



# Revolutionizing **Manufacturing** through the Power of the **Brain**



[www.mentalytics.com](http://www.mentalytics.com)



Stockholm, Sweden



# INTRODUCTION

---

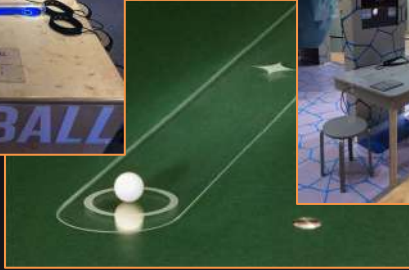
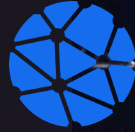


**Mentalytics** has proven that we can train focus and thus improve performance related KPIs in the manufacturing industry:

- Tests at Kia's factory reduced errors by **54%** after just 1 month of training, if continued throughout the year it would've saved them **€365M**.

With 20 years of applied EEG experience and 10 million users over the years, *we are paving the way for a more focused, efficient, and high-performing society.*

# BACKGROUND



**Mindball**  
Winning by relaxing  
A game where you control a ball with your brain  
Sit down, put on the headbands, press the buttons

01. Was one of the first companies in the world to work with and sell commercial EEG products.
02. Mindball is found at 298 locations in over 40 countries across all continents - except Antarctica. The game has been played by more than 10 million people over the years.
03. The product has brought awareness to neuroscience as a whole and educated the youth on a calm and focused approach to performance. **Now we're ready to bring awareness into action!**



# ATTENTION PROBLEM

---



“Our collective global attention span is narrowing because of the abundance of information presented to us.”



01. You need to be focused in order to **perform** when it's needed
02. Being able to turn on your focus **on command** is a trainable skill
03. A lack of focus lead to **inefficiency**, low productivity, and maybe even accidents
04. People who experience a lack of focus or motivation in the workplace are more likely to **leave their place of work**.
05. *To date, there are no easily accessible methods to train your focus.*

# MANUFACTURING PROBLEM

---

01. Roughly **80%** of the errors made in Manufacturing companies are caused by the people on the factory floor (**Human Errors**). ([LINK](#))
02. On average, these errors results in a **10% loss** of their annual revenues.
03. An average of **48.8%** of human error in manufacturing can be **directly related** to stress, repetition, fatigue, or the work environment. ([LINK](#))
04. The **current solution** to when errors occur is to overload the factory workers with overtime shifts, begin lengthy reorganizations, or invest in new machinery.



# OUR SOLUTION



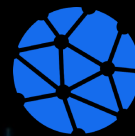
## **Mentalytics** - A gym for the brain

Mentalytics Gym helps people attain, maintain, and regain focus at their own will. This has been proven to lead to increased performance at work, and improved overall worker well-being.





# HOW FOCUS TRAINING WORKS



## 01. Brain waves



By gathering **brain waves** (using EEG) within certain frequencies and using our **unique algorithms**, we can know when a person is focused.

## 02. Learn how



Mentalytics have **specialized** in translating brain waves related to focus, to easy-to-understand **visual feedback** in the form of computer games.

## 03. Real-time feedback



The better you **focus**, the better you will do inside the **training games**. Through continuous use you will understand how your own focus **works**.

## 04. Goals & data



Through optimized training schedules (developed together with **neuroscientists**) and focus data, customers can analyze progress over time and compare it to **internal KPIs**.

# PRACTICAL INFO

---

## 01. WHEN?

ANYTIME!



Try to change time of day to get the most out of it!

## 02. WHERE?

ANYWHERE!



