



Bundesministerium  
für Gesundheit



BEUTH HOCHSCHULE  
FÜR TECHNIK  
BERLIN  
University of Applied Sciences



Berlin  
Senatsverwaltung für Bildung  
Wissenschaft und Forschung

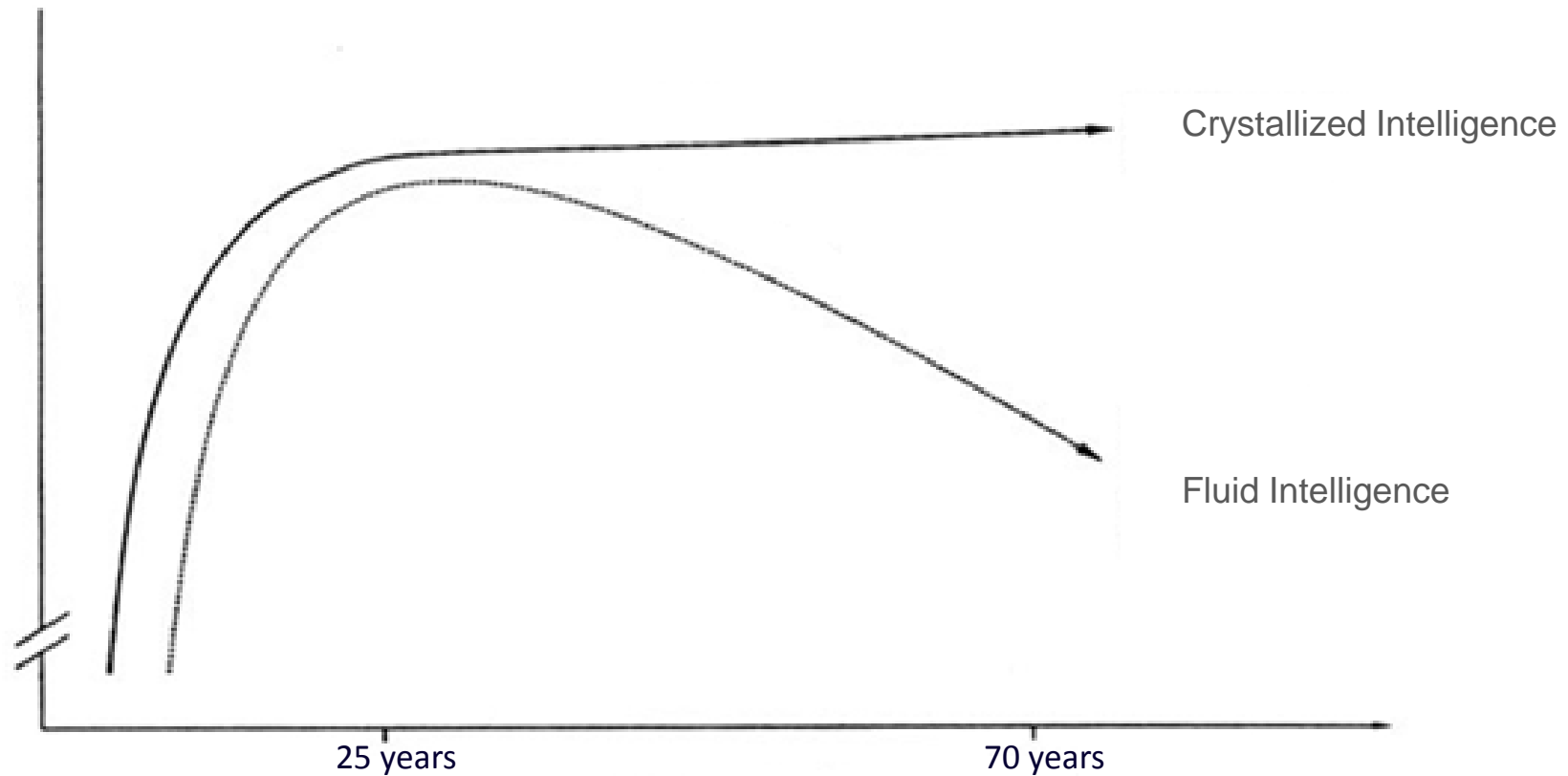
Freie Universität



Berlin



# Why is brain training important?



# The Role of Cognition



**Stress:** The lower the cognitive functions  
the higher the experienced stress (Lupien &  
Lepage, 2001; Alderson & Novack, 2002)



