

Pitch Deck 2025



**Game-based platform for the diagnosis  
and treatment of neurodevelopmental  
disorders**



# 1 in 7 people around the world are neurodivergent, but most lack access to care



1B

**Over 1 billion people in the world are neurodivergent**

(includes Specific Learning Disorders (SLDs), ADHD, Autism and other forms of neurodivergence).



15%

**Only 15% on average access care**

Most people are unable to access appropriate diagnosis and treatment



# Lack of support leads to higher risk of school dropout, antisocial behavior, and poverty



## **2x** School dropout

Neurodivergent youth face twice the risk of dropping out of school compared to their neurotypical peers, with approximately 35% not completing secondary education.

## **5x** Antisocial behavior

The rate of antisocial behavior (bullying, violence, vandalism, and theft) is 5 times higher in adolescents with neurodivergence.

## **10x** Risk of Poverty

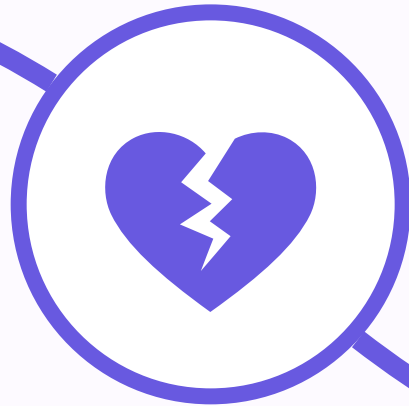
Neurodivergent people are at 10 times greater risk of poverty, at a rate of 40% compared to 4% of the general population.

**Sources:** Al-Lamki L. 2012; Dyslexia Action 2005; CNBC News, 2022.

# Families need lifelong support but face long waiting lists and prohibitive costs

## Lack of guidance

Parents need support, but most don't know what to do, especially at the beginning



## Long waiting lists

In Italy, the time from booking a diagnosis to the first visit can be up to 2 years with the public health sector.



## High costs

In Italy alone, the diagnosis can cost between €1000 and €4000. Few families can afford the diagnosis and associated treatment.





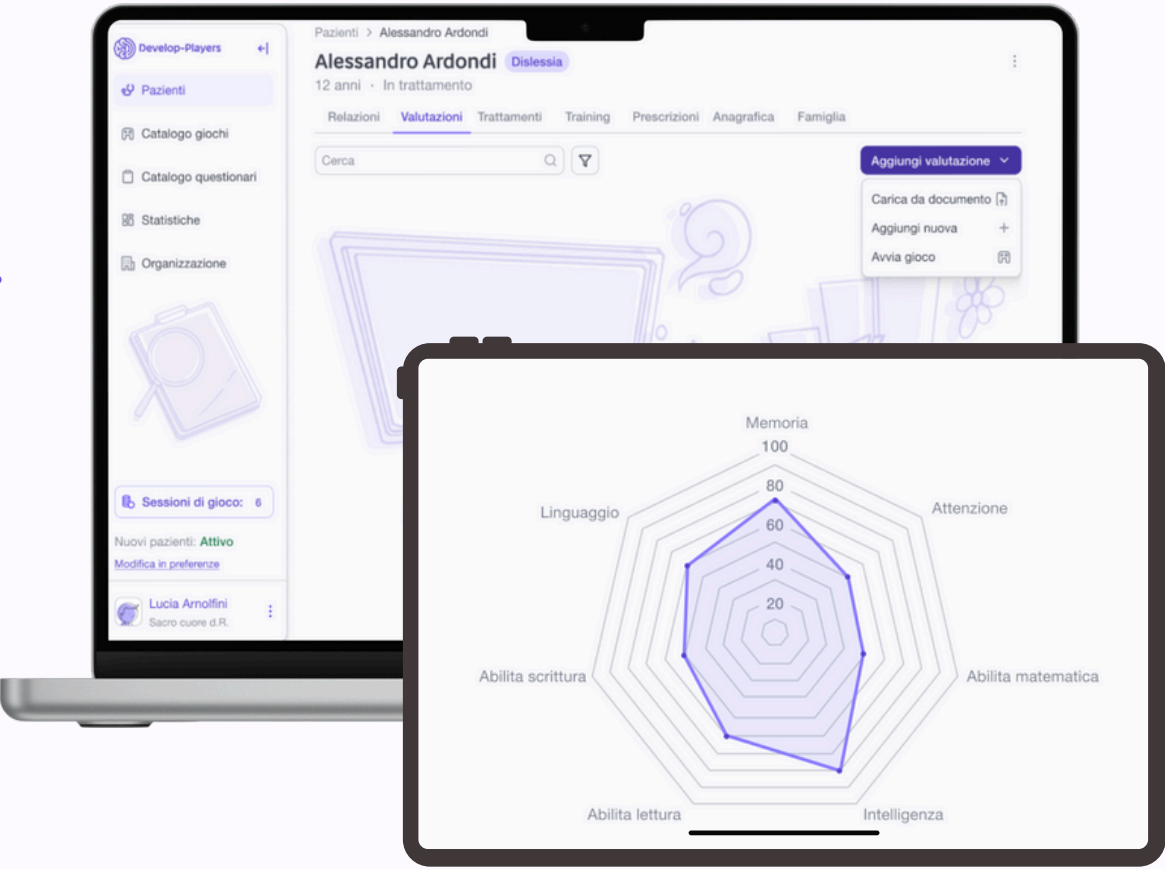
# Through our integrated platform, we guide families through the process and reduce time and costs for clinics



