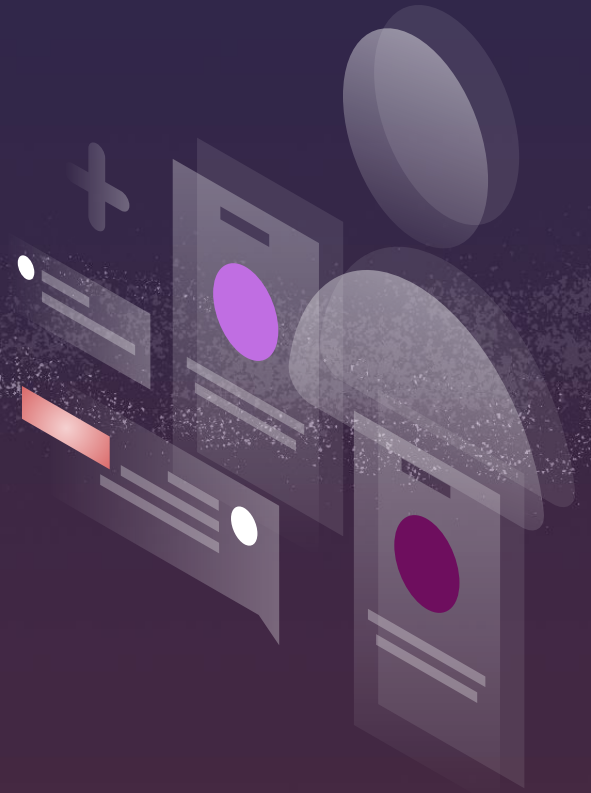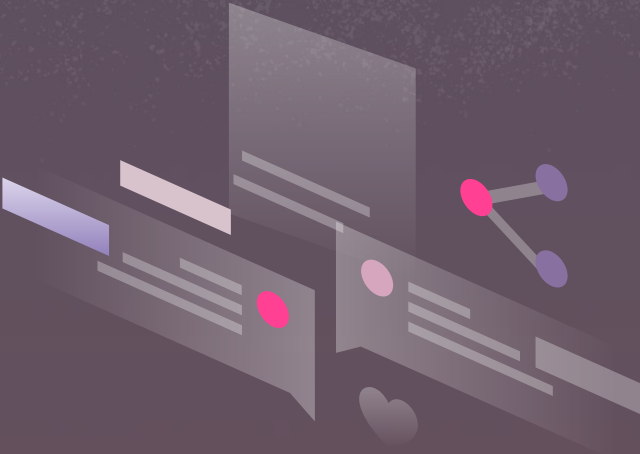# ARCHITEX

Learn Your Brain | Build Your LIfe
Uncover Your ArchiTYPE

Our Mission: Provide a neurocognitive assessment tool capable of precisely measuring strengths and weaknesses in order to deliver insights that elevate performance and functioning.
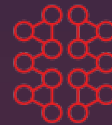
The Problem

ARCHITEX For The Human Good

" 95% of people think they're self-aware, but only 10-15% truly are."
-Jeff Kauflin, Forbes

Increasing self awareness allows individuals to insightfully engage with opportunities that promote success and quality of life.

The Solution

ARCHITEX has the power to be the mediator between schools and students, employers and employees, clinics and patients, and you and your thriving future. ARCHITEX provides objective insight into cognitive functioning necessary to optimize performance and wellness.

Insights about the mind can be leveraged for school, work, hiring, teams, and relationships. Data-driven insights also inform custom user experiences ranging from internet applications to precision medicine.

The applications of ARCHITEX as an objective neurocognitive tool are boundless.

Now

ARCHITEX is currently a multi-module integrative assessment of relatively stable neurocognitive traits (e.g. abstract reasoning skills, affect recognition) with a secondary emphasis on assessment of malleable states (e.g. processing speed, emotionality).

Future

ARCHITEX is building additional modules allowing for longitudinal assessment of malleable cognitive and emotional states.

These state-based assessments will be designed as rapid, repeatable, and ecologically-oriented.

Assessments over time allow ARCHITEX to assess the impact of interventions or treatments on brain, cognition, and behavior.

