

neuria | Digital therapeutics

Digital brain training to restore **healthy habits**

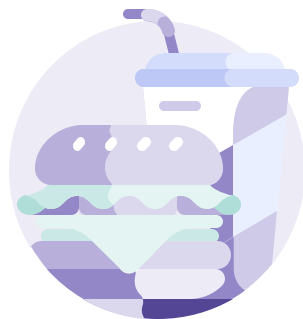
Frederik Plourde, CEO & Co-founder

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We are facing a global silent disease



Overweight

43%¹

Global population

3.44B



Obesity

16%²

Global population

1.28B

Unmet need - Dietary behaviors change

Traditional approaches:

90% failure rate³

Drugs (GLP-1):

58% drop-off rate⁵



(3,4) Marteau, T. M., Hollands, G. J., & Fletcher, P. C. (2019). Changing human behavior to prevent disease: the importance of targeting automatic processes. *Science (New York, N.Y.)*, 337(6101), 1492–1495.
<https://doi.org/10.1126/science.1226918>

(5) <https://bluehealthintelligence.com/reports/real-world-trends-in-glp-1-prescribing-and-treatment-persistence-for-weight-management/>

Tweaking the brain's reward system, a new approach

Sustainable – Low-cost – Accessible – No side-effects nor chemicals

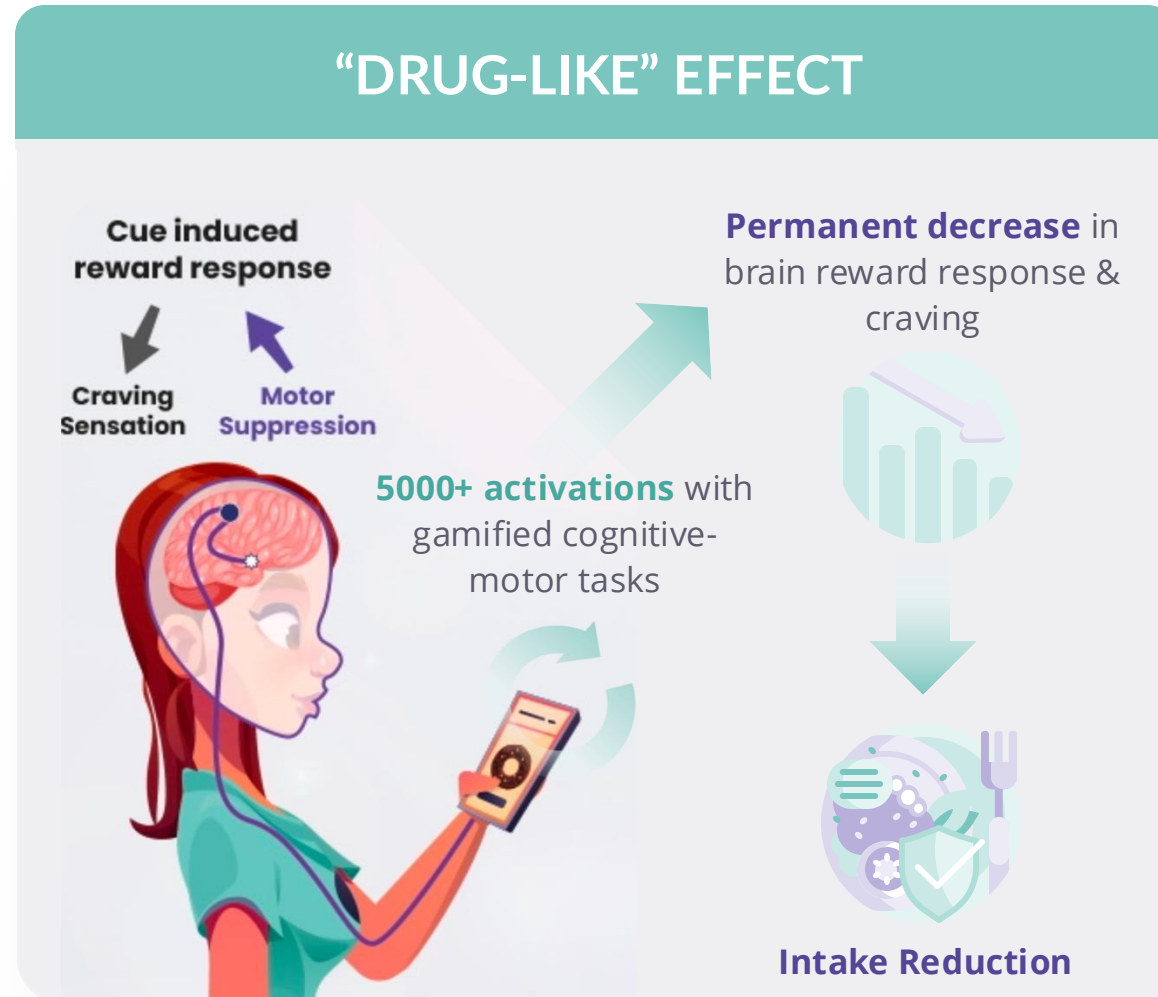


10+ years
of research

UNI
FR

CHUV

unisanté



Patented

Digital
Molecule:

[EP4000521A1](#)

+

20 papers

[PubMed](#)

Core Performance

Unhealthy food items, tested on **470+ patients (double-blind RCTs)**, published by our research group.

Playing for **20 days** induces:



