

SEPTEMBER, 2024

THE BRAINLETTER



Hi, Charlie Ohlén from Mentalytics here,

and I'm sharing this first edition of our newsletter with those of you who have either inquired about Mentalytics at some point, or are associated with the company as a partner, customer, shareholder, or in some other capacity.

With the second half of the year just starting and vacation times coming to an end, we at Mentalytics felt like this is the perfect time to initiate a more transparent communication strategy with all of you. Not only to bring you into the loop of what we're doing, but also to perhaps re-ignite some older discussions that might have gone cold for whatever reason.

My intention is of course to continue this initiative and make it into a more frequent newsletter.

For this first edition I will mainly summarize the first two quarters of 2024 and then bring you in on some of our plans for the remainder of the year. For future editions we will try to include a section called Neuro News where we share a snippet of some of the latest news and findings from the NeuroTech space.



New team & board members

Mentalytics have recruited a new CTO in Max Rhodin.

Max joins the company with loads of experience in leading both large and small development teams. He brings a level of excitement and structure which is much needed when Mentalytics enters its next growth phase.

During the Annual Meeting, the company also welcomed two new board members in Åge Westbø & Zozo Hassan.

Åge is one of the founders of the Norwegian SKAGEN fund and joins the board with his extensive startup and business know-how.

Zozo has for many years worked with and around the manufacturing sector and brings both a great understanding of the market and a large network within it.

We are all delighted to have such experienced and dedicated new members of our team & board who can help bring Mentlaytics to new heights in its journey to effectivise the manufacturing industry.



High-level delegation to Mexico

At the end of Q1 this year, Mentalytics began its efforts to expand beyond Europe by attending Business Sweden's high-level delegation to Mexico. The delegation was organised together with H.M. the King & H.M. the Queen of Sweden.



During the delegation, Mentalytics was able to showcase its latest solution to members of the Mexican Manufacturing community and visit several local manufacturing sites. in Mexico Since the delegation, we have been hard at work to initiate a proper market entry into Mexico, but more news on that in the next Brainletter.

Pilots & other projects

Mentalytics has ongoing or upcoming projects with a leading construction manufacturer in Sweden, a law firm from Mexico, and a space technology producer from Sweden.



Events

- Bits & Pretzels in Munich - 29 Sep - 01 Oct

We will be attending the founders festival Bits & Pretzels in Munich towards the end of September. We will be attending the event as a part of Business Sweden's delegation and have been chosen to be an exhibitor in the Startup Exhibitor area on the 1st day of the event. So if you're going, please drop by and say hello!

- Young Manufacturing Leaders Summit in Milano
14 Oct - 16 Oct

Later in October I will also be travelling to Milano where I have been invited as a Speaker/Panelist. I look forward to share my outlook on the industry from a Mentalytics perspective.



Investors only footnote

With the ever growing interest from manufacturing companies in both Sweden, Mexico and the rest of Europe, we are now preparing the company for its first real scale-up phase in almost a decade. The funding will go towards: Rurthuring our market entry efforts in Mexico, Sweden, & Germany, Strengthening our tech team, and engage Business Sweden in other manufacturing regions of the world like South Korea. We also want to utilize our newfound partner in EIT Manufacturing and their vast european network & community.

If you have any questions or would like to know more about us and our vision, feel free to reach out to me at: charlie@mentalytics.com