

# The Only Gold-Standard EEG Designed for Kids



Brain Health Labs

# What is an EEG?

An Electroencephalogram (EEG) is a non-invasive, painless medical test that records the ongoing electrical activity of your brain

## The most common uses include:



### **Epilepsy**

50 million people affected



### **Sleep Disorders**

1.85 billion people affected

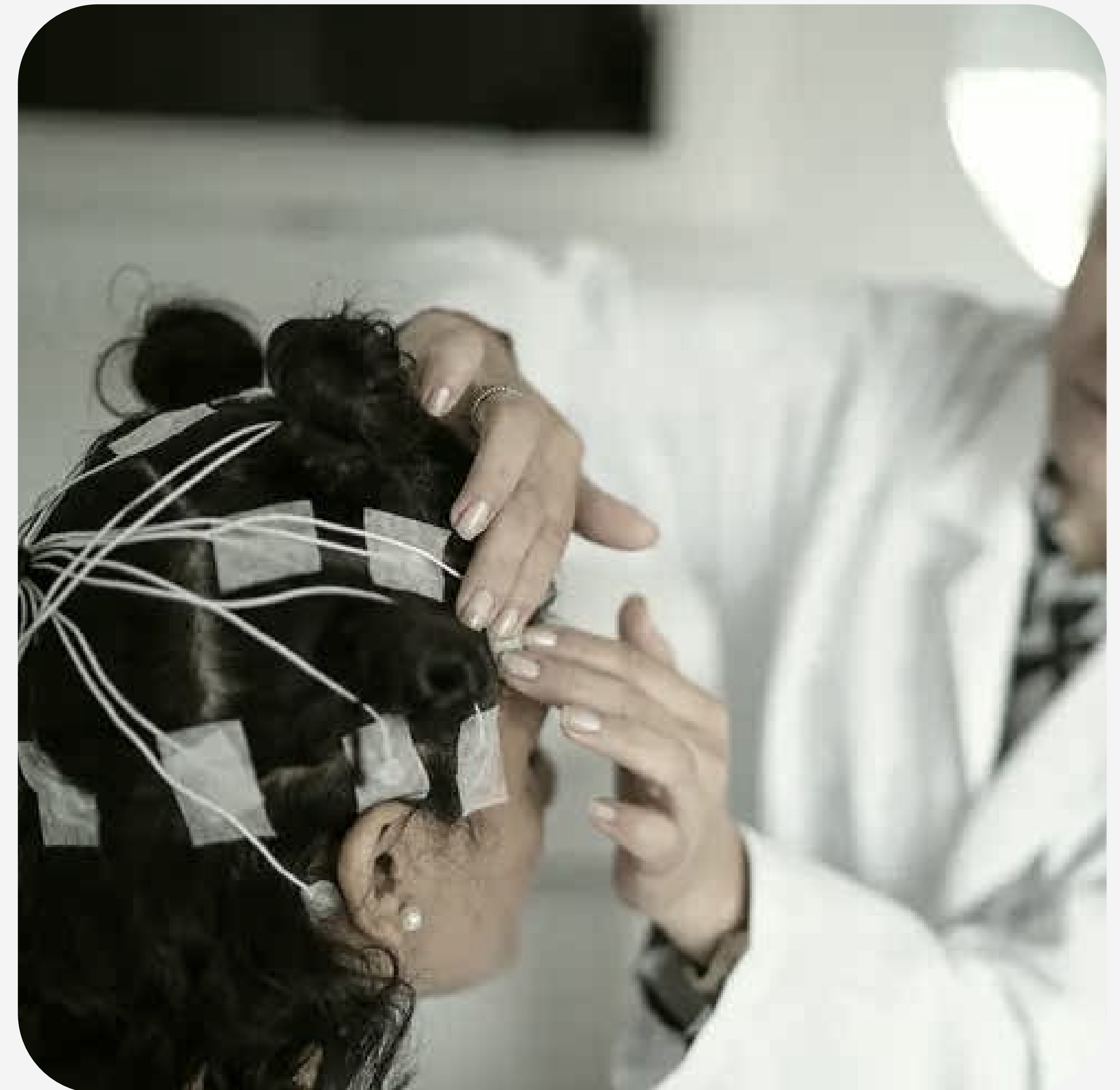


### **Brain Research**

34,000 neuroscience papers/year

## The Product

# This is what a classic EEG looks like



## The Product

Imagine placing one on a child



## The Problem

# Current EEG systems are not mobile or research grade



### Clinic bound

Many  
many cables



### Set-up time

20 - 45 minutes  
to prepare



### Quality gap

Dry electrodes up to 500hz  
Research grade - 500-2000 hz

Results in inadequate data gathering and delay in effective treatment

The Solution

# The Only Gold-Standard EEG Designed for Kids

Sub-5-minute set-up

Cable free

Research grade  
16 KHz sampling



4x more patient volume

Wearable monitoring

Faster accurate treatment

The Secret

How are we doing this?

