Brain Profiler

What we do

Clinical brain profiling app, intended to assist patients and clinicians enabling more personalized treatment.

Management Team

Oren Fuerst, PhD .C-Founder/CEO
Co-founder of five medical companies and former Columbia & Yale Business Schools faculty.

Avi Peled, M.D. Co-founder/ Medical Director
Experienced Researcher and Psychiatrist. Chairman of Psychiatry at SM Hospital

Jackie Skidelsky, Co-Founder/co-CTO
Computer Sciences Faculty at the Technion External Studies

Noy Grisaru- Cp-Founder and CO -CTO
Computer Sciences Faculty at the Technion External Studies

Challenges We Solve

- In the US alone, there are 43,000,000 psychiatric patients, with annual costs exceeding $200Bn for the privatised healthcare systems. Psychiatric-care costs have now exceeded heart conditions ($147bil), trauma ($143bil), and cancer ($122bil). Inaccurate/Erroneous diagnosis' prevalence raises both financial and emotional costs. We, as a society, require a more efficient way to track and measure our mental health, and the problems therein.

- Currently the treatment of mental disorders is limited; this is because we do not fully understand what causes psychiatric illness.

- As such, psychiatric terminology is descriptive, constructed upon Signs and Symptoms, (i.e. observations and complaints) and not etiological (i.e. not Brain Related).

- Effective cures for mental disorders will require full understanding of the neuropathology causing these disorders.

- As an old Chinese adage says "*The beginning of wisdom is to call things by their proper names.*" Therefore we must strive to reformulate and translate psychiatric phenomenology to brain-related taxonomy.

- Current neuroscientific knowledge allows for the commencement of formulating brain-related diagnoses for mental disorders.

Our Technology & Solution

- " **BrainProfiling**" is a software that translates the phenomenology of your patient into a personalized brain-related diagnosis predicting the brain disturbance causing the illness in that patient.

- Additionally '**BrainProfiling**' is designed to provide better diagnosis, and improved personalized treatments. It also acts as a decision-support systems and MHR.

- '**BrainProfiling**' is designed as an integrated platform to give meaning to cyber-mobile-wearable-sensors, and validate the Clinical Brain Profiling theory using wearable wireless electrophysiological brain sensing EEG devices.

- Finally '**BrainProfiling**' will accomplish the Launchpad of future brain-pacing technology that will actually fully cure mental disorders.

How We're Unique

Brain Profiling is based on 20-years of theoretical research of **Clinical Brain Profiling (CBP)** which reformulates mental disorders as brain '[Globalopathies](#)' (connectopathies) discovered by '[NeuroAnalysis](#)' methodology. Brain Profiling is based upon CBP, a novel reformulation of mental disorders as brain disorders. CBP is based on new approaches to brain research, namely the connectom (network) approach of neural-computation and complex-systems theories integrated with clinical psychiatric phenomenology (symptoms and signs). Actually Brain Profiling maps clinical assessments, patient's-complaints and digital-sensors activity onto a predictive personalized diagnostic profile, which is then validated with the appropriate electrophysiological brain imaging of the patient. Such Brain Profiling integration brings psychiatry into a totally new level of scientific technological capacity with the promise to revolutionize the field, leading to a new level of effective treatments, namely brain-pacing therapies.

Business Model

We market to health organizations such as Health Insurance and Pharmaceutical companies .Our product is ready to be deployed with no required integration .

We're now raising $5M Series A Round, of which $1M is a convertible note. This round will enable us ramp-up commercialization of the Brain Profiling platform.

Raising
$5M