

NEUROPLUS

building better brains





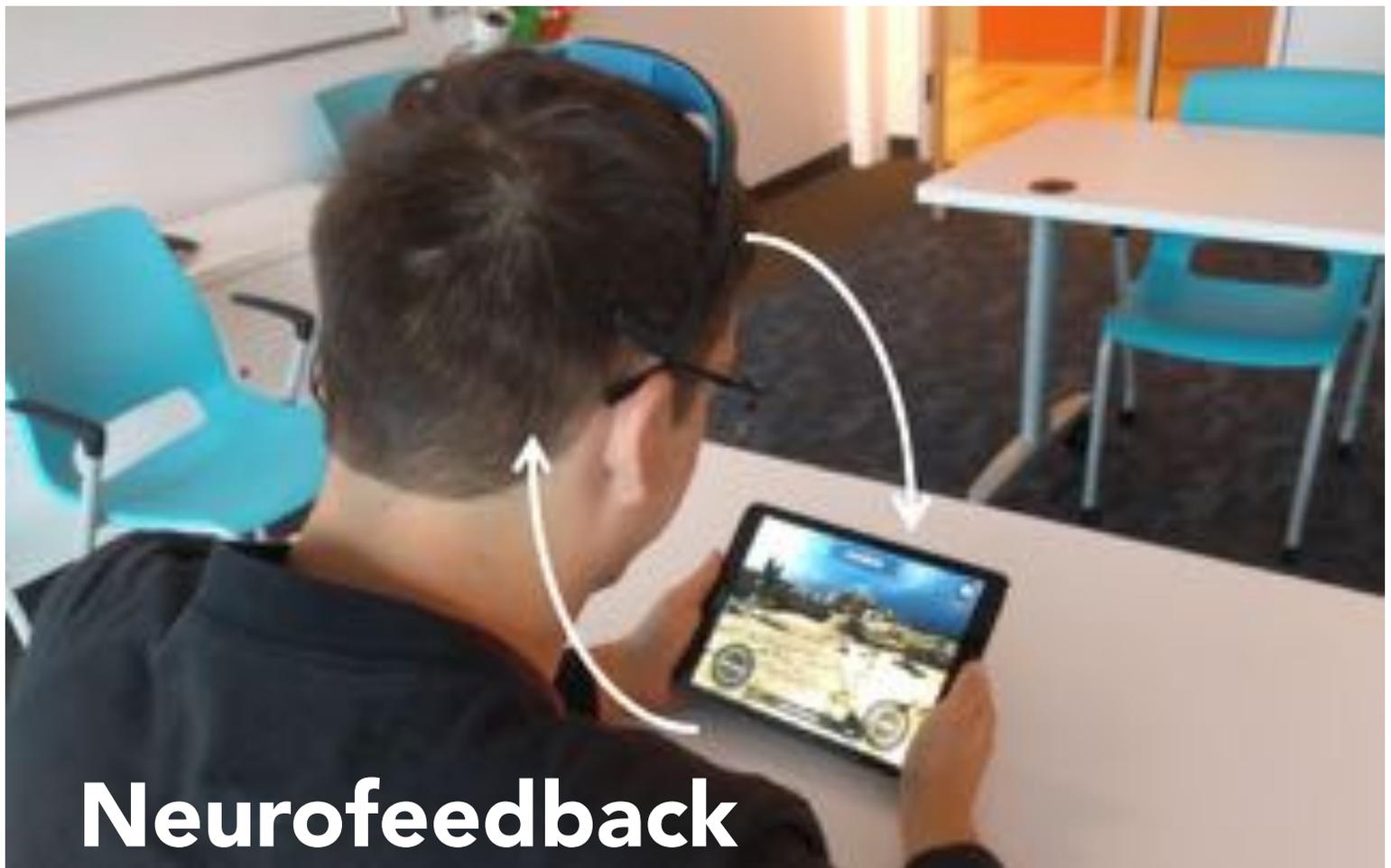
This guide is for parents, guardians, and teachers interested in using [NeuroPlus](#) training program with children. We've attempted to put together answers to the most common questions we receive.

If you have any questions that aren't covered, check out our [Knowledge Base](#) or reach out to speak with a member of our team!



