

# BRAINBOOST



# MENTAL FITNESS & HEALTH

scientific, practical, sustainable

## ABOUT BRAINBOOST

"It is our mission to make mental fitness and health available to as many people as possible to increase their quality of life and performance."

In 2016 Philipp Heiler founded his **medical practice** specialized in bio- and neurofeedback. The practice focuses primarily on patients experiencing symptoms of depression, anxiety, burnout, sleeping problems, and difficulties concentrating.

In addition to working with patients, Philipp Heiler (MD) also wanted to establish preventative action and practice in the area of peak performance. He founded the company **brainboost** in the same year with his brother, Tobias Heiler (sports scientist & business economist).

Presently, an **interdisciplinary team** consisting of a medical doctor, sport-, data-, natural- and health scientists, psychologists, business economists, and developers make up the brainboost team.

As experts in the field of **mental fitness and health**, we support companies in education, prevention, and measures of workplace health promotion. We offer innovative measurement technologies, which have been tested in the medical field as well as a **broad portfolio** of interventions for Events and Health Days.

Participants receive knowledge, strategies and tools from us to meet the growing demands for mental fitness.

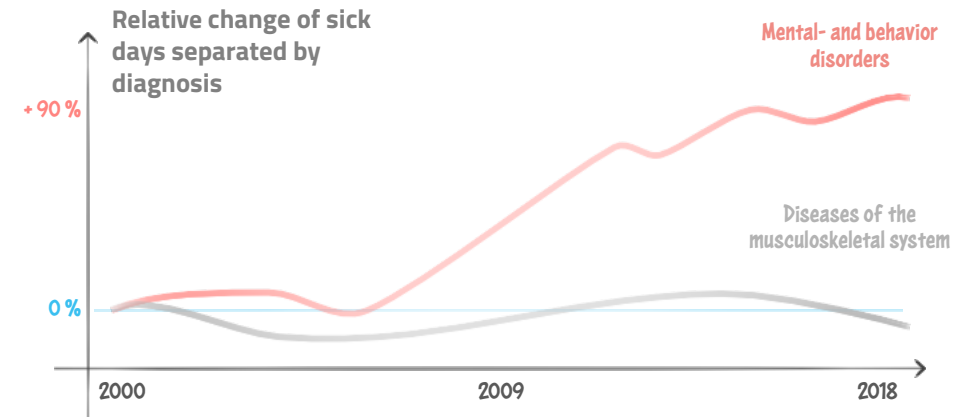


**Philipp Heiler**  
Medical Doctor, CEO



**Tobias Heiler**  
Sport Scientist, CEO

## TRENDS



In the last two decades, demands and requirements in the workplace have changed dramatically.

Workplace tasks increasingly strain **mind and brain** yet education, prevention, and care for mental health concerns have not been addressed in the workplace.

This is shown quite clearly in trends, which are outlined in the health reports of several health insurances.

Some companies have implemented **mental fitness and health** as training topics for their employees and lead the way in building capacity in their employees.

More and more professionals engage in strategies to improve mental capacities and resilience against everyday challenges and stress.

