




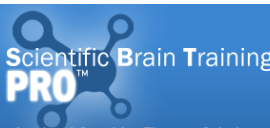

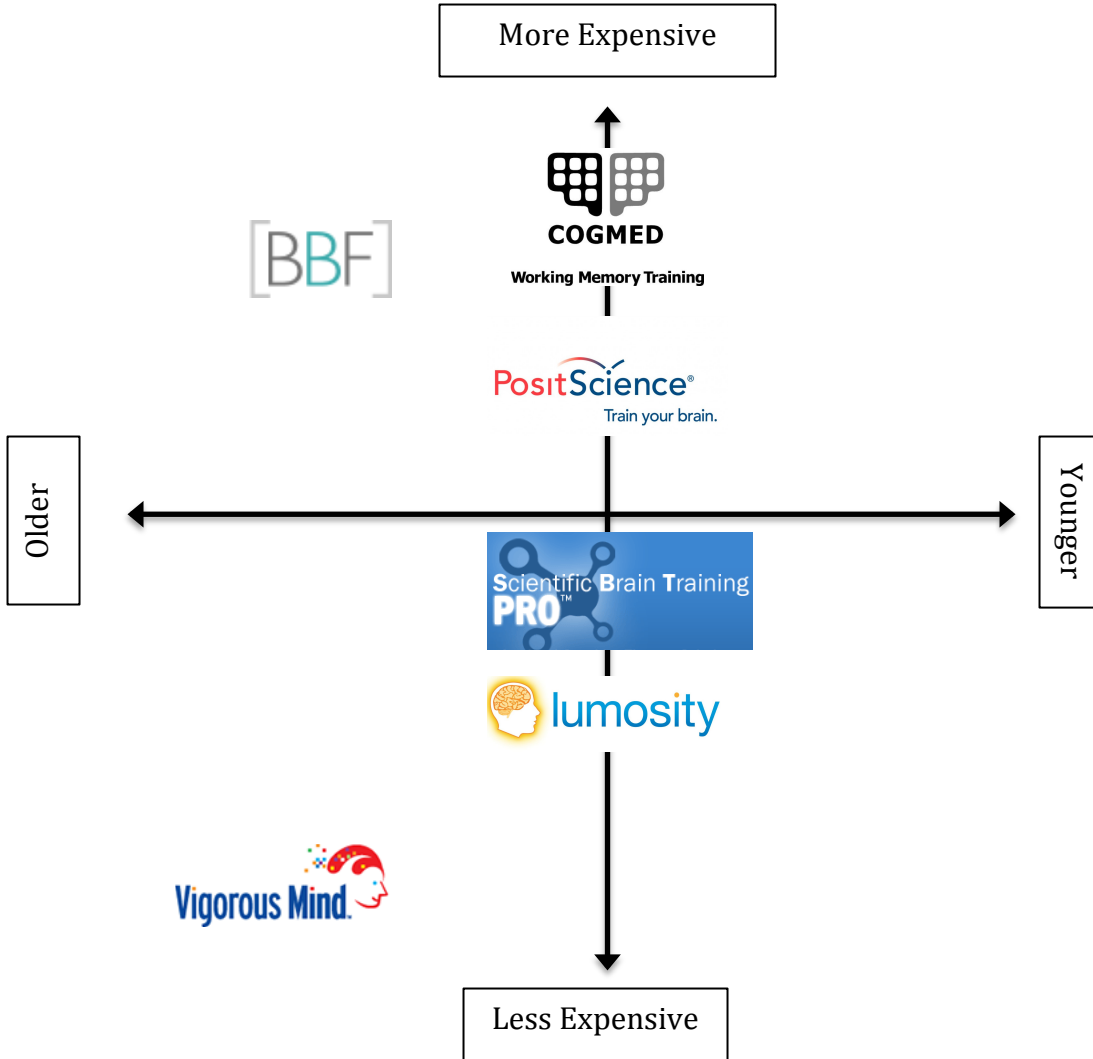


	Strengths	Weaknesses	Opportunities	Threats
	<ul style="list-style-type: none"> <li>• Leading physicians in ADHD- Dr. Hallowell, MD and Dr. Ellison, MD MPH</li> <li>• Creative approach to brain games market with multiple facets and a focus on wellness</li> </ul>	<ul style="list-style-type: none"> <li>• Convoluted service description and unclear user interface model</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on one or two key components for example, cognitive exercise and stress reduction, as opposed to all six areas</li> </ul>	<ul style="list-style-type: none"> <li>• Lose creative approach to the brain games market and become too similar to Lumosity</li> </ul>
	<ul style="list-style-type: none"> <li>• Personalized training focused only on brain games</li> <li>• Least expensive</li> <li>• Highest popularity</li> </ul>	<ul style="list-style-type: none"> <li>• Poor Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>• Provide different levels for different age groups</li> </ul>	<ul style="list-style-type: none"> <li>• Lose simplicity of original site</li> </ul>
	<ul style="list-style-type: none"> <li>• Combines cognitive wellness with social networking</li> </ul>	<ul style="list-style-type: none"> <li>• Only focuses on one age group— senior citizens</li> </ul>	<ul style="list-style-type: none"> <li>• Expand target audience</li> <li>• Create phone app</li> </ul>	<ul style="list-style-type: none"> <li>• Lose loyal customer base</li> </ul>