NeuroPlus is a digital therapy program clinically proven to help children improve their focus and self-control.

NeuroPlus combines neurofeedback, biofeedback, and cognitive training exercises to train vital attention skills.



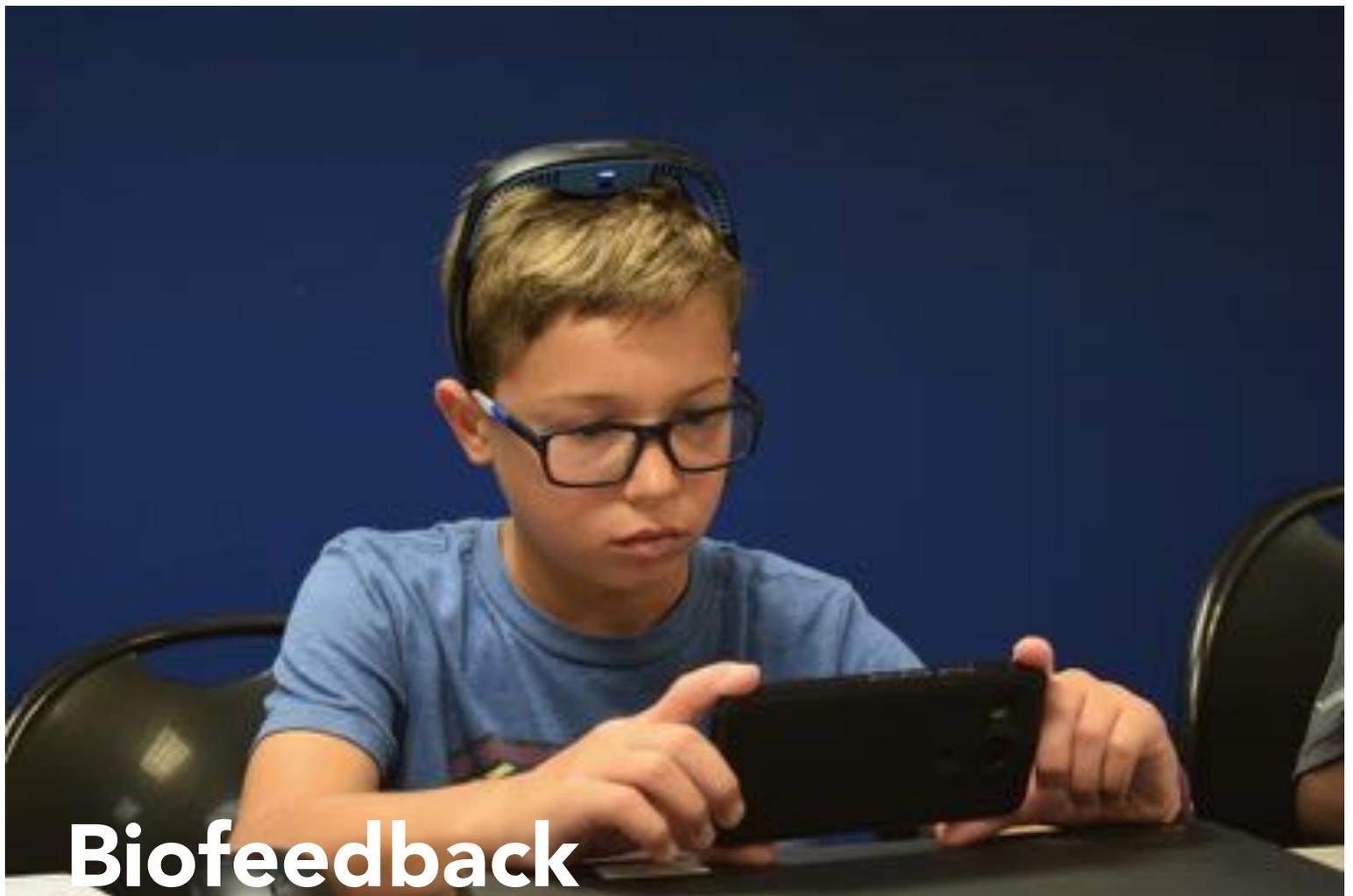
Neurofeedback

Users wear a wireless, comfortable headset that measures their brain activity. This headset measures certain patterns of brain waves to detect how focused or attentive the user is.

