



Closed-Loop Neuromodulation. Precision Mobile Treatment for Dementia.

The Problem

Alzheimer's Disease

7th Leading Cause of Death

Source: Alzheimer's Association 2025

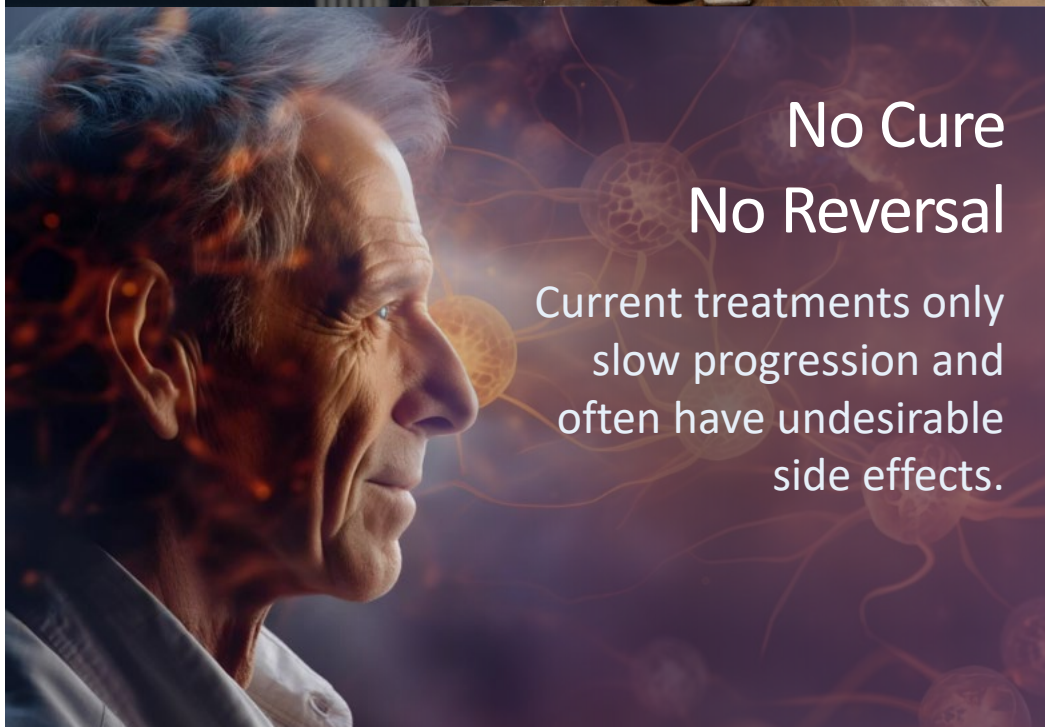


One in Two Adults affected either caring for someone with dementia or developing it themselves.



No Cure
No Reversal

Current treatments only slow progression and often have undesirable side effects.



TOTAL COST OF DEMENTIA

\$781B*

Total Annual Cost

\$246B**
Medicare & Medicaid spend

\$233B*
Caregiver financial burden

* <https://schaeffer.usc.edu/wp-content/uploads/2025/04/The-Cost-of-Dementia-in-2025.pdf?>

**Source: Alzheimer's Association 2025



Ladybug

by Cerevia

1st Non-invasive
Closed-loop Mobile
Neuromodulation
Platform with Built-in
MRI Guidance for
Dementia



NETWORK-TARGETED NEUROMODULATION

Advanced electronically-steerable TMS
neuromodulation with 144 coils to modulate the
neural networks associated with cognitive function