**19%** of all IW-days are due to mental issues

**No. 1** Mental health concerns as most common reason for absence at work

SOURCE: TK HEALTH REPORT 2020

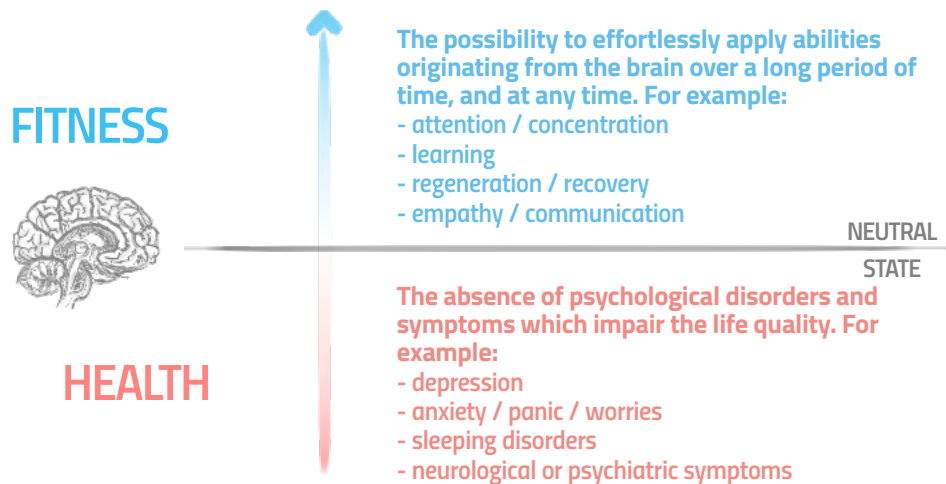
## WHY "MENTAL FITNESS & HEALTH"?

Regarding the topic of fitness or health many people initially think of physical aspects. On the other hand, the word "psyche", is often associated with severe mental health disorders.

A social **stigma** still exists concerning mental health which places a barrier in acceptance and treatment.

The relationship between physical and mental fitness is important for a **holistic wellbeing**.

With "mental fitness & health" the focus is on strategies and exercises that support the physical organ "brain" and correspondingly, the mind.



In our collaboration with patients, companies, and employees we observed that the terms "psyche/psychological" as well as medical diagnoses such as "depression" or "burnout" encounter rejection and anxiety.

As such, we use the term "mental fitness & health" to inspire and promote the topic. You will not find direct relations between the interventions, measurements, and medical diagnosis. Our data show that this approach results in a high acceptance with participants and sustainable awareness and outcomes.

## MAKE NEUROSCIENCE AVAILABLE

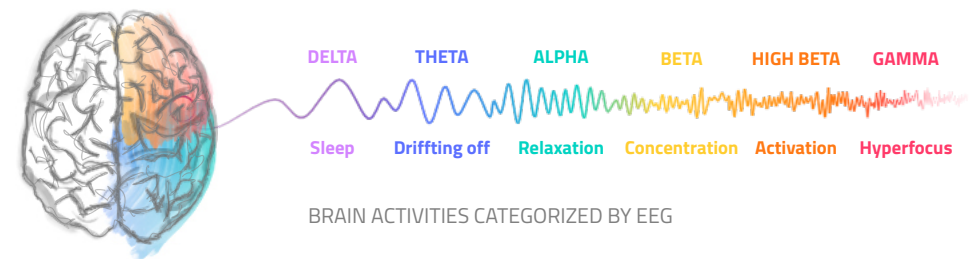
**Scientific and data-based.** These are the guidelines of our work at brainboost as well as in the Philipp Heiler's practice.

All information, interventions, exercises, and lectures are based on **neuroscientifically verified concepts and technologies**.

Brainboost additionally conducts its own research in cooperation with several university partners, among them LMU and TU in Munich as well as the Heilbronn University of Applied Sciences.

Our core technology is the EEG, a technology which has been established in the medical field for decades. It can make brain activities visible. Several of our offers include **live EEG measurements** of the participants, always using medical devices.

We always walk on the path of science and are therefore aware of the limitations of this technology. Every single offer is carried out with a clear conscience.



The brain itself can't sense pain. Overload and states of exhaustion manifest in different symptoms:

- Sleeping problems** difficulties to fall asleep, frequent awakening, and no recovery or rest
- Circles of thoughts** negative thoughts come back into consciousness
- Concentration problems** difficulties with attention and memory
- Listlessness** tiredness, exhaustion, and lack of energy occur
- Apathy** things that are usually enjoyable don't bring any joy

## BENEFITS OF AWARENESS AND PREVENTATIVE MEASURES

Mental health concern often result in personnel deficiencies. Many of which result in long-term absences of employees (according to TK, for each case of depression, 64 days of work are missed).