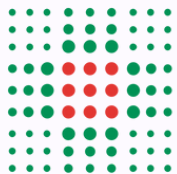
## Scientifically validated videogames



## Patient management software



## Scientific and clinical partners



SERVIZIO SANITARIO REGIONALE  
EMILIA-ROMAGNA





# Our videogames reduce stress and increase compliance in assessment and training



## Diagnostic assessment videogames

A suite of games designed for neuropsychological assessment in developmental age that combines clinical validity with a playful approach that is suitable for children and reduces the trauma of diagnosis.



## Rehabilitation videogames

Therapeutic game programs that, through targeted challenges, help improve cognitive functions, such as attention, memory and executive functions, making the rehabilitation process less stressful, more effective and more motivating.



# The videogames are integrated into an AI-powered platform that embeds into clinicians' workflows

The heart of the platform is a software integrated with Artificial Intelligence that simplifies the work of professionals, easily connects them with families and guides them towards a patient-centered approach, personalising diagnosis and rehabilitation paths with therapeutic video games.



**Instant connection between clinicians and families**



**Electronic Health Record**



**Videogames integrated into a patient-centered path**



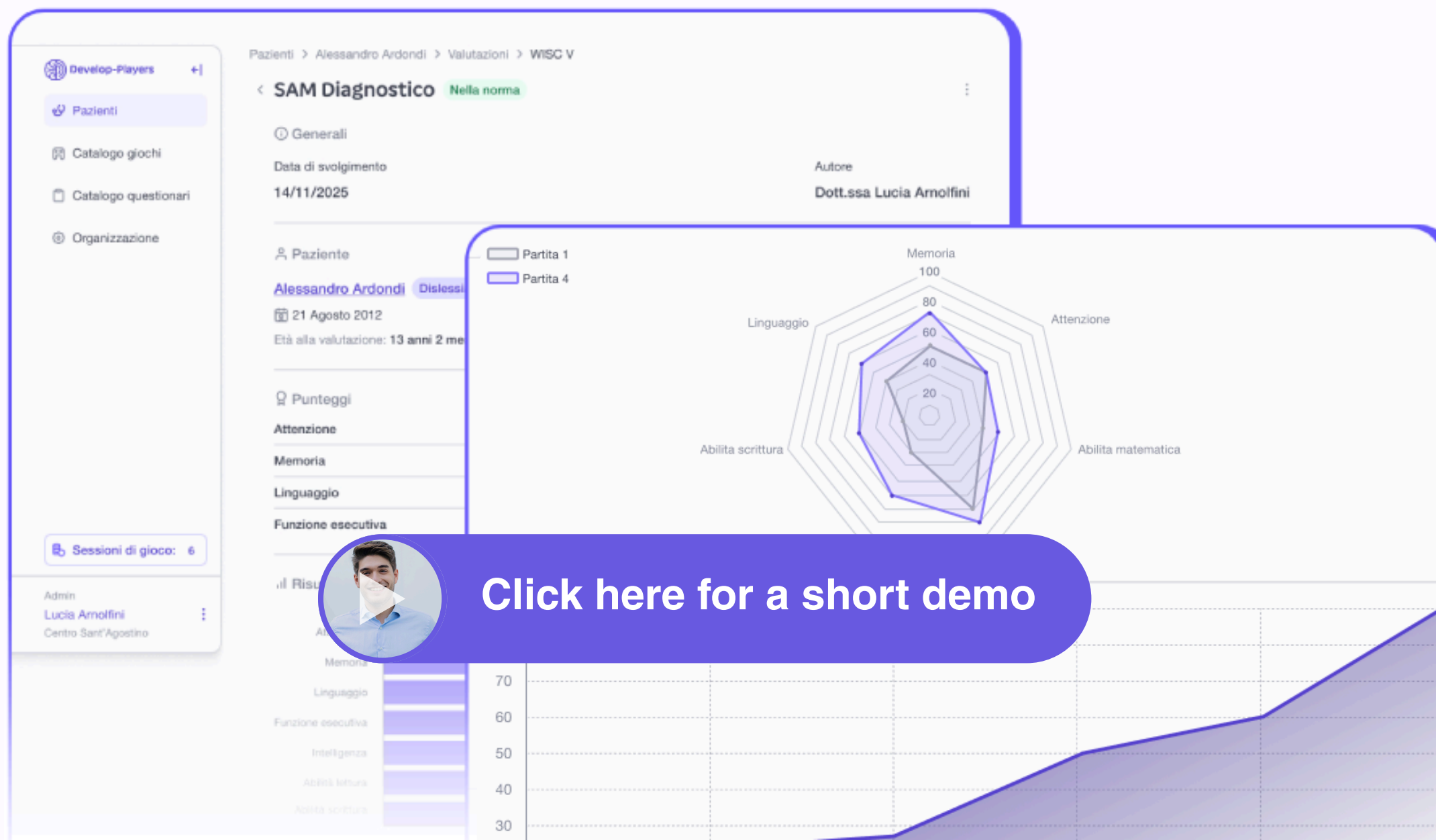
**Automatic report generation**



**Full access to data**



**Compliance with GDPR and EU AI Act**



# A scalable SaaS model with B2B revenue streams driven by end-user adoption





**In Italy there are millions of underserved people and the majority of clinicians work in the private sector**

## **Clinicians**

**324k**

Mental, behavioral and allied health  
practitioners in Italy

## **Children & Adults**

**4.8M**

Neurodivergent people  
aged 6-40 in Italy

# In the jungle of tools, it is time for a one-stop solution for clinicians and families





# We have already raised funding and achieved important milestones...

2023-2025

**825.000€**  
**AUCAP**

## PRODUCT

- Profilo (screening game) for schools
- SAM game for neuro-psychological evaluation
- Eye-Riders game for cognitive enhancement
- Strategic pivot to clinics and commercial expansion

## RESEARCH

- Scientific research published on HELIYON journal
- 6 scientific studies published in total

