



# Beyond the Brain

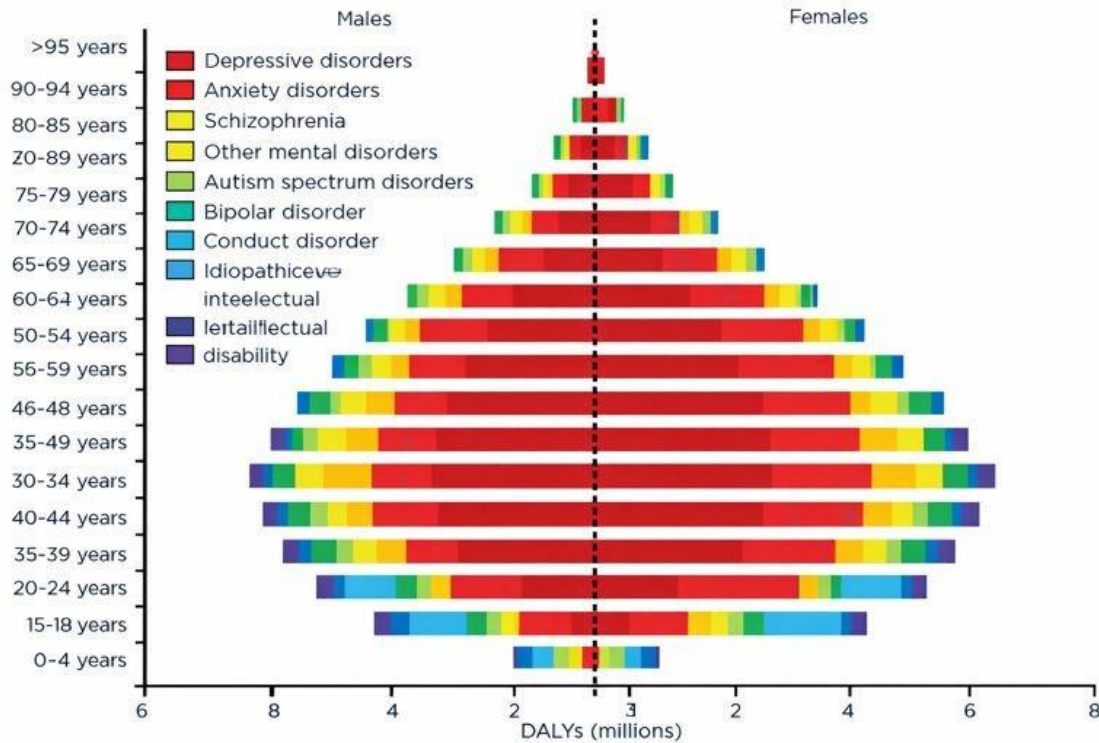
A Make-in-India Innovation for  
Preventive Mental Wellness

Sweta Prajapati

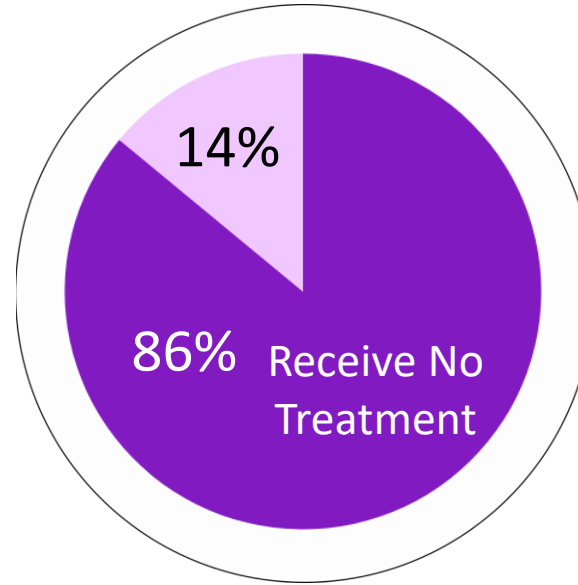
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NeurOm Wellnex Pvt Ltd

# The Greatest Pandemic Isn't Viral. It's Mental.



Source: (World Brain Health Forum 2026)



- Awareness Gap
- Intangible Factor
- Tech-Driven Solution
- High-Performance Industries Lack Clarity

Source:

<https://cdnbbsr.s3waas.gov.in/s3bc88bb2c377261b0336312714b96fcfd/uploads/2025/04/202504301375578715.pdf>

**Brain health is not a future concern. It is a present crisis.**

# 2026 Is the Shift

Healthcare Is Moving From Treatment to Prevention.

Crisis

Prevention

Clinics

Daily Life

Guesswork

Data-Driven

Science confirms:

The Brain is Plastic, Trainable, & Responsive. Neuroplasticity makes continuous mental fitness possible.