Anybody can be affected - no matter the position - ranging from **intern to CEO**.

Sick leave and treatments are a strain for those concerned as well as companies and health insurances.

Not only the actual days of employee absence limit the productivity of companies. Also factors like reduced concentration or creativity as well as increased tiredness and distractibility impact employee performance even when present at the workplace.

**Prevention** pays off. The first step is education together with creating awareness for possible cues ("red flags").

Through scientific and innovative measures we increase the awareness of participants for mental fitness and thus achieve **a high level of approval by employees**.

Mental health and also buzzwords like, mindfulness and meditation, are being explained and put into context neuroscientifically. This results in a **better and holistic understanding of health**.

We continuously receive **positive feedback** and participants gain a better understanding of mental fitness and obtain strategies for their everyday life.

This results in many of our corporate partners requesting follow-up services.

*Mental health is a delicate subject and we take data protection very seriously. We discuss data storage and processing for each customer individually. That is why you won't find any pictures of "real events" in this document.*

## OUR COMMITMENT TO QUALITY

### Trained experts with practical experience

All measures are being conducted by experienced and skillful employees of brainboost.

### Measurement of real brain activity

The application of medical technology enables data-quality

according to medical standards. We do not make any compromises.

### Individual take-home strategies

Participants go through individualized processes and get customized recommendations, which are relevant to their everyday life.

### CREATE AWARENESS

destigmatization, sensitizing, self-reflection



### INDIVIDUAL MEASUREMENT AND EXPERIENCE

objective, transparent, data-based

(at online-talks, books or videos recorded measurements are being shown)



### COACHING BY EXPERTS

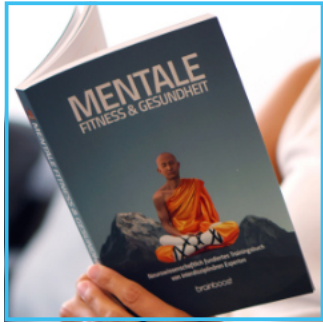
individual strategies, customized to company and personal needs



### INDEPENDENT AND LONG-LASTING IMPLEMENTATION

daily routines with exercises regarding mental training

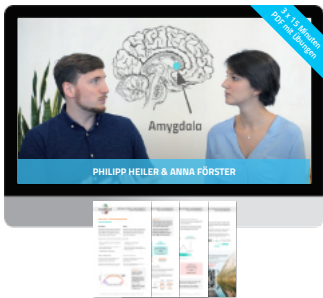
## TRAINING OVERVIEW



### Training book mental fitness & health

Introduce your employees to the topic of mental fitness - entertaining, informative, and sustainable. The individual exercises can easily be integrated into daily routines.

**The perfect introduction.**



### Video-training-series

Bring easily accessible knowledge about mental fitness & health into your company. Immediate access for existing and new employees.

**Building capacity.**



### Presentations by experts

The brainboost experts address topics like creativity, relaxation, mindfulness, resilience, and meditation in an entertaining and informative manner. Different formats are possible.

**Place emphasis online or in person on-site.**



### NeuroRacing showcase

Make it possible to experience and grasp the brain in a playful way. Offer a casual introduction into mental training for your employees on events or health days.

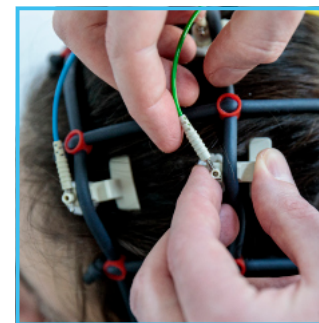
**Attention grabber with learning experience.**



### Bio & Brain report or Neurofeedback Training

Individual appointments for your employees to evaluate their baseline of mental fitness and health and develop a plan to implement further exercises and strategies.

**Individual measurements with coaching.**



### Individual concepts & events

Mental fitness & health is still in its early stages. There will be many more developments, trainings, and products. We are willing to prepare customized trainings and events.

