



BRAINWASHED

SOFTWARE

Bringing 3D Animation to Health Education

www.brainwashedsoftware.com

State of Healthcare Education

- Educational materials are outdated
- Text based 2D materials frustrate computer age students
- Accelerating shortages demanding better, faster training
- Economy creating massive, rapid retraining need
- Med schools now recommending a more visual experience

What is needed is a better, faster, more visual way to learn complex medical information.

The Solution

Create A New Visual Learning Tool Utilizing 3D Animation To Present Anatomical and Clinical Material

- Unique Product Category – *“Interactive Functional Atlas”*
- Aligns Strongly With Recommended Training Goals
- More Effective Visual Learning Supported By Test Results
(23-48% improvement in retention)
- Creates Developmental Platform With Reusable Content
- Feature Virtual Patient...”Lesion Larry”
- Let’s take a look....

Product Demonstration

(click link to view our 3 minute video)

http://www.brainwashedsoftware.com/demo/axiom_demo_video.wmv

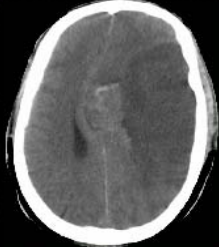
AXIOM NEURO

Interactive 3D Neurological Anatomy

Tracts | Cranial Nerves | Virtual Patient | Quiz | Contact | Credits | Help

Left Middle Cerebral Artery Stroke

Syndrome Description




Choose Lesion Image

Stained Section CT Image

A stroke occurring at the stem of the middle cerebral artery is one of the most common and most devastating cerebrovascular events. Typical findings include hemiparesis and hemisensory loss contralateral to the lesion as well homonymous hemianopia and conjugate gaze deviation to the side of the lesion. A stroke in the dominant hemisphere can also lead to global aphasia.

CONTRALATERAL HEMISENSORY DEFICIT




Healthy Affected Area Presentation

The patient experiences a sensation on one side of his face while retaining normal sensation on the other. The primary receiving zone for sensation of the face is damaged by the MCA infarct.

