



Executive Summary

- **Company Summary:** Cognigenics has developed a novel method for treating and possibly curing a wide range of mental health challenges, from Alzheimer's and dementia to generalized anxiety and chronic depression. Our technology precisely targets the neurological causes of these problems using a combination of cognitive, genetic, and neuroengineering tools.
- **Customer Problem:** Cognigenics will assist our aging population in maintaining mental acuity by mitigating the symptoms of Alzheimer's disease to slow the progression of cognitive impairment and defend against cognitive decline.
- **Products & Services:** The company will produce a safe and effective treatment for Alzheimer's symptoms which sharpens clarity, focus and mental acuity, while alleviating stress, depression and anxiety. Cognigenics' gene therapy will produce significant beneficial results for patients without side effects.
- **Competitive Advantage:** Current symptomatic relievers for Alzheimer's disease, including Razadyne®, Exelon® and Aricept®, have low efficacy and commonly have serious side effects which can pose significant health issues for patients. Since gene therapies can precisely target neurons, they will not carry the side effects of pharmaceutical drugs (which are absorbed throughout the body). A patent portfolio provides barriers to entry.
- **Target Market:** The worldwide cost of Alzheimer's care will reach \$1 trillion in 2020. A new treatment without side effects could restore quality of life for millions of patients and their families. Since mitigating symptoms will reduce the cost of care, symptomatic relievers represent a significant market opportunity (5 million patients in the US). The product is also extensible to help 7 million patients who suffer from mild cognitive impairment (MCI).
- **Leadership:** Dr. Dean Radin is a pioneering consciousness researcher who has been honored by pharmaceutical giant Merck as one of the top innovative scientists in the world. John Mee has managed large-scale product development in one of Honeywell's divisions. Dr. Barry Linder is an MD and entrepreneur who has taken a life sciences company through a successful exit. Dr. James Fallon is one of the country's leading authorities on neuroanatomy, whose work has been cited by *The New York Times* as the most significant brain research in a decade.

- **Scalability:** Our Alzheimer's treatment is just the beginning of a series of techniques that promises to revolutionize the treatment of mental health challenges. After demonstrating efficacy on Alzheimer's, we will apply our technology to alleviate cognitive issues affecting 80 million Americans, including, ADD, PTSD, stress, anxiety, depression, mild cognitive impairment, bipolar disorder and other neurological conditions. We project these applications can generate \$100 billion over a 10 year period.
- **Business Model:** Cognigenics will be a fully-integrated genetic neuroengineering company, employing a vertical business model across the full spectrum of ownership including discovery, development and marketing.
- **Community Value:** To serve our market of 80 million people, we will build a clean, modern biotech manufacturing facility in Boise, Idaho which enriches the community with thousands of high-paying professional and technical and jobs. The enterprise will generate lasting community value and attract national attention to the city as a new innovation hub.
- **Sales & Marketing Strategy:** Our first product will be announced to the market as a significant breakthrough in Alzheimer's symptomatic relief. Cognigenics will hire a direct sales force to market the product to Alzheimer's health practitioners, clinics and care centers in North America, Europe and Asia.
- **Financing:** Cognigenics is raising \$3 million for preclinical research, beginning with \$350K for initial proof-of-principle experiments to demonstrate its technology in neurons. The company is offering 24 month convertible notes at 6% simple interest with a 20% discount and a \$6M valuation cap.