**Absentism:** The lower the cognitive functions  
the higher the absentism (Diestel & Schmidt, 2011)

# Our brains can be trained

Study with Prof. Falkenstein (part of the NeuroNation SAB)

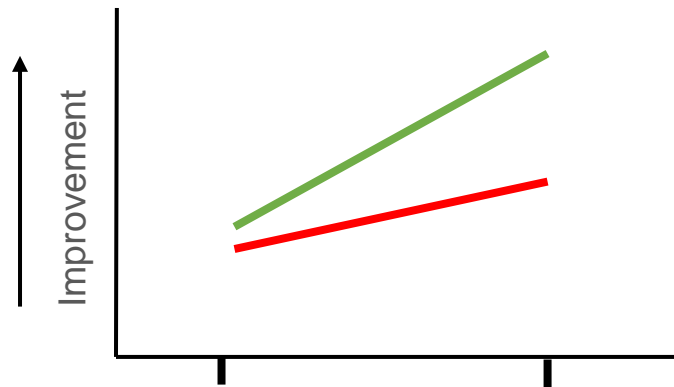
NeuroNation Brain Training + Stress Mgmt Training (20 Sessions)

Pre- and Posttest

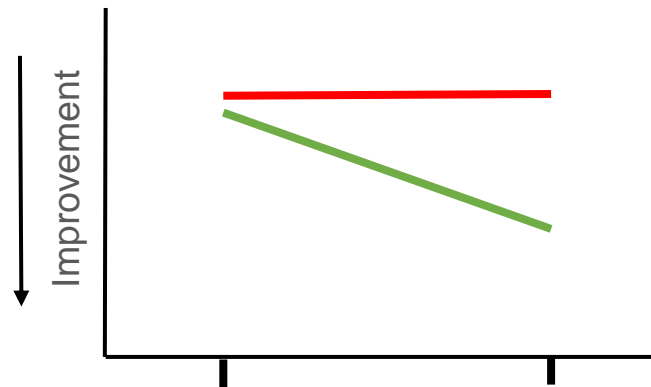


Prof. Falkenstein

Cogn. Functioning



Stress (cortisol)



Intervention Group



Control Group

# What is NeuroNation?

NeuroNation is a gamified brain training for web & app. Like a personal trainer, it designs your personalized & entertaining training experience.



## ASSESSMENT

What are your goals and pain points? Questionnaire & Fitness Test



## PERSONALIZATION

Your personal course recommendation, developed by psychologists and neuroscientists: Feedback by our intelligent algorithm.