- Cognitive training
- Emotional regulation
- Focus & Stress
- Sleep & Recovery

## The Future of Mental Health is

Proactive

Coutinuous

Personal

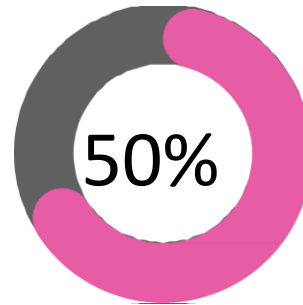
# Solution



Ancient  
Methodologies

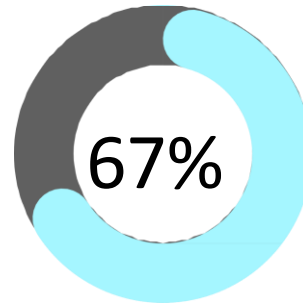


Future  
Technology



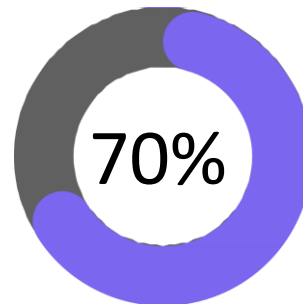
50%

Training



67%

Tracking

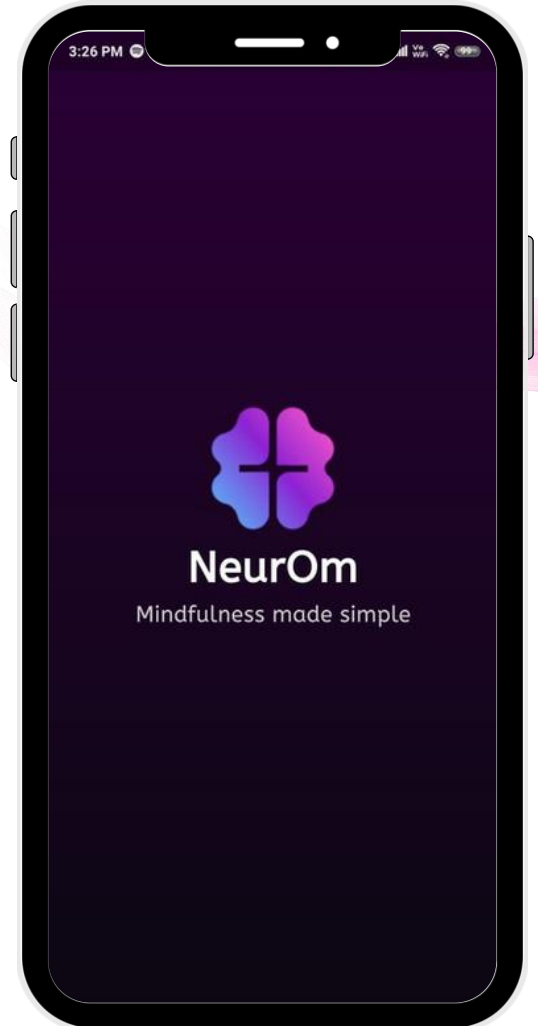


70%

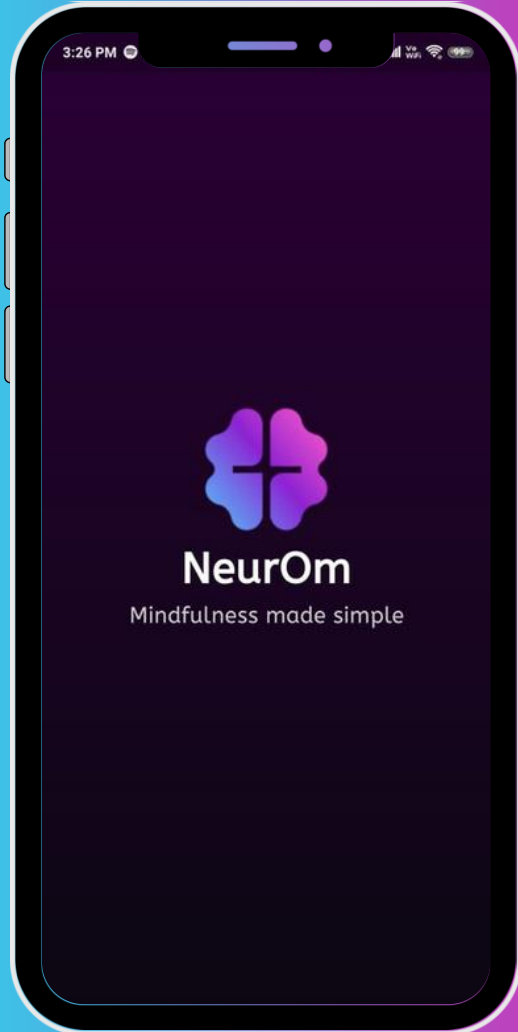
Support



+



# NeurOm Brings Brain Care Into Daily Life.



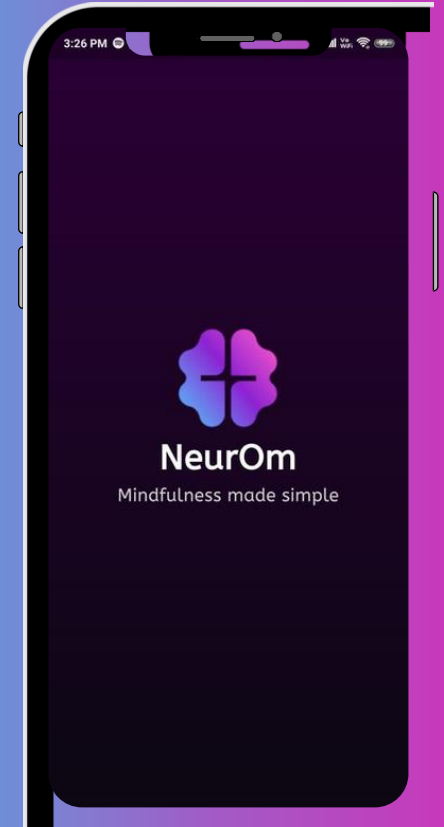
- Accessible, proactive brain technology - outside the clinic.
- The next frontier of wearables isn't tracking more steps - it's including the organ that runs the show.
- Daily Brain care Compounds Over a Lifetime.

# NeurOm Brings Brain Care Into Daily Life.



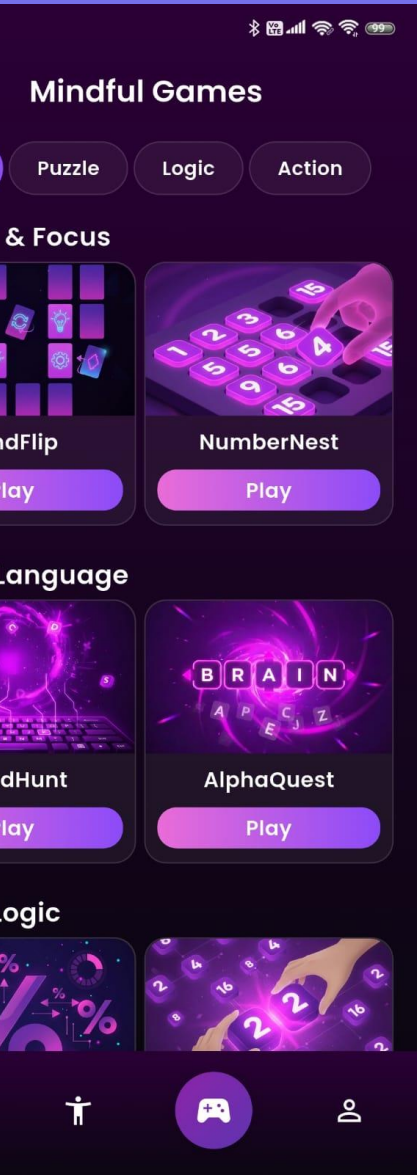
## We Turn Brain Signals Into Actionable Insight.