Reduction in
consumption^{3,4}



weight loss in overweight
populations^{1,2}



Reduction in craving³

Effective in



of users , with
80% retention³



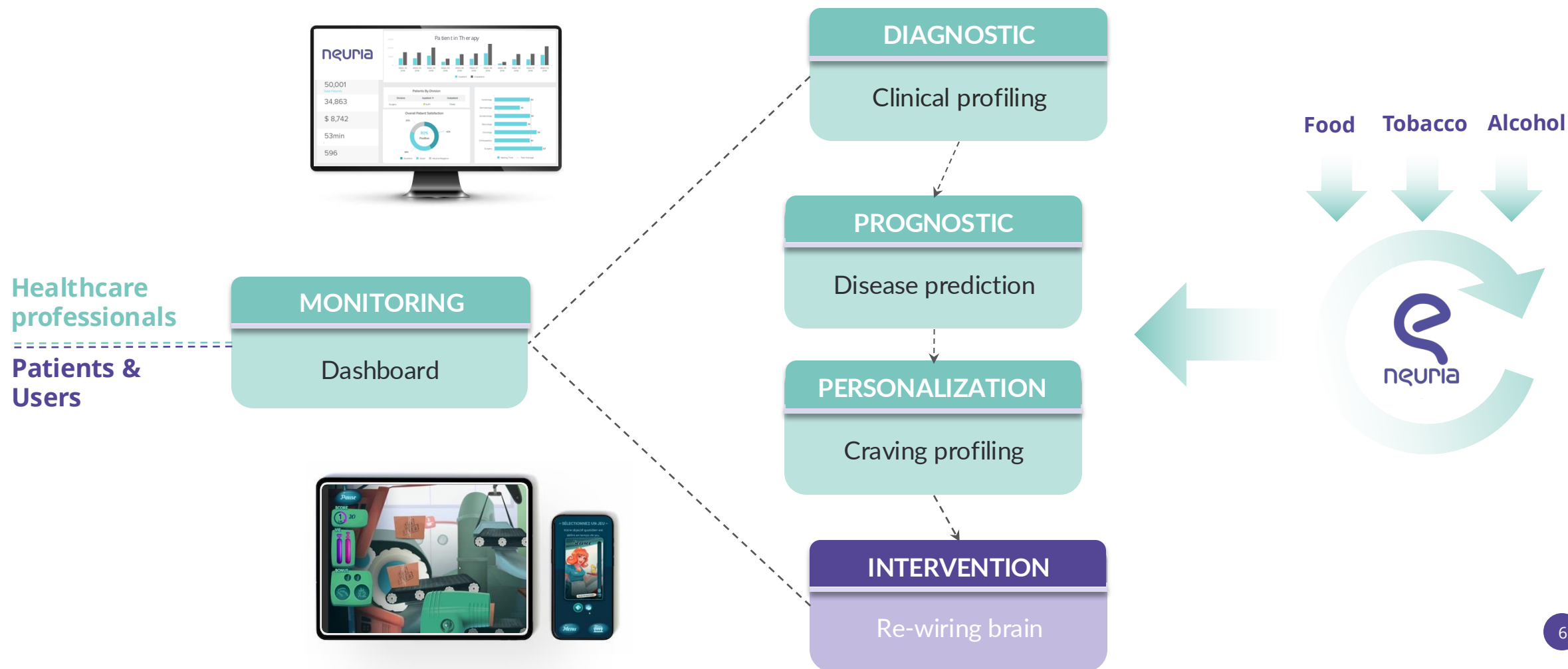
of permanent
outcomes^{5,6}

5-10 min/day



Holistic platform to treat and prevent

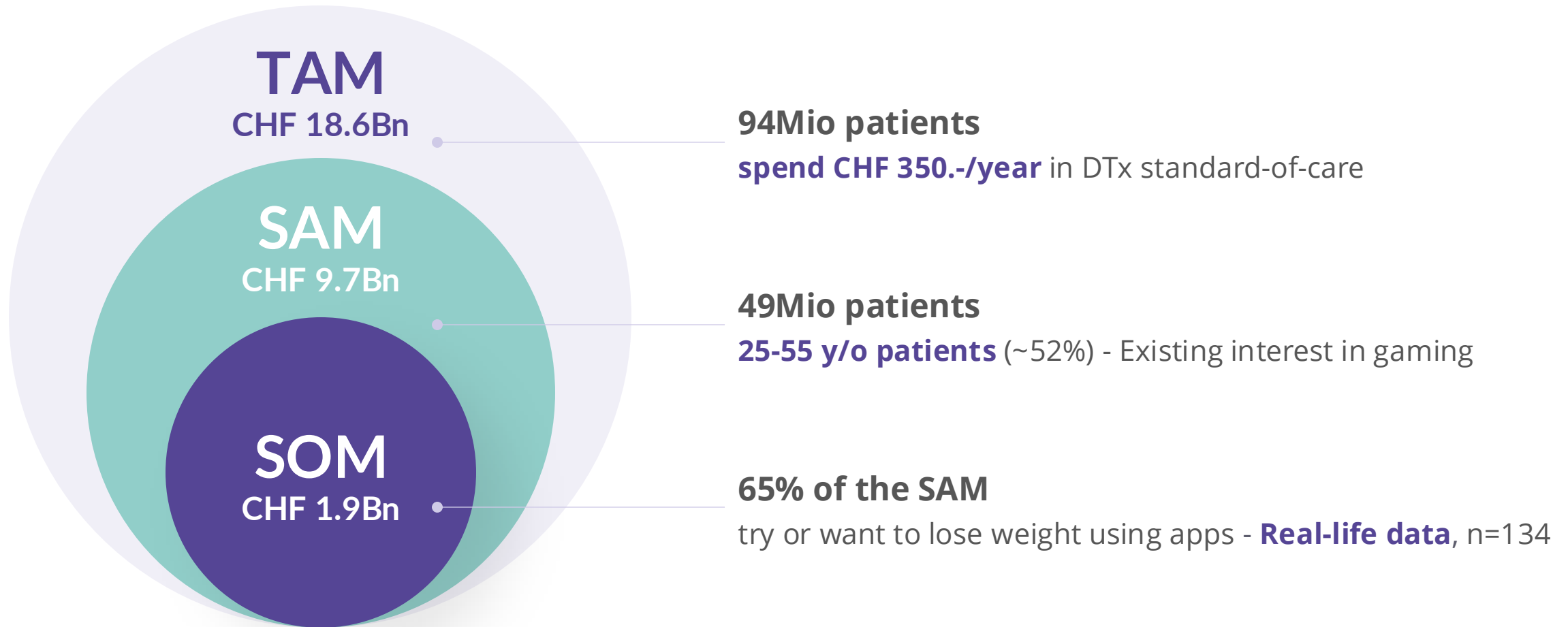
Unconscious diagnostic, prognostic and therapeutic patient journey



Market - Digital therapy for weight management

neuria | Digital therapeutics

The economic cost of obesity in EU was CHF 233Bn in 2022...



*Digital Therapeutics (DTx) market is expected to reach CHF 36.1Bn by 2028, growing at a **CAGR of 20.11%**.