This information is sent to an app that gives the user feedback on their focus levels in a game-like environment. We currently have three training games: Axon, Conduit, and Calypso.

In Axon, a user's focus controls the speed of a flying dragon. In Conduit, focus levels determines how far ahead in the tunnels users can see to avoid obstacles. In Calypso, better focus sails a ship faster.

This process of neurofeedback helps users learn to control their focus and increase their attention over time. They literally strengthen their focus skills the the same way they would strengthen a muscle, though consistent practice.



Biofeedback

In addition to tracking brain activity, the NeuroPlus headset tracks the user's movements and muscle tension. It sends this information to the NeuroPlus apps, which provide feedback to the user if they are moving too much or have too much muscle tension.

In each training game, users receive "Keep Still" warnings and penalties if they're moving around too much, or "Relax" warnings if they have too much muscle tension in their forehead, jaws, etc.

Similarly to neurofeedback, this process of biofeedback helps users learn to have self-control over their bodies and can have a dramatic effect on emotional regulation. With time, biofeedback can lead to lasting improvements in hyperactivity and/or impulsive behaviors.



Cognitive training

The NeuroPlus training games also include go/no-go tasks that are designed to improve attention, impulse-control, and other cognitive skills.

Users are given a stimulus that they will need to respond to quickly while being distracted with non-target stimuli.

In Axon, are asked to breathe fire when they see red dragons, for example, but to ignore blue dragons. In Conduit, they will tap their “scanner” when they see a certain purple wave pattern, for example, but will ignore all other colors or shapes. Similarly, in Calypso users will need to fight off sharks and sea monsters while ignoring dolphins and whales.

Go/no-go tasks require users to pay attention in order to respond quickly to the target, and to control their impulses in order to ignore non-targets. Practicing this skill improves how the brain responds to distractions and impulsive urges.

Axon

Control a fire-breathing dragon as you advance through over 130 levels, saving friendly villages and defeating your enemies.



Calypso

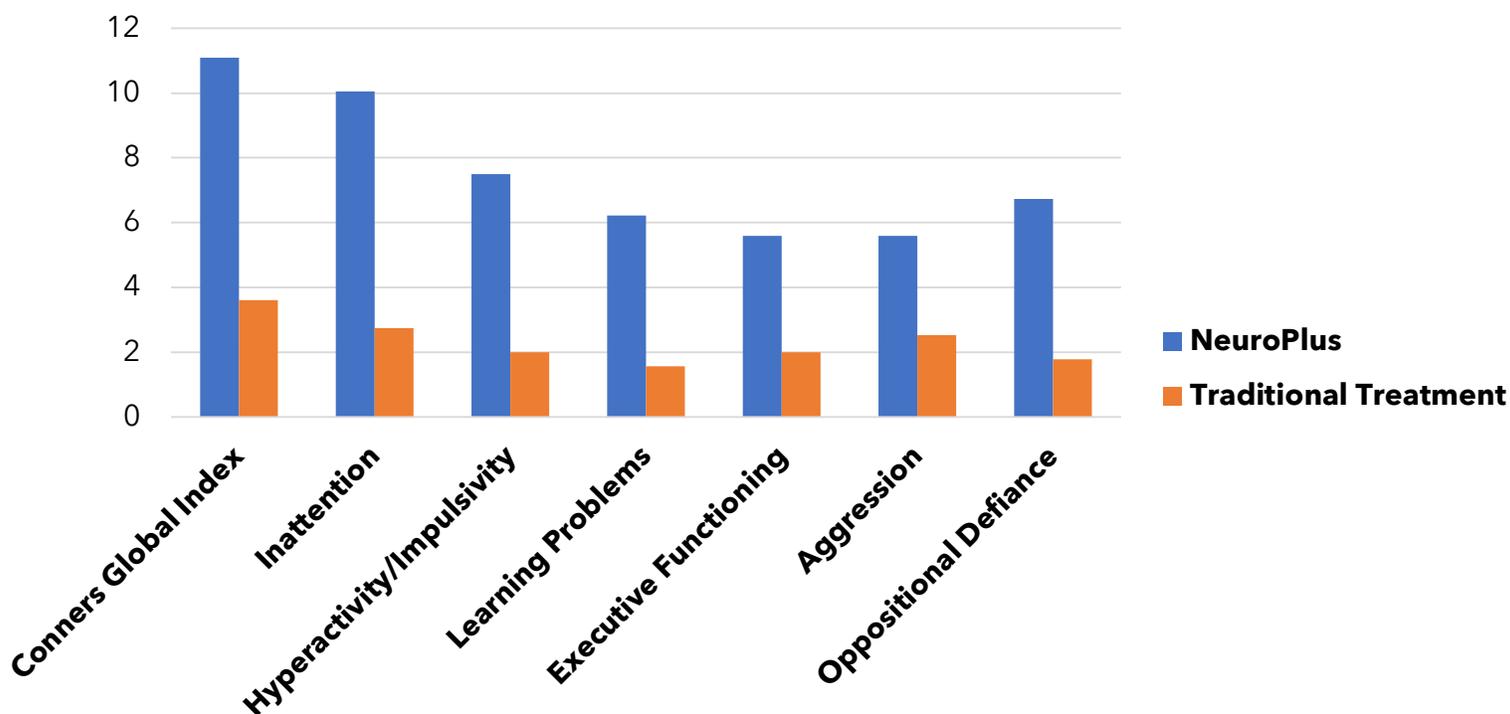
Sail the seas, combat pirates, and conquer islands as you discover this new world! Go on quests to gather coins, develop alliances, and upgrade your ships.



