

**Contact**

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Industry

Therapeutics
Digital Medicine
Virtual Reality

Company Stage

Startup
Early Clinical Testing

Incorporated

January, 2017

Employees

3 Full Time
1 Part Time

Funds Raised

\$759k SAFE Notes
\$300k NIH SBIR

Funding Opportunity

\$550,000.00

Use of Funds

55% Key Payroll
44% R&D Payroll &
Equipment
1% Overhead

Monthly Burn Rate

\$38,750

Medical Advisor

Bruce Dobkin MD

Elevator Pitch

Cognive develops FDA-registered, personalized, evidence-based, prescription digital therapeutics used by patients at home to treat neuromotor and neurocognitive impairments resulting from stroke.

Problem/Opportunity

Stroke is the leading cause of long-term disability in the US. But neurorehabilitation has been unable to develop targeted, effective, self-motivating treatments that patients will consistently use at home. The need for such treatments has been drastically increased by the limits on in-person care created by COVID-19. Patients and providers desperately need remote treatments that enhance recovery outcomes and reduce payer and societal costs. Telemedicine is suddenly the default treatment modality and Cognive is uniquely positioned to provide optimized solutions.

Solution

Cognive develops evidence-based, personalized digital neurotherapeutics. They are delivered as commercial-quality virtual reality games that leverage neuroplasticity to stimulate brain function in ways that are impossible in the real world. They are highly targeted to the neurocognitive and neuromotor systems damaged by stroke. Our “secret sauce” is strong clinical science combined with expert, adaptive game design focused on non-traditional users. This result is novel treatments based on clinically validated protocols. Their highly motivating design results in patients self-administering high therapeutic treatment “doses” at home. The treatments’ constant adaptation to the patient’s ability creates truly personalized, precision medicines. Progress is monitored and guided by the clinician through data upload and analysis.

The Market

Some 800,000 Americans suffer a stroke each year (20+ million worldwide). Around 85% have upper extremity hemiplegia, our first target, with 65% recovering little function after 5 years. In the US, care is provided by a range of entities that number around 18,500. Capturing just 5% of the US TAM of 6.8 million survivors would generate \$17 million in revenue each year. Adoption by other nations’ single payer health systems would result in capture of most of those countries’ markets.

Business Model

Cognive will sell its FDA-registered proprietary therapeutic software packaged with commercial off-the-shelf virtual reality systems to be reimbursed via Durable Medical Equipment (DME) charges. Multi-level subscription charges will generate revenue from private or enterprise sales as well as from patients wishing to purchase the hardware in order continue treatment after insurance-covered medically-necessary periods. Out-Licensing will generate separate income streams.

IP Protection

- PCT/US2016/29321 “Neurotherapeutic Video Game For Improving Spatiotemporal Cognition”.
- PCT/US2019/044738 “Neurotherapy For Improving Spatial-Temporal Neurocognitive Processing”.

Team

CEO/Chief Science Officer: Tony Simon Ph.D. is a UC Davis professor with 30 years research experience in the dysfunction of neurocognitive processing systems. He has been awarded over \$7 million in NIH research grants since 2002.

Chief Creative Officer: Ted Aronson is an engineer trained in Digital Media Design and has a decade of experience designing “games for good” for atypical users.

Head, Digital Therapeutics: Joseph Salisbury Ph.D. is a neuroscientist who most recently was Director of Software Development at Brain Power LLC.

Clinical Lead: Ana Peck DPT is a physical therapist with neurorehabilitation experience in a range of settings.