## TEAM

- Hiring of CTO
- Hiring of sales and marketing directors

2025

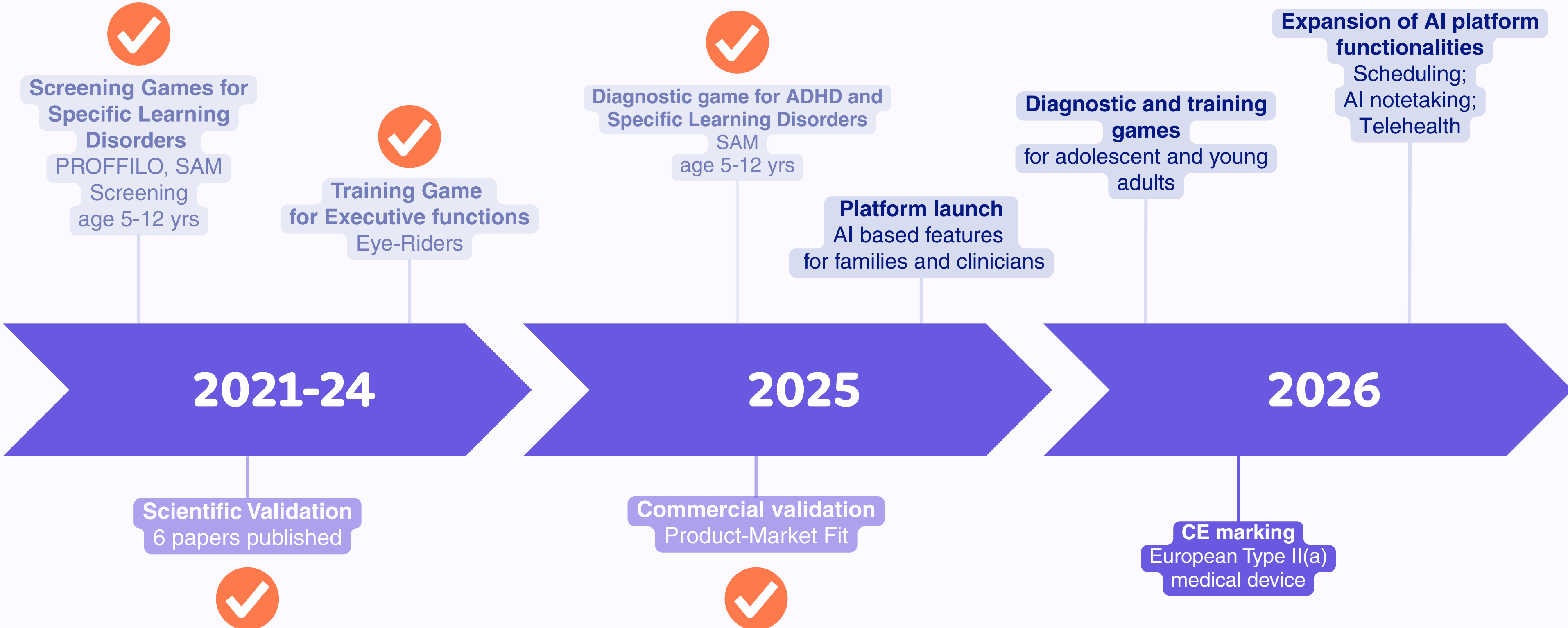
**265.000€**  
**GRANTS**



## PRODUCT

- Development of the clinical platform
- AI integration
- Completion of QMS for ISO 13485 Cert
- Adaptation of Eye-Riders for assessment