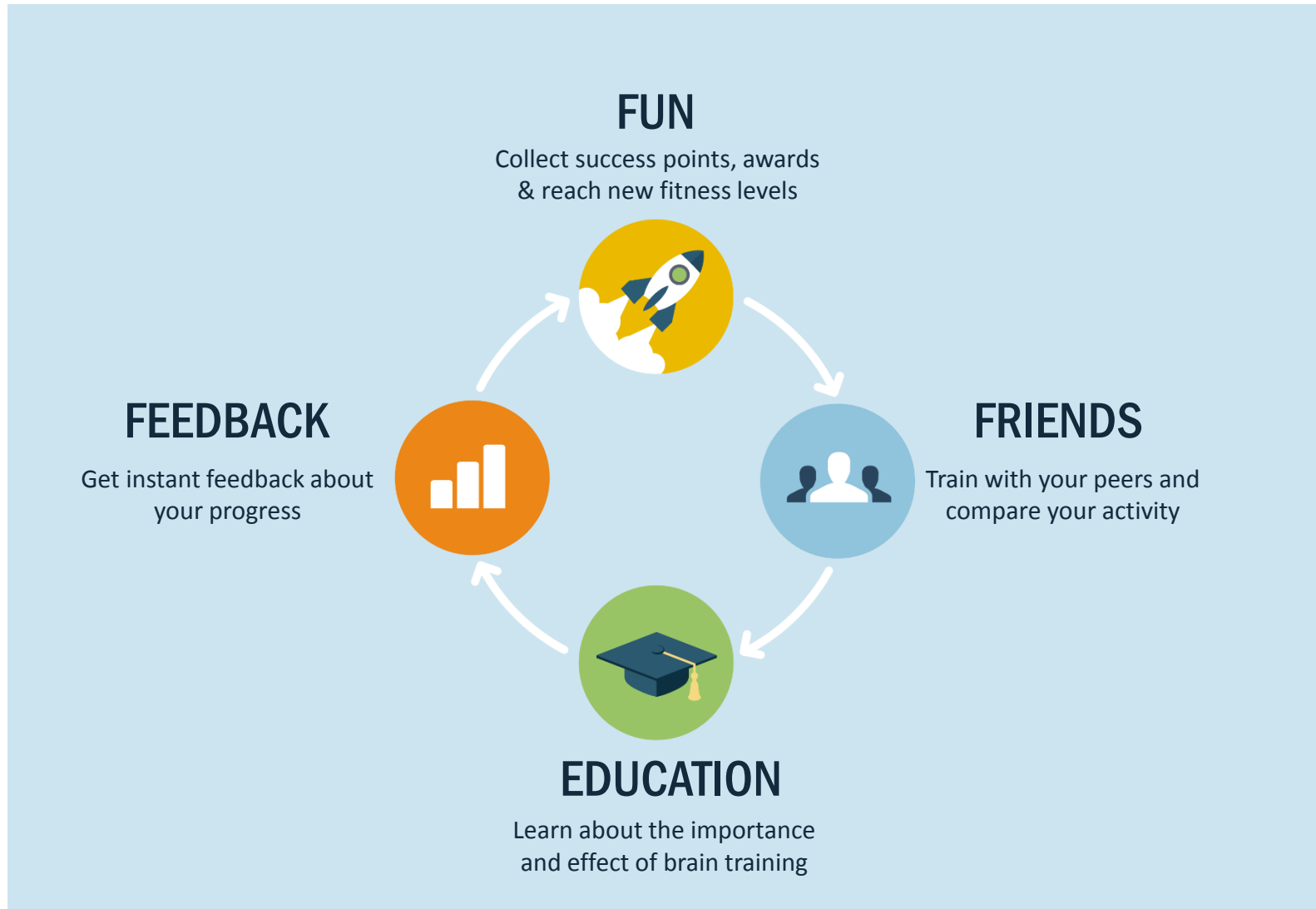


## GAMIFICATION

A fun game experience for you & your friends: Motivation through a unique engagement loop.

# Why does it work? - The Engagement Loop

Our unique engagement loop keeps our members motivated for their training.



