

# ReMemory



## The Problem

Rising life expectancy is associated with increased prevalence of chronic diseases like DEMENTIA

- There are nearly 10 million new cases every year (one every 30 seconds)
- 50 million people are affected worldwide (set to triple by 2050)
- 800,000 patients with dementia in Spain
- 1st cause of dementia: **Alzheimer disease**
- No cure for dementia
- Mild cognitive impairment (MCI): potential precursor of dementia

## The Solution

Cognitive training (CT) to delay the progression of dementia in patients with MCI (amnestic)

The first multimodal cognitive training platform for MCI, with a customized design that combines re-experimentation of recent autobiographical events and cognitive exercises using images of the MCI people through gamification.

## The Product

**ReMemory** is a memory training App for people with mild cognitive impairment.

- Processing images taken by the person
- Creation of episodes of everyday life using a specific algorithm to process the information
- Generation of individualized trainings
- Cognitive games (specific cognitive exercises)
- Based on neuropsychological model of cognitive training



## Milestones

2017

Version 1.0

2018

Usability study (n = 60)

Clinical validation (n = 30)

Costumers validation (n = 128)

Business model definition

2019

Version 2.0

Scaling up clinical validation

(n = 176 expected)

IP protection (CE mark)

2020

Market launch

Scaling new population segments

## Key Metrics

€ 30 k cost dementia x patient x year

Beachhead market: Elderly people with MCI

**1,800,000 users** expected

€ 1.5 M Projected Gross Annual Revenue by 2021

## Potential Market:

People with dementia:

USA: 5.7 M

EU: 9 M

Spain: 800,000

## Funding Goals



- 30% Prod. dev. + design
- 45% Clinical validation
- 7% IP + Regulatory
- 18% Marketing

## The Team

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Clinical lead



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Clinical researcher



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