

BRAIN POWER

COMPUTING EMOTION, LLC

Presenting Members:

Mark Schwenke, CEO

Greg Whipple, PR

Paul Martino, CFO

BRAIN POWER – “THINK AND GO”

Use Mac OSX and Linux with the power of your brain. To do this, we will develop drivers for Mac and Linux that makes use of Emotiv’s neuroheadset that reads and records a user’s brainwaves.



Developed By:
Emotiv

HISTORY



The Evolution



- ✘ Every aspect of one's computer has constantly been improving except the keyboard & mouse...until now!

THE IDEA

- ✘ Develop drivers for (Mac, Linux) that connect brain wave recording headset to control the typical functions of a mouse and keyboard
- ✘ Headset works by recording brain waves for a specific task
- ✘ As part of the package, a software program will be used to train the tasks
- ✘ Once that brain wave pattern is recognized that task will be performed

THE IDEA II

- ✘ People are forced to use physical input devices
- ✘ Not everyone has these capabilities
 - + Why limit the market?
- ✘ Brain Power expands the market and gives mobility to the disabled and a more efficient input device for typical users

POTENTIAL APPLICATIONS

The potential applications are as endless as the imagination of the human mind!

- ✘ Disabled
- ✘ Handheld Devices (iPhone)
- ✘ Keyboard Shortcuts
- ✘ New Operating System

COMPETITIVE ADVANTAGES

- ✘ New Technology
- ✘ Ease of Use
- ✘ Functionality for the disabled
- ✘ Designed for all headsets
- ✘ Mac and Linux markets
- ✘ Simplifies the use of computer technology



COMPETITORS

- ✘ Current Developers for:
 - + Mindset by NeuroSky
 - + NeuralImpluse Actuator by OCZ Technology
- ✘ Future:
 - + Replacing the keyboard & mouse
- ✘ Slightly frightened by:
 - + Apple's potential to develop software

BUSINESS MODEL

- ✘ Partner with Apple & Headset Developers
 - + Included with all Apple operating systems
 - + Offered with purchase of any neuroheadset
 - + Premium Pricing Model
 - ✘ One-Time fee of \$50

- ✘ Linux – Freemium Model
 - + Bundle software with several Linux distributions
 - + Free for life to use
 - + Upgrade to more features for a one-time fee of \$50

FINANCIAL PROJECTION

	2011	2012	2013
Revenue (\$K)	\$250	\$1,500	\$5,000
Expenses (\$K)	\$500	\$1,000	\$1,250
Profit (\$K)	(\$250)	\$500	\$3,750
Headcount	10	15	20
Customers	5,000	30,000	100,000

✘ Mac Market Share

- + As of October 2010: 7.6%
- + Increase since 2009: 1.1%
 - + Every year since 2007, Mac users have increased by at least 1%

+ Capture 1% of Mac Market

- + By 2012, there is an expected 2 billion computer users worldwide
- + 7.6 % of 2 billion = 152 million Mac users
- + 1% of 152 million = 1.5 million become Brain Power users
- + Selling at \$50 = \$75 million income at 1% of the Mac user market

COMPANY DEVELOPMENT TIMELINE

Category	Year 1 (2011)	Year 2 (2012)	Year 3 (2013)
Employees	10 – Programmers / Financial Personnel	15 – Total 10 – Programmers 2 – HR 3 – Financial Personnel	20 – Total 12 – Programmers 2 – HR 3 – Financial Personnel 3 – Marketing Personnel
Research & Development	<ul style="list-style-type: none"> • Q₁/Q₂– Working Software • Q₃/Q₄ – Published Software 	<ul style="list-style-type: none"> • Improve product • Release first major update by Q₄ 	<ul style="list-style-type: none"> • Continue to improve • Expand software to include as many technologies as possible
Marketing	<ul style="list-style-type: none"> • Social Networking • Blogs • Tech Sites 	<ul style="list-style-type: none"> • Stay consistent 	<ul style="list-style-type: none"> • TV • Develop the “Keyboard Killer” idea

FINANCIAL GOAL

- ✘ Investor Funding:

 - + \$500,000

- ✘ Use of Funds:

 - + First Year Expenses

 - ✘ Development

 - ✘ Marketing

 - ✘ Professional Programmers

 - ✘ Legal Fees – HR & Contracts

EXIT STRATEGY

- × Bought out by:
 - + Apple Inc.
 - + Emotiv
 - + Other neuroheadset developer
 - × Competing against Apple and Emotiv
 - + Consumer Linux Hardware
 - × TiVo, Set-Top Boxes, DVRs, GPS
 - + Expand to other Markets
 - × Military, Medical, VR, and More...

- × Influence Apple to create a neuroheadset

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