



ELMINDA INTRO

ElMindA provides means for testing individual brain health and comparing it to a health brain through BNA lab.

PROJECT GOAL

- > Identify go-to-market strategies within the US holistic consumer health space.
- > Work includes market landscape evaluation and potential partnership business models.

MARKET ANALYSIS

Identify and research 17 holistic consumer markets.

=> Recommend 5 top markets.

Exercise	Brain Training	Sleep	Nutrition	Stress Management
Gym & Personal Training	Learning Media	Sleep Apnea	Natural & Organic Food	Meditation
Wearables	Brain Training Games	Sleep Hardware	Sports Nutrition & Supplements	Corporate Stress Reduction
Semi-Pro Athletics	EEG-Based Device Control	Sleep Monitoring	Weight Loss	
Lifestyle Fitness	Tutoring			
Athlete Brain Training				

PARTNERSHIP MODEL

- > Deep dive into 5 top markets chosen.
- > Figure out the most promising partnership model in every market.

ElMindA has a number of partnership opportunities in the learning media space

Purpose	Description	Partners	Strengths	Weaknesses	Payment Model
Personalized education	Install BNA labs in schools; test students at start of year; report on learning style; determine appropriate learning materials	K-12 textbook publishers selling to private schools	Generates large amount of data; helps textbook publishers differentiate; increases switching costs for schools to change publishers	Difficult to find schools willing to run pilot programs; publishers would have to charge more for materials	ElMindA could charge on an annual subscription model, or per student; publishers earn revenue when sell materials
Alternative tracking	Install BNA labs in schools; test students throughout school year; reporting on brain function changes	"	Generates large amount of data; tracking over time is more reliable than single data point; helps schools move away from GPA focus	"	"
Special Needs Tracking	"	Special needs specialists	Clear link between learning difficulties and brain function; higher need for customized materials, and higher WTP	Fragmented market; difficult to expand to mainstream education if are branded as special needs provider; many competitors	"
Product validation	Set up BNA research lab; test users of partner products to show brain effects	Video game companies, textbook publishers	Brokers partnerships with large companies, allowing for future expansion; increases consumer willingness to pay	Low-revenue; requires ElMindA to assume all the costs of building and maintaining a lab; many competitors	ElMindA could charge a set fee to validate each product; potential to take a % of sales per product
Adaptive learning	Sell consumer headsets designed to track brain function, learning of individual consumers	Textbook, video game publishers in learning enthusiast market	Generates large amount of data; large market; easy expansion into adjacent indications	Wearables data isn't robust; requires partnership with a hardware company; fragmented market with unclear WTP	ElMindA could license software or algorithms to publishing companies; on a per-user or overall basis