

# Our Ideal BrainRx Centre Owner

## Qualities of Our Top Performing Centre Owners:

- People Person
- Persistent
- Collaborative
- Assertive
- Networker
- Competitive
- Outgoing
- Confident
- Risk-taker
- Planner

Are you planning  
to work full time  
to set up a  
thriving business?



# Key Benefits of the BrainRx License

Low initial investment of only \$13,500  
instead of much more expensive  
education franchises

High level of autonomy and  
flexibility

Transparency in all costs and a  
simple fee structure

Ability to make a great living, doing  
what you love

# We Are Growing Fast!

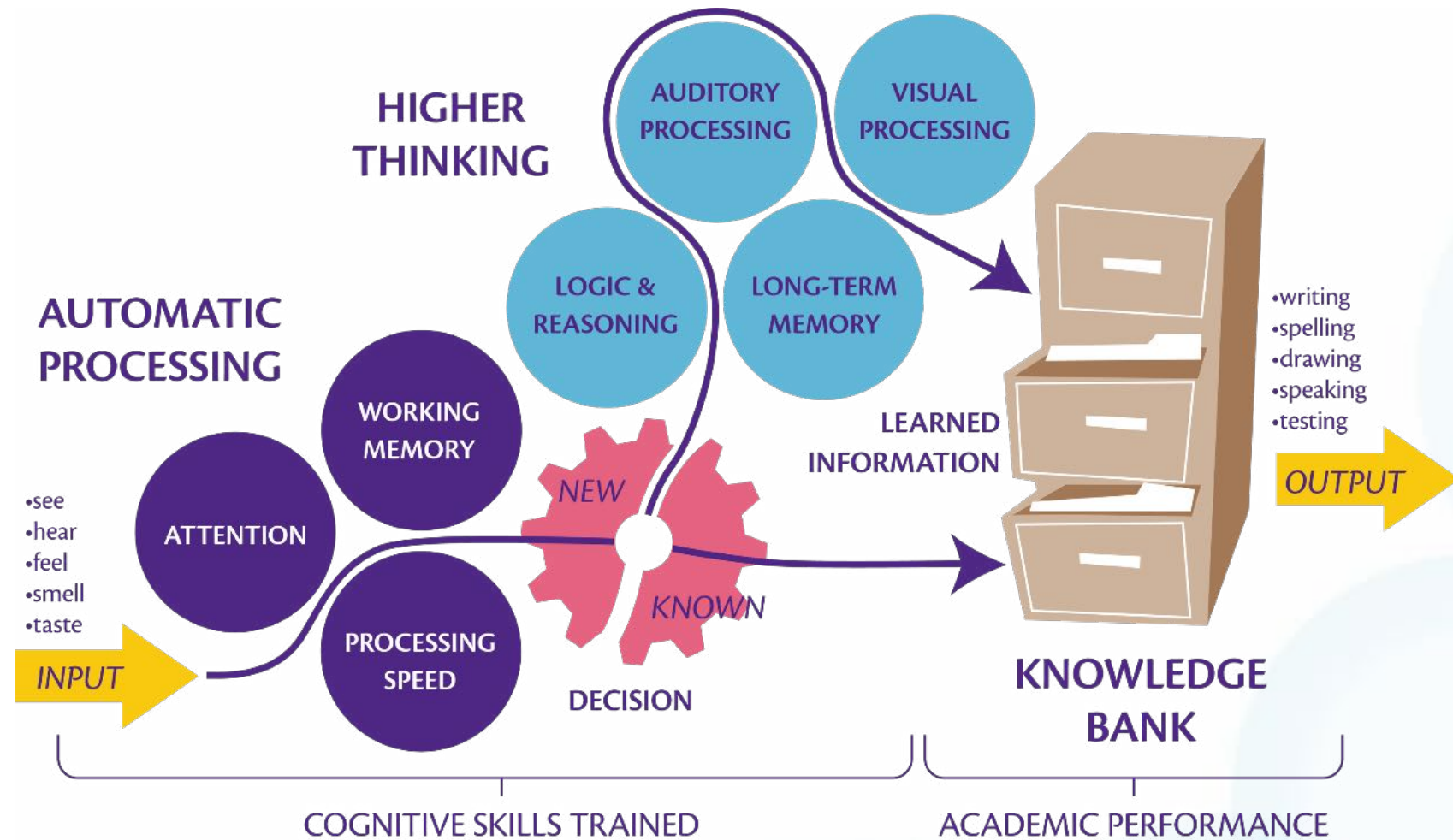
26 New Licensees in 2024



120+ Centers in 40+ Countries




# The Only Comprehensive Cognitive Training Program in the World



# Research-based Programs with Proven Results

5<sup>th</sup> Edition

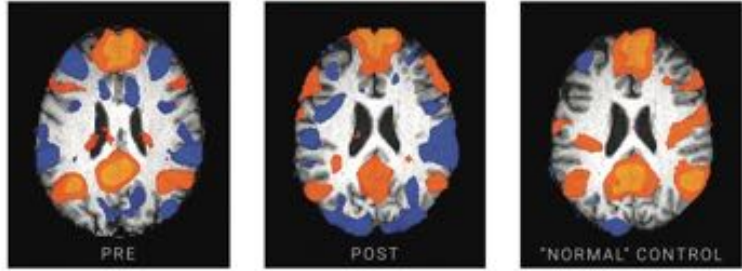
## RESEARCH RESULTS & CLIENT OUTCOMES



**BrainRx**

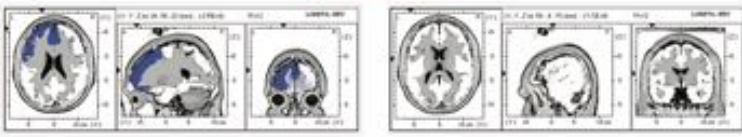
This block shows the cover of the 5th edition of the book 'Research Results & Client Outcomes'. The cover features a large, colorful network diagram representing brain connectivity. The