LIVE BRAIN IMAGING

Integrated MRI imaging
for closed-loop real-
time,
actionable feedback



AI-ENABLED THERAPY

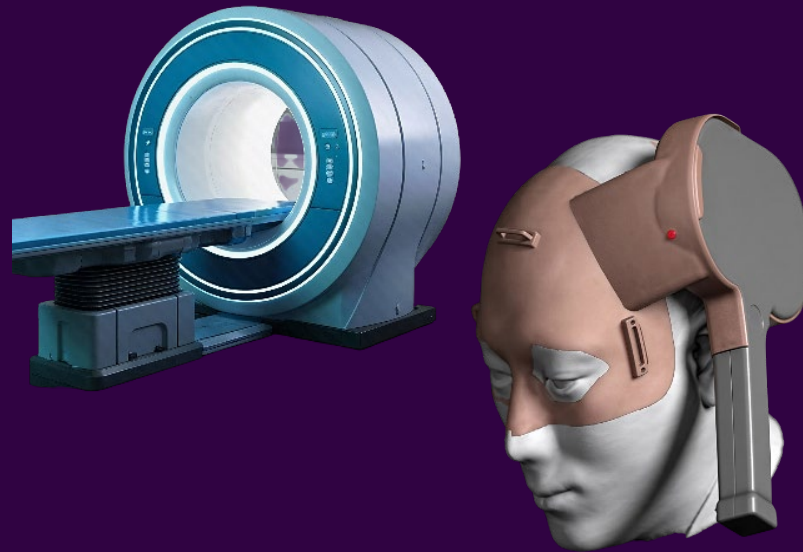
Accelerate image
construction & optimize
personalized therapy



Challenges to Treating Dementia At-Scale

With image-guided neuromodulation

*Note: The Ladybug has not been approved for clinical use by FDA. It is currently for experimental use only.



Today's Challenges:

How to effectively aim TMS at sites of reduced connectivity

- Transport dementia patients to hospital for MRI
- Build custom TMS coil holders
- Require serial MRIs at hospital setting to confirm correct targeting



Cerevia's Solution:

Built-in MRI to select and confirm targeting

- Travel to patient to collect MRI scans & deliver TMS therapy
- Electronically focus advanced deep brain TMS therapy
