



Short profile

Effectivate

CHARITÉ/BIH-PARTNER WANTED!
More information [here](#)

Medical field	Neuroscience
Product	Effectivate cognitive trainer, web-based app / Prevention
Growth stage	Proof of Concept
Founders	Shai Granot (CEO & Co-founder), Etai Raz (CTO), Yael Gilutz (CSO & Co-founder)

Description of product:

Effectivate is developing a cognitive training platform (brain-training web-app) designed specifically for users ages 60-80. This supports cognitive abilities in a holistic way combining both strengthening neural networks using research-based exercises, and not only teaching, but also training memory techniques supporting every-day problems. In order to reach the maximum training effect, our novel protocol creates a personalized and continuous training, set to challenge each and every user in an ongoing manner, in order to reach "brain sweat" and inspire brain plasticity.

Project goal:

- (1) Get a better understanding of the American\European health system and medical processes-cognitive health wise.
- (2) POC for our product.
- (3) Validation process of our product including data analysis.
- (4) Understanding the medical staff needs in remote and monitor of cognitive impaired patients.
- (5) Execute a clinical trial as part of the validation process

Project type:

Our main goal is to create a Proof of Concept, examining the changes need to be made to suit new markets as a first step before starting to market abroad, get local validation results in a clinical trial and connect to leading researchers. Estimated Project Duration: 6-12 months



Eligible by the IIA



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