

Brain Enhancement in the Digital Age

December
5-7



Shape the Debate

• Will we soon have an “annual brain check-up” — and what may it look like? • Under what conditions may specific brain training/ enhancement methods work? • How can we best harness both human neuroplasticity and artificial intelligence (AI) to thrive in the 21st Century?

2017 SHARP BRAINS Virtual Summit

Where:

Online globally

What:

The 2017 **SharpBrains Virtual Summit** will feature 20+ hours of discussions and insight sharing at the leading edge of applied neuroscience.

For the first time, the Summit will host a **Brainnovations Pitch Contest** to foster innovative bridges and problem-solving between scientists, practitioners, technologists and entrepreneurs.

Over 90% Summit participants since 2010 have rated their experience as “High” or “Very High.”

Select organizations will Sponsor the 2017 Virtual Summit to make a meaningful contribution to the field—and to gain significant visibility.

- **Influence-the-influencers:** Since 2010, the SharpBrains Virtual Summit has successfully engaged 125+ world-class speakers and 1,500+ professionals, featuring initiatives that subsequently achieved significant funding and growth
- **Online visibility:** 150,000+ online visitors exposed to logo & URL of 2016 Sponsors; 30,000+ have viewed Sponsors’ slidedecks so far

“The SharpBrains Summit is unique in its impressive ability to unite a diverse collection of cutting-edge thinkers in a virtual conference that is shared globally without a hitch.”

— **Dr. Adam Gazzaley, Director of the Neuroscience Imaging Center at UCSF & Chief Science Advisor at Akili Interactive Labs**

“Kudos for such a fantastic conference. The discussion about human vs. artificial intelligence and ethics was especially exciting.”

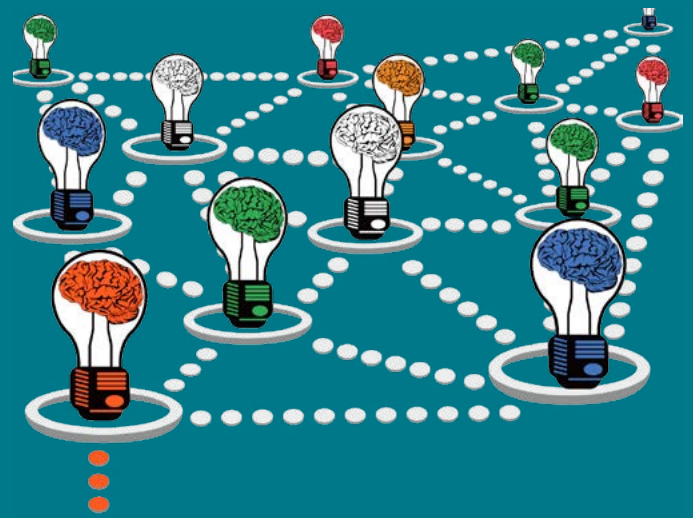
— **Rajiv Pant, Chief Technology Officer of The New York Times**

“A perfect way to keep the pulse of 3 key innovation themes: mobile apps and wearables, consumer health, and applied neuroscience.”

— **Jack Young, Head of Qualcomm Life Fund**

For more information, contact Alvaro Fernandez at alvaro@sharpbrains.com, (415) 318 3467.

In order to foster innovative bridges and problem-solving between scientists, practitioners, technologists and entrepreneurs, the **2017 SharpBrains Virtual Summit** will host a **Brainnovations Pitch Contest** on December 6th. Early-stage startups will submit their elevator pitch and 1-2 page business plan, and up to 16 selected Finalists will get to pitch their idea to the Judges and to all Summit participants in one of 4 categories: Healthcare, Workplace, Education, and Quality of Life.



Brainnovations Pitch Contest

December 6th, 2017

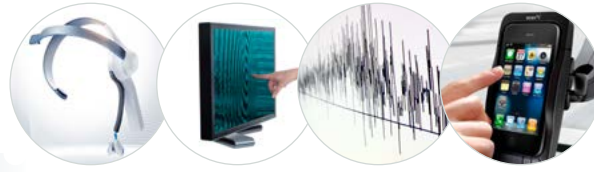
Alvaro Fernandez, **SharpBrains'** CEO, and Dr. Bob Bilder, Director of the **UCLA Tennenbaum Center for the Biology of Creativity**, will co-run the event.