# ...now we are ready to obtain CE marking and increase the AI functionalities of our platform





**We have seen a strong traction in pre-launch sales with  
€100k in contract pipeline generated in 3 months**

**4x**

**LTV / CAC ratio**

**680€**

**LTV**

Per Clinician.  
Expected to increase up to €5k in 2030

**30%**

**Demo Conversion Rate**

**11.5€**

**CPL**

**-13% CMGR**

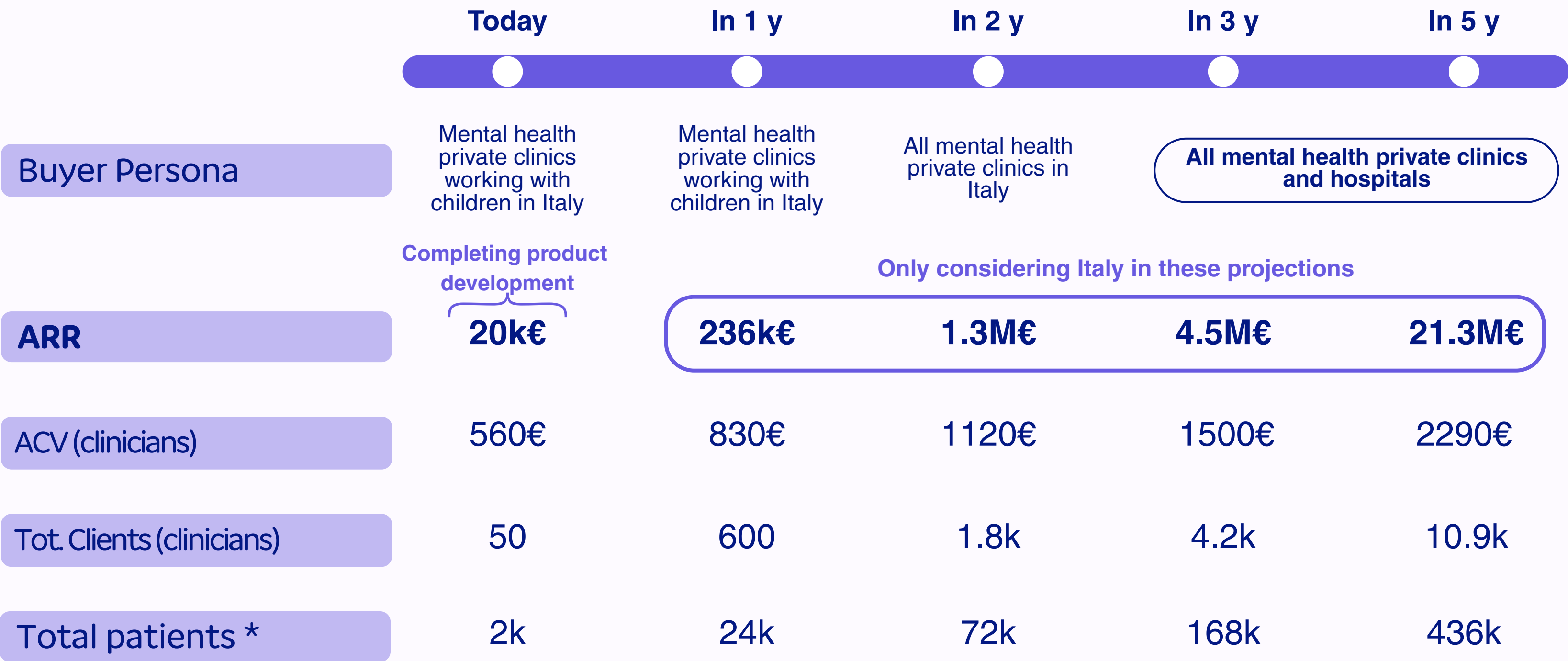
**100k€ pipeline in  
3 months**

**+50% Clients'  
CMGR**



**Top customers acquired**

# Our plan to build a profitable business with a strong social impact



(\*): assuming 40 patients connected in the platform per clinician per year

# Our team unites business execution, clinical and AI expertise and we are backed by leading investors with large EU and USA networks

## Go-To-Market Exec



**Luca Formica**  
CEO & Founder  
EMIT @ Bocconi University  
Ex-Bain & Company; ex-Amazon  
Founding team @ Tracera.com  
(now raised \$12M Series A)



**Pierluigi Casolari**  
Sales and Partnerships Director  
Ex-Founder @ CheckBonus  
Ex-Founder @ Koinup Srl



**Yuri Ceschin**  
Growth Marketing Manager  
Ex-Founder @ BuoneNotizie  
and CheckBonus