title 'RESEARCH RESULTS & CLIENT OUTCOMES' is prominently displayed in a large, bold, purple font. The BrainRx logo is at the bottom left. To the right of the main cover, there is a vertical strip of smaller images showing various research results and client outcomes, including brain scans, charts, and photos of people.

### fMRI RESULTS



PRE POST "NORMAL" CONTROL

### qEEG RESULTS

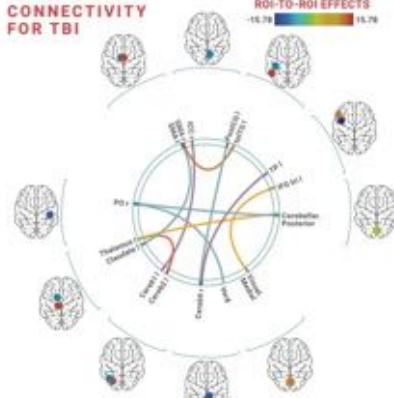


Source: Moore, A.L., & Ledbetter, C. (2018). fMRI, qEEG, & neuropsychological outcomes following cognitive rehabilitation training for severe traumatic brain injury: A clinical case study. Presented at Brain Injury Summit, Jan 2018, Vail, CO.

**BrainRx**

This block displays fMRI and qEEG results. The fMRI section shows three axial brain scans labeled 'PRE', 'POST', and '"NORMAL" CONTROL'. The 'PRE' and 'POST' scans show significant areas of activation in orange and blue, while the '"NORMAL" CONTROL' scan shows a different pattern of activation. The qEEG section shows six topographic maps of electrical activity across different brain regions. A source citation is provided at the bottom, and the BrainRx logo is at the bottom right.

