



Brain Activation

A flagship program by Mind Ability Development Center (MADC)

**Train Focus. Strengthen Learning.
Unlock Performance.**

Evidence-informed brain development programs for modern learning environments and high-performance teams.

School Programs

Corporate Performance

What Brain Activation delivers

A premium training experience that combines skill practice, measurement, and practical routines — designed for real classrooms and real work.

● Train Focus

Structured sessions that build attention control, calm-state routines, and learning endurance.

● Strengthen Learning

Habits that transfer to study, classwork, problem-solving, and sustained effort.

● Measure Outcomes

Baseline → training → progress snapshots using observable indicators decision-makers care about.

Measurement-first loop

We keep claims conservative and reporting practical. Every program includes a simple measurement loop that fits school operations and corporate reporting.

● Baseline

Define goals + collect a simple starting snapshot.



● Training

Structured sessions + routines + adherence tracking.



● Progress

Report changes using clear, observable indicators.

Who it's for

● Schools

For K–12 and learning centers. Focus stamina, self-regulation routines, engagement habits, and simple leadership reporting.

● Corporates

For high-focus teams. Deep-work habits, error reduction, recovery routines, and outcome reporting in business language.

School programs (pilot-ready)

Designed for classroom realities: attention stamina, learning routines, engagement, and self-regulation — with simple reporting for leadership.

● Pilot structure

- 20–30 min mapping call
- Target group selection (by age/grade)
- Baseline snapshot + consent
- Training blocks (e.g., 6–12 sessions)
- Progress snapshot + school-ready report

Deliverables: implementation guide, teacher routine cards, and reporting summary.

● What schools measure

Pick 3–5 indicators leadership can track:

- On-task time (simple rubric)
- Task completion rate
- Teacher-rated focus stamina
- Classroom disruption frequency
- Student routine adherence

We keep measurement light, consistent, and decision-friendly.

Package	Duration	Includes	Best for
Starter Pilot	4 weeks	6 sessions + baseline + report	Single class / school
Standard Pilot	6–8 weeks	10–12 sessions + routines pack	Grade-level roll-out
Whole-School	8–12 weeks	Staff briefing + cohorts + report	Leadership-led



Corporate performance programs

For high-focus teams: attention control, deep-work design, error reduction, and recovery routines — reported in language leadership understands.

● Formats

- Team workshops
- Cohort training
- Executive routine design
- Optional lab day

● What we measure

Deep-work minutes, error/rework, decision clarity rating, meeting-to-output ratio.

● Deliverables

Measurement plan, playbook, routine cards, leadership report.

● Pilot timeline (example)

Week 0: discovery + baseline

Weeks 1–4: training + routine adoption

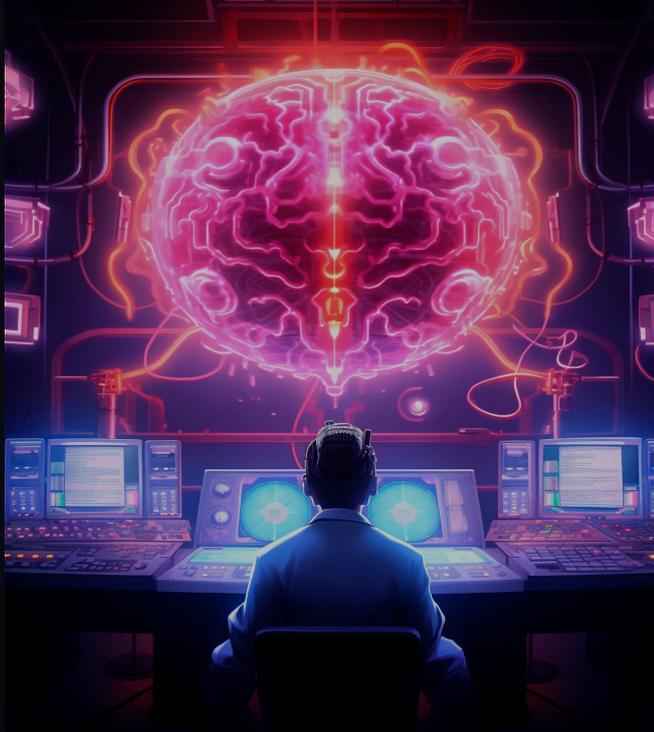
Week 5: progress snapshot + leadership report

Optional: BCI Games Lab for engagement and adherence.



BCI Games Lab

An optional experience layer that makes practice engaging. Used responsibly, it can calm



- **Used for engagement, not hype**

We present BCI games as a training support tool:

- Reinforces attention practice
- Encourages consistency (adherence)
- Supports calm-state routines

Responsible positioning:

- Not a medical device on this brochure
- Not a diagnostic tool
- Any clinical claims require appropriate licensing + scope.

Evidence, safety, and responsible claims

MADC positions Brain Activation as evidence-informed skill training. We communicate benefits carefully and avoid medical language unless appropriately licensed and supported by context-specific evidence.

● Our guardrails

- Skills + routines, not diagnosis or treatment
- Clear informed consent for school settings
- Conservative, measurable claims
- Referral pathway for red flags (sleep issues, distress, etc.)
- Data handling aligned with school/corporate governance

Next steps

- 1) Book a pilot call
- 2) Choose outcomes + measurement
- 3) Run a pilot cohort
- 4) Publish a simple leadership report

Contact (placeholders)

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Location: Dubai (Launch)

Research Library: madc.ae/research (replace with your final domain)

Brochure: madc.ae/brochure