- Confirm correct targeting in real-time



Ladybug

by Cerevia

The 1st neuromodulation platform that provides therapy to patients directly where they are already living.

- ✓ Patient is positioned under the Ladybug
- ✓ Pictures of loved ones are displayed to the patient to reinforce memory
- ✓ AI-enabled fMRI image is displayed in real-time to trained technologist
- ✓ Under physician supervision, technologist can electronically steer TMS focus for precision targeted neurostimulation



Clinical Data

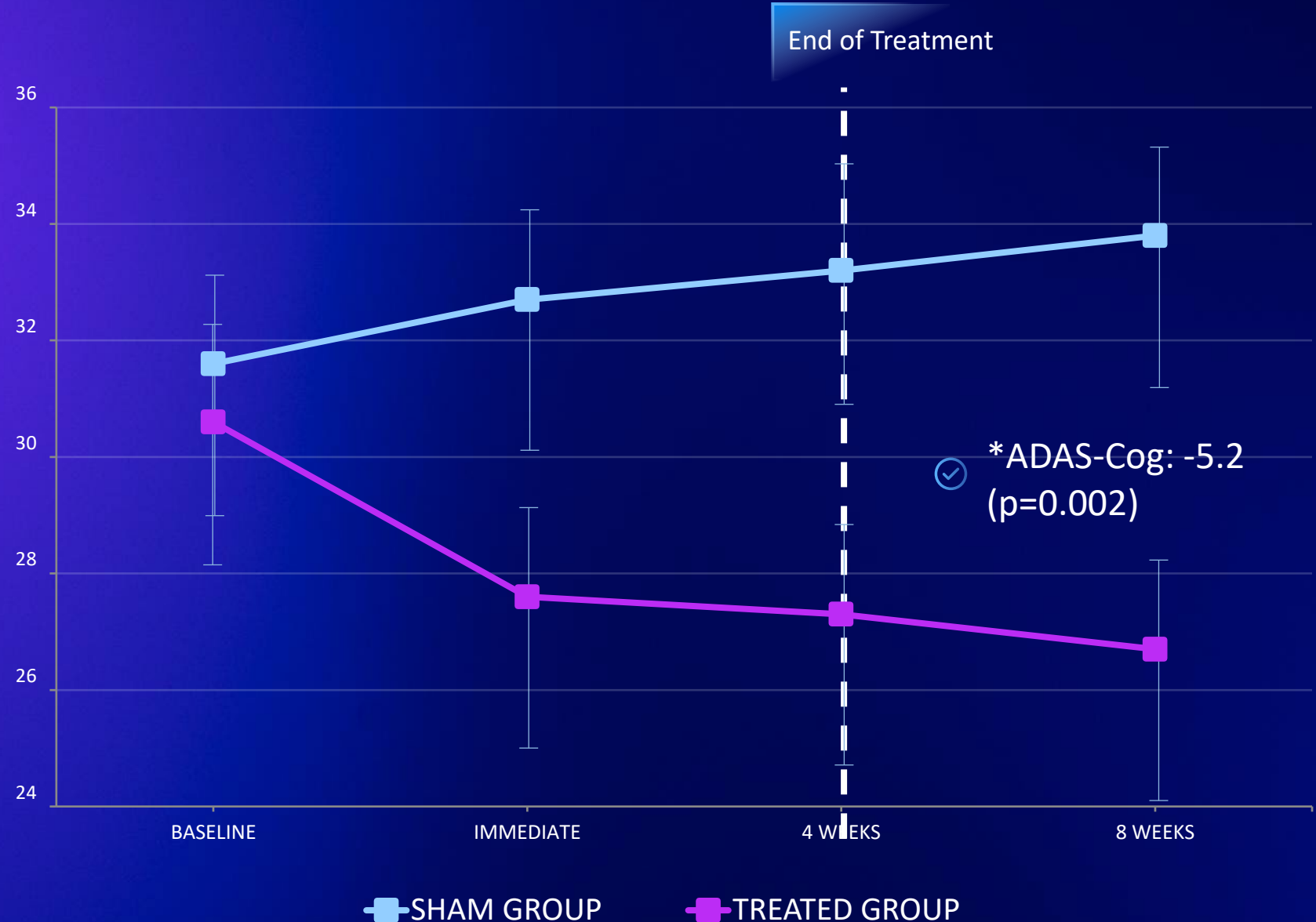
- Randomized, sham-controlled study
- **4 weeks** of MRI-guided TMS treatment
- **8-week follow-up** demonstrated continued improvement better than baseline and at the end of treatment
- Correlation of clinical outcomes with MRI imaging