- EEG captures brain activity; AI converts it into clarity, calm, and focus insights.
- Small Daily Practices Protect Years of Mental Strength
- NeurOm is building a daily brain-wellness ecosystem
  - - preventive, practical, and scalable.



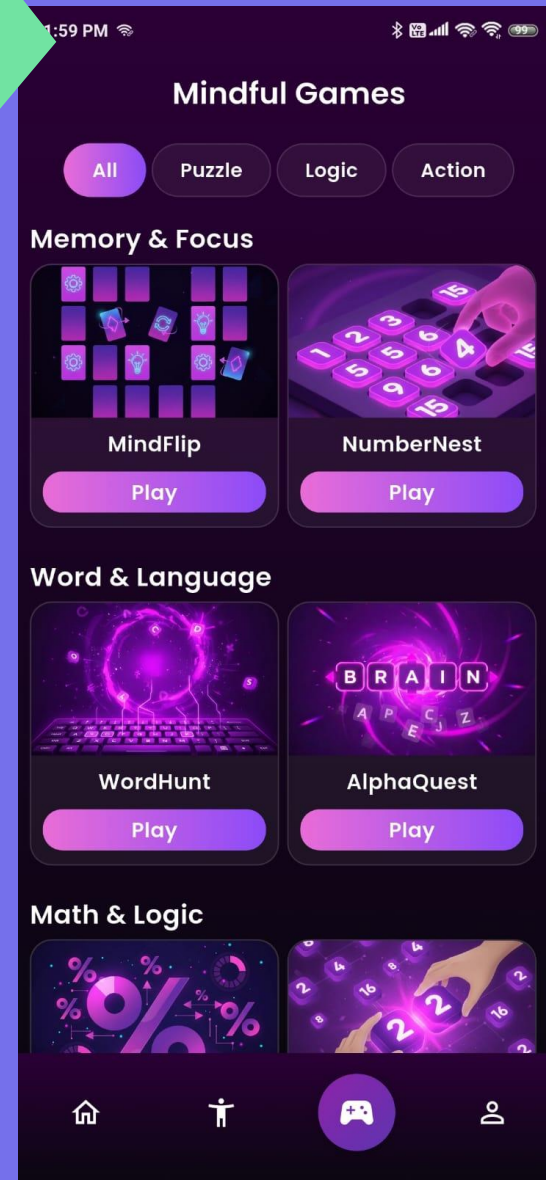
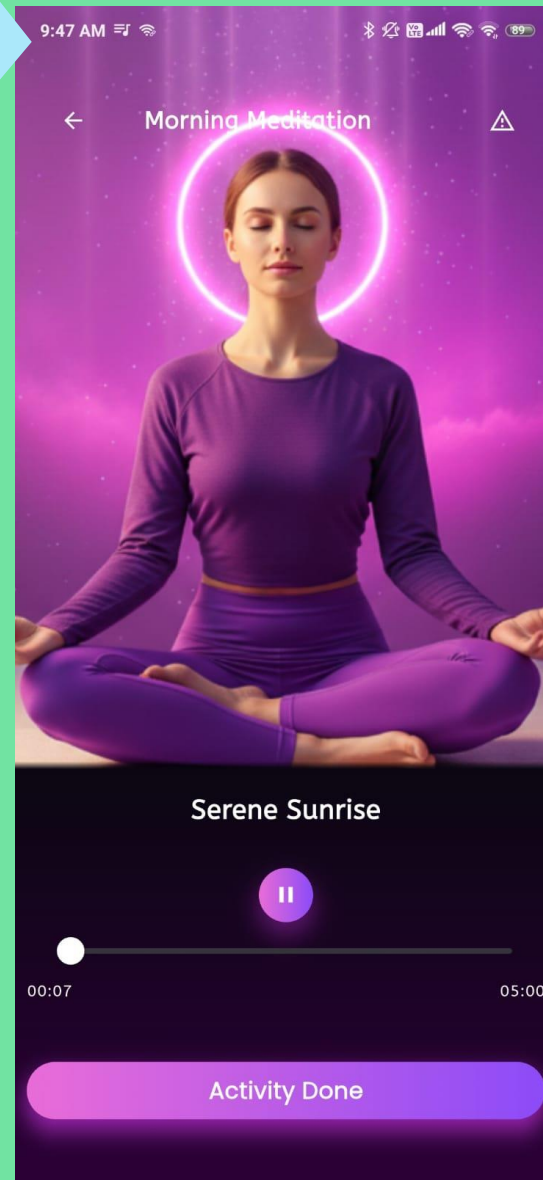
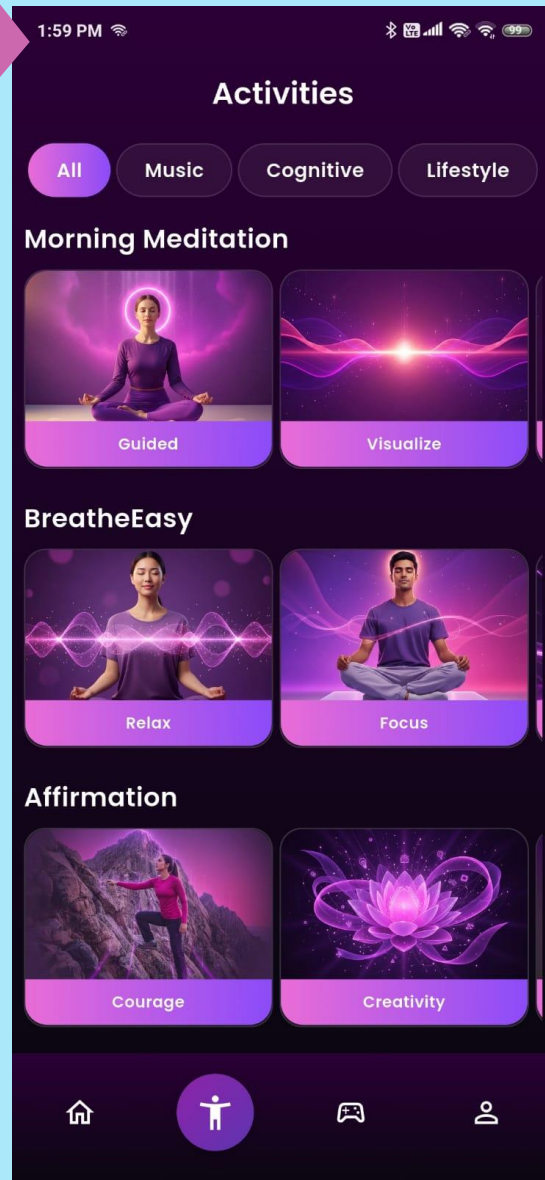
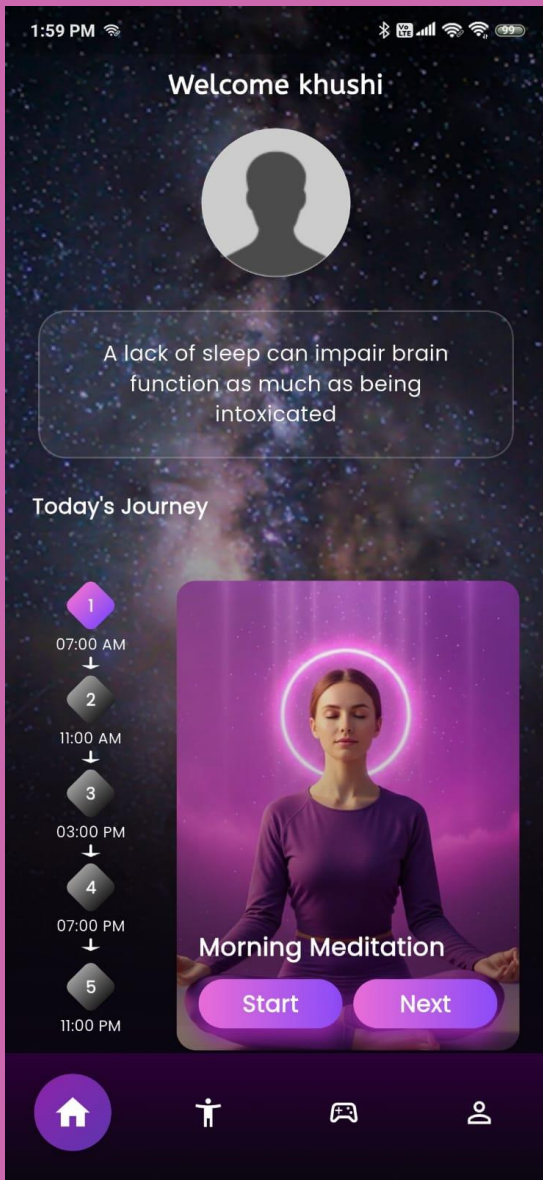