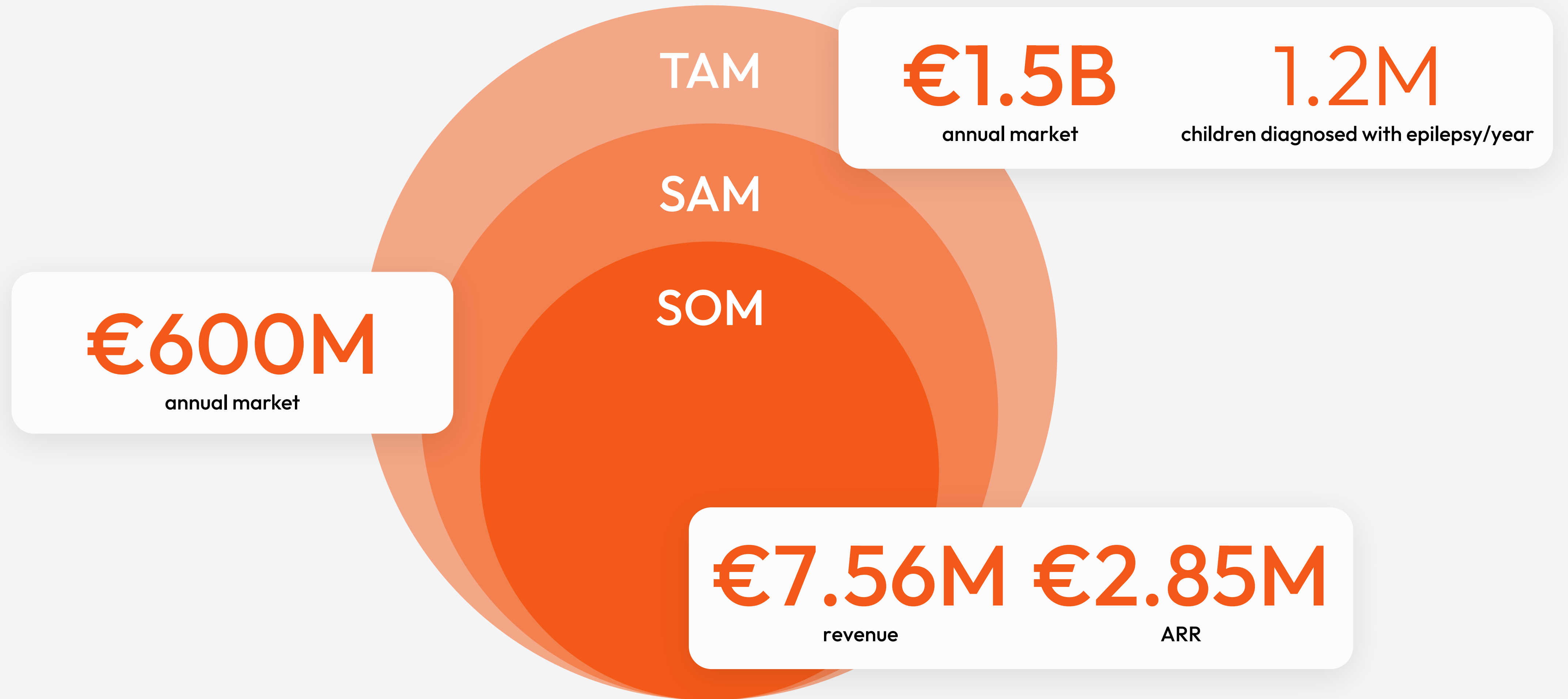


New gel application method

Patent pending

The Market

# A scalable opportunity



# Research first, medical certification next

## Phase 1

Research based  
Research centres working with children  
B2B

- Can sell without medical certification
- Revenue positive before regulatory process
  - €1.15M ARR in 3-5 years

