

## Momentum in Motion

Our first schools are launching during 2025-2026 school year. For those that don't want to be first, the pain we are solving and the demand for what we are building is unprecedented.



Watch: Virginia Independent School Collaboraton:  
["The New Frontline of the Youth Mental health Crisis"](#)

## What Counselors Are Saying

- "This will help me manage and prioritize. It will tell me what's happening and why."
- "It will reduce my load."
- "I could actually organize my day, spend more time in classrooms, build relationships, and observe more."
- "If I had earlier signals, I could offer tools and support before things escalate. I could go from reacting to actually preventing."
- "Right now I use sticky notes, spreadsheets, and emails. It's all over the place."
- "Middle schoolers do not want to ask teachers for permission to see me. They don't want to be singled out, so they don't come."
- "Creating and sending surveys myself is time-consuming. Having them embedded in one system would save time and reach more students."
- "There's no place to put things together—surveys, observations—they're all in different places, so I have to compile it all before check-ins."
- "If I could add my own survey and target it to at-risk students in a non-threatening way, it would be more honest and accurate."
- "Everything becomes a crisis. My day gets derailed constantly. If I had something that flowed multiple data points easily to me, that would absolutely make my job easier."
- "We've tried everything—SEL, trauma-informed care, curriculum after curriculum—but we still can't keep up. What you're building could finally help us get ahead."

# Market Signal Report

## What School Leaders Are Saying

- “We’re always playing catch-up. If something can help us get ahead and get kids help when they need it, that’s the game-changer.”
- “Even with strong SEL programs, we’re still missing kids. A tool that spots the invisible ones early is exactly what schools need.”
- “I’m tracking academics, attendance, and check-ins, but nothing pulls it together. That’s what’s missing.”
- “We have all this data—attendance, grades, behavior—but we don’t have time to connect the dots. That’s where something like BrainDash becomes powerful. If it can help us catch students before they’re in crisis, that’s not just helpful—it’s essential.”
- “Sometimes it’s easier to press a button than tell someone you’re struggling. This gives another option for a kid to speak up.”
- “We’re often reacting, not preventing. If this helps us shift, that’s meaningful.”
- “There’s just not enough we do for kids in this area. Sometimes they spend so much time on screens that they’re losing the ability to even name what they feel. We’re trying everything—from therapy dogs to morning check-ins—to help them feel seen. I’m glad you’re building something like this.”
- “Screening, identifying risk, intervening early—that’s absolutely something I would want in my school.”

## What Industry Leaders See in Our Approach

- “What you’re doing is, you’re having kids do a wellness check. They’re basically self-reporting. That’s a piece of prevention. That’s powerful.” — National mental health philanthropy leader with \$40M+ raised for brain health initiatives

## The Signal Is Clear

**Schools are signing now.**

**Decision-makers are asking for exactly what BrainDash delivers.**

**The shift from reactive to proactive care is urgent, and BrainDash is positioned to lead.**

# Market Signal Report

## Backed by World-Class Expertise

### Education and Neuroscience Leadership:

- **Dr. David X. Cifu, MD** - Co-Founder & Chief Science Officer
  - Associate Dean for Innovation at VCU School of Medicine
  - Secured \$289 million in research funding for brain health innovation
  - Pioneer in early detection of cognitive and emotional wellness
- **Dr. Candice Roquemore Bonner, Psy.D., LCP** - Pediatric neuropsychologist trained at Harvard Medical School whose research on youth behavior informs our understanding of student development
- **Todd Stansbery** - Experienced school leader who served as Head of School at Tuxedo Park School and The Swain School, and most recently as Head of Lower School at St. Christopher's School in Richmond, VA

### Science Advisory Board:

- **Dr. Martin Rosenzweig, MD** - Former Behavioral Chief Medical Officer at Optum who developed national solutions for youth mental health
- **Dr. Sidney Hinds, MD** - Medical Director for Major League Soccer Players Association and expert in brain health monitoring
- **Dr. Mary Jo Pugh, PhD, RN** - Professor of Medicine applying big data expertise to help schools identify early warning signs
- **Dr. Paul DeChant, MD, MBA** - Family medicine physician bridging clinical insights with practical school implementation

### Product Advisory Board Leadership:

- **Neerja Bajaj** - Chief Product Officer leading the Advisory Board, expert in designing systems that connect counselors, teachers, and families
- **Todd Nemanich** - Co-Founder & CTO focusing on security and technology infrastructure to protect sensitive student data
- **Todd Feldman** - Founder & CEO and primary contact, combining business expertise with passion for youth mental wellness prevention

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