Team or Business Name: Brayn

Team Members & all contact Information:

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The Idea:

We are creating the world's first pocket EEG (brain monitoring) platform. Over 50 million people suffer from Epilepsy and we are building a personalized system that allows patients to track, manage, and eventually predict their epilepsy events using the smart phone in their pocket. We're building a tasteful, unobtrusive scalp monitor that transmits data to the patient's smartphone.

Phase one is to become the largest source of real-time, "natural" epilepsy data ever collected. No more going to the hospital for strange, obtrusive tests that are far from the real world factors that impact Epileptic events.

Phase two will be using the data and analytics to help each patient predict upcoming seizures based on warning signs.

Medicine is moving to smart phones and we are a key player in that global trend.

Location where you plan to start your business? Colorado Springs, CO

Initial obstacles preventing you from starting your business:

Our biggest concern is:
-medical device testing / FDA restrictions and approval

Other known obstacles-- but can be overcome
-IP protection: already have a lawyer identified, but need cash
-ongoing electrical engineering resources: we have prototype in the works but need to refine and improve/optimize hardware/performance based on initial results. Also need cash to continue those services.
-Mass production: we will want something more sleek and cool than our clunky prototype.
-Sales channel: neither of us have in-roads with a good place to sell this thing.
-Marketing: certainly have plenty of options here, but will need cash for branding, website dev