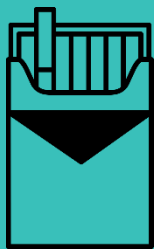




MARCO GUERMANDI

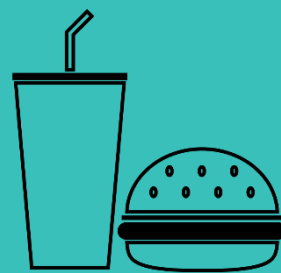
[marco@newrosparks.com]

> 65% delle morti prevenibili sono collegabili a dipendenze



FUMO

33%



OBESITÀ

25%



ALCOL

8%

Journal of Cognitive Neuroscience

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The Inclusion of Functional Connectivity Information into fMRI-based Neurofeedback Improves Its Efficacy in the Reduction of Cigarette Cravings

**Dong-Youl Kim¹, Seung-Schik Yoo², Marion Tegethoff³,
Gunther Meinischmidt^{3,4}, and Jong-Hwan Lee¹**

Reduction of cue-induced craving through realtime neurofeedback in nicotine users: The role of region of interest selection and multiple visits

Colleen A. Hanlon^a, Karen J. Hartwell^b, Melanie Canterberry^a, Xingbao Li^a, Max Owens^a, Todd LeMatty^a, James J. Prisciandaro^a, Jeffrey Borckardt^a, Kathleen T. Brady^{a,b}, Mark S. George^{a,b}

Transcranial Direct Current Brain Stimulation Increases Ability to Resist Smoking

Mary Falcone^{a,*}, Leah Bernardo^a, Rebecca L. Ashare^a, Roy Hamilton^b,
Olufunsho Faseyitan^b, Sherry A. McKee^c, James Loughhead^a, Caryn Lerman^a

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Effects of non-invasive neurostimulation on craving: A meta-analysis

Jochem M. Jansen^{a,b}, Joost G. Daams^c, Maarten W.J. Koeter^a, Dick J. Veltman^{a,c},
Wim van den Brink^{a,b}, Anna E. Goudriaan^{a,b,c}

Brain stimulation methods to treat tobacco addiction.

Review article

Wing VC, et al. Brain Stimul. 2013.

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Effects of non-invasive neurostimulation on craving: A meta-analysis

Jochem M. Jansen^{a,b}, Joost G. Daams^c, Maarten W.J. Koeter^a, Dick J. Veltman^{a,c},
Wim van den Brink^{a,b}, Anna E. Goudriaan^{a,b,c}

“Studies indicate that **transcranial direct current stimulation...** over the dorsolateral prefrontal cortex...can transiently modulate processes involved in decision-making, and **reduce substance intake and craving for various addictions.**”

Table 3

Mean number of cigarettes during the course of the study

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
Active Stimulation									
Mean	14.99	11.41	12.82	10.41	8.16	11.16	10.24	9.69	9.6
SEM	2.02	1.96	1.62	1.64	1.69	1.69	1.82	1.89	1.65
Sham Stimulation									
Mean	12.16	12.24	12.99	13.49	11.51	14.07	15.69	12.69	13.06
SEM	2.04	2.05	1.84	2.09	2.13	1.70	2.01	1.55	1.83

Modulation of smoking and decision-making behaviors with transcranial direct current stimulation in tobacco smokers: a preliminary study

Shirley Fecteau^{*}, Sara Agosta, Antoine Hone-Blanchet, Felipe Fregni, Paulo Boggio, Domenic Ciraulo, and Alvaro Pascual-Leone

Transcranial direct current stimulation of the frontal-parietal-temporal area attenuates smoking behavior

Zhiqiang Meng^{a,b}, Chang Liu^{a,b}, Chengyang Yu^a, Yuanye Ma^{a,b,c}

Drug Alcohol Depend. 2014 Jul 1;140:78-84. doi: 10.1016/j.drugalcdep.2014.03.036. Epub 2014 Apr 16.

Modulation of smoking and decision-making behaviors with transcranial direct current stimulation in tobacco smokers: a preliminary study.