ARCHITEX

It only takes 6 minutes. Uncover your ArchiTYPE: a four-letter acronym, with each letter representing an aspect of your cognitive style, plus a two-letter code expressing how your strengths uniquely manifest in the world.

| Answer a few questions about your life, interests, and goals. | → | Take our 6 minute digital cognitive assessment via our web platform. | → | Discover your ArchiTYPE and receive insights to improve your daily functioning. | → | Receive an individualized feedback session from our scientists. |

The process is simple and the results are powerful. Honor your ArchiTYPE.

ARCHITEX VALIDATION

- Validation studies completed demonstrate that Architex is:
  - Construct Valid (i.e., measures the cognitive domains it purports to).
  - Cross-correlates with off-the-shelf, computerized, cognitive assessment tools.
  - Maps onto structural and functional brain networks.

Additional modules can be quickly validated through studies with academic and clinical partners allowing:

- Rapid, multimodal data collection.
- Across diverse patient populations.
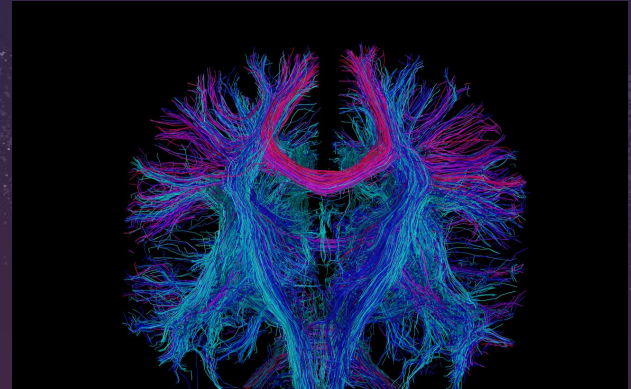
Where we are currently:

App is available through IOS and is collecting ongoing data.

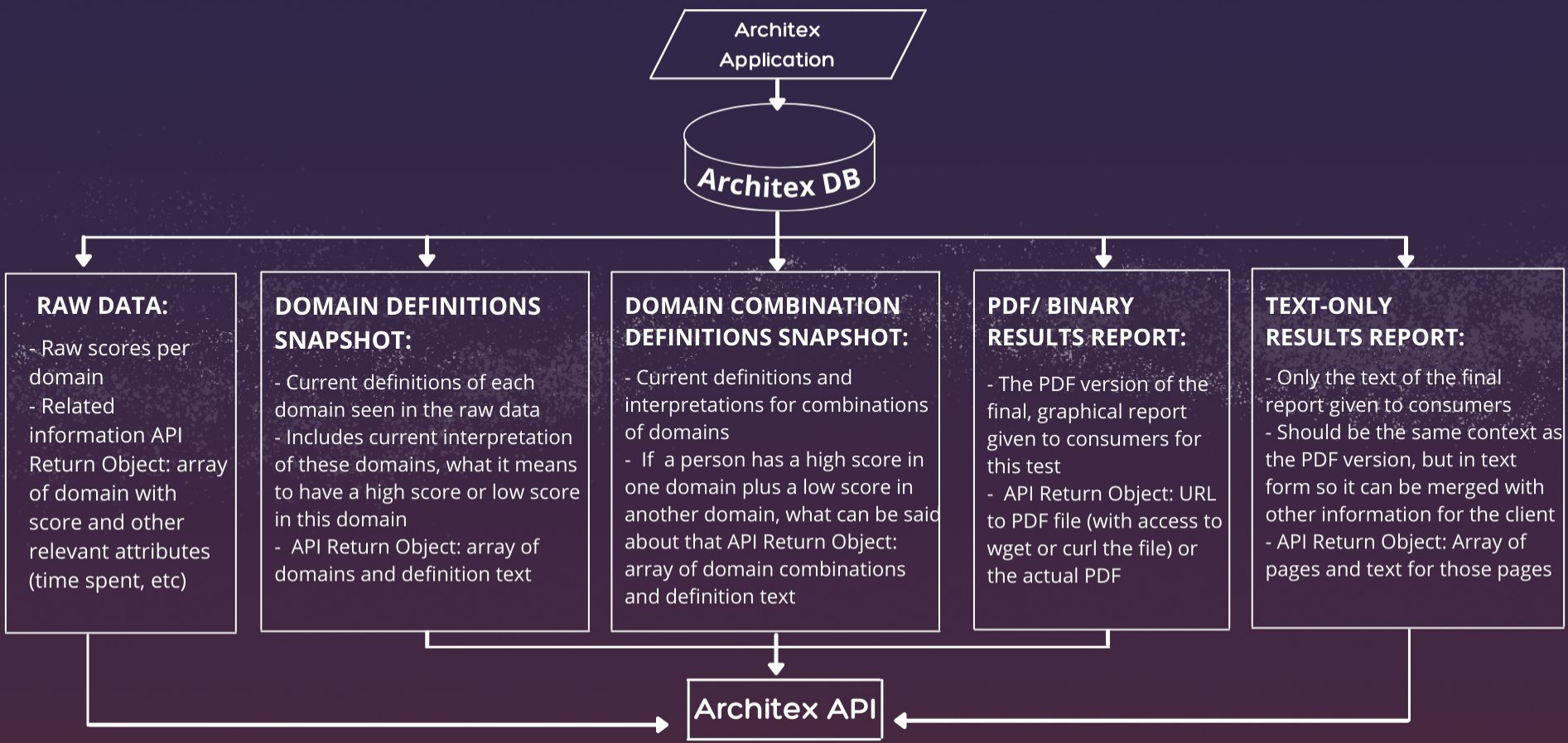## Where are we going:

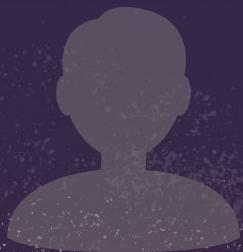Launching web-based version which includes auto generated outputs and API capabilities.

Ongoing data collection, iterating and updating algorithms, integrating machine learning and closed loop solutions, launching digital fingerprint through B2B partnerships.

TECHNICAL INTEGRATION

Architex Application

Architex DB

RAW DATA:

- Raw scores per domain
- Related information API Return Object: array of domain with score and other relevant attributes (time spent, etc)

DOMAIN DEFINITIONS SNAPSHOT:

- Current definitions of each domain seen in the raw data
- Includes current interpretation of these domains, what it means to have a high score or low score in this domain
- API Return Object: array of domains and definition text

DOMAIN COMBINATION DEFINITIONS SNAPSHOT:

- Current definitions and interpretations for combinations of domains
- If a person has a high score in one domain plus a low score in another domain, what can be said about that API Return Object: array of domain combinations and definition text

PDF/ BINARY RESULTS REPORT:

- The PDF version of the final, graphical report given to consumers for this test
- API Return Object: URL to PDF file (with access to wget or curl the file) or the actual PDF

TEXT-ONLY RESULTS REPORT:

- Only the text of the final report given to consumers
- Should be the same context as the PDF version, but in text form so it can be merged with other information for the client
- API Return Object: Array of pages and text for those pages

Architex API

Current Partnerships

Hiring Firms

ARCHITEX allows for NeurodiverseWorks , a hiring firm seeking to accurately match neurodivergent hirees with employers based on their ArchiTYPE.

Telehealth & Medical Clinics & Schools

ARCHITEX allows for clinics and schools to gain a new perspective on their clients and students as well as administer care and recommendations specifically tailored to unique brain styles.

Neuromedical Device Companies

ARCHITEX allows neuromedical device companies to rapidly assess cognitive changes associated with their products.

ARCHITEX™

Future Directions

Ongoing development and roll-out of the current Architex tool in these and other markets including implementing ARCHITEX as a digital fingerprint.

Development of a generation three passive data collection tool would allow for continuous monitoring of performance, early identification for treatment, and tailored recommendations for cognitive health.

Who We Are

Lev Gottlieb, PhD

Taylor Kuhn, PhD

Accomplished neuropsychologists and researchers, Lev Gottlieb, PhD, and Taylor Kuhn, PhD, created Architex based upon their expertise in neuroscience and neurocognitive functioning.