**Use our experience and know-how.**

## "BRAIN-TV" WEBINAR SERIES

We teach neuroscientific basics of **mental fitness and health**, useful, easy to implement knowledge about the brain and bodily functions, as well as how to efficiently design one's workday so its relatively stress-free. In addition, we introduce and provide examples of strategies to regenerate and optimize relaxation in one's leisure time.

Brain TV is a multimodal and includes: presentation, studies, experiments, live-questions, PDF scripts with "homework", and companion texts. The concept about mental fitness and health is covered over a period of several weeks.

The central format "BrainTV" offers long-term and sustainable access to the topic with its **episodes on a regular basis**. The different sections create variety

and entertainment which increase acceptance and interest to viewers.

The series follows a central theme, all information and design are consistent through all formats.

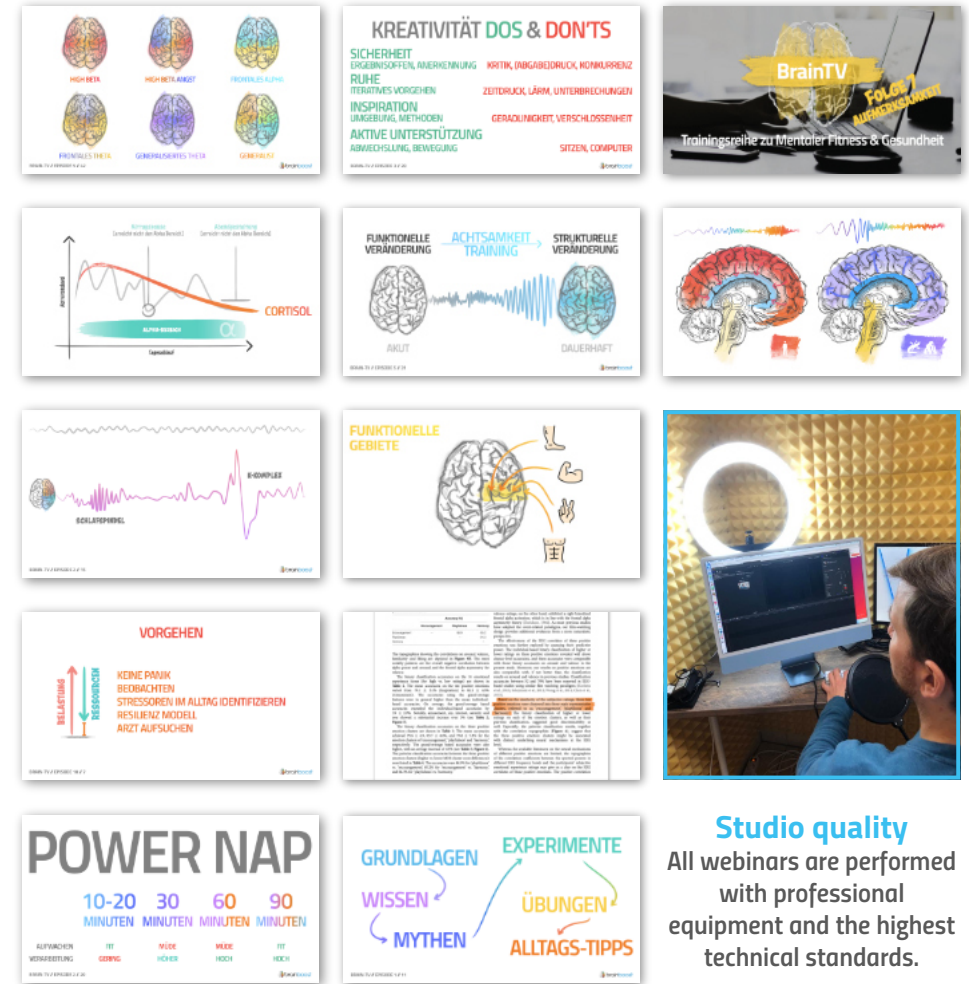
This is a popular and appealing training concept with **the perfect mix of science, practice, and acceptability for everyday use**.