### TRAINING-INDUCED FUNCTIONAL CONNECTIVITY FOR TBI



ROI-TO-ROI EFFECTS  
-15.76 15.76

### PRE/POST PERCENTILES ON WJIV

Category	Pre	Post
Working Memory	71	87
Long Term Memory	70	85
Visual Processing	65	97
Auditory Processing	78	97
Processing Speed	37	68
Logic & Reasoning	84	95
General Intellectual Ability	75	98

**BrainRx**

This block contains two charts. The first is a circular diagram titled 'TRAINING-INDUCED FUNCTIONAL CONNECTIVITY FOR TBI' showing functional connectivity between various brain regions. A color scale indicates ROI-TO-ROI effects from -15.76 to 15.76. The second is a bar chart titled 'PRE/POST PERCENTILES ON WJIV' showing the change in percentiles for various cognitive functions. The chart shows a significant increase in percentiles for most functions, particularly in Visual Processing and General Intellectual Ability. The BrainRx logo is at the bottom right.

# Flow of a Student Through Training



50% of Training one to one, 50% on Computer.



The computer training is one-to-many!



# The Investment

BrainRx Center License Fee: \$13,500 USD  
For the **BrainRx Cognitive Training Program**  
(including the Licensee Training, 5 Trainer kits,  
materials & all Resources)

## Additional Program Licenses:

ReadRx License Fee:	\$2,500 USD
AccelerateRx License Fee:	\$2,500 USD
MathRx License Fee:	\$2,500 USD

## Ongoing Costs:

10% of program fees  
Cost of Gibson Tests





# The BrainRx International License Agreement

<b>INTERNATIONAL BRAINRX CENTER AGREEMENT</b>	
Signing Date:	
Effective Date:	This effective date is used to calculate renewal dates. This is the first day of training, which is:
Parties:	BrainRx, Inc., a Colorado corporation (BrainRx) 6385 Corporate Drive – Suite 101 Colorado Springs, CO 80919 (USA) Formal legal name: _____ (If legal name is not available upon initial signing, it must be provided prior to Center beginning to train students). Address: _____
Center Address:	
Owners: (All holders of 5% or more ownership of Center)	Name: _____
	Name: _____
	Name: _____
<b>BrainRx Cognitive Training Program – Core training for all licensees</b>	
Fees (Center will pay all fees in US Dollars):	*Initial Training and Licensing Fee: \$13,500
	* BrainRx Student Program Fee: Greater of 10% of amount paid by student or \$300 for initial student program. Any additional training hours added to the student program will incur a 10% fee of amount paid by student.
	*Gibson Test Fee: \$10 per test
	*Technology Fee: \$150 annually beginning at the first renewal
	To renew the BrainRx agreement: A renewal fee* of \$2,000 is due, minus \$200 for each initial student program fee paid during the 12 months prior to the renewal notification date. At renewal time, if program fees have been paid for 10 or more students in the prior 12 months, there will be no renewal fee.
	*Licensee Training Fee: There is no fee for the initial licensee training for up to 3 individuals. Each additional person attending licensee training will be charged a \$400 per person fee.
<b>Additional Programs to be Added</b>	
<input type="checkbox"/> MathRx	*Additional Initial Training and Licensing Fee: <b>\$2,500 per Program added</b> *Initial Program Fee: Greater of 10% of amount paid by student or \$300
<input type="checkbox"/> AccelerateRx	* Additional training hours added to the student program will incur a 10% fee of amount paid by student.
<input type="checkbox"/> ReadRx	*Licensee Training Fee: There is no fee for the initial licensee training for up to 3 individuals. Each additional person attending licensee training will be charged a \$300 per person fee.
<input type="checkbox"/> Languages Pack	The agreement provides access to the English language Gibson Test and Digital Training. If you wish to access other language versions of the Gibson Test and Digital Training (when the language is already available) there is a one-time local language access fee of \$350. If the Gibson Test and Digital Training are not available in the desired language, then it can be developed for a one-time fee of \$1,500. However, if the licensee assists with the translation, verification and testing work of the new language for the Gibson Test and Digital Training to bring it to completion then this fee will be waived.
= \$ _____	Add up the total of the programs selected above. Center will pay all fees in US Dollars.
Term:	3 years from Effective Date, with successive renewal terms of 3 years each





