

NeuroNation | Company Portrait

| Business Idea and Founding

NeuroNation, Germany's leading online brain training, is a product of its founders' enthusiasm for the potential of the human brain. Rojahn Ahmadi, Ilya Shabanov, and Jakob Futorjanski's focus on artificial intelligence during their studies made the IT-experts aware of the importance of cognitive exercise for a society in permanent information overload. The demographic development towards an aging population adds to the significance of brain health.

Their victory at the Berlin-Brandenburg Business Plan Competition 2012 ultimately motivated Rojahn, Ilya and Jakob to put their business idea into action and found NeuroNation, a website for professional brain training. The Leonardo-Health-Award for "Digital Prevention" granted by the Federal Ministry of Health in 2013 confirmed the team's course of action and gave way for further advancements of the product. At present, 20 employees and more than 300.000 members make NeuroNation one of Germany's most successful digital health programs. In 2014, the team was able to attract notable partners such as the XLHealth AG with their strategic partner the CompuGroup Medical, the Spiegel Publishing House and Aeria Games-CEO Pascal Zuta.

| NeuroNation's Unique Approach

To create an effective, scientifically-based product, Rojahn, Ilya and Jakob cooperated with the Freie Universität Berlin and the Technische Universität Dortmund. Today, more than 60 exercises make NeuroNation the biggest online brain training and the only scientifically engineered cognitive workout including a social network. The combination of personalized training and social interaction with friends increases the user's motivation to train and, consequently, the efficacy of NeuroNation.

| Function and Purpose

The NeuroNation-Team sees the function of its brain training in the awareness raising for the importance of brain health. While the value of physical fitness for a healthy life has been recognized and promoted for decades, the significance of brain training has so far been neglected. The scientific development of NeuroNation and its strong personalization make way for the cooperation with preventive and rehabilitating projects. Among others, NeuroNation is applied in the prevention of Alzheimer's, stress- and burnout as well as in the rehabilitation of stroke patients.

The NeuroNation-Team is convinced to be part of a positive social change combining cognitive and physical health and thus improving the quality of life of every member.

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