Technical and demanding topics are broken down so they are easy to understand. The episodes are presented by experienced experts in a studio setting.

Participants receive a book (printed or digital) and can **actively participate during the training course with their questions**. Upon request, recording and provision of all webinars may be provided.

VARIABLE  
AMOUNT

3 | 6 | 9 | 14 EPISODES  
50 MINUTES PER EPISODE + Q&A



**Studio quality**  
All webinars are performed with professional equipment and the highest technical standards.

- AIM** Neuroscientific theory & individual exercises
- SUSTAINABILITY** Creating awareness and routines
- MODALITY** Live-webinars (upon request with recordings)
- AVAILABILITY** Worldwide supply possible
- LANGUAGE** German & English

# TRAINING BOOK MENTAL FITNESS & HEALTH

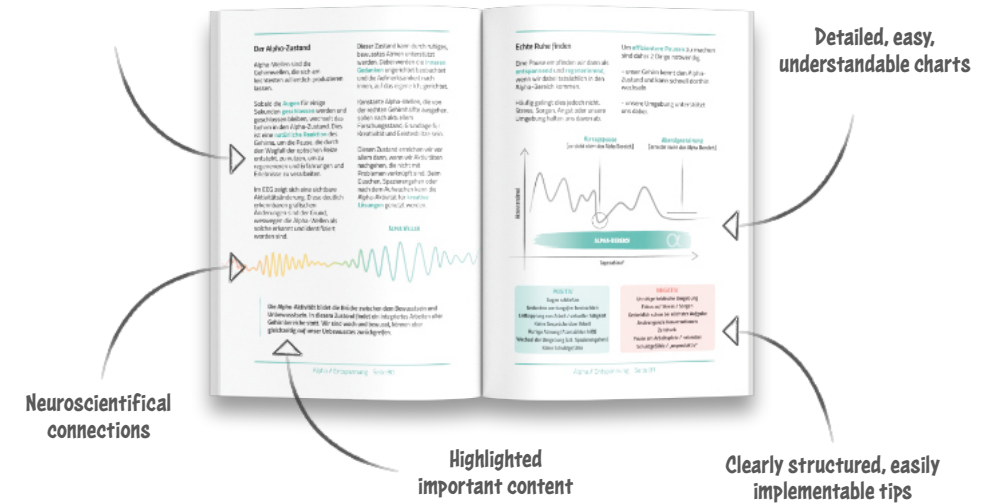
Our training book is an interactive supplement that provides introductory information for beginners but more advanced strategies and practices for those already knowledgeable about mental fitness and health.

Every chapter includes neuroscientific and

psychological basics and models around topics like **sleep, creativity, relaxation, stress, mindfulness, focus, learning, and meditation** in order to get a better understanding.

Every chapter is followed by clearly described exercises, which are easily applied to daily life.

Sound knowledge and theoretical basics



- AIM** Neuroscientific theory & individual exercises
- SUSTAINABILITY** Creating awareness and routines
- MODALITY** Group or individual trainings
- AVAILABILITY** Global shipment possible
- LANGUAGE** German & English

# BRAINBOOST LAB CONCEPT

## NEUROFEEDBACK TRAINING ROOM IN YOUR COMPANY

The brainboost team will set up a unique, efficient **brainboost lab** on site consisting of all required hardware and software to conduct individual neurofeedback sessions. In addition, we will **train** a select group of employees to serve as **brainboost lab trainers** that may have a background in sports, health sciences or related professions.

With the brainboost lab, a **data-based mental training** is possible directly at your company. Together, we can offer an innovative environment to foster your employees understanding and training of their individual core functions: **focus**, **creativity**, and **regeneration**. This facilitates a lasting learning effect.



## MINI-VIDEO-TRAINING SERIES - MENTAL FITNESS & HEALTH

Our video-training series makes understanding of mental fitness & health in **work and daily environments** even easier.

