

**LYB** learn  
your  
brainpower

**Solution to learn about yourself  
to improve your life quality**

# Problem

Every year about **20%** of employees **quit their jobs**

*(2019 State of Employee Communication and Engagement study by Dynamic Signal)*

More than **90%** of respondents feel stress at work

**50%** of them said stress from work negatively affected their home life

**More than half** of surveyed workers were ready to quit their jobs as a result of workplace stress

**16%** of all students don't graduate from university at all

*(2010-2019 State Statistics Service of Ukraine report)*

# Problem

Employees

University  
students

Parents of  
elementary school  
students (kids)

Parents of high  
school students  
(teens)



**Non-acquaintance with own cognitive abilities**

*Incompatibility of person's job  
and neurocognitive profile*

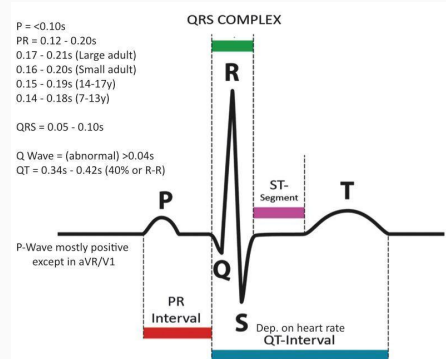
*Inappropriate self-management*

*Absence of  
effective learning strategies*

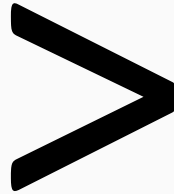
# Solution



a system for evaluating the performance of cognitive abilities



# Solution

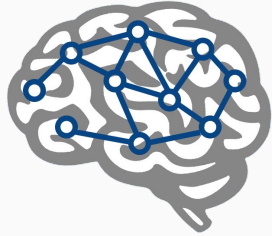


& other career counseling services in  
Ukraine

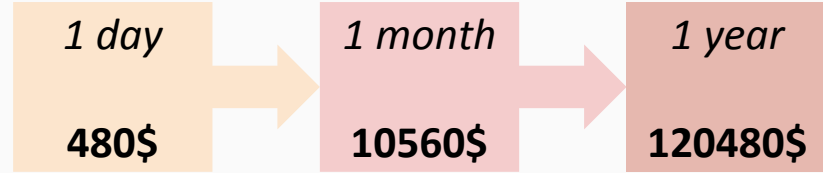
- **neuroscientific and functional neuroimaging approaches using multichannel EEG & ECG**
- **computer testing based on cognitive neuroscientific paradigms**
- **quantitative data => qualitative data**
- **career counseling based on neurocognitive customer's profile and customer's executive functions**
- **specialized in different customer segments**

- **only psychological testing**
- **no neuroscientific and neuroimaging approaches (or use only channel EEG)**
- **qualitative data**
- **career counseling based on soft skills concept**
- **specialized only in one customer segment**

# Revenue

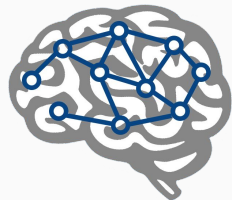


**LYB** learn  
your  
brainpower



$$\text{Annual Revenue} - \left( \begin{array}{c} \text{team wages} \\ \text{professional fees} \\ \text{rent} \\ \text{marketing} \\ \text{taxes \& other expenses} \end{array} \right) = \text{Annual Profit } 35672\$$$

# Plan for the future



**LYB** learn  
your  
brainpower

**1st year**

**Purchase of additional  
eye-tracking & EEG system**

**Diversification of  
Customer Segments:**  
*civilians & military personnel*

**New Tests!**

**3rd year**

**Purchase of advanced  
eye-tracking system**

**Extension of the service:**  
*Neuromarketing*

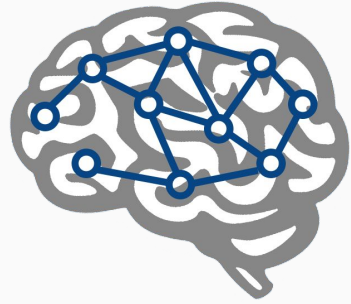
**New Tests!**

**5th year**

**Purchase of equipment, finding  
rent, recruitment of new staff**

**Opening of Branch Offices:**  
*Kyiv, Lviv, Cherkasy, Lutsk*

# Team



**LYB** learn  
your  
brainpower



**Veronika  
Vozniuk, EL**  
Neuroscientist



**Natalia  
Filimonova, TL**  
Neuroscientist



**Andrii  
Karpenko, BM**  
Marketing  
manager



**Olena  
Zmazhenko,**  
Neuroscientist



**Mykola  
Nikiforov,**  
Accountant



**Mykola  
Makarchuck,**  
Neuroscientist



**Ihor Pampukha,**  
Business  
administrator