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# NeurOm

# Non-BCI App

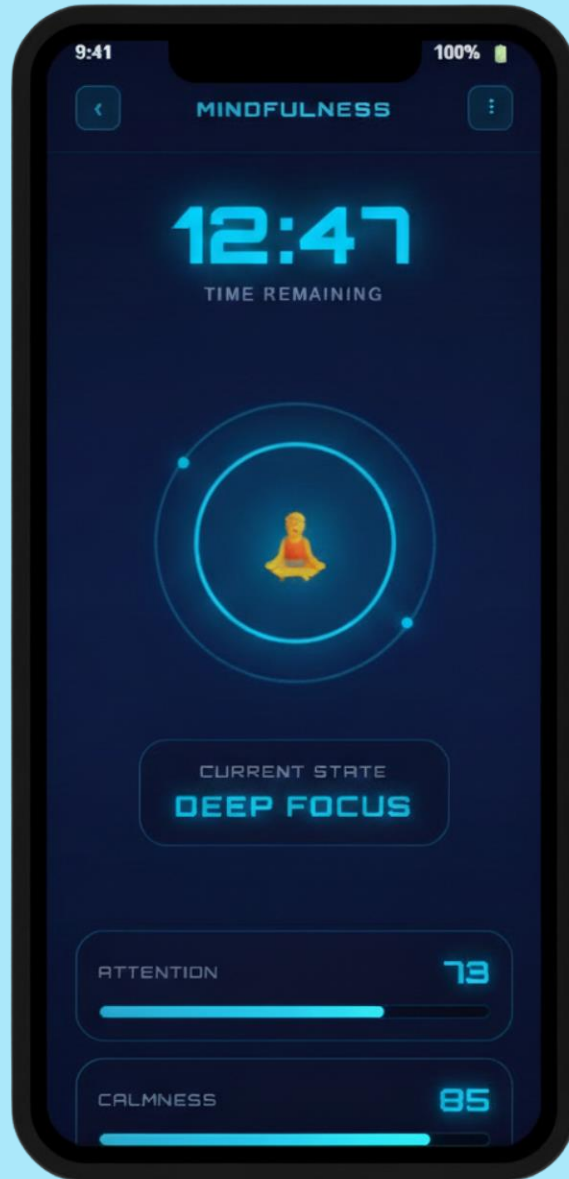




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# NeuOm BCI App



# Market Adoption Meets IIT Validation



10,000+ Downloads



3,000 Paid Subscribers



**Krishna Prasad Miyapuram** (PhD, Univ. of Cambridge, UK)  
Associate Professor, Cognitive Science & Computer Science  
Centre for Cognitive & Brain Sciences  
भारतीय प्रौद्योगिकी संस्थान गांधीनगर  
પાલજ, ગાંધીનગર, ગુજરાત ૩૮૨ ૩૫૫  
**INDIAN INSTITUTE OF TECHNOLOGY GANDHINAGAR**  
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Office : 079 2395 2446  
Acad. Block 5/315b

IITGN

To,

Date: 12th September 2024

CerboTech Education Pvt Ltd  
S/202, Shiv Sharmam Complex,  
Indira Gandhi Statue, 100 Feet Road,  
Anand, Gujarat

Sub: Validation of CerboTech Technology, Concept, Programs and Modules

Dear Sir / Madam,

Based on our discussions and demonstration you gave to us about the CerboTech programs, we are pleased to inform you that we have completed the validation process ensuring thorough and rigorous evaluation of your modules. As per our understanding CerboTech blends modern Neuro-technologies and ancient Brain Capacity Enhancement methodologies in their programs for evaluating and enhancing the Cognitive Fitness and Mental Wellness of the user.