## Phase 2

Clinical based  
Hospitals & clinics  
B2B & B2G

- Neurological practices & departments
  - Epilepsy clinics
  - Sleep clinics

The Competition

# Science-grade EEG without the traditional trade-offs

Feature / Capability	Brain Health Labs	EGI / Magstim GSN	mBrainTrain SMARTING	Beacon Biosignals
Medium	Gel	Saline	Gel	Dry
Cable free	✓	✗	✓	✓
Sub 5 min setup	✓	✓	✗	✓
Mobile	✓	⦿	✓	✓
Science grade (< 2000Hz)	✓	✓	⦿	✗

There is no competitor at this time to offer - mobility, wearblity and ease of use at gold standard rating

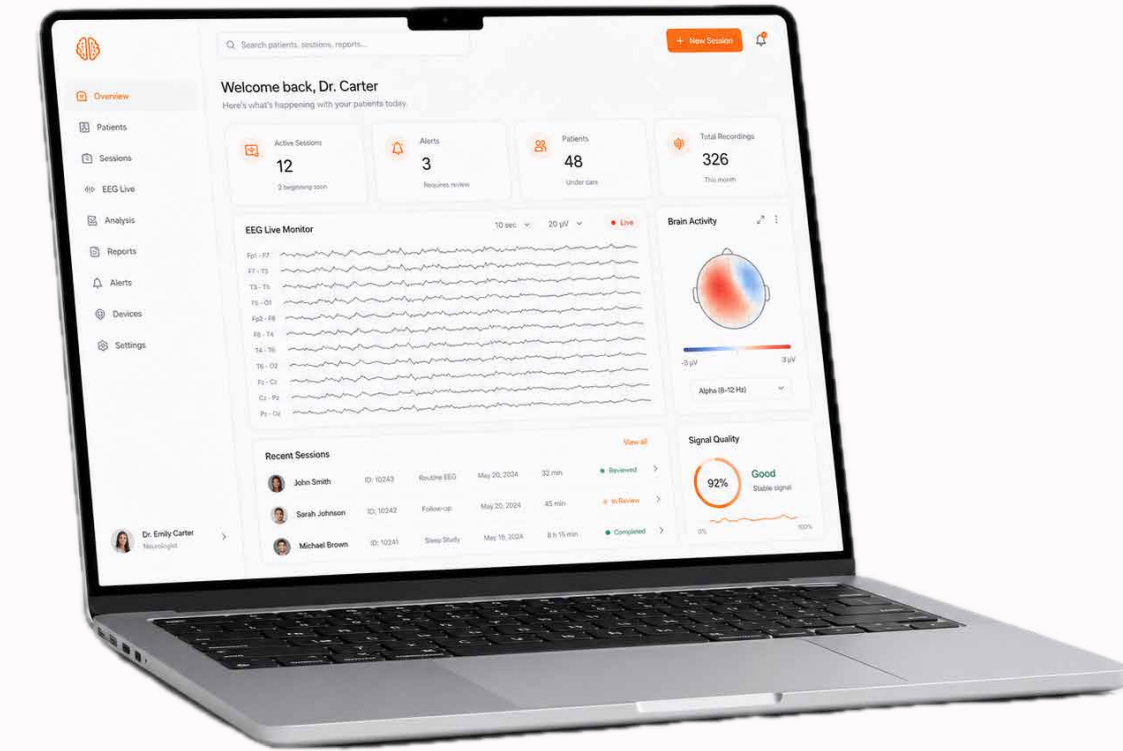
## The Business Model

# Hardware margins, software retention



Device sale

**€6,000 per unit**



Platform subscription

**€1,800 per unit, per year**

### Unit economics per device

Year 1: €6,000 + €1,800 = €7,800 | Year 2+: €1,800/year pure recurring

## The Achievements

# Where we are today



### Product foundation

- Working prototype design
- Hardware value proposition defined
- Initial speed and data-quality tests completed



### Commercial readiness

- IP registration started
- Roadmap defined



### Clinical validation

- Medical feedback received
- Medical expert onboarded
- Prototype design validated

