All things excellent are as difficult as they are rare (Benedictus Spinoza 1632-1677)

The historical term “Psychiatry” ..... Transcends the bound of accurate scientific investigation (Theodor Meynert 1833-1892)

The ones who are crazy enough to think that they can change the world are the ones who do (Steve Jobs 1955-2011)
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Difficult

Brain Related Psychiatry

Change the World of Psychiatry
THE NEED

Etiological Diagnosis

Etiology Greek = giving a reason for
Stomach ache

Appendicitis
Etiologic versus descriptive diagnosis

**Medicine Etiological Diagnosis**

"appendicitis"

**Psychiatry Descriptive Diagnosis**

"Depression"
Without knowing the etiology (the causes) how can they be treated?
First - TRANSLATE phenomenology into brain disturbances
BRAIN PROFILING - TRANSLATES phenomenology into brain disturbances
Peled A.
**Brain "Globalopathies" cause mental disorders.**

Peled A, Geva AB.
**"Clinical brain profiling": a neuroscientific diagnostic approach for mental disorders.**
GLOBALOPHTHIES

Cs connectivity segregation

Ci connectivity integration

Htd Hierarchal top down shift

Hbu Hierarchal Bottom-up insufficiency

Disturbance to connectivity Organization

Optimal brain

Disturbance to plasticity and Optimization

D De-optimization

O Hyper-optimization

CF Constrain Frustration

CF(b) Constrain Frustration Bound

DMN CF(b) CF O D Hbu Htd Ci Cs

Clinical Brain Profiling (CBP)

Default Mode Network

BrainProfiler
Clinical Brain Profiling (CBP)

DMN CF(b) CF O D Hbu Htd Ci Cs

Psychosis Disorganized
Cs connectivity segregation

Clinical Brain Profiling (CBP)

DMN CF(b) CF O D Hbu Htd Ci Cs

Negative signs perseverations
Ci connectivity integration

Clinical Brain Profiling (CBP)

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Psychosis Delusions
Htd Hierarchal top down shift

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Hbu Hierarchal Bottom-up insufficiency
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Optimal brain

BrainProfiler
Optimal brain

Disturbance to plasticity and Optimization

Optimal De-optimization

O Hyper-optimization

CF Constrain Frustration

CF(b) Constrain Frustration Bound

Default Mode Network

Personality disorders

Depression

Mania

Anxiety

Phobia

Clinical Brain Profiling (CBP)
Brain Profiler is scientifically based on neuroscience research reconceptualizing mental disorders as “Brain Globalopathies.”

"Clinical brain profiling": a neuroscientific diagnostic approach for mental disorders.
Peled A, Geva AB.

Brain "Globalopathies" cause mental disorders.
Peled A.

Peled A.

Simulation of cognitive disturbances by a dynamic threshold semantic neural network.
Geva AB, Peled A.
BRAIN PROFILING - TRANSLATES phenomenology into brain disturbances

Psychosis Disorganized
Negative signs, perseverations
Psychosis Delusions
Negative signs, Avolition
Depression Mania
Anxiety, Phobia
UNIQUENESS
Brain Profiler App is a groundbreaking new platform that interconnects Psychiatry, Psychology and Neurology with neuroscience!
CBP Clinical Brain Profiling
Brain-Related (etiology)
THE APP’
With the Brain Profiler Application clinicians input the regular phenomenology-based descriptive-diagnosis, and ......
Brain Profiler generates personalized testable diagnostics of brain disturbances.
The diagnostic report consists of three elements:

1. A schematic representation of the brain disturbances

2. A written, analytic profile of the brain disturbances. The written report provides also a suggestion of treatment, instructions for validating the brain disturbance using signal processing and a referral to the most current PubMed search results.

3. A graph of the clinician’s assessment superimposed on the patient’s complaints
The patient uses Brain Profiler to rate their complaints using the app’s interface. The complaints are then available to the clinician in the diagnostic report. This allows the clinician to check the compatibility of his/her assessment.
Brain Profiler facilitates telemedicine, medical record filing and institutional medical managements, in ways that increase professional care and organizational capabilities, while reducing risks and costs.
**Brain Profiler** helps you understand and treat your patients

**Brain Profiler** helps you organize your clinical practice and research

**Brain Profiler** will help you practice evidence-based personalized medicine

**Brain Profiler** helps you discover the “brain-works” of your patients

**Brain Profiler** will change the way psychiatry and psychology is done

**Brain Profiler** will take you to the next level of the future, - become a leader in your field
In the near future, The Brain Profiler platform will integrate objective measurements from mobile, wearable sensors and cyber activity. This feature will offer unprecedented validation capabilities.
Built-in crowd sourcing and machine-learning algorithms make the Brain Profiler platform an innovation in brain research, leading to discovery and cures in the field of psychiatry.
Once this data is coupled with brain-imaging sensors such as EEG wearables, there will be no limit to discovering and correcting the “brain arrhythmias” responsible for psychiatric illness.
MARKET
Mental disorders are easily the most expensive medical condition in the American healthcare system, exceeding $200 billion annually for the most recent year (2013) in which data was available (43 million psychiatric patients in the US alone).

Rounding out the top four are heart conditions ($147 billion), trauma ($143 billion), and cancer ($122 billion).
According to the National Alliance on Mental Illness’s (NAMI) estimates:

• Roughly 26% of homeless adults staying in shelters live with serious mental illness; 46% live with severe mental illness and/or substance use disorders.
• About 20% of state prisoners have a mental illness in their recent history.
• Among youth in the juvenile justice system, 70% have at least one mental health condition.
• Only 41% of adults in the U.S. get the mental health care they need.
• Adults with mental illness die 25 years earlier than others—on average, mostly from treatable conditions.
• More than one-third of students with a mental illness drop out of school.
MARKETING STRATEGIES

Brain Profiler

Users

VC & invest

Pharma

FutureRX

Pfizer

Eli Lilly

Jansen Cilag

Takeda

Odysseus funding (Inez Myin-Germeys)

Singularity Hub

Theil foundation

Breakout labs

Neuroscience

NIMH connectom

NIMH Translation (Lisanby)

MindUp IBM

RADAR_CNS

East coast

Columbia

Mount Sinai

NYC med

Metropolitan

Yale

Harvard CHA

Harvard MGH

Nashville

US

Brain Profiler

$
Business Plan

End users: Clinicians Patients
Institutional users: 1) Med-centers & HMO’s 2) Pharma & research inst’
Investments

Month 6 –
Month 8 –
Month 10 –
Month 11 –
Month 12 – Bla blaa blaa = $ 250 K
Milestones
Revenue Estimations
Long-term final goals