What else do I need to know?

NEUROPLUS

Improvement on Conners ADHD Rating Scale



NeuroPlus works

NeuroPlus is clinically proven to improve attention, reduce hyperactivity and impulsivity, and reduce learning problems. What does that mean? An independent, randomized, controlled, blinded clinical study conducted in 2016 by researchers at Duke University and Stanford University showed NeuroPlus to have a dramatic improvement in these and other areas. Children in the study used NeuroPlus 30 minutes, 3 times per week, for 10 weeks. These results were presented at the World Congress on ADHD in 2017.

In addition, several randomized controlled trials have found the neurofeedback technology used in NeuroPlus to be effective at improving attention and reducing hyperactivity and impulsivity in children. In 2012, the American Academy of Pediatrics rated neurofeedback a Level 1 – Best Support intervention for ADHD.

Of course, no product works for everyone, which is why we offer a money-back guarantee if NeuroPlus doesn't work for you!



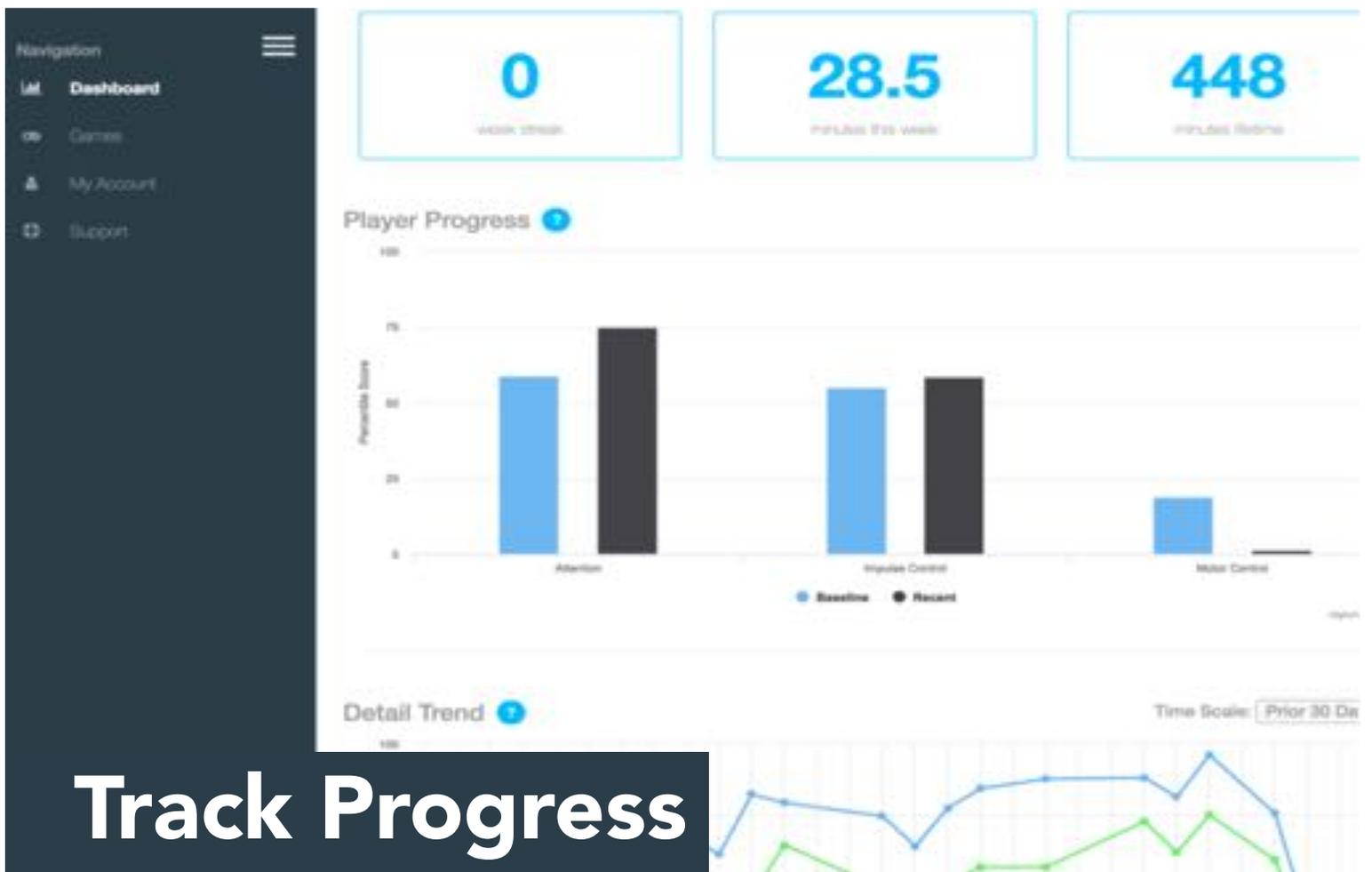
NeuroPlus is hard work

NeuroPlus is designed to look and feel like a game, but it's really more of an exercise program for the brain. We need to challenge users in order for them to make lasting improvements in their attention.

Just as it's the job of a personal trainer to make you work as hard as you can in the gym, it's our job to make children work out their brains like they never have before.

Unfortunately, this can seem frustrating to some children, so it's VERY important for you to encourage your child. Regardless of their performance in the actual game, they're practicing valuable skills and ARE getting better!

Signing up for NeuroPlus is the first step to seeing changes, but like anything else, it takes hard work and a positive attitude to achieve the best results.