**BrainRx™**

Finding the Right Premises for  
**Your Centre**  
& Pricing Recommendations



# What size centre do I need? Where?

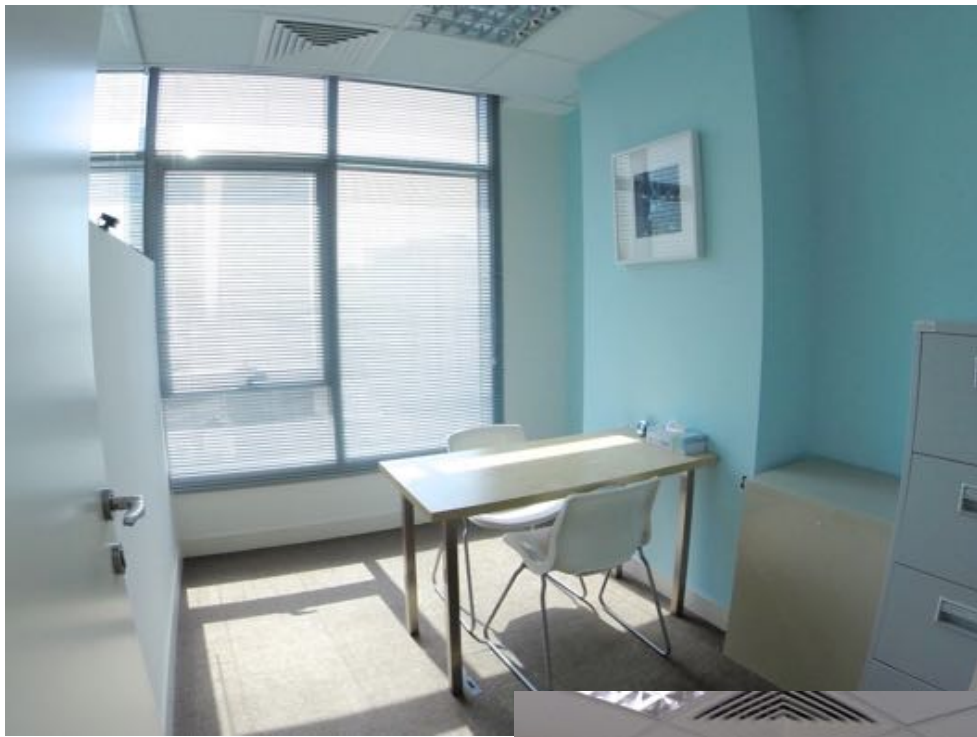
- 1,200 – 1,400 sqft (110 – 130 sqm) is ideal
- Rent not too high
- Look for centres in safe, clean buildings
- Good road network
- Good parking
- Near lots of schools
- Look at locations of other tutoring centres or children's activities (ballet, karate, music, ...)