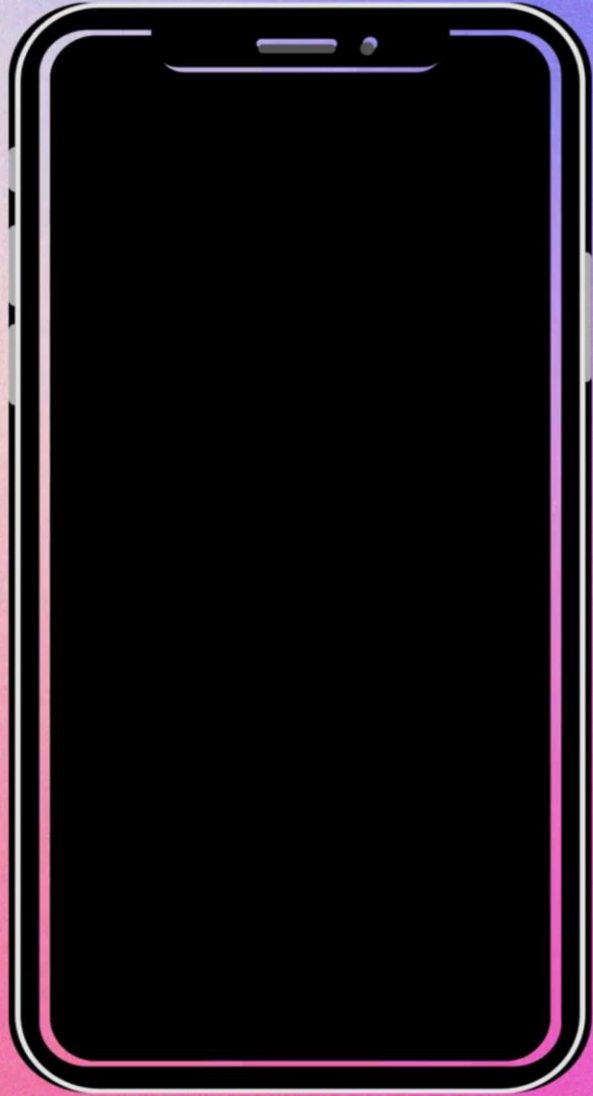
Participants enrolled in undergraduate & post graduate programs volunteered to perform cognitive tasks while their brain activity was monitored through EEG (Electroencephalogram). The tasks performed by the participants were in three broad categories of Attention, Memory and Reasoning. The task difficulty was appropriate for engaging the participants. Guided Meditation/ relaxation technique prompted through voice instructions was also tested. Scores related to attention, relaxation, and power spectrum of different bands of brain activity – alpha, beta, theta, gamma, and delta were measured along with the raw electrical (EEG) brain activity within a laboratory setup. The data analysis results are satisfactory supporting the claims of brain capacity enhancement.

**We are pleased to certify that CerboTech's programs have successfully passed our rigorous validation process, confirming their effectiveness in enhancing cognitive fitness and mental wellness.**

Thanking You,

Yours' Sincerely

Krishna Prasad Miyapuram

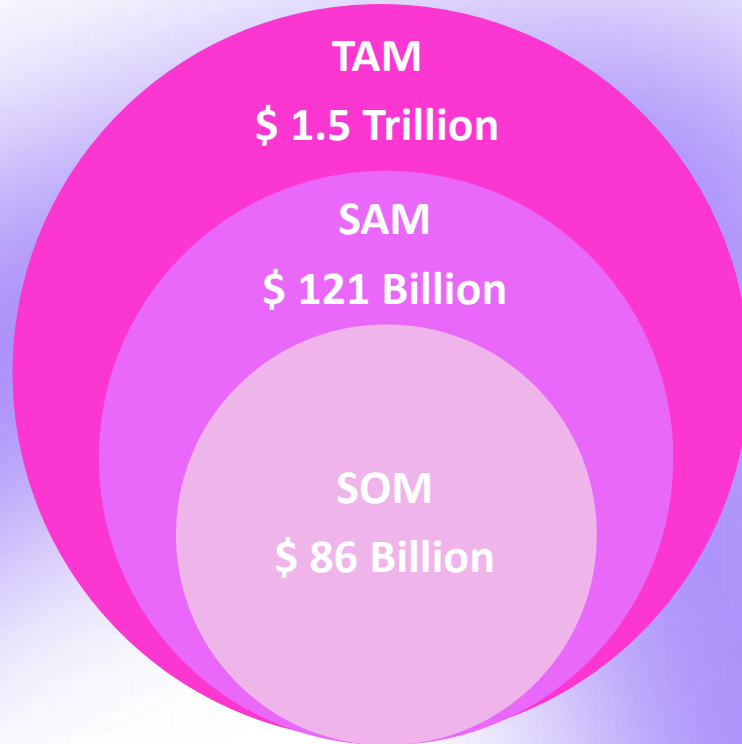


## Introducing NeuOm

Validated by IITs and Leading Psychological Organizations

- **A neuroscience-backed daily app for focus, balance, and clarity.**
- **Based on validated by IITs and psychological experts**

# Dominating the Cognitive Frontier



## Service Obtainable Market

Wellness Apps, Self Improvement, Senses, Spaces and Sleep

## BCI Technology

- Muse Headband
- Flow Neuroscience
- Emotiv Insight
- Lumosity
- CogniFit
- Elevate

## Brain Train Games

- SuperBetter
- Happify
- Elevate
- Lumosity
- Peak
- Mindpal

## Work on Mental Health

- Calm
- Headspace
- Wysa
- Youper
- MindDoc
- Smiling Mind

## NeurOm



## Brain Music

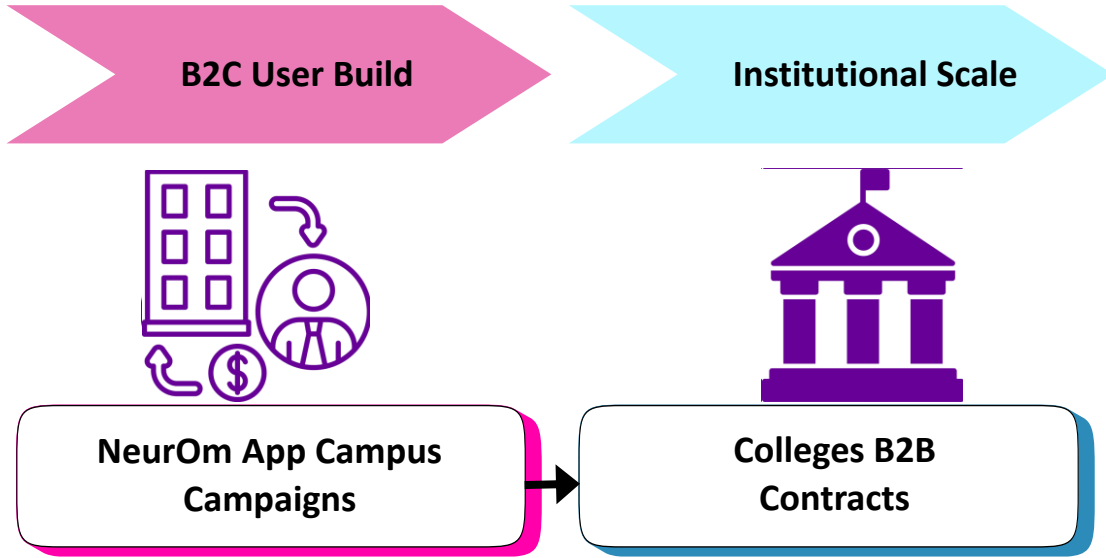
- Brain.fm
- Endel
- Mubert
- Noisli
- Loona
- Atmosphere