	<ul style="list-style-type: none"> <li>• Focuses on different areas of cognitive skills in Brain HQ (attention, brain speed, memory, people skills, intelligence, and navigation)</li> </ul>	<ul style="list-style-type: none"> <li>• No app available</li> <li>• Too similar to Lumosity</li> </ul>	<ul style="list-style-type: none"> <li>• Create phone app</li> <li>• Provide one trial game for each section of Brain HQ</li> </ul>	<ul style="list-style-type: none"> <li>• Lose money on frequent free trial offers</li> </ul>
 <b>COGMED</b> Working Memory Training	<ul style="list-style-type: none"> <li>• Funded by Pearson Technology, global leader in education, education technology, and assessment.</li> <li>• Focuses completely on working memory</li> </ul>	<ul style="list-style-type: none"> <li>• Very vague with pricing</li> <li>• No phone app</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on long term memory in addition to working memory</li> <li>• Expand target audience</li> </ul>	<ul style="list-style-type: none"> <li>• Lose original appeal by focusing on more than one aspect of the brain</li> <li>• Lose loyal customer base</li> </ul>
 	<ul style="list-style-type: none"> <li>• Five different app games under HAPPYneuron</li> <li>• Three diverse programs: <ul style="list-style-type: none"> <li>- Rehab Program</li> <li>- CR-Psych Program</li> <li>- Aging Well Program</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Does not provide a set program for healthy people looking to improve their cognitive wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a fourth program to expand target audience.</li> <li>• Become more popular and well known like Lumosity by advertising more frequently.</li> </ul>	<ul style="list-style-type: none"> <li>• Lose focus on original approach of treating customers with mental illnesses and cognitive impairments.</li> </ul>