# Centre Layout Requirements

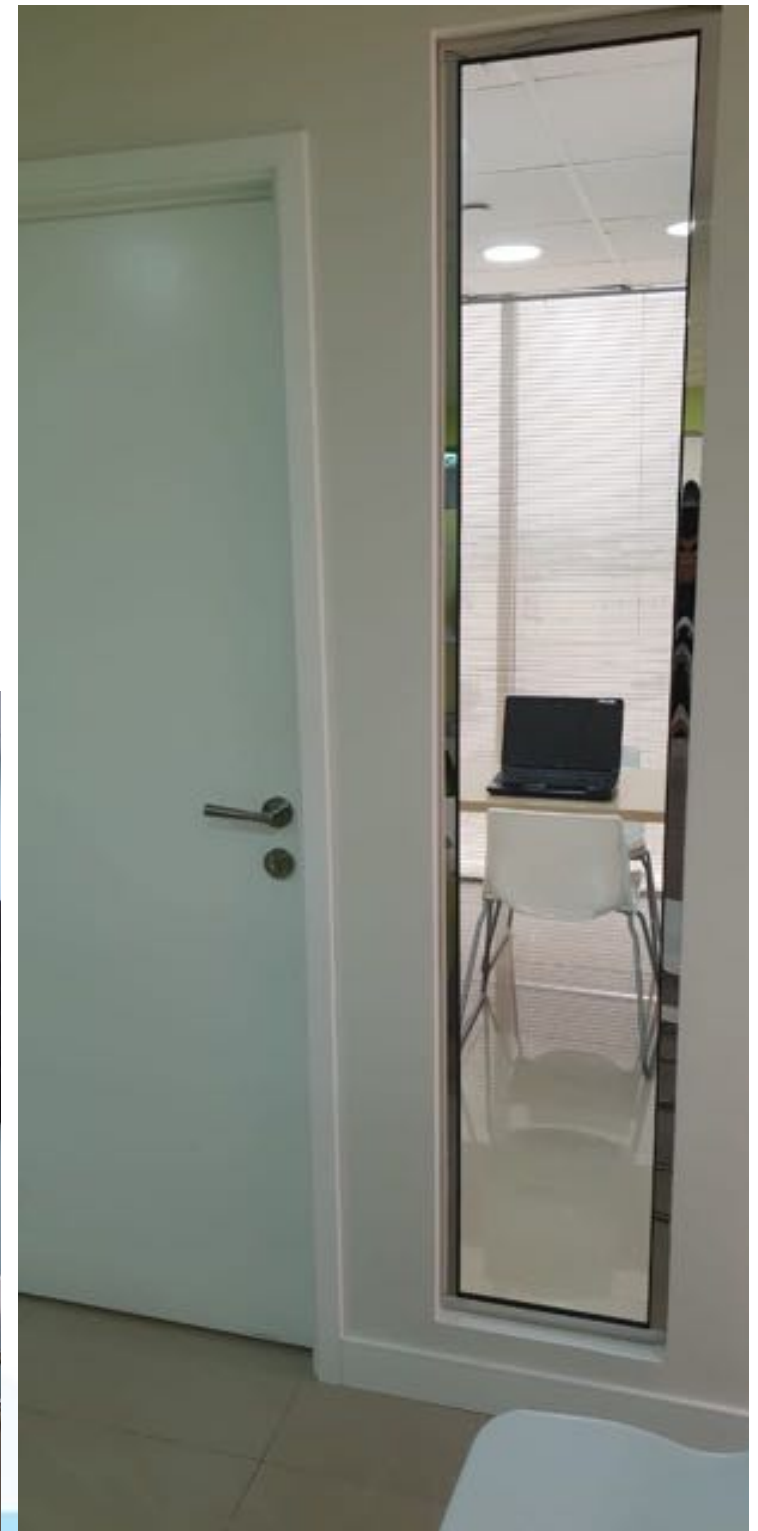
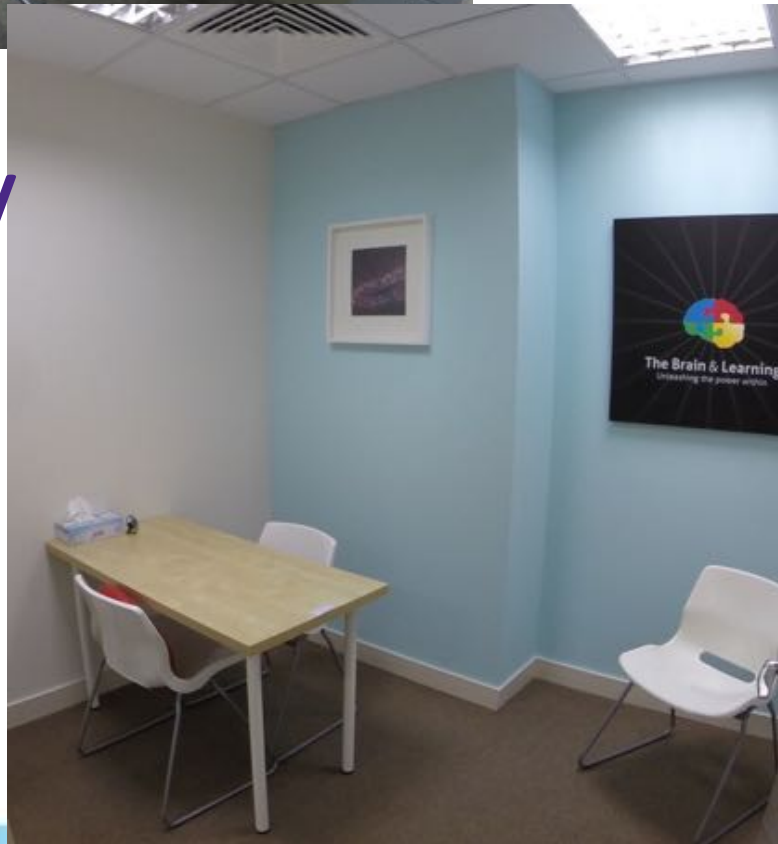
- 8 one-to-one training stations
  - 2 testing/ training rooms with glass viewing panel
  - 6 training stations in the open plan area (partitions are optional)
- 9 digital training stations
- Consultation room (also for individual interviews)
- Management office for directors to share
- Trainer room with kitchenette
- Reception and waiting area

