

Brainiest Kid India

MEDIA KIT





A 45-DAY ONLINE EVENT

To promote the importance of cognitive skills development in India, Neeuro will be running a 45-day online competition from October 3 to November 16. All 6 to 17-year-old primary and secondary students based in India are eligible to join.

Winners will take home a brand new **Samsung Tablet**, a **Neeuro SenzeBand**, a **Trophy**, and a **certificate**.

ABOUT NEEURO

Neeuro is a global Digital Mental Health platform that is backed by a portfolio of patented and clinically validated research with Singapore's National Research Agency to empower digital therapeutics and brain fitness solutions.

THE TEAM BEHIND NEEURO



Dr Alvin Chan, PhD
Chief Executive Officer
& Co-Founder

A technopreneur who was the Co-Founder and former CTO of Brandtology, with a background in computer security, electronics engineering, neural networks & artificial intelligence.



Kelly Choo
Chief Marketing Officer
& Co-Founder

A technopreneur who was the Co-Founder and former GM of Brandtology, with a background in eCommerce, Marketing and Data Analytics.



Eddie Chau
Chairman & Founder

A serial entrepreneur who founded e-Cop, Brandtology, V-key, with successful exits for both e-Cop and Brandtology.



Prof Cuntai Guan, PhD
Chief Scientist for Neeuro

IEEE Fellow and Professor at Nanyang Technological University. Previously, Principal Scientist & Department Head, Neural & Biomedical Technology at 12R, A*STAR.



Sudharshan.T
Director -
Business Development (India)

His expertise include developing growth sales strategies, tactics and action plans. Creates strong relationships with key client stakeholders. Specializes in new business development and market expansion in India.

FEATURED IN



AWARDS AND RECOGNITION





FOCUSING ON THE BRAIN

Neeuro believes that the brain's potential is not maximized most of the time. As such, Neeuro is breaking the barrier in utilising the human brain's capacity and is advocating a better way of doing things by executing tasks with high attention and focus.

The company established its vision of making brain training solutions accessible and uncomplicated for everyone through continuous efforts in collaborating with different institutions and professionals.

These efforts resulted in the launch of different brain training products, and solutions that help increase the cognitive performance of students, professionals, and seniors, who are continuously experiencing cognitive challenges.

Neeuro is striving to **make 21st-century human cognition better and sees it as the utmost importance.**

Decision Making helps you quickly on the right choice.

Flexibility helps you manage multiple demands by switching focus well to the task at hand.

01

Attention helps you stay focused, concentrate on getting things done and ignore distractions.

02

03

Memory helps you remember things better, improve on long and short term memory.

04

05

Spatial skills helps you understand the space around you to move or travel easily.

DEVELOPING COGNITIVE SKILLS IN THE 21ST CENTURY

Students invent robot that could help ADHD children to learn



1 of 3 Singapore Polytechnic students (from left) Chin Yong Kang, Valent Chia and Deniz Ang. Their project integrates a Senszband with sensors and a robot/mobile app combination that allows parents to track the attention span of their kids. ST PHOTO, ALVIN HO



Cognitive ability is the key to achieving career goals. According to Economic Times, **high cognitive ability is correlated by 84% with higher job performance.**

Since children are the future, Neeuro believes that developing their cognitive skills at a young age provides them not only with strong foundations for learning but also helps build essential life skills. Skills, which translate to a more competitive workforce, and consequently, a better economy.

Top employers are looking for people who can "Solve Problems", not just someone who had good grades.

Win a Samsung Tablet, Neeuro SenzeBand and Awards



 <https://m.facebook.com/neeuro.corporate/>
 <https://www.instagram.com/neeuro/>

*Terms and conditions apply.

ABOUT THE EVENT

Competition Period: October 3, 2019 to November 16, 2019

Venue: Online

Eligibility: Students 6 to 17 years of age residing in India.

Steps to Win:

1. Watch Instruction video.
2. Complete Registration.
3. Install Memorie App and Play.
4. Collect Points.

Link to Competition: <https://www.neeuro.com/brainiest-kid-india>

Electronic Media Kit: <https://www.neeuro.com/media-kit>

WINNERS

One (1) School will Win the '**Neeuro Brainiest School**' Award (Highest Total Score of Students combined)

One (1) School will Win the '**Neeuro Most Brains School**' Award (Most Participants from the Same School)

Three (3) Students will Win the '**Neeuro Brainiest Grandmaster**' Award (Highest Overall Score & Points, One Winner from Lowe Primary, Upper Primary and Secondary,)

SCHOOL OUTREACH



DEVELOPING COGNITIVE SKILLS IN THE 21ST CENTURY



The 1st Neeuro Brainiest Kid will open doors to more schools to benefit from a NeeuroLab.





“**NeeuroLab**” is an experiential space that allows schools to work together and inspire stakeholders to understand more about the brain and mental health and fitness.

The collaboration opportunities of NeeuroLab range from career talks, speakers, school projects, training for brain competitions to Marketing & Publicity benefits.

Schools that have set up a NeeuroLab have reported receiving better feedback from parents. The collaboration opportunities of NeeuroLab range from career talks, speakers, school projects, training for brain competitions to marketing & publicity benefits.

This year, Neeuro, together with SMA Abacus, will be launching the first NeeuroLab in South India.

RESULTS

STUDENTS NAME	ATTENTION	MEMORY	DECISION	SPATIAL	FLEXIBILITY
 STEVEN Age 9	400% ↑ ATTENTION Steven can maintain his focus 4 times longer than he could before	130% ↑ MEMORY Steven can remember closely twice than he could before	150% ↑ DECISION Steven is now closely twice as likely to make a rational decision	200% ↑ SPATIAL Steven has increased his visualization twice than before	130% ↑ FLEXIBILITY Steven is now close to 2 times more proficient in managing more tasks
 VIMAL Age 11	150% ↑ ATTENTION Vimal can maintain his focus close to 2 times longer than he could before	130% ↑ MEMORY Vimal can remember closely twice than he could before	200% ↑ DECISION Vimal is now twice as likely to make a rational decision	200% ↑ SPATIAL Vimal has increased his visualization twice than before	230% ↑ FLEXIBILITY Vimal is now close to 3 times more proficient in managing more tasks
 AKSHITA Age 6	300% ↑ ATTENTION Akshita can maintain her focus 3 times longer than she could before	130% ↑ MEMORY Akshita can remember closely twice than she could before	Remains Same	200% ↑ SPATIAL Akshita has increased her visualization twice than before	150% ↑ FLEXIBILITY Akshita is now close to 3 times more proficient in managing more tasks
 YASHIKA Age 6	400% ↑ ATTENTION Yashika can maintain her focus 4 times longer than she could before	150% ↑ MEMORY Yashika can remember closely twice than she could before	Remains Same	250% ↑ SPATIAL Yashika has increased her visualization twice than before	150% ↑ FLEXIBILITY Yashika is now close to 2 times more proficient in managing more tasks



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