



value proposition

innovative **brain** improvement
a LightBe Corp division

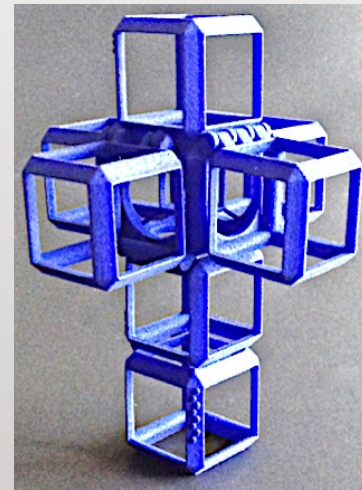
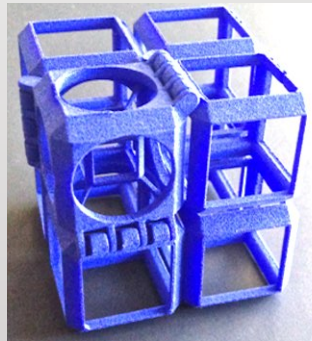
HOW IS VALUE PROPOSITION DEFINED?

Our Value Proposition is a clear statement that explains how our Digital Puzzle/Game/VR App products improve user situation (relevancy), deliver specific benefits, tell them why they should buy from us because of our unique differentiation.

NOTE: Detailed benefits are detailed in another Video.

HOW THE PROJECT STARTED?

A friend studying neuroscience at Cambridge University suffered a severe brain injury.



After having seen the solid 3-Dimensional Puzzles we had developed for another project she told us that if she had had access to such 3-Dimensional Puzzle Apps for Computer and/or Mobile, her recovery would have been much faster.

She suggested to us to initially develop 3-Dimensional Puzzle/Game Apps.

We subsequently first developed and deployed a Portfolio of Puzzle and Game Apps. Later we started to work with Virtual Reality Apps.

SOME IMPORTANT FACTS

Every year about 1.7 million people sustain a traumatic brain injury (TBI) in the USA.

An estimated 8% of Americans – 24.4 million people – have PTSD at any given time.

4.6 million children in the USA have been diagnosed with learning disabilities.

More than 3.5 million Americans live with an autism spectrum disorder.

**Hundred thousands of THERAPISTS and EDUCATORS
compassionately help their PATIENTS or STUDENTS of all ages.**

Therapists

- Traumatic Brain Injury
- Trauma PTSD
- CBT, ADHD
- Asperger
- Developmental Disorders
- Learning Disability

Special Educators

- Developmental Disorders
- Learning Disability

Teachers/Educators

- Educational Tool
- Entertainment

Facilities Workers

- Senior Centers
- Nursing Homes
- Therapy Groups in Clinics
- Rehabilitation

Research Teams & Groups in Colleges & Universities.

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PUZZLES



2 & 3 Dimensional Puzzles in Solid form or in Digital presentations on screen are classified as Sequential Movement Puzzles.

They require manipulations of the shapes or elements to solve them.

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GAMES



Digital Maze Games require the coordination of Eyes and Hands.

Mazes improve a person's ability to concentrate, plan, focus and pay attention to details, to change his/her mind, and to reverse direction.

They improve mental flexibility.

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VIRTUAL REALITY



VR Apps provides spatial immersion in 3D world and could improve visual spatial orientation and relations, in particular the understanding of the positional relationships of objects.

Games like VR Apps can help improving significantly the memory.

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VALUE PROPOSITION OF THE PUZZLE/GAME/VR APPS

Unique

Innovative

Low Cost

FREE Updates

Engaging

Bold

Wide Ranging

Fun To Use

People Of All Age Groups And Background

Practice Puzzle/Game Apps

Increasing Levels Of Complexity

Measurable Results

Instructions Easy To Understand

Portable

Transcend Language Barriers

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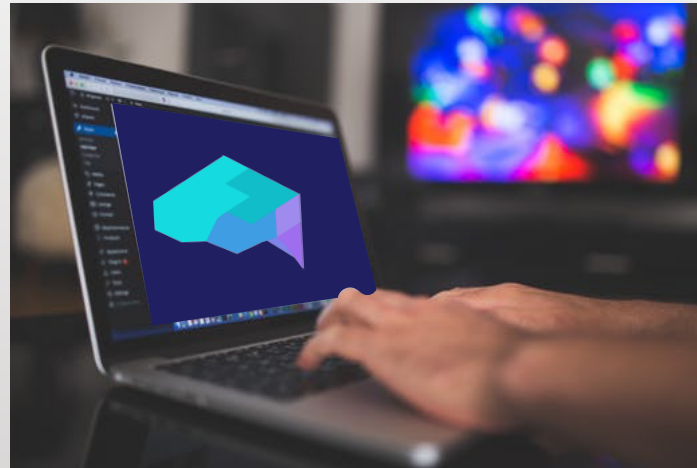
OUR COMMITMENT

ibraini has definitively
the **Therapists and Educators**,
their **Patients and Students** in mind.

We are offering and will continue to offer
affordable innovative
Digital Products
for
BRAIN & BEHAVIOR IMPROVEMENT
and
BRAIN FITNESS.

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THE FUTURE



New App Features and new Puzzle/Game Apps will be developed and deployed in consultation with the stakeholders.



More Virtual Reality Apps will be developed and deployed to help memory, visual and spacial orientation.

This will also be done in consultation with stakeholders.

The Apps will be available for more VR Headsets.

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brain fitness

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