

Bellabee

(not yet to be expected technology)

Bellabee

Market overview

- people increasingly face daily distress, sleeplessness, lack of concentration and burnout.
- wearable neuro devices quietly becoming standard in med-tech technology, increasing market share each year by 40%
- using accepted medical knowledge and new affordable technologies Bellabee will and already does help ease and treat all major mental health problems

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Market overview

Table below shows the extent of conditions in US, including number of people affected, yearly incidence rate and money spent on annual basis.

Estimated overall market potencial for Bellabee therefore reaches \$350 billion.

Condition	Adults affected	Incidence rate	New cases/year	Direct costs/year	Indirect cost/year
	(in million)	%	(in million)	(in billion)	(in billion)
Sleep disorder	70	0,5	1,5	55,3	14,7
Anxiety, depression	42	0,1	0,3	25,5	20
Distress	150	0,7	2,1	30	270
Headache disorder	141	0,2	0,6	5,9	43,6
Concentration	120	0,097	2,9	10	20

Source: National Centre for Health, Centre for Disease and Protection, National Institute of Mental Health(USA), Anxiety and Depression Association, American Headache Society, American Institute of Stress, The Occupational Safety and Helath Administration (OSHA), OECD

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TO WHOM BELLABEE IS MEANT TO HELP

DAILY TO INDIVIDUALS, DEALING WITH ANY OF HEALTH SYMPTOMS
WE HAVE PROGRAMS FOR

- anxiety
- stress
- depression
- insomnia
- PTSD
- recovering after brain stroke
- ADHD
- Alzheimer's
- Parkinson's
- ...and many others

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PROOF OF WORK

Individuals already, using Bellabee technology is over 20,000 and growing.

- 300 written statements and reports from daily users about its effectiveness.
- Neuro Feedback Specialists (NFB), psychologists using Bellabee with clients.
- Current (Live) Bellabee Support group of more than 1,500 members and growing.

NEUROFEEDBACK MEASUREMENTS

- Neurofeedback specialist can detect instant change of brain pattern movement in desired brain frequency through the use of an EEG recording device.

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CLINICAL TRIALS

The future for Bellabee is to continue with clinical tests in areas related to Autism, Dementia, Alzheimer's, Post Traumatic Stress Disorder (PTSD) and other brain disorders.

Specific solutions for specific conditions are being developed in order to support individuals with various brain abnormalities. People do differ and Bellabee enables customization which is a unique feature very few other devices have.

The product will continue to evolve and follow an evolutionary cycle where users of Bellabee continue to provide feedback and support. The better and more advanced the product becomes the more benefits will be realised by users on a daily basis. daily basis.

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BELLABEE FACTS 1/5 - WHAT IS IT

Bellabee is an active digital metronome. The technology is used to provide a better performance frequency for the brain by using electro-magnetic pulses (PEMF). The human brain already functions on frequencies but sometimes these frequencies does not operate optimally, which causes stress, anxiety, sleeplessness etc.

Bellabee enables the brain to perform better, it uses PEMF technology and through the use of frequencies the brain adapts to the rhythm provided, which provides the benefits people require.

An example would be where concentration is poor, in most cases people will have too little alpha frequency. Bellabee provides the right amount of the required alpha frequency in order to focus, concentrate and perform better.

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BELLABEE FACTS 2/5 - HOW DO WE DO IT?

Most brain abnormalities can be linked to incorrect frequencies be it anxiety, depression, insomnia, autism, ADHD etc. In some cases brain waves are too high and in other cases too low. Bellabee through PEMF creates just the right amount of frequency in order to support the brain's internal metronome clock to synchronise better and perform at optimal levels.

In order to support different brain abnormalities, the brain requires an intervention be it electrical or chemical. Bellabee is all natural as it works on the same principle as the brains' natural frequencies, it just supports the brain to function better in a more rhythmic and synchronised manner.

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BELLABEE FACTS 3/5 - IMPACT

Bellabee affects even more than one level in the body with the same signal. Not only directly on the brain waves, but also at the cellular levels (with electro magnetic impulses, we increase and slow down the charge in the tension of the cell membranes), we influence directly the cerebellum , which is giving signals in three directions: into the brain, the entire neuro system in the body, and directly into the heart.