## The ask

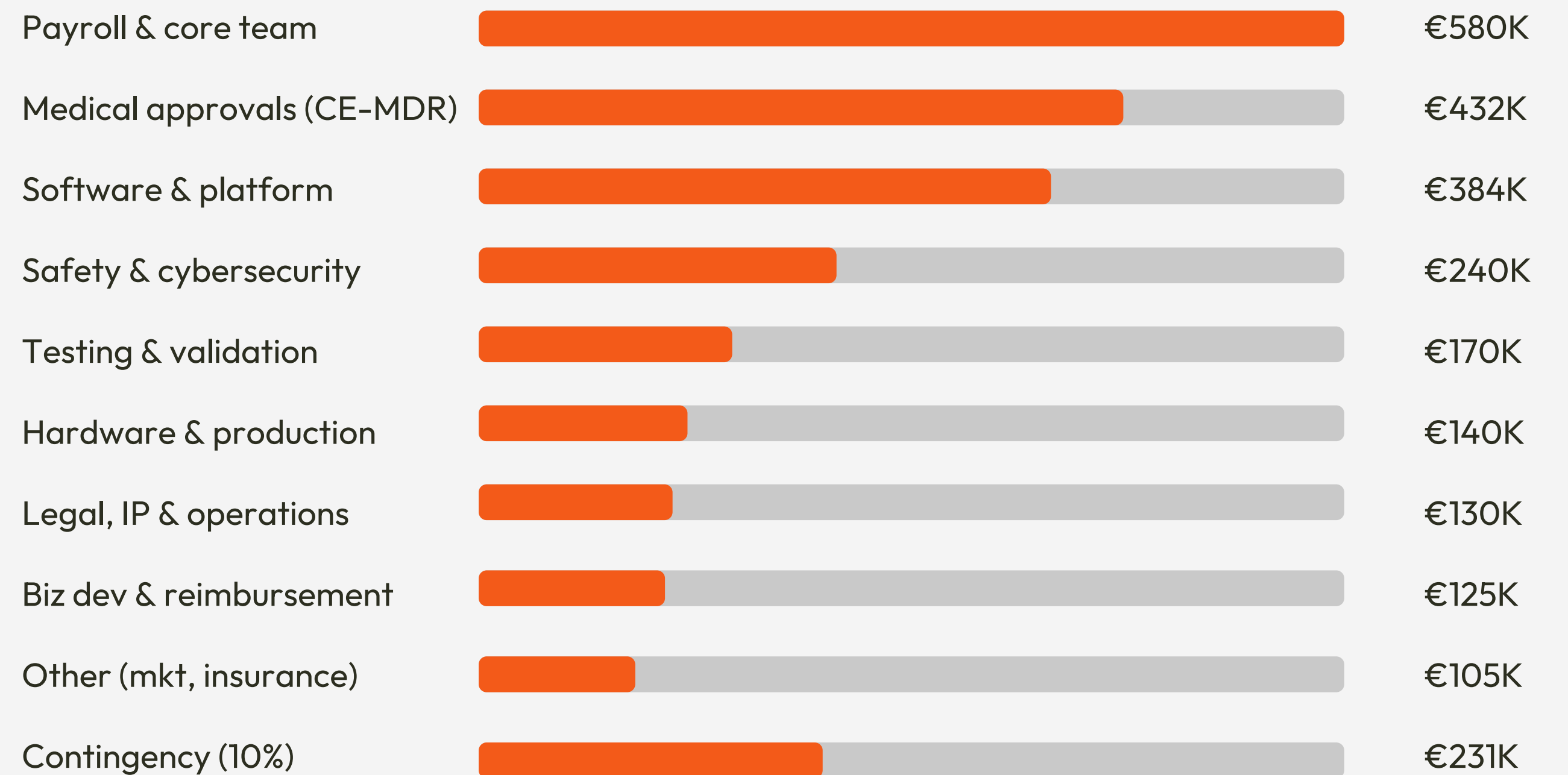
# €2.54M to obtain medical certification

24-month runaway, €121.5k monthly burn, 10% contingency

### What this round achieves:

- Finalize and deploy the prototype
- Get MDR certification
- 20+ paying research labs
- Finish IP registration
- Develop Software platform
- Medical research publication

