

Before reading a letter, let me say one thing in my defense: all new ideas and proposals, having any serious value for the future, they supposed to be annoying at the very start, and 95% of people should raise their noses above them. If not, they do not worth a penny.

Here it is.

## **SITUATION**

What is the situation in the neurofeedback industry and what are your actions taken to join craziness in the wearable neuro med-tech market?

In a \$100B revenue field each year and growing. That is a 2018 result. The market for antistress, insomnia supplements is even crazier, just in the USA \$350B each year. It seems everybody is buying sleep and fitness trackers, brain readers, heavy blankets against anxiety, and widely using sleeping apps. And CBD oils of course.

In the last publications, most trending topics are related to Applied Neuroimaging, Neuromodulation, and Neurofeedback Investigations in Autism Spectrum Disorder and other mental health issues.

What do you have to offer or suggest to your members to be able to join this huge \$100B wearable neuro med-tech market?

NADA. ZERO. NOTHING.

## **NEUROFEEDBACK FUTURE ROLE AND POTENTIAL**

At the end of the day, neurofeedback specialists have the most complementary knowledge to be a linker between neuropsychology, neuropsychology, medical imaging, brain mapping on one side, and above-mentioned users, hundred millions of them, on the other side. Priceless knowledge, required to be a leader of today's neuro wearable mania.

And they are left out.

Do not let the future slips behind your backs!

We all know:

- Most brain abnormalities are 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.

- Brain waves may predict and potentially prevent above abnormalities

- Using Neuromodulation tools we can influence neural oscillation in any desired way.

But somehow less than 1% of NFB's around the world are using or better, experimenting to combine their therapies with neuromodulation solutions.

## **PROBLEM**

Why do NFB specialists neglect Neuromodulation? Whether electrical or magnetic.

Neuromodulation therapy has been investigated for other chronic conditions, such as Alzheimer's disease, depression, chronic pain, and as an adjunctive treatment in recovery from stroke, but somehow there is no widespread use of it.

The most common reasons are:

- being afraid of overtreatments
- knowledge of neuromodulation possibilities was not delivered to them

The reason for that is complacency and sleep. Yes, the NFB community has fallen asleep and does not adapt to the rapid changes in the mental health market.

Also, study books to become certified NFB specialists are 15 years old. At least the ones, so-called "NFB Bibles".

Dr.Ochs did 15 years ago found out it can drastically boost neuroplasticity processes by combining classical neurofeedback therapy with adding LED or electromagnetic pulsed therapies. And he was right. Individuals can be influenced by several external impacts, regardless of being a voice, smell, touch, or in the best case, with electromagnetic impulses. All external impacts are converted into them to be readable by our brain and heart. Whole-body is running with the help of electromagnetism, why not using core signals to influence it?

## **SOLUTION**

The solution lies in portable, always reachable devices, affordable, with a retail price of up to \$200, capable of helping people daily reducing stress, helping them to fall asleep or calming down, and will reduce the symptoms of mental illness.

Synch our brain wave oscillations at any required level instantly, from home under NFB's instructions.

Be able to hack current brainwave patterns they are causing brain anomalies and put them there where they should be. To enable your mind and body to work properly.

## **LOOK WHAT HAPPENED IN THE MEANTIME**

In the meantime, the future became solely wearable, wearable only, including neuroscience future.

Nobody is waiting, being prepared to take time or money for comprehensive and slow treatments, users buy instant solutions, quick and affordable ones. Conducting therapies, treatments, while they eat their lunches.

And it needs to be a gadget involved.

People have less and less money every year to invest it in their health. That is why we have a pandemic of depression, anxiety, ADHD, and stress-related symptoms worldwide.

Rapidly escalating each year. This is reality.

The positive thing is more and more people are looking for brain training solutions. Every year more and more. Not just professional sportsmen, sports psychologists, trainers...general people are starting to be aware of their brain powers and the influence it has on the whole body.

How can the Neurofeedback industry approach those people with offering \$2K-\$5K sessions?

It can't.

This is the field where the Neurofeedback industry requires instant quantum leap! If it wishes to be part of the future.

My proposal would be to:

1. including active wearable devices in NFB service to be able to offer homework assignments for clients between NFB sessions. Reducing the time and money spent.
2. Enabling patients to train brains better and quicker. And more important, under your control even if you are not there
3. NFB's need to become an indispensable and integral part of professionals who will help to transfer wearable neurotechnology to everyday use. For home, business, to achieve better sports achievements, and most importantly, to enable millions of people diagnosed with depression, autism, dementia, and stress to get affordable therapies. Under their surveillance. These are your future partners.

To get there, the complete change of the business model in the NFB industry is necessary and inevitable. Sooner or later.

NFB's need to become advisers, promoters of wearable technology, and earn much more than today! They need to go with the flow!

It can be done. And this is a proposal:

1. implementing Bellabee, MagStim, Alpha-Stim, or similar devices in NFB therapies means required sessions are reduced 5 times. It means you can get 5 times more patients, but raising the hourly rates by 50%.

The result is you work the same amount of time, by making 50% more in revenue and still offering more affordable solutions for patients. A WIN-WIN combination for all.

1. Here is the bigger "gold-digger":
  - a. providing extended and combined therapies or better to say, assistance to patients from other experts like:
    - i. neuropsychologist,
    - ii. Neuropsychiatrist,
    - iii. Electrophysiologist
    - iv. CNIM
    - v. IONM
    - vi. neurophysiologist,
    - vii. sport psychologist,

- viii. sports trainers,
- ix. cognitive therapist,

and many other fields. Their patients need to be forwarded to NFB'S!

- a. Not mentioning new gained ability to largely interfere with the demands and needs that:
  - i. health associations,
  - ii. sports organizations,
  - iii. National health systems,
  - iv. support groups for ADHD, AUTISM, DEPRESSION, have.
- a. Offering your services to retirement associations, retirement home chains. They are dealing with millions of people affected with Dementia or Insomnia.
- a. Are you aware there are thousands of Facebook support groups with several tens of thousands of members, gathered to talk about their mental issues and searching for helping each other?

Till today you do not have a solution for any of these a.- d. markets. And they are enormous, **\$100-350B each year.**

All this is / should be your playground. If you will adopt.

Simply by instructing and implementing wearable neuro med-tech devices in all of these areas.

It can be done with your help only.

## **CONCLUSION**

The future is wearable, in the shape of small and portable electronic devices. Especially in the health-holistic-wellness field.

I do not claim Bellabee is the best option to become a tool, which will enable the NFB industry to enter this market. Maybe it is Alpha-Stim, MagStim, or others.

But it should be the game, played with the NFB community included, in my opinion, NFB's should lead the way.

The NFB industry simply is not close to nowadays individuals in need. And there are millions of them, every year more and more.