Go-to-market

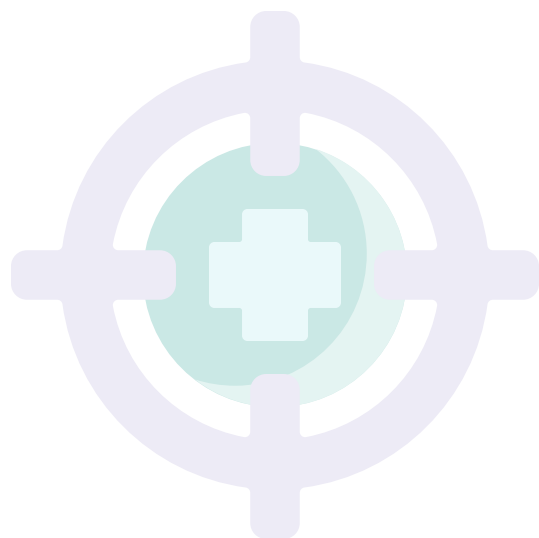
B2B2C with direct downloads

Willingness to pay: Benchmark with Noom (30Mio users ~ CHF 60./month) & Ozempic CHF 1'150./month



Two-steps regulatory pathway

Full regulatory & reimbursement memo analysis by Veranex



**Targeted medical
claims**

1

Clinical Use – Weight loss support – Class 1

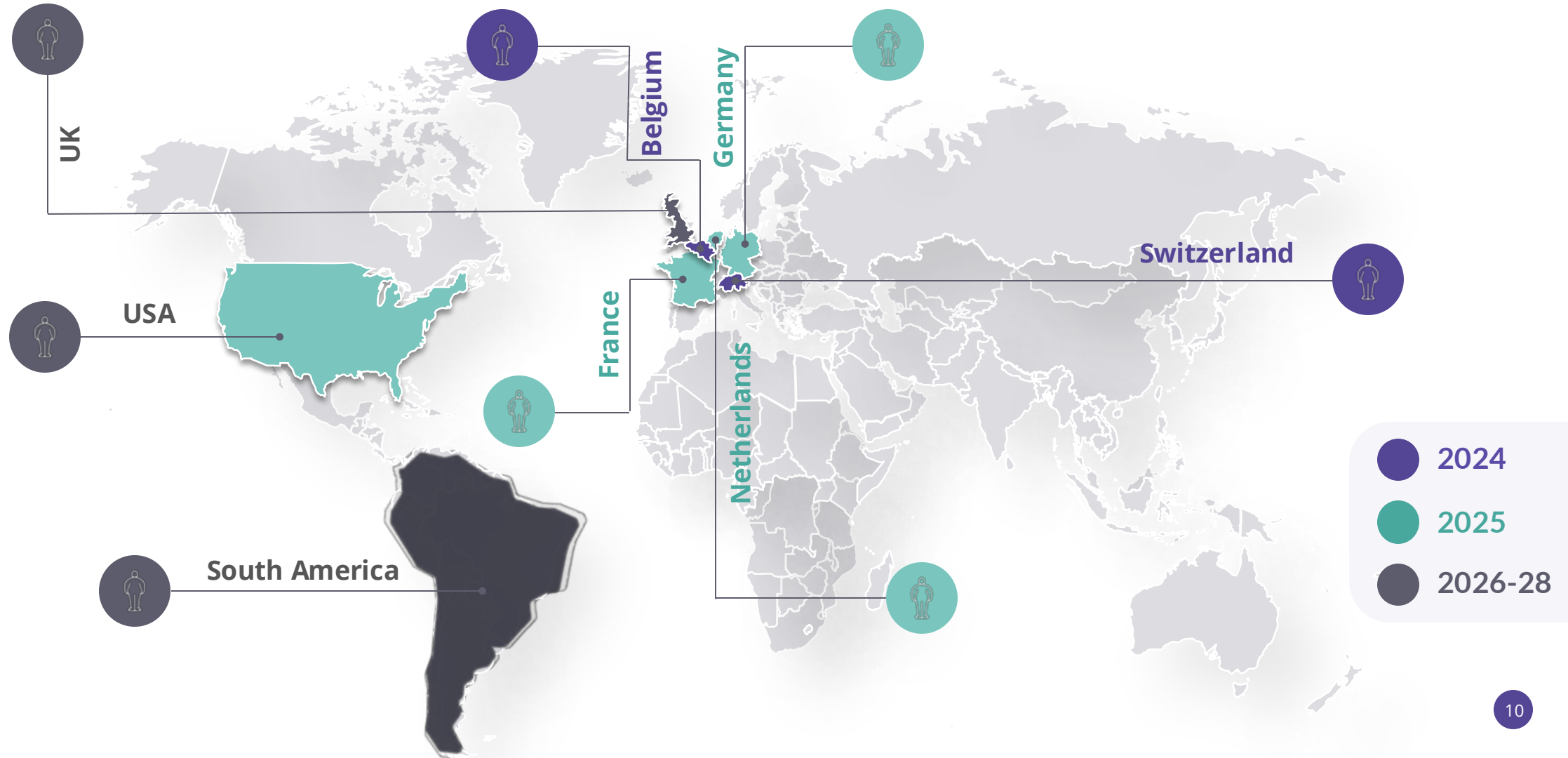
Report for patient's cravings, impulsivity and consumption, reimbursed through already existing consultation billing code