Confirmed members of the Judging Panel—our very own “Sharp Tank”—include:

- **Adam Haim**, PhD, Chief of the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs at the **National Institute of Mental Health (NIMH)**
- **Alexandra Morehouse**, Chief Marketing Officer at **Banner Health**
- **Ariel Garten**, Founder and Chief Evangelism Officer at **InteraXon**
- **Bill Reichman**, MD, President and CEO of **Baycrest**
- **Bill Tucker**, Senior Advisor to the K12 Education Program at the **Bill & Melinda Gates Foundation**
- **Charlie Hartwell**, Operating Partner at **Bridge Builders Collaborative**
- **Colin Milner**, Founder and CEO of the **International Council on Active Aging (ICAA)**
- **Danny Dankner**, CEO and Co-founder of **Applied Cognitive Engineering**
- **David Barash**, MD, Chief Medical Officer and ED of Global Health at **GE Foundation**
- **Eduardo Briceño**, CEO and Co-founder of **Mindset Works**
- **Edward Kliphuis**, Investment Director at **Merck Ventures**
- **John Cammack**, Angel Investor
- **Karen Postal**, PhD, President of the **American Academy of Clinical Neuropsychology (AACN)**
- **Kathleen Herath**, Associate Vice President Health & Productivity at **Nationwide Insurance**
- **Lisa Neuberger**, Managing Director of Strategy + Innovation at **Accenture Corporate Citizenship**
- **Neil Allison**, Director of Business Model Innovation at **Pearson North America**
- **Zack Lynch**, General Partner at **Jazz Venture Partners**

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Profile of Participants in Previous SharpBrains Summits



Organizations represented included

- AARP
- Alegent Health Immanuel Medical Center
- Allstate Insurance
- Alzheimer's Association
- BBC
- Bon Secours New York Health System
- Brain Injury Association of America
- Campbell Soup Company
- Clinton Global Initiative
- GE
- Greenville Hospital System
- Harvard Business Review
- HealthComm Inc.
- Human Dimension Taskforce, US Army
- Institute For The Future
- Intel
- Johnson & Johnson
- Los Angeles County Dept of Public Health
- McGovern Institute of Neurotechnology, MIT
- National Resource Ctr. Osher Lifelong Learning Institutes
- Nutrition Science Solutions
- One Laptop Per Child
- OptumHealth Behavioral Solutions
- Piedmont Gardens
- PsychologyToday
- Procter & Gamble
- Robert Wood Johnson Foundation
- Stanford University
- Sun Microsystems
- UC Berkeley
- UnitedHealth Group
- Winter Park Health Foundation
- Workers' Compensation Regulatory Authority
- UCSF

Participants' backgrounds included

- Biomedical Engineers
- CEOs
- Digital Media executives
- Entrepreneurs
- Game publishers
- Healthcare technologists
- Marketing Executives
- Medical Students
- Neurologists
- Neuropsychologists
- Non profit board members
- Occupational Therapists
- Pharmaceutical Executives
- Post doctorate researchers
- Professors and Researchers
- Psychiatrists
- Psychologists
- Psychotherapists
- Scientific Publishers
- Social Workers
- Speech Pathologists
- Talent management/HR
- Wellness professionals

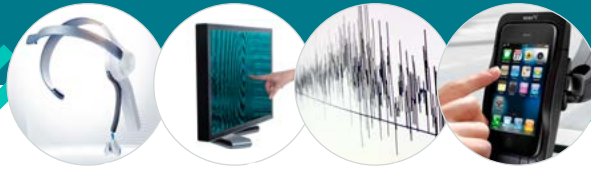
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Please review the Sponsorship Packages and select the option that maximizes your organization's exposure and impact



Gold Sponsor Package..... \$10,000

- Invitation to co-author thought-leadership article with Alvaro Fernandez, to be published via high-profile online publications
- Prominent sponsored message in SharpBrains' eNewsletter (sent to 49,000 opt-in subscribers)
- 30-minute presentation to open Expo Day (December 7th)
- Targeted, personal introductions to most relevant Speakers and Participants
- Permanent logo, description and link in Summit mini-site
- 5 complimentary Summit passes
- SharpBrains press, marketing, and public relations outreach
- (After the Summit) Recognition and logo visible in all slidedecks (2016 slidedecks have received over 100,000 views so far)

Silver Sponsor Package..... \$5,000

- 30-minute presentation during Expo Day (December 7th)
- Targeted, personal introductions to most relevant Speakers and Participants
- Permanent logo, description and link in Summit mini-site
- 3 complimentary Summit passes
- SharpBrains press, marketing, and public relations outreach
- (After the Summit) Recognition and logo visible in all slidedecks (2016 slidedecks received over 100,000 views so far)

Bronze Sponsor Package..... \$3,000

- Targeted, personal introductions to most relevant Speakers and Participants
- Permanent logo, description and link in Summit mini-site
- 2 complimentary Summit passes
- (After the Summit) Recognition and logo visible in all slidedecks (2016 slidedecks received over 100,000 views so far)