With our mobile application, training can be done completely remotely

## 03. HOW LONG?



10min/day



5 days/week



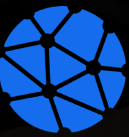
for 1 month



# CASE EXAMPLE

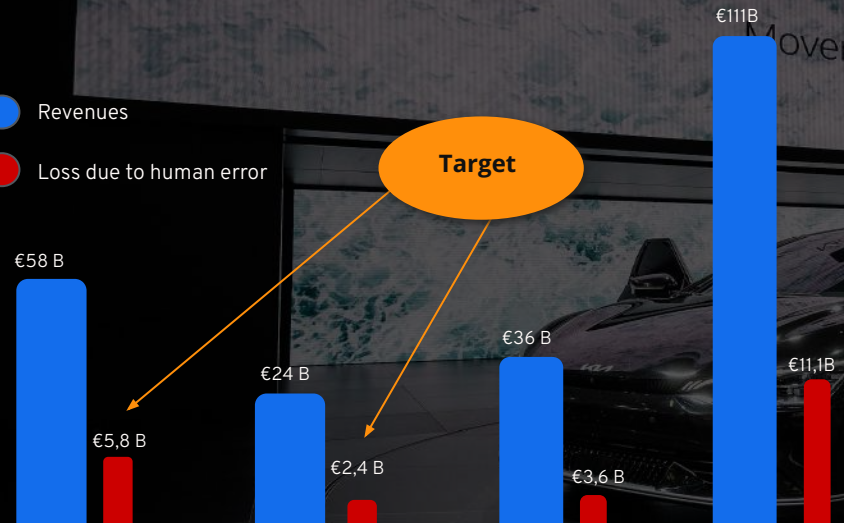


# MANUFACTURING: COST



● Revenues

● Loss due to human error



01. Manufacturing companies lose roughly 10% of their annual revenue due to human errors

02. Mentalytics can help reduce these errors by 15-54% after only one month's training

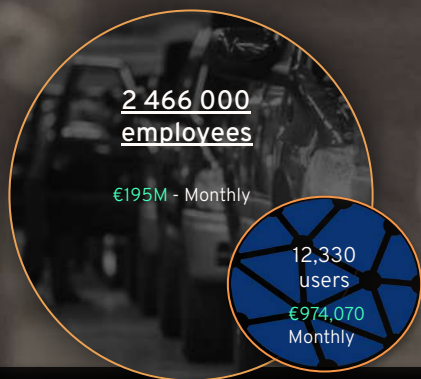
03. Resulting in a quick ROI and increasing yearly net profits by 1,5 - 5,4%



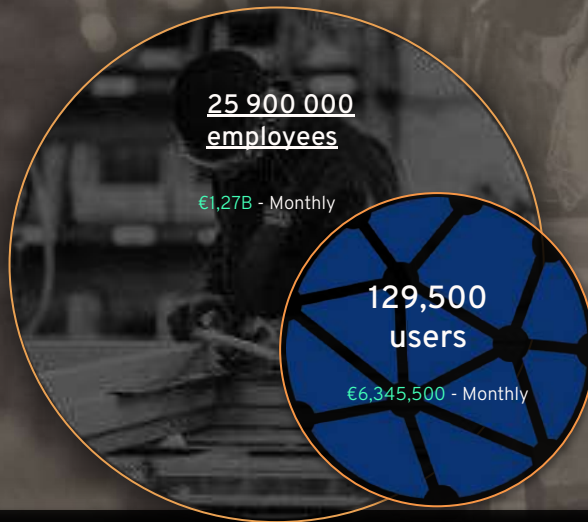
*Mentalytics is creating a win-win situation for manufacturers by providing a quick and effective solution to their multi-billion euro problem of human error.*

# MANUFACTURING: MARKET SIZE

- Market Potential
- Market Expectation: 0,5%



Direct Automotive  
Manufacturing



Manufacturing  
(excl. Automotive)



