

## Neuro580 Executive Summary

Smartphones, social media, always-on connectivity; the near-constant barrage of stimuli is damaging our mental wellness and productivity. But, for most of us, disconnecting isn't an option during day-to-day life. People need quick tools they can use to reduce stress and return to peak performance. Enter "Neurohacks." These brief, discreet activities can be performed anywhere and completed in less than a minute. Developed by the Neuro580 team through extensive trial and meticulous testing, they have been proven to move our brains from high to low stress, resulting in improved performance and mental wellbeing. Integrating Neurohacks into daily activities gives anyone, in any industry - from students to corporate professionals to competitive athletes - tools to cope with high-stress situations as they occur.

Humans are notoriously poor multitaskers. We're happiest and perform our best when we live in the moment and focus on the task at hand. But staying focused is difficult when the entirety of human knowledge is at our fingertips, in our pockets or charging on our bedside tables. On average, we check our phones 144 times per day, and the average person works only three minutes at a task before getting distracted.

Overstimulation puts enormous stress on the brain, which, in turn, limits its ability to function. In these heightened states, we're able to access as little as 5% of our mental capacity. At that level of function, we can't access all of our accumulated knowledge and expertise. We're flying blind. As a result, we fail to solve problems and have less patience and empathy.



The commonly suggested solutions - yoga, exercise, meditation - are invaluable tools to help us counter life's many stresses. They're also not very practical in the middle of a work or school day. And so, Dr. Izzy Justice and the Neuro580 team developed a series of Neurohacks, a combination of performing a brief physical activity, being given a happy memory or inspiring quote, and viewing a positive image. The Neuro580 team has performed thousands of real-time, functional Electroencephalogram (EEG) brain scans of subjects before, during, and after using Neurohacks, and these readings consistently show a reduction in brain-wave frequency. Lower-frequency brain waves are associated with relaxation, creativity and memory access. Neurohack users benefit from improved performance, less stress and higher levels of focus.

The Neuro580 program consists of an interactive 30-minute online course via a learning management system (LMS), explaining the function and science of Neurohacks, and the Neuro580 app. The LMS provides a simple, turnkey solution to easily deploy Neuro580 across organizations of all sizes, while the app provides instant access to personalized, situation-appropriate neurohacks. Through the app, users are prompted to identify their current mental state using simple, universal color coding (green for low stress, yellow for medium and red for high) as well as their physical location (office, home, commute, etc.). The app then serves them a memory or quote, shows a positive image from the on-device photo album selected by sophisticated AI, and directs them through a situationally appropriate physical action. Completed in less than a minute, Neurohacks calm the brain as activity spikes for improved mental functionality and an in-the-moment performance boost. By making Neurohacks a part of their day-to-day routine, users address stress in the moment, rather than waiting until the end of the day or week, and build neural pathways that improve mental wellness.



Neuro580's impressive results have led to its adoption by some of the world's top organizations, including the Centers for Disease Control and Prevention (CDC), University of Toronto and a number of regional health centers. Additionally, many high-performing professional athletes/teams have incorporated Neurohacks into their competitive toolkit, leading to Major Championship wins and an Olympic gold medal, among other victories.