Fecteau S¹, Agosta S², Hone-Blanchet A³, Fregni F⁴, Boggio P⁵, Ciraulo D⁶, Pascual-Leone A⁷.

The Effectiveness of Neurofeedback Therapy in Craving of Methamphetamine Use

Peyman Hashemian

Psychiatry and Behavioral Sciences Research Center, Ibn-e-Sina Hospital, Faculty of Medicine, Mashhad University of Medical Sciences, Mashhad, Iran
Email: hashemiane@mums.ac.ir

Appl Psychophysiol Biofeedback. 2013 Jun;34(2):133-41. doi: 10.1007/s10484-013-9218-5.

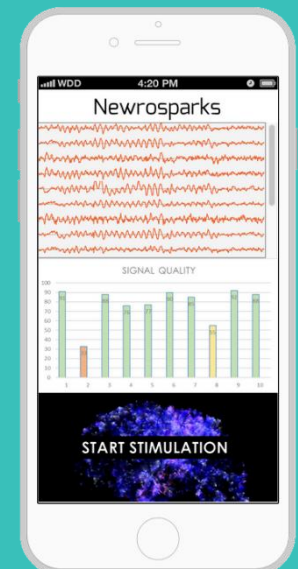
Neurofeedback training for opiate addiction: improvement of mental health and craving.
Dehghani-Arani E¹, Rostami B, Nasrolli H.

Mindfulness and Transcranial Direct Current Stimulation as an Intervention for Tobacco Dependence: A Pilot Study
Katie Wilkowitz, Megan Kinross, Tessa Frohn, Mikaela L. Amos, Elizabeth McCallin, Corey Ross, Anthony J. O'Leary, David Brown, Michael Hunter, Brian Colborn, & Vincent P. Clark

Repeated Transcranial Direct Current Stimulation Prevents Abnormal Behaviors Associated with Abstinence from Chronic Nicotine Consumption

Solène Pedron¹, Julie Monnin^{1,2}, Emmanuel Haffen^{1,2}, Daniel Sechter¹ and Vincent Van Wassen¹
¹EA 481 Laboratory of Integrative and Clinical Neuroscience, University of Franche-Comté/INSERM U1028, Besançon, France; ²INSERM CIC-7 808 Clinical Investigator Centre for Innovative Technology, University Hospital of Besançon, Besançon, France

Un dispositivo wearable che usi una stimolazione elettrica indolore per ridurre il desiderio (craving) e misuri il progresso dell'utente nella sua riduzione.



