. Scale potential for B2C is limitless, but there's only about 100k psychotherapy clinics worldwide (with more regulation/longer sales cycles). We believe BCI is the entry point to tech dominance for the next century, so B2C is the right direction for us.

Why will you win when a host of other consumer EEG exist who could pivot at any time?

No one else is using EEG data to drive adaptive content experiences. Our vision is so grandiose - we don't even fully know where this can go. We see other players as point tools, gizmos, and gadgets - they're a dime a dozen. But our vision plus our proprietary BCI framework, signal processing system, and RL algorithm will allow us to be the underlying platform on which SDKs and APIs are built for the comprehensive brain-connected experience years into the future.

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THANK YOU!

We're on a mission to be the first unicorn in consumer EEG.

We have a blue ocean to do it.

But we must raise quick then scale fast.

The only question is:

are you in?

🔗 <u>Addendum Slides</u>

neocore.co

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