



## LA FABRIQUE à NEURONES

### One line pitch:

Boost your cerebral skills with our cerebral training. You will stay sharp and keep your intellect sharp for ever!

### Market Analysis:

With around 600 millions people in the world who are 60 or more, healthy ageing is a growing preoccupation. Some cerebral functions declines with time and doing science-based cerebral exercices can help slow down this decline. For now, healthy retired individuals go the to gym, take a class, or do cross-words. They will soon also do cerebral trainings with La Fabrique à Neurones. This project targets all retired people (mass market B2C), as well as companies (B2B) that work or care for retiring people (senior residence, retiring home, specialized housing, insurance) and companies that propose competitive activities such as physical exercices and want to expand their offer for seniors.

### Value proposition:

Group cerebral training is made of science-based exercices and games, inspired by neuroscience and cognitive psychology, which are fun, engaging, and challenging. This programme aims at preventing the cerebral decline that comes with age, reassuring worried retired individuals concerning their cerebral abilities, and favoring social ties which are known to promote wellbeing and a good health. Retired people are asking for ways to stay intellectually sharp for as long as possible, and this programme answers this need. It is an innovative service that has few direct competitors in France, and only a few in the US that are very localized.

### Business Model:

The main B2B revenue comes from selling a package which includes: the cognitive training contents, the instruction book to use them, and the specialized training for the animators / instructors / caregiver that will work with seniors each week or many times a week, and who do not have the expertise nor the time to create trainings. Part of the price is a fixed-fee (training + first contents) and part of the price is recurrent (updating the contents every semester, adding new contents, etc.). The B2C revenue comes from local trainings that helps test the trainings and get feedback from consumers before they are sent away.

### IP and Regulatory situation:

The cerebral training contents will be protected by a contract signed between La Fabrique à Neurones and the buyer that ensure non-reproducibility and confidentiality of content. The contract will be created by a lawyer, in agreement with La Fabrique à Neurones.

La Fabrique à Neurones



## COMPANY PROFILE

- **Website:**  
[www.lafabriqueaneurones.com/en/news-2/](http://www.lafabriqueaneurones.com/en/news-2/)
- **Field:**
- **Contact:**  
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[marie.elisabeth.prevost@gmail.com](mailto:marie.elisabeth.prevost@gmail.com)
- **Location:**  
3BIS- 88 rue Anatole France  
38100 Grenoble  
France
- **Founded in:** //01/2016
- **Employees:** 0
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**
  - **Monthly burn rate:**
  - **Capital seeking and date:**
- **Investors:**