# Competitive Analysis



Comapny	Location	Focus Area	Price Range (USD)	Funding Raised (USD)	Subscription Model
NeurOm	India	Affordable BCI devices for mental wellness, education, and career guidance.	\$65-\$70 (expected)	Under funding	\$10-\$15/month
Neuphony	India	EEG headbands for mental wellness and cognitive enhancement.	\$400	\$500K	None/Optional
EMOTIV	USA	Portable EEG devices for brain research and mental health.	\$299-\$799	\$1.6 million	\$19.99/month (software)
Interaxon (Muse)	Canada	EEG headbands for meditation and sleep improvement.	\$250-\$400	\$28.8 million	\$19.99/month
MindMaze	Switzerland	Neuro-rehabilitation platforms combining VR and EEG technology.	\$5,000+	\$100 million	Not applicable
Neurable	USA	BCIs for mental health applications.	\$900	\$7.2 million	None
Kernel	USA	Non-invasive brain-recording devices for mental health tracking.	\$50,000	\$53 million	None

# Our Tactical Roadmap & Revenue Forecast

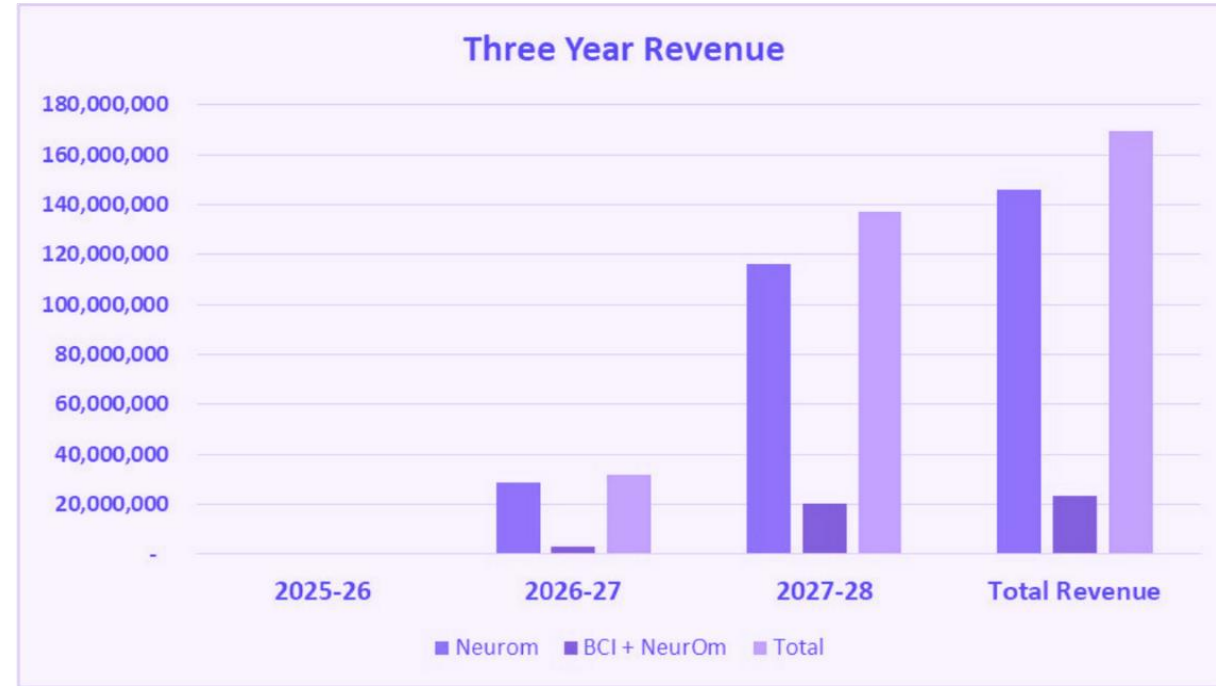


**\$5B**

- Mental Wellness Market
- Gen Z Focus Demands.

Targeting 100M+ students in India alone.