Instructions

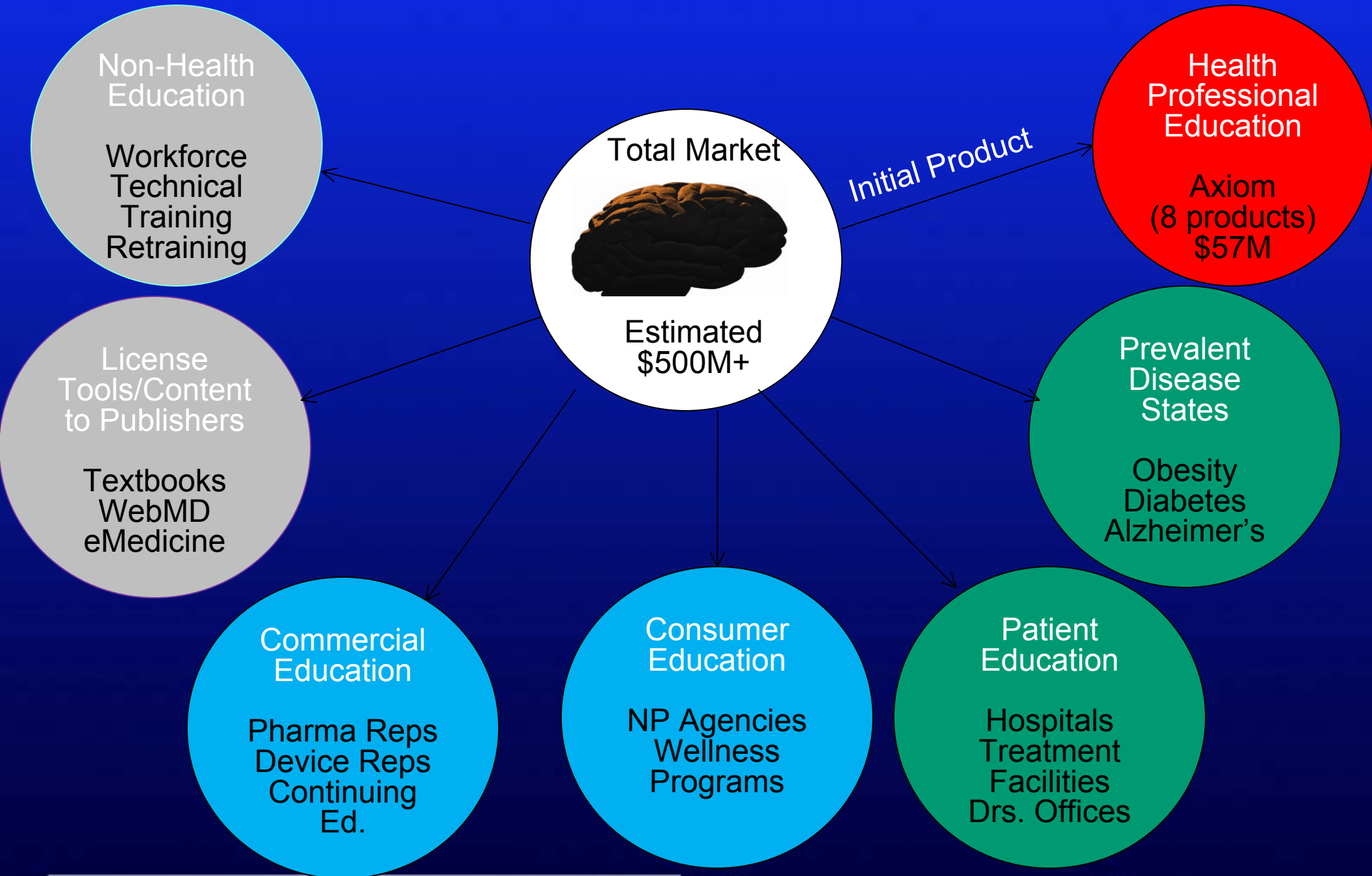
Choose a region (face or body) to view the effects of an MCA stroke, then choose which specific findings to demonstrate on that region.

Click On Head or Body to View Effects



Gaze Symptoms
 Vision Symptoms
 Motor Symptoms
 Sensory Symptoms

Potential Markets/Products



The Business Model

- Target is students and institutional training programs who buy in bulk.
- Licensed/user/1year. Creates annuity business model.
- Multiple products (8) offer repeat sales opportunity.
- Pricing ranges from \$75 (single) to \$60 (bulk) per license.
- Web based delivery.
- Seek distribution through strategic partnerships with text and digital publishers who will also be likely candidates for exit acquisition.

Team

Name	Background	Expertise
Andrew Sher, MD Co-Founder	4 years programming; MD	Medicine and Programming
Gregg Wrenn Co-Founder	10 years medical animation; 2.5 years medical school	Medicine and Animation
Ken Hilty CEO	15 years as IT entrepreneur; CPA/MBA	Entrepreneur, Sales, Finance

Status

Date	Event
08-08	Demo released on Web – 150+ downloads worldwide to date
11-08	Successful trade show introduction – 150+ CD's distributed
01-09	Product release planned

Need

To Date: (F&F and LCCC "A" Grant)		\$ 40,000
Seeking:		\$400,000
Received LCCC Foundation Innovation Fund "B" Grant (requires matching funds)	11-08	\$100,000
Matching Funds	01-09	\$100,000
Additional Requirement	Q3-09	\$100,000
Potential Requirement	Q1-10	\$100,000

Financial Projections

(Profitable In Year 2)

(\$000)	2009	2010	2011	2012	2013
Revenues	\$225	\$1,220	\$2,612	\$6,523	\$11,544
Costs	\$319	\$1,135	\$1,698	\$3,914	\$6,349
Profit (Loss)	(\$94)	\$85	\$914	\$2,609	\$5,195
EBITDA		7%	35%	40%	45%
FTE's	5	10	20	31	46