### Use of funds:



## The Team

8+ years working together  
€10M+ in research grants managed

### Founding Team



**Raul Mureșan, Phd.**

**CEO**

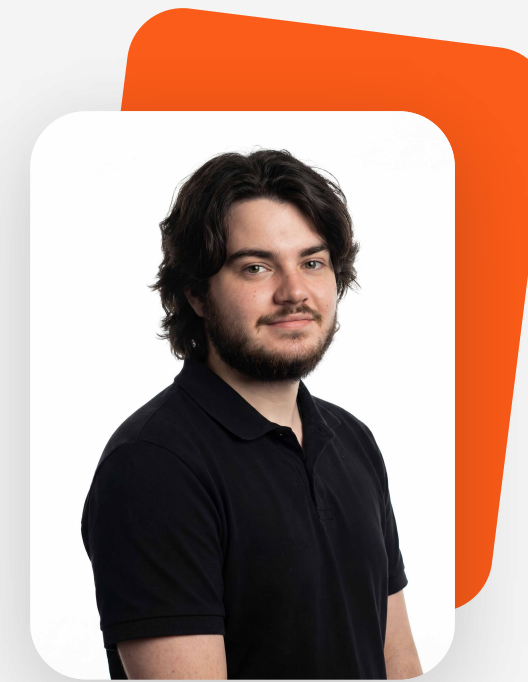
Former Max Planck group leader  
Founder of Transylvanian Institute of Neuroscience



**Vlad Moca, Phd.**

**CTO**

Former Max Planck researcher  
Creator of superlets, cited in ~190 studies worldwide



**Harald Bârzan, Phd.**

**Technology Lead**

Published author in  
leading scientific journals



**Bogdan Florea, MD**

**Clinical Lead**

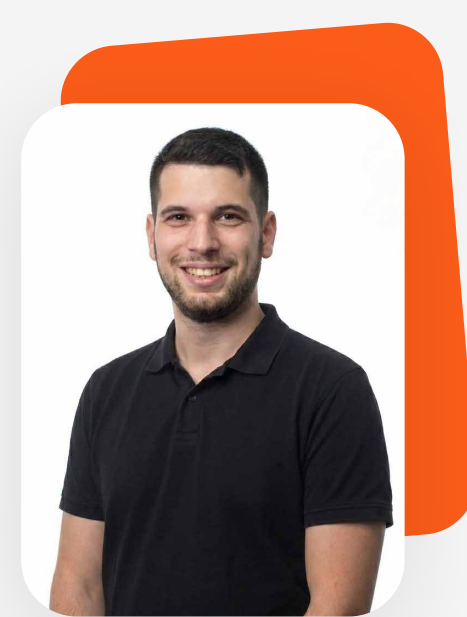
Founder of Romania's first epilepsy telemedicine network  
Senior neurologist, co-discovered the "niu complex"

### Core Team



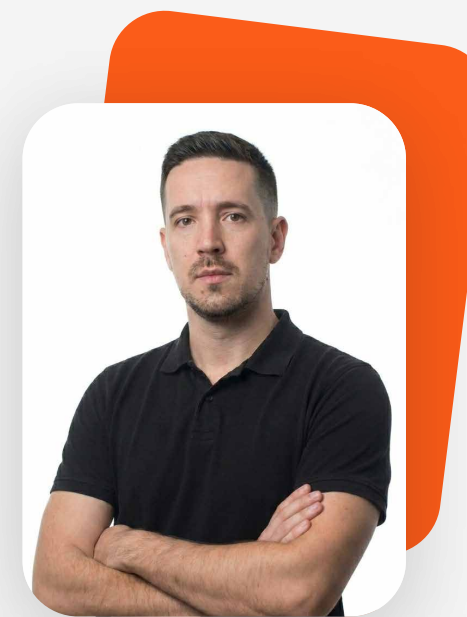
**Gabriel Prefac**

**Operations Lead**



**Tudor Pasc**

**Manufacturing Lead**



**Alex Suciuc**

**Finance & Strategic Deals Lead**



**Sergiu Damian**

**Software Engineering Lead**



**Alex Roșian-Savu**

**Marketing & Growth Lead**

If your child were in need of this,  
you would help us build it

Help us build it either way



Brain Health Labs

Why Now

# Why this

01

There is no research-grade mobile EEG device with sub 5 minute set-up time

02

We are making it through gel-applicability innovation

03

Over 1.2M children are diagnosed with epilepsy each year

04

We win the research niche, then we expand into epilepsy, hospitals, and sleep.

Brain Health Labs · €2.54M · 24 months · The portable EEG at gold standard.