Knowledge and exercises are presented in an entertaining and informative manner and are substantiated with data and measurements.

The focus is on easily implementable health topic, which can verifiably sustain health and increase performance.

Completed with a Pdf **handout** as well as **subtitles** for accessibility.



## 3 VIDEOS WITH PDF HANDOUT OF 11 PAGES

### MENTAL HEALTH

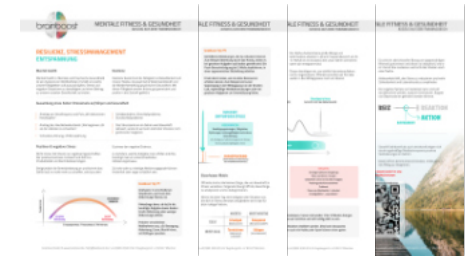
The topic mental fitness and health is explained in more detail: scientific basis, mindfulness, and meditation.

### WORK NEUROSMART

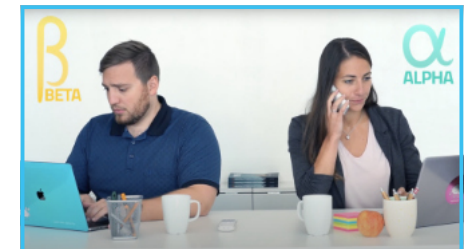
An innovative concept to handle daily tasks efficiently and "brain friendly".

### RESILIENCE

Neuroscientific understanding of stress and relaxation - increasing self regulation and mental health stability.



**DATA RECORDINGS AND MEASUREMENTS TO SUBSTANTIATE THE THEORY**



**EVERDAY-LIFE SCENARIOS FOR DIRECT IMPLEMENTATION WHILE WORKING**

- AIM** Neuroscientific theory & individual exercises
- SUSTAINABILITY** Creating awareness and routines
- MODALITY** Access via intranet or as external link
- AVAILABILITY** Worldwide supply possible
- LANGUAGE** German (with subtitles)

## PRESENTATIONS ABOUT MENTAL FITNESS & HEALTH

We offer a broad range of talks or webinars. Just some examples include: keynotes, "impulse-presentations", case studies or department-specific topics.

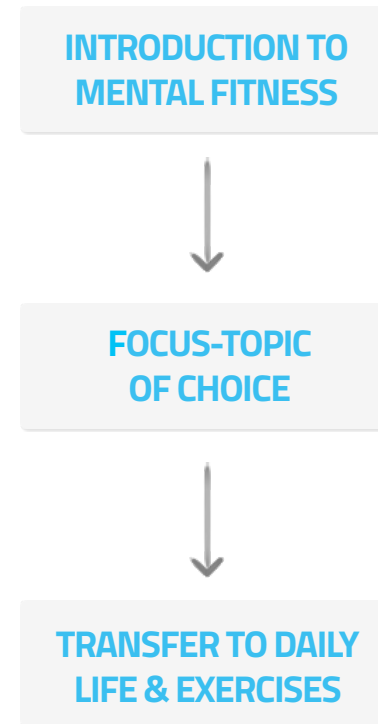
The slides are matched graphically and contentwise to our **overall concept**. Therefore, the topics are reflected in our

training book or video-training series.

**Experienced speakers** with a lot of practical experience can easily address and answer in-depth questions. Language of presentation is German or English.



## DESIGN



### Creativity & Learning

Innovation through creative solutions takes place in all sectors of companies. A sound understanding and targeted promotion of creative processes in different departments which has a positive impact on the development of teams and the global company.

### Stress & Relaxation

Understanding stress and relaxation from a neuroscientific perspective and therefore increasing mental health. This is the case for individual employees, teams, and ultimately the whole company.

### Attention & working neurosmart

Many business models and company sectors are digitalized and use the cognitive abilities of their employees as their main resource. An innovative concept is introduced to handle daily tasks efficiently and "brainfriendly".