2

Combination therapy with GLP-1 – Class 2a


Use to potentialize GLP-1 effects and diminish the minimum drug quantity to complete the program, reimbursed through our own billing code

Progressive worldwide distribution (2024-28)



Competitive landscape

Conventional approaches, including diet, program & online coaching shows a **90% failure rate...**

	Our APP	 WeightWatchers	 NOOM	 nutrino <small>Acquired by Medtronic</small>	Differentiator:
Modify behaviors	✓		✓		The only app targeting the Brain's Reward System, the root-caused of consumption
Low-discipline or effort required	✓			✓	Users are asked to play mobile games designed to change unconscious decision
Sustainable outcomes	✓				The only app with scientific evidence proving permanent outcomes for 6 months +
Short-term outcomes	✓	✓	✓	✓	The only app allowing to see outcomes after only 5 days into the program
	Nb. of active users:	~8.1Mio	~30Mio	~5.2Mio	

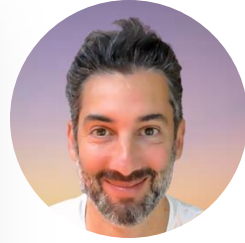
USP: Brain reward system modulation – Users' play our games, unaware their consumption behaviours and preferences are being replaced by healthier choices, without conscious efforts.

Management team



Frederik Plourde
CEO & Co-founder

Serial entrepreneur - Co-founder at Statera Medical (sold) & Axya (50+ employees)



Lucas Spierer
CSO & Co-founder

Behavioral Neuroscientist – Head of neuromodulation lab at Freiburg University



Dan Bourquin
CTO

Professional-level game developers, 10+ years in Unity game development



Simon Krieg
Games Art Director

MSc in concept art - 10+ years in the animation industry



Maurizio Rigamonti
Senior Game Developer
15+ years in game development



Jimena Monroy
Medical Affairs and Customer Insights Lead
10+ years of digital marketing



Hugo Najberg
Clinical studies lead
PhD in psychology and neuroscience



Malika Tapparel
Science & Development Director
3+ years of AI in neuroscience

Employees

Key Opinions Leaders (KOLs)

Clinical: They use Neuria's technology in their research



Dr. Jardena Puder, MD-PhD

Endocrinologist, University Hospitals and University of Lausanne, Head Diabetes and pregnancy consultation, Woman-Mother-Child Department, CHUV, Prof. of Medicine



Dr. Zoltan Pataky, MD-PhD

Professor of Medicine, University Hospitals and University of Geneva, Head, Unit of Therapeutic Patient Education, HUG Director WHO, Strategies for Chronic Disease



Science: They attest our rigor and expertise



Prof. David Sander, PhD

Professor in Psychology, University of Geneva, Head, Interfaculty center for Affective Science, Geneva, Director, NCCR Affective Science