## Scientific Experts



**Mariagrazia Benassi PhD**  
CPO & Founder  
Full Professor of Psychometrics  
@ University of Bologna Author  
of 100+ scientific articles



**Mattia Barbaresi PhD**  
CTO  
PhD in AI and Creativity  
@ University of Bologna  
Former SWE back-end @ lab51



**ADVISOR**  
**Luigi Marotta**  
Speech Therapist @ IRCCS  
Bambino Gesù Hospital, Santa  
Marinella  
Co-Director of the Journal of  
Neuropsychology,  
Psychotherapy and  
Rehabilitation

## Impact Focused Investors



**INVESTOR**  
**Lisa Tortolani**  
Partner @ 20Fund  
Ex-Founder @ ABCya.com  
(successful exit)



**INVESTOR**  
**Alejandro Ibarra**  
Principal @ Opes Italia Sicaf,  
impact investor



**INVESTOR**  
**Pietro Bonanno**  
Partner @ 20Fund  
Ex SVP Partnerships and  
International Sales @Hydrotech  
Engineering  
(closed contracts for >\$15M  
with Fortune 500 companies  
like Wal-Mart, Coca-Cola, Nike)

“

# *Play is the highest form of research*

”

*Albert Einstein*

## Let's have a chat!



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CEO

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Who believed in us:



20  
FUND



personae.