- AIM** Neuroscientific theory & individual exercises
- SUSTAINABILITY** Creating awareness and routines
- MODALITY** In-person on site or virtual (on request with recording)
- AVAILABILITY** Worldwide supply possible
- LANGUAGE** German & English

## NEURORACING - BRAIN-OPERATED CARRERA RACETRACK

### Make brain activity tangible.

According to this principle, we converted a carrera racetrack with the result that the cars react to EEG currents.

Nostalgia meets the most **modern technology**. Participants will experience neurofeedback in a fun, tangible way. Our brainboost trainers will guide participants to move the car

quickly by activating brainwaves that promote relaxation or concentration and slow or stop the car by activating brainwaves that promote stress or distracted thinking.

Each racetrack allows two participants simultaneously, supervised by two brainboost experts. Perfect for highly frequented places.



## EXAMPLES OF APPLICATION

**Health days** The Carrera racetrack operated by the brain is a highlight of every health day. The participants can watch their brain do the work in a playful way.

The racetrack is supervised by brainboost experts. In the process, measurement values of one's individual brain waves are being explained in a mini-coaching session.

**Workshop** We often bring along the racetrack to workshops and include the application in an informative and fun team building workshop.

**Events** The Neuroracing is also very popular during casual corporate events. It is best combined as "infotainment" with a short talk about its connection to mental fitness and health.



- AIM** Better understanding of brain activity
- SUSTAINABILITY** Measuring live-brainwaves promotes awareness
- MODALITY** On-site, supervised through 1-2 brainboost experts
- AVAILABILITY** DACH region (in and around Munich without travel fee)
- LANGUAGE** German & English

## BIO & BRAIN REPORT

**Maximum individuality.** With the Bio & Brain Report participants register in advance for **20-minute individual slots** with the brainboost experts.

The appointments consist of a short explanation, as well as a **measurement of brain and body parameters**, which are connected to mental fitness & health, among them EEG, pulse,

breathing, and stress.

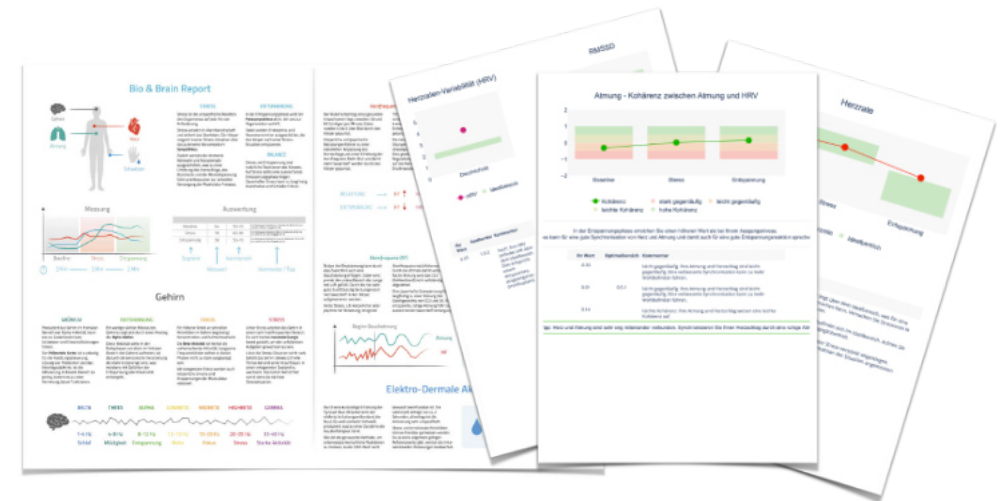
The measurement is divided into 3 parts: calm phase, stress phase (e.g. math exercises) and relaxation phase (e.g. closing the eyes). These parts are evaluated immediately and the **result is printed out on site** for the participants.

In a **personal review** of the Bio & Brain Report, the results are explained. The participants also get tips and exercises for keeping up or increasing their mental fitness & health.