Part of Apple's highlights in 2014

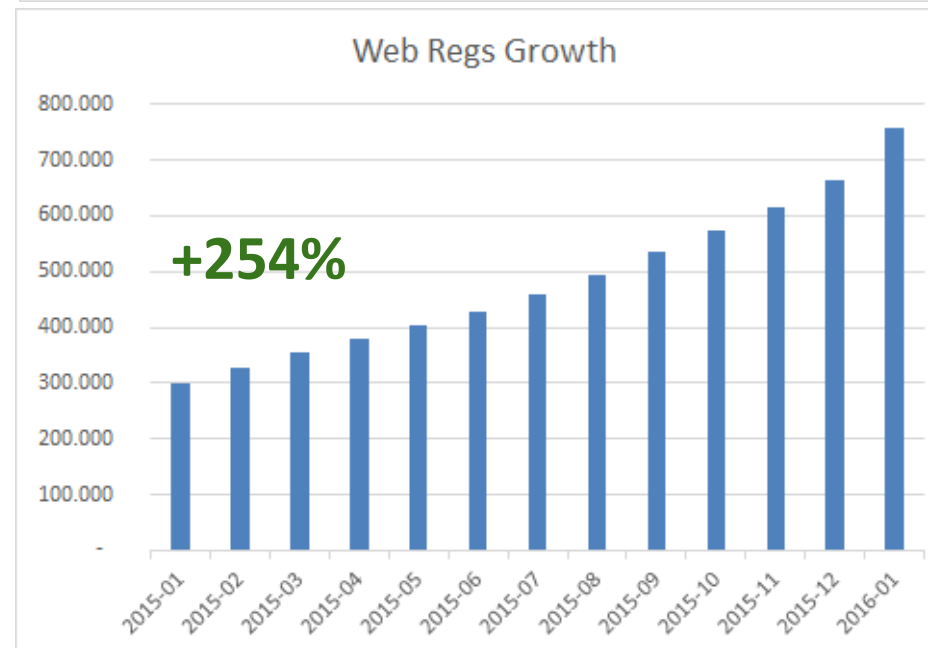
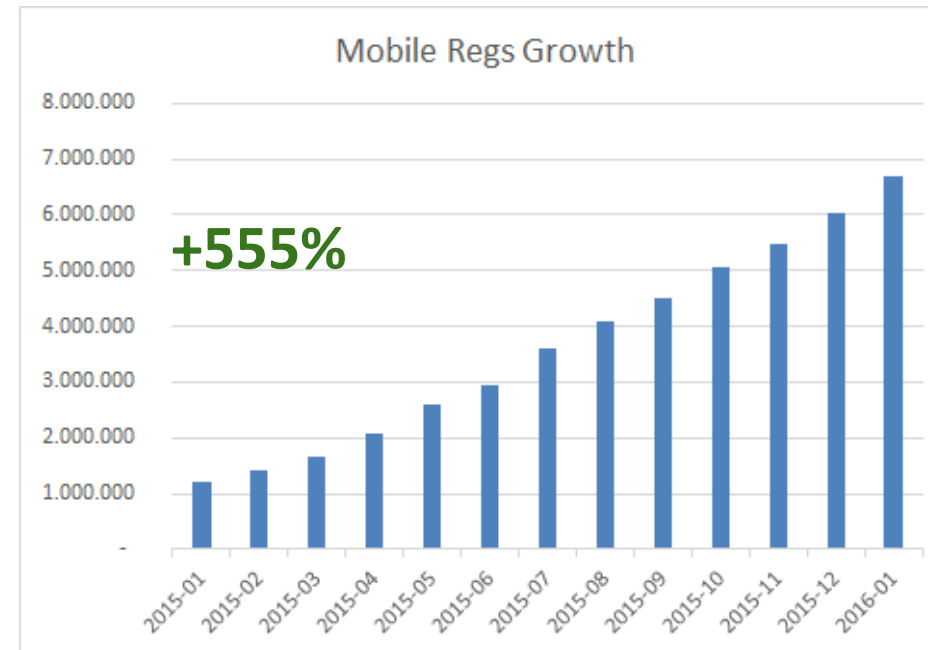


Part of Google's "Best of 2015"

# Traction

**App:** Achieved growth through key player relationship building: Google, Apple, Amazon

**Web:** Achieved growth through performance marketing and publisher coops: Huffington Post, Boston Globe, Lifehacker



# What's next?

**NeuroNation | Medical Product**  
Stroke | MS | Parkinson | Chemobrain



**NeuroNation | Corporate Health**  
Stress Prevention | Cognitive Training



ST. BARBARA-KLINIK  
HAMM-HEESSEN





# Brain Training: Only for the few?



Matthias Nowak, Brain Trainer at FC Bayern

# Looking forward to your feedback!



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