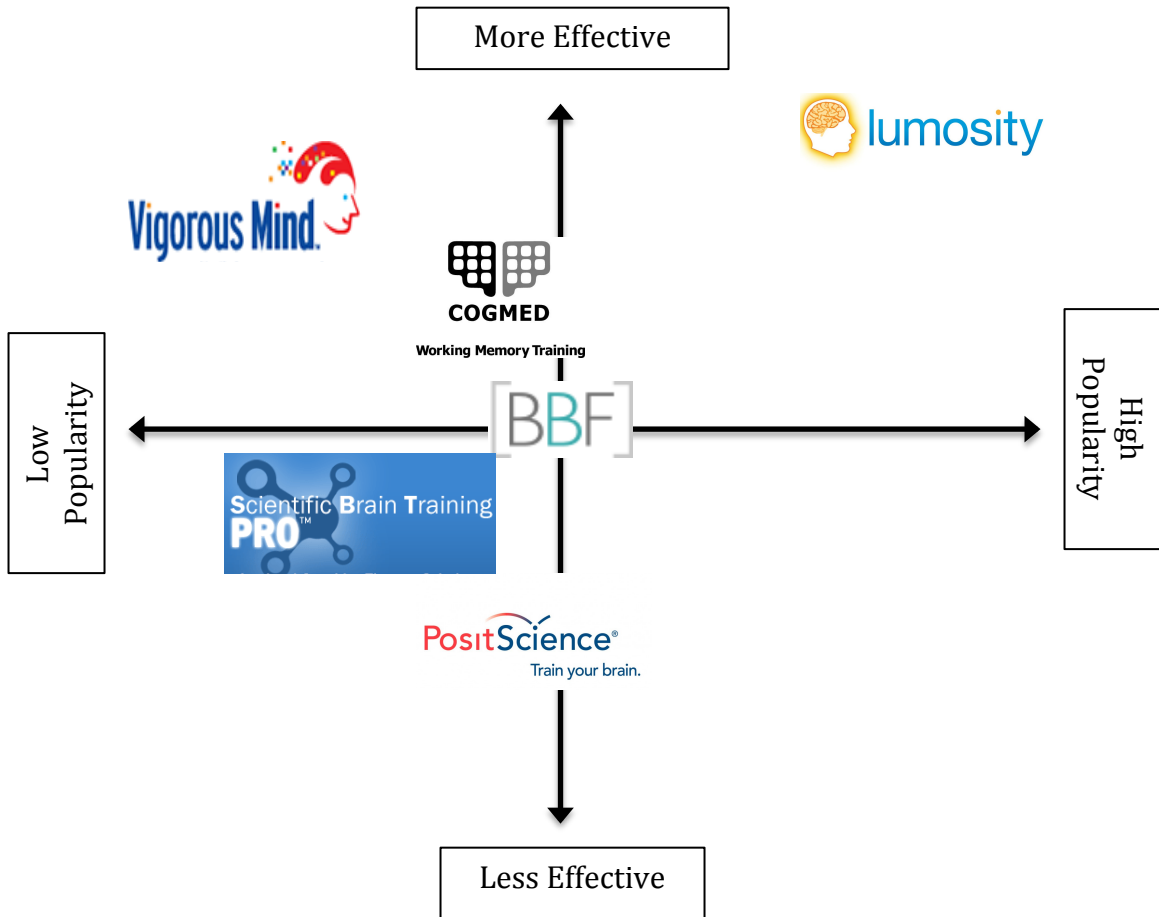
# Exhibit IIA

## Age and Cost Comparison of Service



# Exhibit IIB

## Popularity and Value Comparison of Service



# Exhibit III

## Brain Games Survey

**Thank you in advance for participating in my survey. I am comparing six companies in the brain games market. Please answer all questions to the best of your ability. Please remember to circle your gender and fill in your age below.**

Gender: Male or Female

Age: \_\_\_\_\_

**1)** “ If you exercise your mind, you’re not going to get sick”, so says Rob Walton. Many scientists agree that exercising your brain improves your life and your life span. On a scale of 1-10, 1 being NOT important and 10 being VERY important, how important do you think it is to exercise your brain on a regular basis? Please circle your answer.

Not Important    1    2    3    4    5    6    7    8    9    10    Very Important

**2)** Please circle any/all of the following companies if you have seen them advertised either in magazines, newspapers, or online.

Boston Brain Fitness  
Lumosity  
My Vigorous Mind  
Posit Science  
Cogmed  
Scientific Brain Training/ Happy Neuron

**3)** Please circle any/all of the following companies if you have played their online brain games.

Boston Brain Fitness  
Lumosity  
My Vigorous Mind  
Posit Science  
Cogmed  
Scientific Brain Training/ Happy Neuron

**4)** On a scale of 1-10, 1 being NOT likely and 10 being MOST likely, how likely would you be to purchase an online brain game subscription focused on enhancing cognitive abilities provided in a fun and interactive setting. (Subscriptions available for one month or more). Please circle your answer.

Not Likely    1    2    3    4    5    6    7    8    9    10    Most Likely

**5)** Of the following areas, which aspects would you be most interested in? Please rate each aspect as follows: “1” most important through “6” least important.

_____ Cognitive Exercise	_____ Sleep Training
_____ Nutrition	_____ Stress Reduction
_____ Physical Activity	_____ Yoga