**Why:** Increasing screen time (7+ hours/day) makes this an urgent, high-growth niche.



**10K Users**

Pilot monetization live across 5–10 colleges

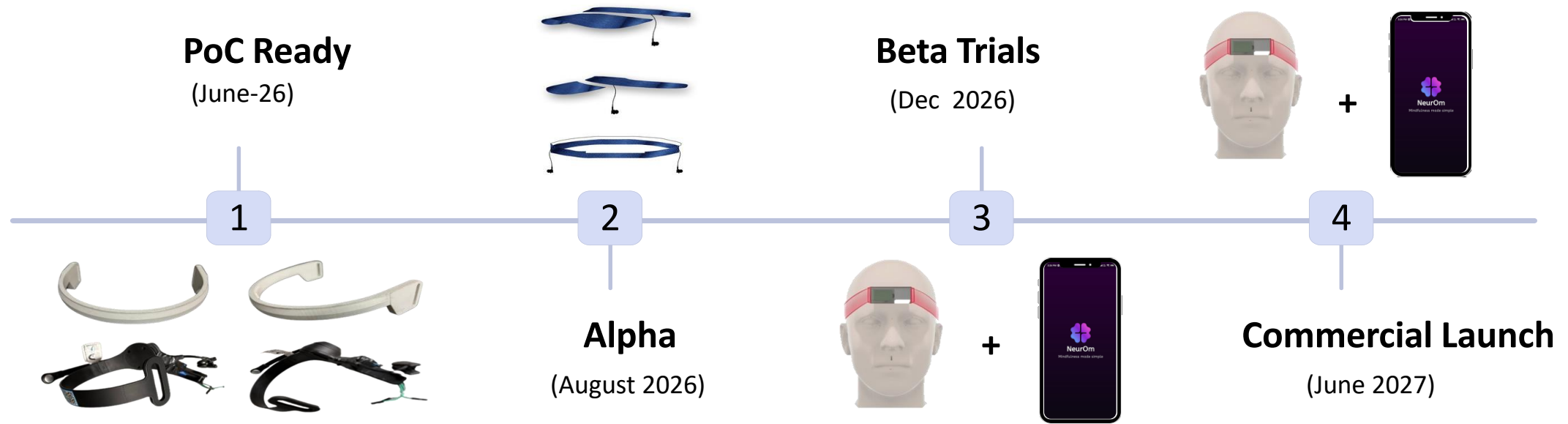
**100K Users**

Commercial launch with institutional licensing revenue

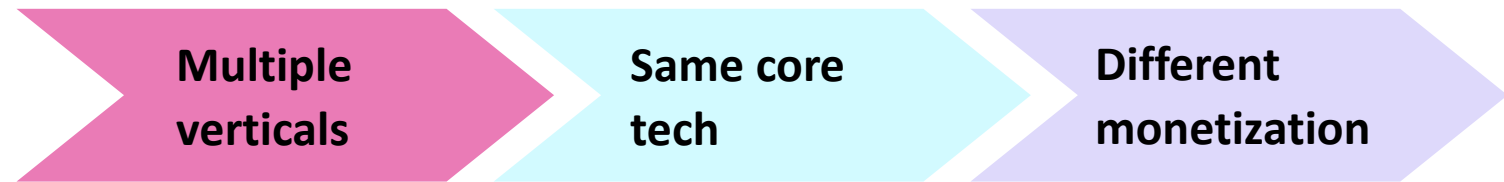
**300K Users**

Pan-India scale with corporate & enterprise revenue

# Technology & Innovation



## Future Market to Tap



- Sports & Performance
- Game Zone / Experience Centers
- Career Counselling (BCI + AI)
- Defense & Tactical Training
- HR & Workforce Intelligence Platform
- Healthcare

# NeurOm Band Prototype

**Main Purpose / Use** – Mental wellness, focus enhancement, stress regulation, cognitive assessment & training

**Sensors Used (Types)** – EEG (multi-channel frontal & temporal), Motion sensors (accelerometer & gyroscope) (Designed for general wellness and cognitive performance use)

**No. of EEG Channels** – 2–4 channels (frontal coverage)

**Electrode Type / Material** – Dry electrodes (skin-safe conductive material; no gel required)

**Wireless Connectivity** – BLE

**Battery Life** – ~8–10 hours (single charge, daily-use optimized)

**SDK / App Availability** – NeurOm mobile app (Android & iOS); internal analytics platform (SDK planned for partners, research & enterprise deployments)



# NeurOm Band Prototype

**Band Material** – Lightweight polymer shell with soft-touch inner lining

**Fit & Size** – Adjustable, one-size-fits-most (children to adults)

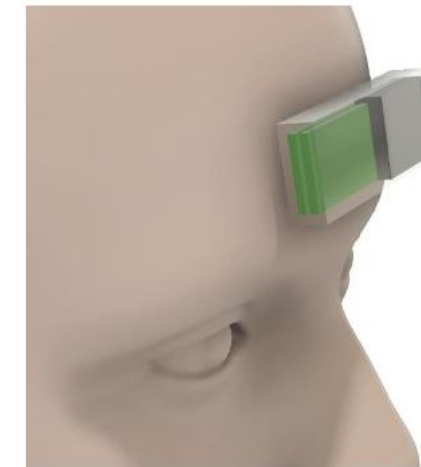
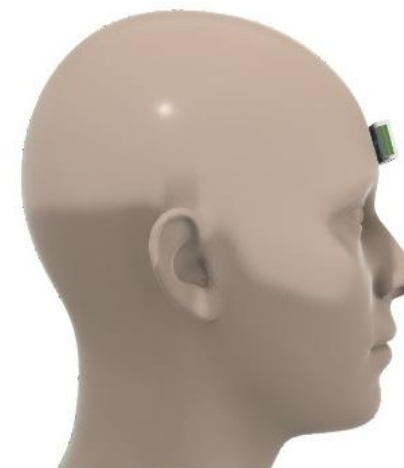
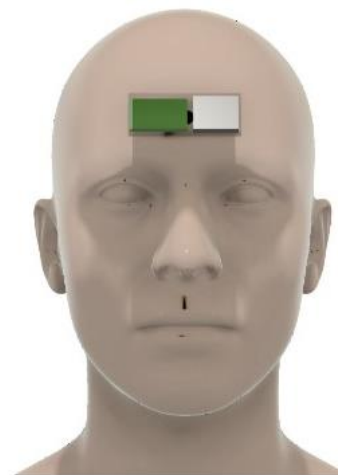
**Target Audience / Positioning** – Students (8–25 years), working professionals, wellness-focused consumers; positioned as an AI + BCI-enabled general wellness brain band

**Price (Expected / Target)** – ₹5,000 – ₹7,000, India-first pricing

**Weight** – ~40–50 g (lightweight, daily-wear design)

**Discontinued** – No

**Age** – 8 years and older



Horizontal pcb stack and battery side by side

Module - 55mm x 19.5mm x 7.5 mm

PCB - 28mm x 15.5 x 1.6mm

Battery - 22mm x 17mm x 6mm

Electrode- 3.5mm radius

# #MentalWellnessMatters (Seminar)



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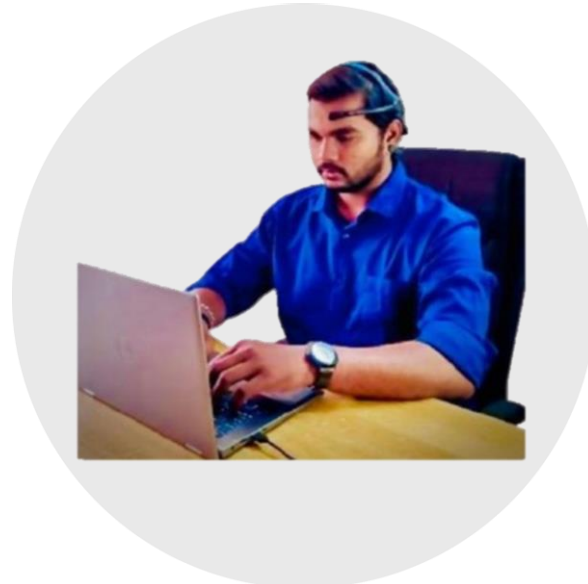
# Team