BEHOLD S.r.l.  
MANAGING SPIN-OFF PORTFOLIO - UNIVERSITY OF BOLOGNA



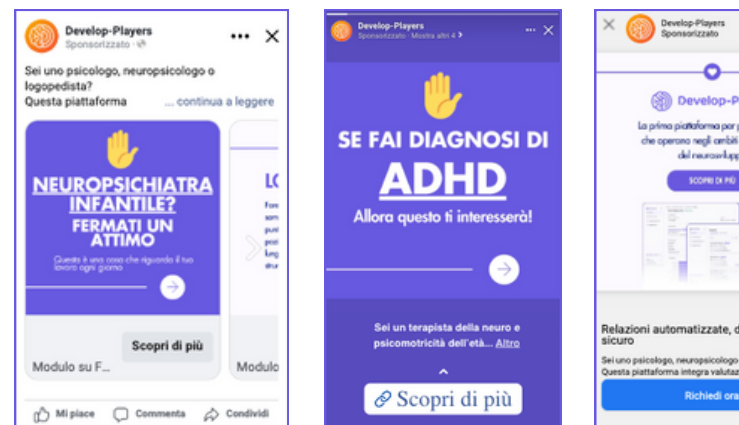


**Annex**

# We're building our acquisition strategy around 2 proven pillars + 2 to come in 2026



## OUTBOUND & ADS



Automated campaigns targeting professional leads and drive demo requests

**CPL < 15€**  
**150+ avg leads per month**



## SEO & CONTENT

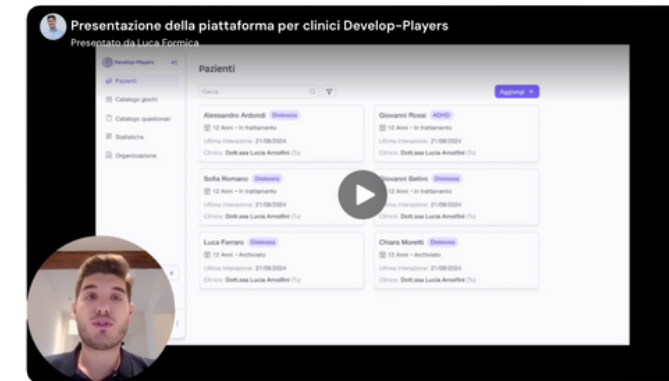


SEO-optimized content on ADHD, SLDs to boost brand authority and positioning

**> 60% of our website traffic is organic**



## WEBINAR & EVENTS



Webinars and workshops for clinicians and schools to educate, build trust, and generate high-quality leads



## PR & COMMUNITY



Digital community for clinicians—offering networking, case sharing, and to drive retention and engagement.



Start of 2026

End of 2026

# Since 2021, we proved we can have strong social impact, with 5,000+ screenings and 200 trainings completed

Social impact is **an integral part of our product**. All key metrics are tracked directly in a **social impact dashboard** that clinicians and families can monitor. This allows us to have **constantly updated impact metrics and greater user engagement** in our mission.

**+5.000**

Neuropsychological  
screenings performed

**73%**

Patients who  
improved their  
cognitive  
functions

**+200**

Cognitive  
trainings  
completed

## Dashboard

Pazienti  
ultimi 6 mesi

**1000** ↗ +20%

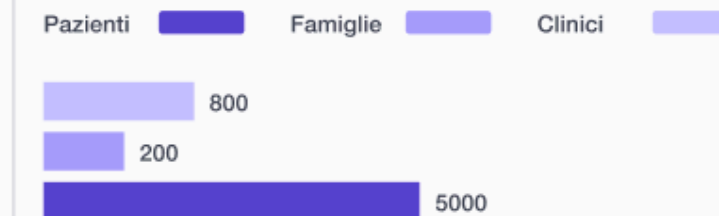
Trattamenti  
ultimi 6 mesi

**2000** ↗ +20%

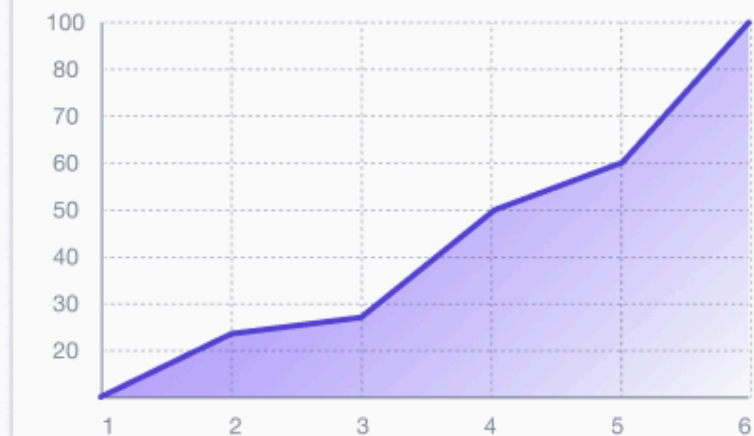
Diagnosi  
ultimi 6 mesi

**1000** ↗ +20%

### Utenti & Pazienti 6000



### Trattamenti negli ultimi 6 mesi 6000



### Diagnosi e screening 6000