Track Progress

It can be hard to tell if your child is improving day-to-day, so we developed a brief attention assessment test that users complete each day they play in order to track changes over time.

This objective test allows you to see improvements in attention, impulse-control, and motor-control on a daily and weekly basis. You can track these results for each member of your family in an interactive online dashboard.

A small boat with a sail is on a calm sea at sunset. The sun is low on the horizon, creating a bright yellow and orange glow that reflects on the water. The sky is a mix of yellow, orange, and blue. The boat is in the center of the frame, with its sail up. The text 'Other details' is overlaid on the bottom left of the image.

Other details

- NeuroPlus apps work best on iPads (2013 model or later) and iPhones (5 and newer). iPod Touches from 2013 or later will work as well. NeuroPlus also works on newer Android phones and tablets (2014 or later) with Bluetooth Low Energy (BTLE) support. In general, newer, higher-end devices will perform best with our software.
- We recommend training just 20-30 minutes 3 times per week for best results, but 15 minutes 5 times per week works too! We understand that families are busy, so don't worry if you can't train this often. Something is always better than nothing!
- You can get a NeuroPlus headset and a one year subscription to the platform for just \$399 for a single user, or \$499 for the family (up to 4 accounts). If you'd prefer to pay-as-you-go, pricing is \$99 for the headset and \$30/month for individuals, \$50/month for families.
- **If you give NeuroPlus a try and it's just not for you, we'll give you your money back.**



Happy Training

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