

# Wireless Brain-Machine-Interface Wearable

## 1. Company introduction

BrainCo was founded in February 2015, and incubated in the Harvard Innovation Lab. BrainCo specializes in BMI (Brain Machine Interface) wearables used to help people improve their attention level and working efficiency through a scientifically-proven method called neurofeedback training.



In July 2016, we expanded and transferred our headquarters to Somerville near the Harvard University campus. Now we have 25 full-time employees and recently received \$5 million in funding. We will officially launch our first product, Focus 1, at CES 2017 and pre-orders will be available after that.

During the 2016 Consumer Electronics Show (CES), our prototype, Focus 1, was featured in 70+ media, including influential organizations such as USA Today, AFP, Fox 5, Discovery News, and Yahoo Tech. We were the only startup listed in “8 takeaways on 2016 CES” along with Samsung, Google, Oculus and other major companies.



## 2. Mission statement

At BrainCo, we strive to apply Brain Machine Interface (BMI) and neurofeedback training to enable an optimized brain potential. We are developing home based wearables to improve attention level through real-time EEG detections and feedback algorithms.

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### 3. Product: Focus 1

Focus 1 is a wearable device which can monitor, visualize and analyze brainwaves. It draws inspiration and techniques from neurofeedback training algorithms. This method improves an individual's everyday focus level by training specific brainwave frequencies.



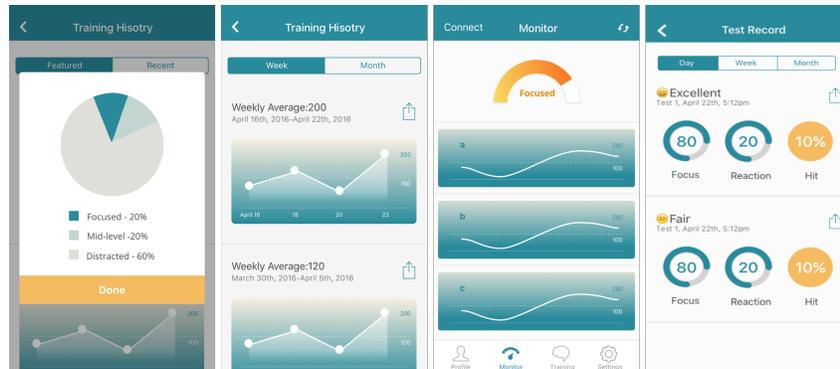
By detecting electrical signals in the brain, Focus 1 is able to display real-time brain activity and utilize that data to help regulate brain function. Users can put on Focus 1, play a training game called Oasis in BrainCo's mobile application and improve their concentration skills. Focus 1 can also convert brainwaves into various commands that control different devices such as lights, prosthetic hands, toys, and appliances.

The Focus Oasis game allows users to train their brain with positive feedback in real-time, at their own pace. The game is designed to inspire a sense of ownership and control over their own training. Players can walk around the idyllic oasis and interact with a cast of characters, helping them to catch fish, grow flowers, build robots, sing, and anything else that might help the oasis to grow and improve. Meanwhile, they are also constantly improving their own focus and attention skills.



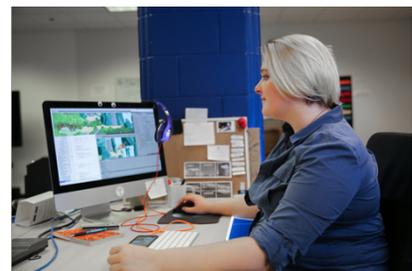
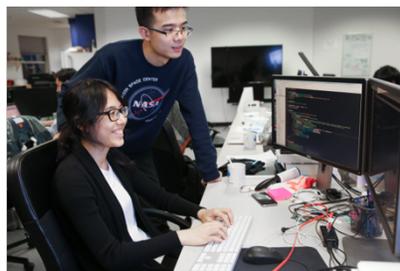
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The training app presents real-time brain waves (theta wave, alpha wave and low beta wave) and attention level index. Users can also view daily, weekly based historical training data.



### 4. Team

When Bicheng Han was a PhD candidate at Harvard Center for Brain Science, he realized that much of the technology he was using in school, like EEG machines, could be used to help people train their brain function. To give public access to the latest technology, he founded BrainCo. The core members are scientists and engineers who graduated from Harvard, MIT and other top universities. Currently, the team reaches 25 members.