EU Market



€11,3M - Yearly



€76,1M - Yearly



# TRACTION



Pilots

Strong Leads

Future Targets

# COMPETITION



muse

InteraXon

SMART  
CAP

SmartCap



Macrotellect



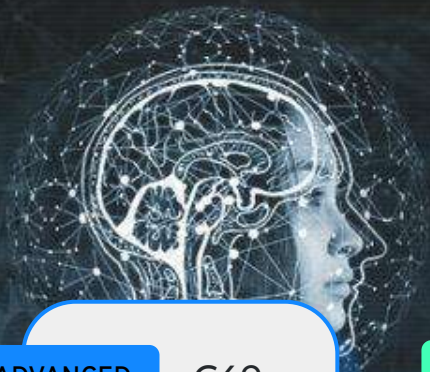
Tulip



Mentalytics

KPI Focused	Visual Inspection	Can measure focus (EEG)	Worker Wellbeing Aspect	Offers focus training (EEG)	Possible Partner
✗	✗	✓	✓	✗	✗
✗	✗	✓	✓	✗	✗
✗	✗	✓	✓	✗	✗
✓	✓	✗	✗	✗	✓
✓	✗	✓	✓	✓	

# PRICING



€199

## ESSENTIAL

€49

- ✓ Training on PC
- ✓ Training Game: 1
- ✓ Simple user structure
- ✓ Custom question: 1
- ✗ Training on Mobile
- ✗ Tracking Focus
- ✗ API (Not done)

## ADVANCED

€69

- ✓ Training on PC
- ✓ Training Game: 1
- ✓ Advanced user structure
- ✓ Custom questions: 3
- ✓ Training on Mobile
- ✗ Tracking Focus
- ✗ API (Not done)

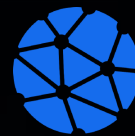
## PRO

€79

- ✓ Training on PC
- ✓ All Training Games
- ✓ Advanced user structure
- ✓ Custom questions: 10
- ✓ Training on Mobile
- ✓ Tracking Focus
- ✓ API (Not done)



# DREAM TEAM



CHARLIE OHLÉN  
CEO



BITTE HANELL  
COO & Founder



ÖYVIND JOHANNESSEN  
Lead Developer



JOHAN SNÖBORGS  
3D Artist



MAX RHODIN  
CTO



MATS SCHULTZE  
Chairman of the Board



TOMAS WARD  
Board Member



KARIN LJUNGREN  
Board Member



ZOZO HASSAN  
Board Member



PHILIPP HEILER  
M.D. Neuroscience



JOHAN AGORELIUS  
PhD Neurotechnology

# FINANCIAL PROJECTION

Numbers in k €	2023	2024	2025	2026
Net revenue	128	373	1,859	5,878
EBITDA	-93	-319	353	2,676
EBITDA Margin	-73%	-86%	19%	46%
User count	0	353	2,755	9,208





# FUNDRAISE



## Valuation

40M SEK

- Based on added value from previous round
- Previous round valuation at 30M SEK

## Seeking

6M SEK

1,5M secured

- Invest in the most experienced NeuroTech-company in the world
- The market around wearable EEG devices are about to explode
- Already found Product-Market-Fit

## Use of Funds

120k SEK

- 194h sales work from rep. in Mexico

4,6M SEK

- ~579k burnt rate for 2024
  - Hire full-time developer
  - CTO at 60h/month
  - Salesperson SWE 50h/month
  - Salesperson GER 40h/month
  - PR firm at 30k/month

## Runway

(Only sales from 2024)

- Without any sales: 2025-01-09
- With Mindball acc. to prospect: 2025-04-02
- With both Mindball & Mentalytics prospects: Breakeven! Only need to cap.raise to expand aggressively

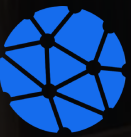


01. IPO in a couple of years
02. Merge or be acquired by a company like: SoluM/Samsung, Apple, Garmin.
03. Sell of 49% of branch by branch, industry by industry



# JOIN OUR FOCUS JOURNEY

---



*Mentalytics* represents a paradigm shift in how we approach **cognitive enhancement** and **performance**. We invite you to join us on this transformative journey, as we work towards creating a society where **enhanced focus** is not just a desire, but a reality.



If you are interested in knowing more and joining our journey, please contact Charlie Ohlén, [charlie@mentalytics.com](mailto:charlie@mentalytics.com), +46 8 500 46040