YH Jung et al, "Effectiveness of Personalized Hippocampal Network-Targeted Stimulation in Alzheimer Disease: A Randomized Clinical Trial." DOI: 10.1001/jamanetworkopen.2024.9220

Source: *Alzheimer's Disease Assessment Scale-Cognitive Subscale



Published Peer-Reviewed Clinical Data (2024, S. Korea)



Market Opportunity

- ✓ Clinics
- ✓ Assisted-living centers
- ✓ Memory care clinics

TAM **\$246B***

U.S. Medicare + Medicaid spend

SAM **\$157B***

Medicare + Medicaid spend in community or non-institutional care

SOM **\$2B**

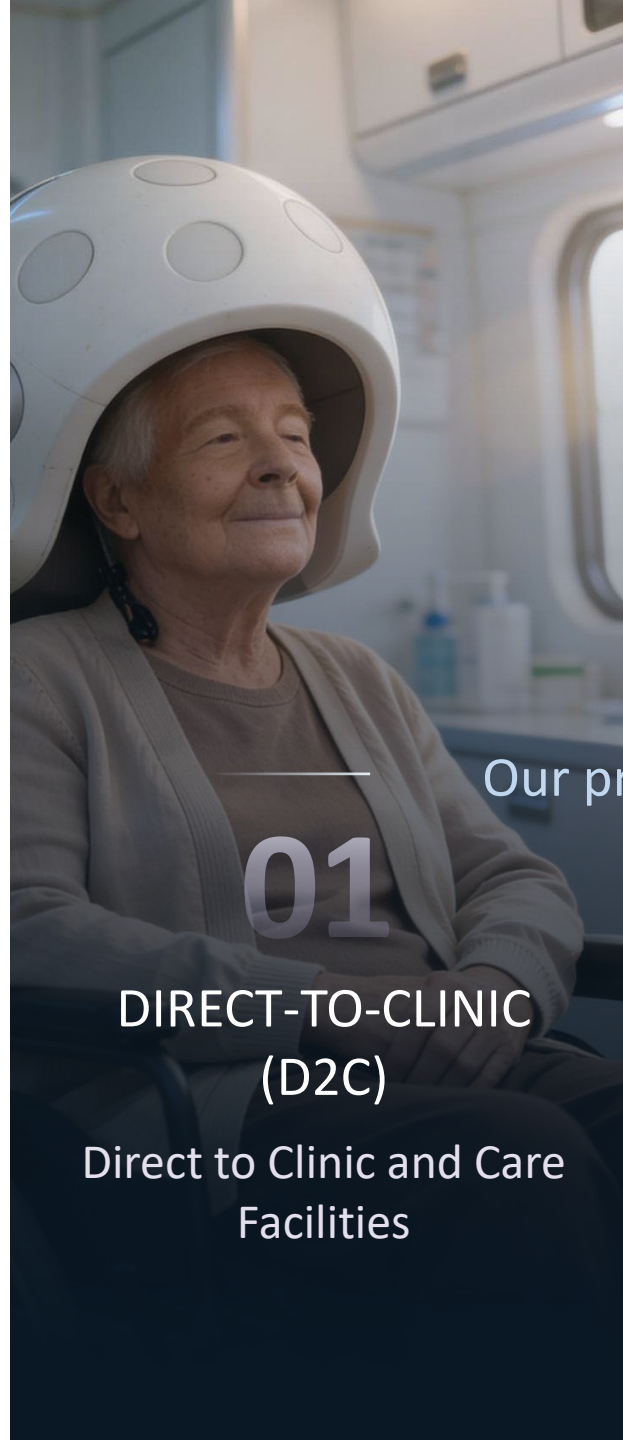
Scale mobile Ladybug trucks



Business Model

Full-Stack Platform

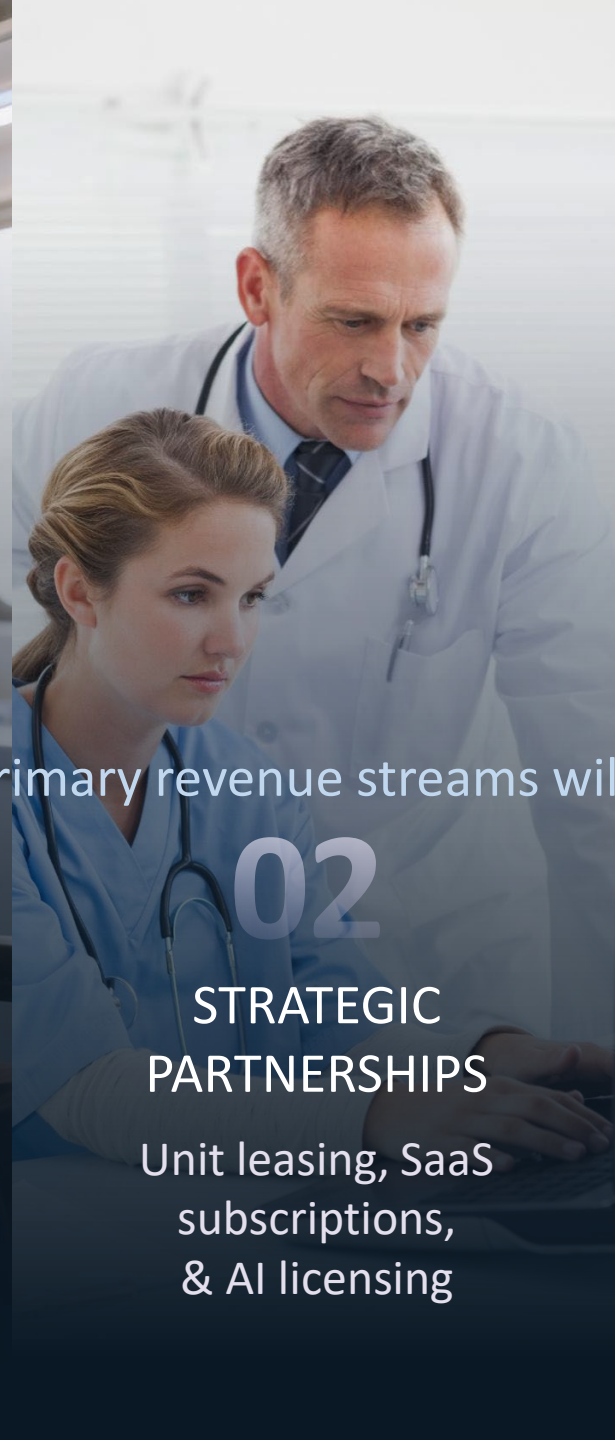
- ✓ Hardware
- ✓ Software
- ✓ Clinical Protocols
- ✓ Service Layer
- ✓ Data Layer