You can start with furniture and laptops for 5 stations and add more as you grow.





## 2 Testing/ Training Rooms

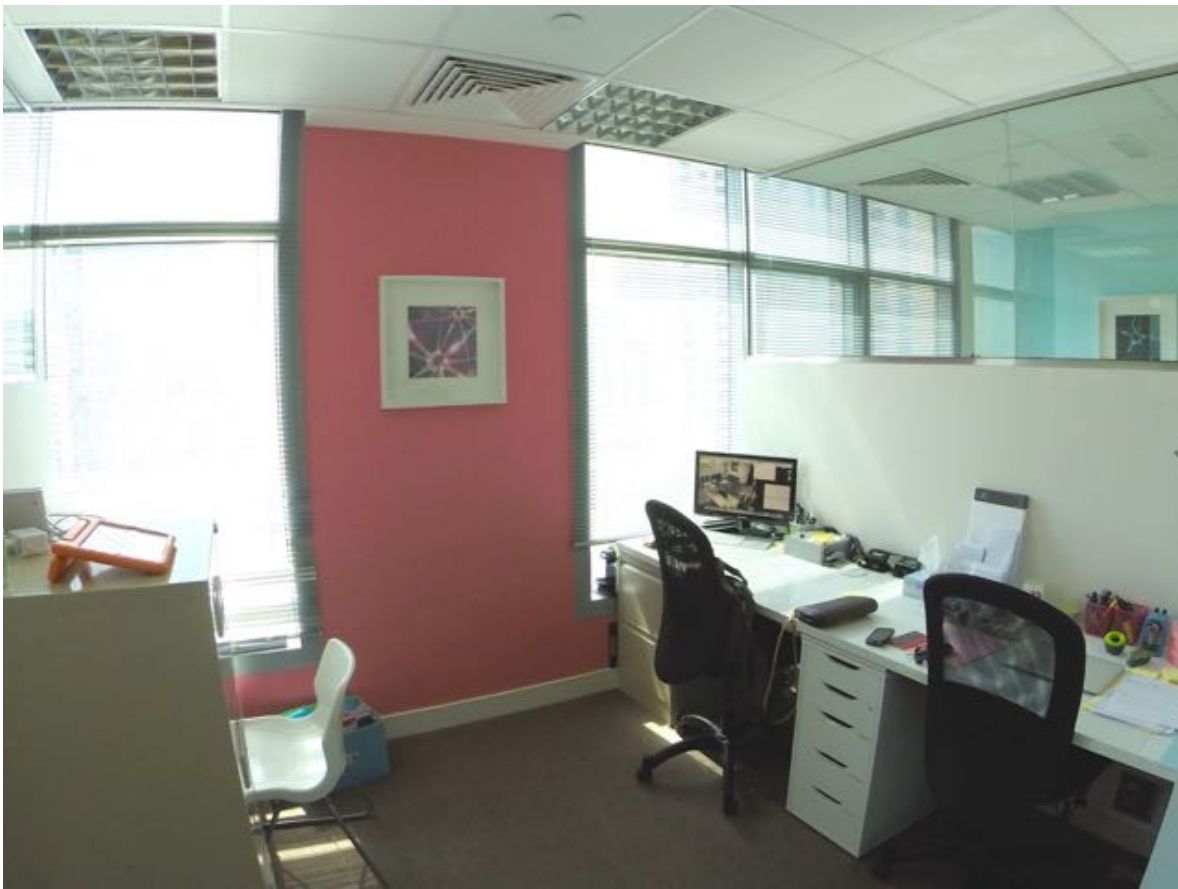


# 6 One-to-One Training Stations

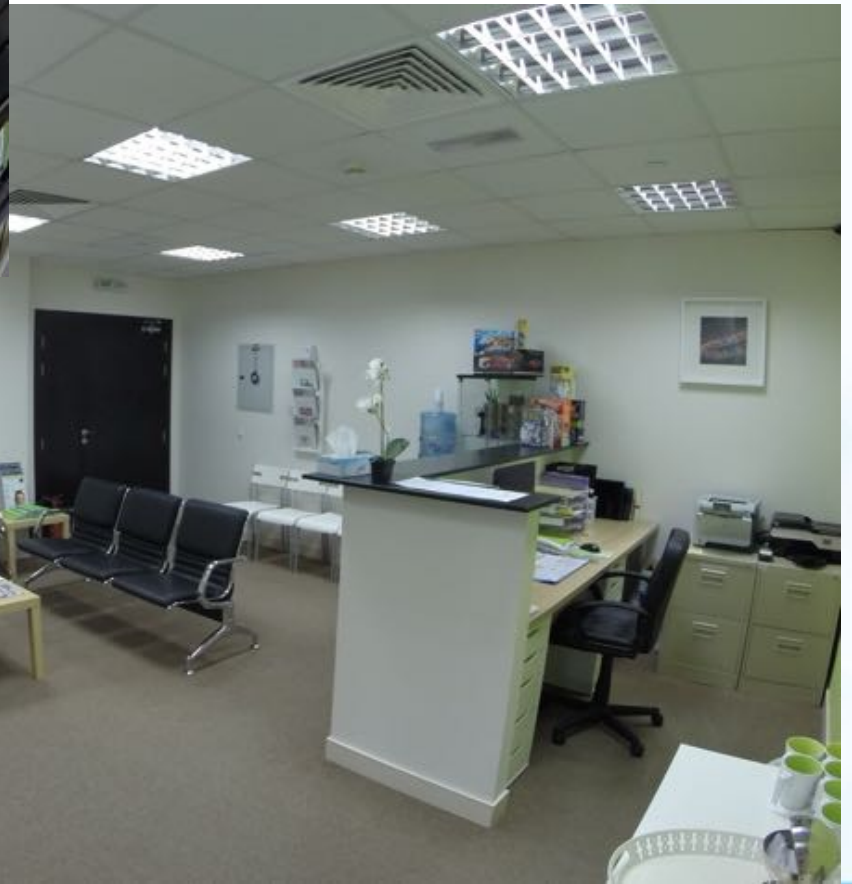


# 9 Digital Training Stations



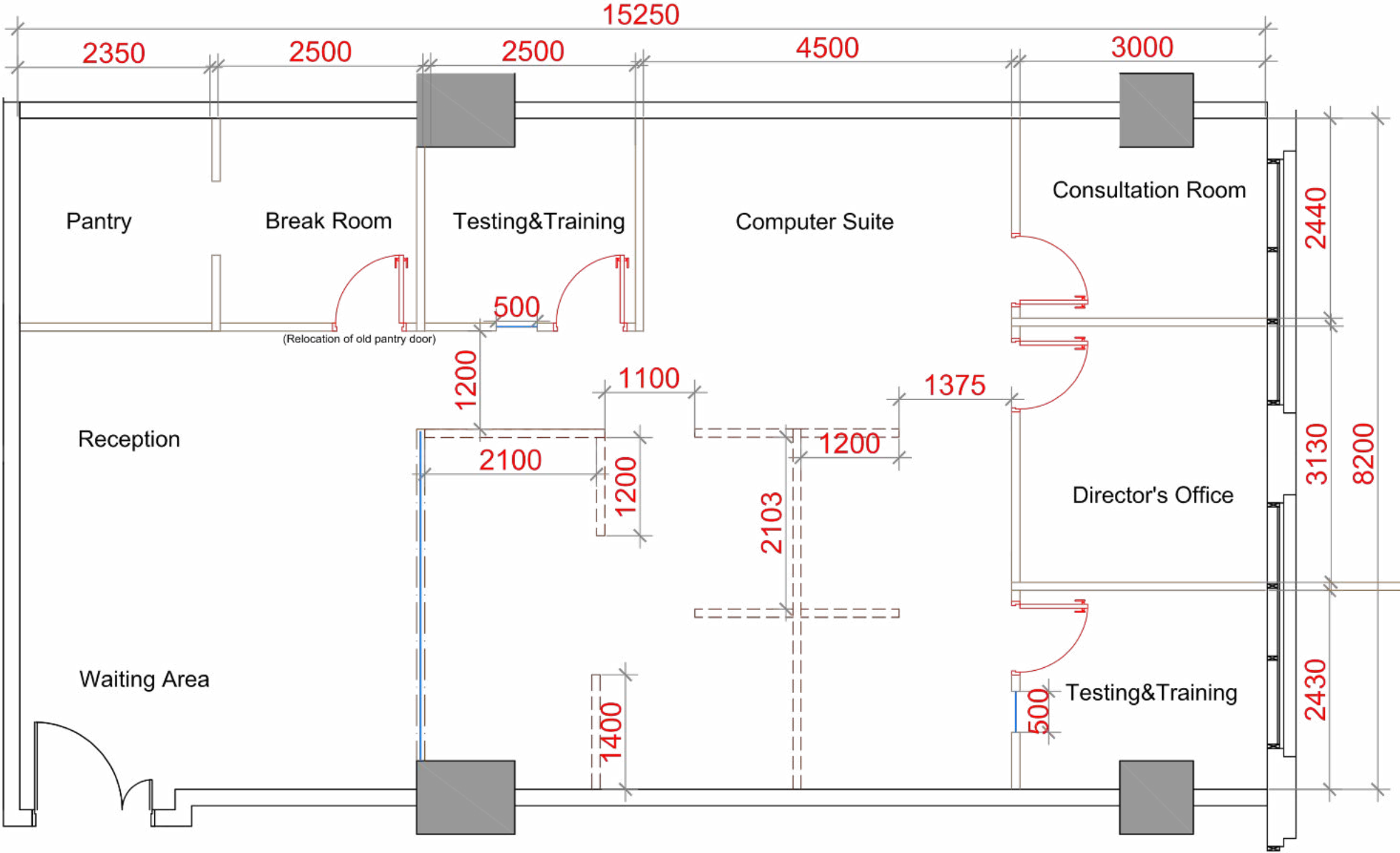








# 1,350 sqft Centre Layout









LearningRx

OUR CORE VALUES

- We pitch in to do what we do best.
- We do it the way we do it best.
- We get things done.
- We do things we do better than anyone else.

Integrity  
Accountability  
Customer Focus  
Teamwork

LEARN EASIER  
THINK FASTER  
PERFORM BETTER









## WALL OF FAME

You're a star!

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1 2 3 4 5

# We Are a Premium Program

- We offer the “Ferrari” of educational interventions.
- It is a one-off intervention (unlike tutoring that needs to be paid for for years).
- There is virtually no regression in skills (see our Research Results).
- You need to target the top 10% of earners in your city.



# How much should I charge for a program?

- Look at top 2-3 private school fees for one year in your city for a 12-year-old student.
  - A 72-hour program should be around 1/3 of one year's school fees.
  - Divide by 72 to get your hourly rate.
  - Cost of the **assessment** should be 2.5 - 3 times your hourly charge.
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- **Note:** Trainers should be **part-time** and only paid for the hours they work.



# Your Homework & Next Steps

- Research locations and find cost of leasing possible premises for your centre
- Find out the annual fees for the top 3 private schools in your city

After this call, I will send you:

- The license agreement
- Our Research Results and Client Outcomes

I recommend that you review these and we can then have a call to go over your questions.

I will explain the next steps to you then.

**Let's schedule that call now!**