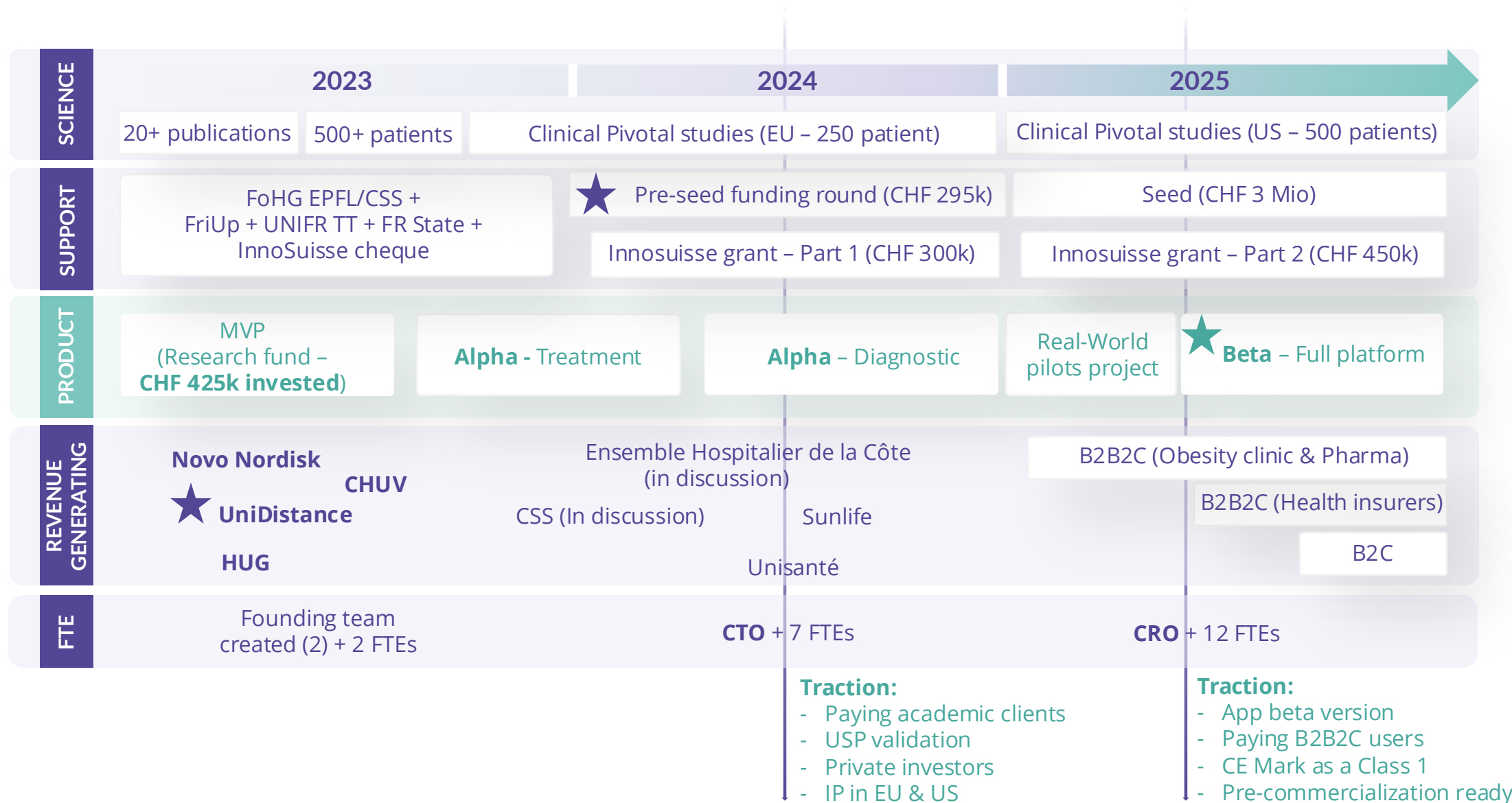


Prof. Bogdan Draganski, MD-PhD

Professor in Neurology, University Hospitals and University of Bern, Head, Centre for cognitive disorders, Insel group & University of Bern



Milestones & roadmap



Growth and Revenues

Decentralizing healthcare system



	2024	2025	2026	2027	2028
HCP Partners	20	270	2k	11k	23k
Subscriptions	N/A	2.5k	164k	511k	1'185k
Pharma	N/A	MDR Granted	1	2	4
REVENUES	CHF116k	CHF462k	CHF3'683k	CHF7'733k	CHF17'410k

PAYING CUSTOMER
(MVP sales):



Exit strategy



Acquirers:

Prevention/Tracking
Health Insurer

Rationale:

- Savings on HC direct cost
- Prevention/tracking tool
- Supplementary portfolio exp.