**Sweta Prajapati**

**Founder & Director**

Expert in scientific research with MCA and 12 years of experience in brain and cognitive skills development



**Het Mehra**

**Co-Founder**

B.Tech Electronics and Communication (EC) ADIT



**Chiranjiv Patel**

**Mentor**

Entrepreneur, Change Maker & Motivator MD, PC Snehal Group

# Mentor & Advisory Board



Guided by domain experts from IIT Gandhinagar, ISRO, Business Psychology, and Entrepreneurship



**Mentor**

**Chiranjiv Patel**

*MD, PC Snehal Group*

Entrepreneur, Change Maker & Motivator. Provides strategic business guidance and investor network access.



**Advisor**

**Dr. Anishka Majethiya**

**Business Psychologist**  
*Edinburgh, Scotland*

Expert in business psychology and human behavioural science. Guides user experience and mental wellness product strategy.



**Advisor**

**Dr. Vedvyas Dwivedi**

**Chairman**

*SSCIE | Scientist at ISRO*

Chairman, Socio-Scientific Center for Creativity, Innovation & Entrepreneurship. Active Scientist at ISRO.



**Advisor**

**Dr. Krishna Miyapuram**

**Prof. IIT Gandhinagar**  
*Cognitive Science*

Leading cognitive neuroscientist at IIT Gandhinagar. Validates BCI research methodology and neurofeedback algorithms.



**Advisor**

**Om Patel**

**Technology Advisor**  
*IIT Patna*

IIT Patna alumnus providing technical advisory on AI systems, machine learning and engineering architecture. [Photo to be added]

# THANK YOU



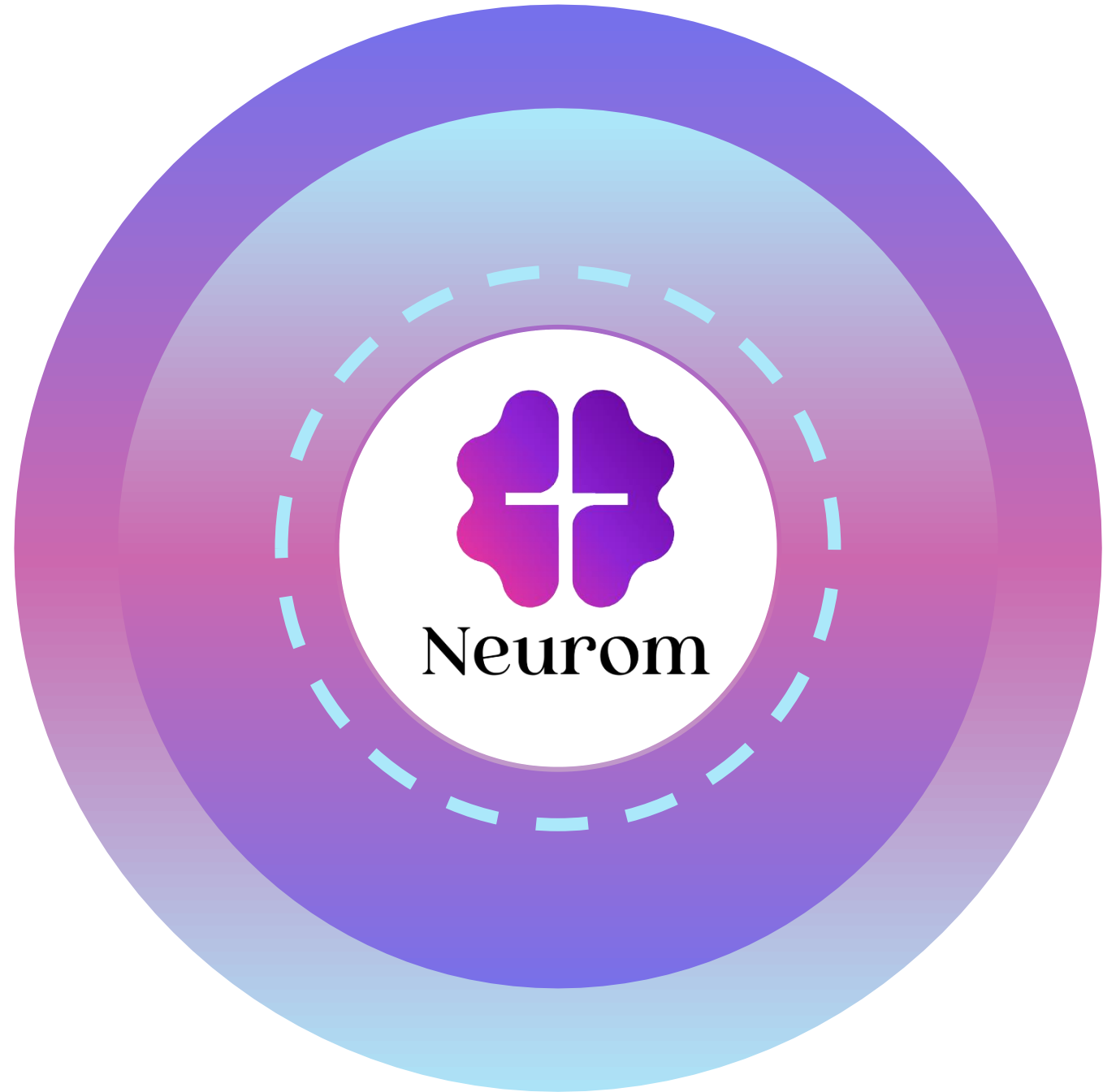
**neuromindia@gmail.com**



**+91 90818 46089**



**Anand, Gujarat**



# About NeurOm



NeurOm uses advanced BCI technology and emotionally intelligent AI to boost focus, emotional balance, and cognitive strength. NeurOm empowers students and corporate professionals with tools to enhance mental wellness and cognitive performance.

- **Train Your Mind**
- **Track Your Emotions**
- **Transform Your Life**

# Mission

- To make brain technology accessible and integrated seamlessly into everyday life.

# Vision

- To create a world where mental health is valued as highly as physical health.

# Achievements



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