



Mind Ability Development Center (MADC)

Dubai • UAE | Schools & Corporates

Brain Activation Investor Brief

Evidence-informed brain performance programs — built for measurable focus, learning routines, and high-performance work.

Schools: classroom-ready pilots

Corporates: performance routines

BCI Games Lab: premium engag

Investment thesis (placeholder)

A premium, scalable institute model combining structured cognitive routines, responsible biofeedback, and BCI game-based engagement.

Designed for institutional buyers: schools and corporates that need measurable focus, performance, and wellbeing outcomes.

Revenue from pilots → retainers → subscriptions/licensing (reporting + training systems).

The problem

- Schools face attention fragmentation, learning fatigue, and behavior challenges — with limited structured tools that scale.
- Corporates face deep-work decay, burnout risk, and inconsistent performance routines.
- Decision-makers want outcomes, not hype: credible methods, measurement, and safe boundaries.

Our solution

- A structured program stack: baseline → training cycles → progress snapshots → transfer routines.
- A premium delivery model (in-lab or on-site) with trained facilitators and institution-friendly reporting.
- A 'responsible claims' policy: performance coaching and routines — not diagnosis or treatment.

Programs (built for institutions)

School Pilots (6-12 weeks)

Focus stamina, learning routines, engagement; teacher-friendly measurement snapshots.

Corporate Performance (4-8 weeks)

Attention control, deep-work rituals, recovery strategies; team-level reporting.

BCI Games Lab

High-engagement training with measurable signals + skills transfer routines (premium positioning).

Research & Reporting Layer

Evidence summaries, safeguards, and continuous improvement loop (library + dashboards).

Target buyers

- Schools: principals, SEN coordinators, innovation/learning leads, parent communities.
- Corporates: HR, L&D, wellbeing, high-performance teams (sales, ops, leadership cohorts).

Acquisition channels

- Pilot-first partnerships (6-12 weeks) → case study → multi-term retainer.
- Institution packs: brochure + science hub + investor/institution brief.
- Events + demos: on-site lab days, innovation weeks, corporate wellbeing sprints.

Differentiation

- Luxury experience + institutional reporting (not consumer gadget vibes).
- Responsible claims and safeguards baked into communication and delivery.
- BCI Games Lab as 'wow' module that converts skeptics into believers.

Market & traction (fill in later)

Add your local traction here: number of pilot conversations, demo days, LOIs, school/corporate pipeline, and early outcome snapshots. This brief is designed so you can swap placeholders without rewriting the document.

Business model

- Schools: pilot fee → term retainer (delivery + reporting) → optional licensing/training.
- Corporates: cohort programs → recurring wellbeing/performance sprints.
- Add-ons: BCI Lab experiences, assessments/profiles (non-diagnostic), workshops.

Investment ask (placeholder)

- Raising: AED ____ (seed) for 12-18 months runway.
- Use of funds: equipment, talent, pilot delivery, content/research library, partnerships, and lab build-out.
- Milestones: ____ pilots, ____ retainers, ____ recurring revenue.

Contact & next steps

Send this link to investors: <https://YOUR-DOMAIN/investors> (placeholder)
Or share the PDF directly. Replace placeholders with your numbers, contact details, and traction.

Disclaimer: This document is for information only. Programs are designed for performance training and education; not medical diagnosis or treatment. Replace placeholders before external circulation.