### Core Team Members:



Bicheng Han



Max Newlon



Guangqi Xu

## Wireless Brain-Machine-Interface Wearable

- Bicheng Han, founder and CEO
- <https://www.linkedin.com/in/bichenghan>
  - Multiple years of start-up experience
  - Years of medical device development experience
  - Harvard Ph.D. candidate in Center for Brain Science
- Max Newlon, neurofeedback research scientist
- <https://www.linkedin.com/in/max-newlon-6860a84a>
  - Years of clinical trial experience at both Beth Israel Deaconess Medical Center and Massachusetts General Hospital
  - Master's degree in human development and psychology at Harvard
  - Worked with pioneers in corporate leadership development
- Guangqi Xu, product manager
- <https://www.linkedin.com/in/guangqixu>
  - 8-year experience of marketing and product management in medical & wearable device industry in a global environment
  - MBA & MS at Boston University

### 5. Media coverage

- Medtech: [BrainCo Can Help You Unlock Your Brain's Full Potential](#)
- NewTV video: [Innovation Showcase with Jay Sugarman](#)
- The fashion robot: [KtY x BrainCo](#)
- AFP: [Eight takeaways from 2016 Consumer Electronics Show](#)
- USA Today: [The Coolest Tech You Missed At CES 2016](#)
- Discovery News: [Hack Your Brain to Improve Your Health](#)
- Yahoo tech: [New Wave In Tech: Hacking The Brain](#)

### 6. Fundraising

Our team has participated in every resource available to startups such as investor presentations and pitch competitions. Now we have raised \$5.5 M.

- Seed Round: March 2015 \$400K
- Pre-A Round/Venture:
  - 5/13/2016 Han Tan Capital \$2.2M, Boston Angel Club \$800K;
  - 7/10/2016 Wandai Capital \$2M

### 7. Website and social media

- Website: <http://www.brainco.tech>
- Crunchbase: <https://www.crunchbase.com/organization/brainco>
- Social Media:
  - Facebook: <http://facebook.com/braincotech>
  - Twitter: [https://twitter.com/brainco\\_tech](https://twitter.com/brainco_tech)
  - LinkedIn: [BrainCo Tech](#)

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- Instagram: [https://www.instagram.com/brainco\\_tech/](https://www.instagram.com/brainco_tech/)

### 8. Contact

- **Phone:** 617-945-2363
- **Address:** 120 Beacon Street, Suite 201, Somerville, MA 02143
- **Email:** [general@brainco.tech](mailto:general@brainco.tech)
- **Public Relations:** Jessie Yanjie Han
  - Marketing and PR specialist
  - 617-515-9287
  - [yanjie.han@brainco.tech](mailto:yanjie.han@brainco.tech)

### 9. Press release

#### **BrainCo Raises \$5.5 Million in Pre-A Funding**

**Summary:** BrainCo, a startup striving to apply Brain Machine Interface (BMI) and neurofeedback training to optimize the potential of the human brain, raised \$5.5 million recently and will launch their product, Focus 1 at CES 2017.

**Body: Somerville, Massachusetts** – Founded in February 2015 and incubated in the Harvard Innovation Lab, BrainCo specializes in BMI wearables that help people improve their attention level and working efficiency. The company raised \$5.5 million in a Pre-A round led by Boston Angel Club, Han Tan Capital, and Wandai Capital.

BrainCo has grown rapidly, having already received 20,000 orders from a Chinese company. They will launch their first product, Focus 1, at CES 2017. Focus 1 is a wearable headband that can help children and teenagers improve their attention levels with a home-based device through a scientifically-proven method called neurofeedback training. They will start a clinical trial in March to assess how Focus 1 can help kids with ADD/ADHD improve their attention related symptoms.

By detecting electrical signals in the brain, Focus 1 is able to display real-time brain activity and utilize that data to help regulate brain function. Users can put on Focus 1, play a training game called Oasis in BrainCo's mobile application and improve their concentration skills. Focus 1 can also convert brainwaves into various commands that control different devices such as lights, prosthetic hands, toys, and appliances.

“During my research at Harvard Center for Brain Science, I realised that EEG (electroencephalography) can help train the brain and improve focus. So I founded BrainCo to give everyone access to the latest technology,” said BrainCo Founder and CEO, Bicheng Han. “BrainCo aims to help people sharpen their focus and train their brain on a daily basis, and our fantastic team has been making every effort to achieve this goal. Together, we have a vision of improving people’s daily focus and productivity, and this latest round of funding has given us the opportunity to bring that vision one step closer to reality.”



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For more information regarding BrainCo and to see why so many investors and competitions are rewarding their efforts, [visit BrainCo.Tech today](#).

### **About BrainCo:**

BrainCo was founded in February of 2015 and incubated from the Harvard Innovation Lab. The company develops portable, wireless BMI wearables, which help improve working efficiency through neurofeedback training. By July of 2016, BrainCo further expanded and transferred their headquarters to Somerville near the Harvard University campus.

### **Contact:**

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<http://www.brainco.tech>  
<http://facebook.com/braincotech>

### **10. Awards**

- Harvard Innovation Lab VIP Team
- MIT Ventureships Club Spring Program
- First prize at "Innovation • Entrepreneurship Venture" Entrepreneurship Competition and \$100,000 fund