01

DIRECT-TO-CLINIC
(D2C)

Direct to Clinic and Care
Facilities



02

STRATEGIC
PARTNERSHIPS

Unit leasing, SaaS
subscriptions,
& AI licensing



03

FRANCHISE
EXPANSION

Specific geographies

Our primary revenue streams will include

Executive Team Built to Succeed

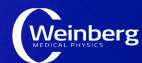
- ✓ **\$3M in non-dilutive**
federal funding
- ✓ 50+ US & Int'l patents
- Pilot interest: Kaiser &
- ✓ memory care clinics
- 8th spin out by
venture studio
- ✓



**Irving Weinberg,
MD, PhD**

Founder & CEO

Radiologist, MedTech
Expert, Entrepreneur.
Extensive M&A history
successfully selling multiple
startups



**Ida Garakani
Good, MA Psy**

Co-Founder & COO

MedTech/Neurotech
Executive. M&A, operations,
commercialization, regulatory,
and fundraising



**Joost de Schutter,
MBA**

Chief Financial Officer

Silicon Valley-based
Finance Executive.
Expertise with strategic
neuromodulation and
neurotech



Scientific Advisory Board

We are guided by our esteemed Scientific Advisory Board



Dr. Ainsley MacLean, MD FACR

Chair, Scientific Advisory Board; Neuroradiologist; General Partner - Ainsley & Born Capital; Founder & LP – AAG Advisory; Former Chief AI Officer – Kaiser Permanente



Sungshin Kim, PhD

Scientific Advisor/AI-enabling Digital Twin & Precision Targeting Framework Fellow; Associate Professor & Neuroscientist with expertise in Neuroimaging, Neuromodulation & AI-applied Learning and Memory; Co-author *Jung et al.* clinical study; Expert in image-guided brain stimulation



Pranav Parikh, PhD

Clinical Consultant; Assoc Professor, University of Houston, Direct NSAP NIH R25 Research Education Program, Director, Center for Neuromotor and Biomechanics Research



Prof. Robin Rowe

Scientific Advisor/AI Standards & Digital Twin Fellow; Chairman, United Nations ITU Metaverse Task Group; Novartis Biome Innovation Prize Winner (Psoriasis AI Diagnostics); WHO AR Group Manager; AI Strategist DARPA Research Scientist; US Navy Research Scientist (NATO VR War Gaming & FLIR Flight Simulation)



Molly Hermiller, PhD

TMS & Clinical Consultant; Neuroscientist; Assistant Professor, Florida State University



Mike Petrillo, MS

Vice President, Engineering; Expertise in medical device manufacturing, QC and regulatory compliance



Gerry Daneshvar, MD

Head of Business Development; Investor Relations & Public Affairs



Jeff Hausfeld, MD, MBA, FACS

Memory Care Center Consultant; CEO, Memory Care Centers of Illinois

Traction

Cerevia Neuroscience is already seeing strong pull from the ecosystem despite our early stage.

ACCELERATOR & INVESTOR FORUM INVITATIONS

- ✓ Venture Well Aspire Fall Cohort
- ✓ M2D2 Barracuda Bowl Selection Pitch Event
- ✓ MedTech Innovator Candidate Selection
- ✓ Plug and Play Batch 2 Selection
- ✓ FAST Track Award by California Life Sciences
- ✓ Accepted presenter to LSI USA '26

FUNDING

- ✓ Awarded federal grant funding
- ✓ Engaged with federal & state non-dilutive programs to support prototype & clinical trials
- ✓ Strong validation of scientific rationale and unmet need
- ✓ Active discussions and due diligence with angel and VC investors

PILOT INTEREST FROM

- ✚ Largest health system in US
- 🧠 Memory care clinics
- 🎓 Academic institutions

LETTERS OF SUPPORT

- 🏢 Industry KOLs
- 🏛️ Congressional Members
- 🎓 Academic institutions

EXECUTION & TRANSLATIONAL READINESS

CLIO Certification: Commercial Readiness Assessment (34/35)

Independently assessed across regulatory, reimbursement, IP, and GTM domains.

FEDERAL FUNDING





Join Us In Defining The Future Of Dementia Care

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