PRIMO MERCATO - CESSAZIONE DELL'ABITUDINE AL FUMO

€5 Mld.
-
+ 9%
annuo



In aumento sia i fumatori che
coloro che cercano di smettere

PRIMO MERCATO
-
CESSAZIONE DELL'ABITUDINE AL FUMO

TAM

-

€5 Mld/
anno

SAM

-

€2 Mld

SOM

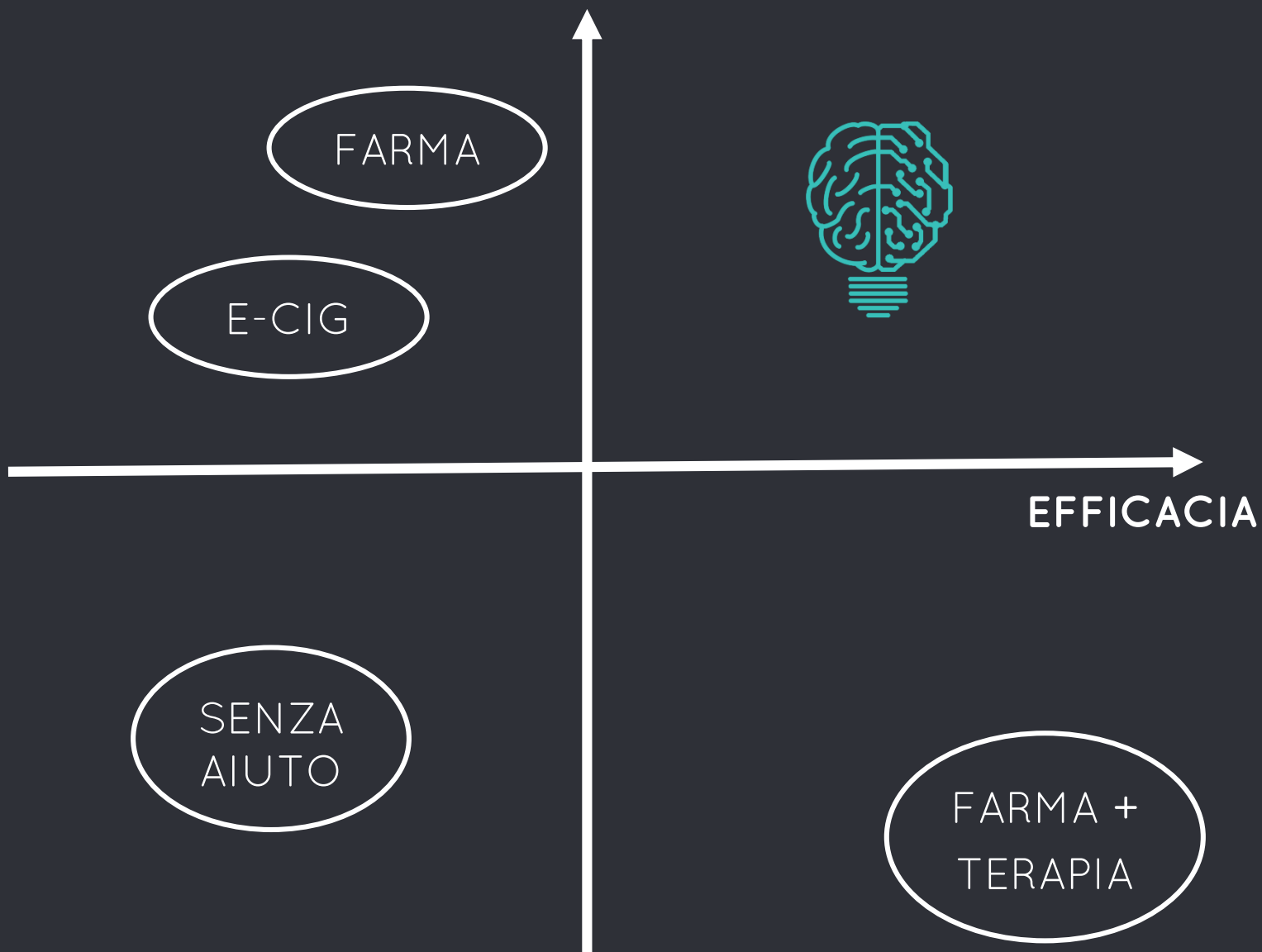
-

€100 Mln/
anno

ROADMAP



BASSO DISPENDIO DI TEMPO



EFFICACIA

ALTO DISPENDIO DI TEMPO



SICURO



NON FARMACOLOGICO



QUANTIFICABILE

TEAM



Marco Guermandi, 35, Ph. D. - Fondatore
Management & HW design.



Matteo Chiesi, 32, Ph. D. - Fondatore
HW/SW design & qualità/certificazione.



Silvio Placati, 28, Ph. D. - Fondatore
Interfaccia paziente e algoritmi.



Prof. Roberto Guerrieri
Advisor

ALCUNE APPLICAZIONI ALTERNATIVE PER LA TECNOLOGIA

- ACUFENI
- DEPRESSIONE
- RIABILITAZIONE POST-STROKE

SIAMO ALLA RICERCA DI...

- Partnership per progetti di ricerca
- Finanziamenti in conto capitale
- Partnership per testing/validazione
- Fornitori / partner
 - Elettrodi (stampaggio materie plastiche conduttive)
 - Elettronica (PCBs, flexible PCBs)
 - App development
 - Certificazione
- Distributori