That's why Bellabee also influence the speed of the heartbeat, and makes it so successful easing Anxiety. This was a breakthrough and unknown benefit until a user provided us feedback about the tremendous benefit realised by lower blood pressure when a person is moving into a more relaxed state. More research will be conducted going forward.

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BELLABEE FACTS 4/5 - HOW IS POSSIBLE

OUR ELECTRIC BRAIN

If you can control brain waves, you can control your levels of alertness.

But to understand how that works, you have to understand and accept two important things:

First, our brains are electric.

Second, certain brain wave frequencies are linked with:

- various states of body and mind alertness
- various states of mental and physical conditions

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BELLABEE FACTS 5/5

ALL ABOVE CAN BE ACHIEVED WITH BELLABEE

- anytime user needs it
- anytime user have time to perform a therapy
- anywhere

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SAFETY 1/3

- BELLABEE in combination with smart phone creates pulses in different frequencies and simply takes into account medical knowledge about the frequencies that our brains are working at in different states of mind and starts suggesting them to function at those exact frequencies.
- For generating electro-magnetic pulses in our Bellabee headband, Bellabee uses energy from smartphone or tablet, with the same power that goes to headphones when we listen to the music. SO IF YOU FEEL COMFORTABLE AND SAFE USING HEADPHONES, YOU'LL BE FINE USING BELLABEE.

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SAFETY 2/3

BELLABEE DOES NOT PRODUCE RADIATION

- Bellabee can be compared to an ear phone, it is like putting an ear phone at the back of the head and let the brain “listen” to various pulses. Ear phones also have very low energy ratings just like Bellabee.
- The device does not cause harm as the strength of the energy being used is in the region of 200 micro Tesla. PEMF devices used in clinics to treat depression and other brain conditions are 10 000 times stronger and use energy of around 1 to 2 Tesla’s. These clinical devices are FDA approved.

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SAFETY 3/3

BELLABEE DOES NOT PRODUCE "ELECTRO SMOG"

- Electro smog comes from devices with particular field strengths and high frequencies. These frequencies can induce heat in tissue and potentially damage cells.
- With Bellabee we PRODUCE OUR OWN NATURAL BODY FREQUENCIES, from 1 Hz to 135 Hz in strength of 220uT only. Nothing atypical or unknown to our body. Most of the music and musical instruments in the world are tuned to 440 Hz, and our phones run at a speed of 40,000 Hz!

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COMPETITION

- Medication producers
(antidepressants, sleeping pills, Ritalin,..)
- CBD oil and WEED industry
- Producers of complementary products like meditation apps, brain, sleep, fitness trackers
- Closest competitive products by technology are

ALPHA STIM and
MAG STIM devices

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FUTURE DEVELOPMENT - NEW SOLUTIONS

Besides earlier mentioned possibilities, we will aim to achieve a boost of growth hormone levels (RGH) as well.

It can be achieved, by boosting dopamine and melatonin.

RGH is created only in Delta brain patterns. Babies sleep most of the day in Delta. As we age our sleeping patterns change and Delta sleep patterns decreases. Research indicates that if we can increase Delta we should produce more RGH, thus supporting the reversing of cell degeneration and the ageing process.

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CURRENT DEVELOPMENT - MODIFIED DEVICE

- Bluetooth solution with bio sensors (EEG) to track brainwaves of each individual.
- Machine learning algorithms, so Bellabee will be able to recognise what is the type of brain it reads, in what category it falls and “decide” what needs to be done to aid the brain to perform better.

For instance we will teach the machine how an autistic brain looks, then we will read the EEG and determine for that specific individual what needs to be helped. The reason why we doing this is because people differ and one recipe might work for someone, but not so good for another person and this way the headband learns the brain it is on and sets the wave according to the correct optimum levels for functioning.

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POTENTIAL DISTRIBUTION NETWORK

The distribution network of more than 2.000 Neurofeedback specialist and associations, will include:

- Retailers
- Store chains
- Pharmacy chains
- Health stores
- Clinical stores
- Airport retailers
- Cruise retailers
- Duty free chains
- Institutional Buyers
- Health associations
- Sports organisations
- National health systems