Combination therapy
Pharma

- Savings on drugs cost GLP-1
- Treat more customer
- Digital portfolio exp.



Wellness/lifestyle
Weight Loss app

- Technological shift
- Attract younger customers
- Increase efficacy



Digital therapy
DTx leader

- Treatment vertical addition
- Patent/Tech
- Customer & cash flow

Seed funding

Milestones

Value creation goals

- Beta commercial version
- Product Market fit – Paying-pilot with CSS
- Team scale-up
- Patients' profiling – AI module
- 1 additional patent

Strategic partnership

- Distribution through weight management specialists (HUG, CHUV, Unisanté, DCB)



We Seek

Investment **CHF 3 Mio**

- 31% R&D Salaries
- 35% Operation Salaries
- 17% Soft. Validation & Verification
- 12% Regulatory strategy & QMS
- 5% Patents fees

Non-dilutive funds: 850k research grant
(Innobooster + Innosuisse WIP)



Supportive scientific evidence & IP

Neuria's founders are **internationally recognized scientists** specialized in neuropsychiatric remediation, brain retraining and behavioral change interventions.



Innosuisse - Swiss Innovation Agency



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

“Technique for controlling a Human machine Interface” patent granted in US & pending in EU

Application EP20207380.5A and US17/525,732 , Neuria has a license agreement with the University of Fribourg for an exclusive use of the IP

20+ publications (peer-reviewed)

e.g. <https://doi.org/10.1098/rsos.191288>

10+ y & CHF 2.5 Mio neuroscientific research

Swiss National Science Foundation grants #175469; 156854; 143348; 212616; & InnoSuisse grants #63823.1, 65967.1

Financials

		CH Scale-up	Break Even EU Scale-up	UK Scale-up	US Scale-up
kCHF	2024	2025	2026	2027	2028
Revenue	Pilot sales	Pilot sales	Subscription	Subscription	Subscription
Sales B2B & B2P2C	146	1'019	3'683	7'733	17'410
Cost of Good Sold	44 (30%)	280 (27.5%)	921 (25%)	1933 (25%)	3915 (22.5%)
YoY Growth	97%	597%	161%	110%	125%
Gross Profit	102	739	2'762	5'800	13'485
Expenses					
Total Expenses	-437	-1'522	-1'757	-1'925	-2'549
Funding sources	Pre-Seed	Seed	Seed		
Non-dilutive R&D: SNSF, InnoSuisse, Uni-TT & Prizes	105	600	600	350	100
Equity investments	350	1250	1250	-	-
EBITDA	-318	-841	947	3'875	10'936
Cash at end of period	137	1'009	2'797	7'022	18'058
FTE (headcount)	7	12	16	19	22

*See full Financial plan for details

neuria

Thank you !

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- (2) Wieser, S., Tomonaga, Y., Riguzzi, M., Fischer, B., Telser, H., Pletscher, M., Eichler, K., Trost, M. and Schwenkglenks, M., 2014. Die Kosten der nichtübertragbaren Krankheiten in der Schweiz. Schlussbericht im Auftrag des Bundesamts für Gesundheit (BAG), Abteilung Nationale Präventionsprogramme. Bern: BAG.
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- (4) Florence Moreau-Gruet (2016), Inégalités de santé en Suisse. Obsan, Neuchâtel (unpublished report in French)
- (5) Subramanian, K., Midha, I. & Chellapilla, V. Overcoming the Challenges in Implementing Type 2 Diabetes Mellitus Prevention Programs Can Decrease the Burden on Healthcare Costs in the United States. *J. Diabetes Res.* 2017, e2615681 (2017).
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- (7) Najberg, H., Mouthon, M., Coppin, G. & Spierer, L. Reduction in sugar drink valuation and consumption with gamified executive control training. *Sci. Rep.* 13, 10659 (2023).
- (8) Najberg, H., Rigamonti, M., Mouthon, M. & Spierer, L. Modifying food items valuation and weight with gamified executive control training. *R. Soc. Open Sci.* 8, (2021).