When participants see their own measurements and data they demonstrate "buy in" and their compliance is significantly increased. Their individualized

results and corresponding strategies and exercises are presented to them in a visually friendly and **appealing folder**.

The Bio & Brain report can be combined well with other offers, like the training book.



- AIM** Individual measurements of mental fitness
- SUSTAINABILITY** Precisely tailored exercises for each participant
- MODALITY** On site in individual appointments (single room)
- AVAILABILITY** DACH region (in and around Munich without travel fee)
- LANGUAGE** German & English (report in German)

## WORKSHOPS & TRAININGS

Customized training modules and workshops for employees, teams, and managers.

Experienced facilitators use innovative methods with neuroscientific measurements to address your topics of interest and grab the attention of the participants.

We coordinate the desired

output with you as a client and support by **advising about current trends** and **best practices**.

Through our knowledge, we give new insights, develop concepts and strategies, relevant to each participant, that align with the vision and mission of the company.



## TOPICS

### Neuroleadership

Managers have to evolve to meet the further growing cognitive demands of most jobs.

### Communication & empathy

Understand soft skills better and make them trainable through objective measurements and explanatory models.

### Focus & stress

More activity does not automatically mean better results. There are many levels of attention between stress and relaxation.

### Meditation & mindfulness

Behind these two important "buzzwords" are powerful tools, for every employee and the whole company.

## TURN YOUR LEADERSHIP TEAM AND EMPLOYEES INTO PIONEERS IN THE FIELD OF MENTAL FITNESS & HEALTH



**DATABASED MEASUREMENTS TO REPRESENT THE THEORY**



**TEAMBUILDING AND EXCHANGE OF KNOWLEDGE IN THE GROUP**

- AIM** Strengthening teams and leadership long-term
- SUSTAINABILITY** Development of concepts for your company
- MODALITY** Half day to 3 full day trainings on-site
- AVAILABILITY** DACH region (in and around Munich without travel fee)
- LANGUAGE** German & English (material partly in German)

## WE SUPPORT AND ADVISE YOU LONG-TERM

At this time, mental fitness and health is an exciting, emerging topic. The research base is **rapidly evolving** and new developments are being developed. For the brainboost team, we are dedicated to staying **up-to-date** on the latest developments and are committed to contributing to the efficacy of mental fitness.

For your team, we are committed to supporting each individual personally, as well as in their work environment.

The brainboost team of experts also supports your organization from the first step through a complete understanding of

mental fitness and health so that concepts become **healthy habits** that promote a positive corporate culture.

The brainboost team personalizes each event with close collaboration with our corporate partners and clients. We cover different requirements specific to **various industries and sectors**.

Our focus is always on people. We translate corporate goals and make them accessible and workable to promote health and well being of individuals. Our trainings are offered in-person or via (asynchronous) virtual instruction.

## THE DEVELOPMENT HAS ONLY JUST BEGUN

We are **committed to progress** and **continuous improvement**.

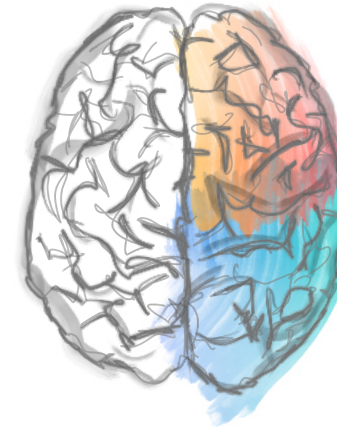
We are constantly working in **cooperation with our partners** to develop exciting, fun, innovative, and informative training sessions

that promote building capacity and developing organization's strength and sustainability.

Request more information and contact us soon.

## YOUR EXPERTS FOR MENTAL FITNESS AND HEALTH

# BRAINBOOST



Research

Projects & Consulting

Meditation

Health days

Neuroleadership Trainings & Workshops

Peak Performance Training

## YOUR DIRECT CONTACT PARTNERS



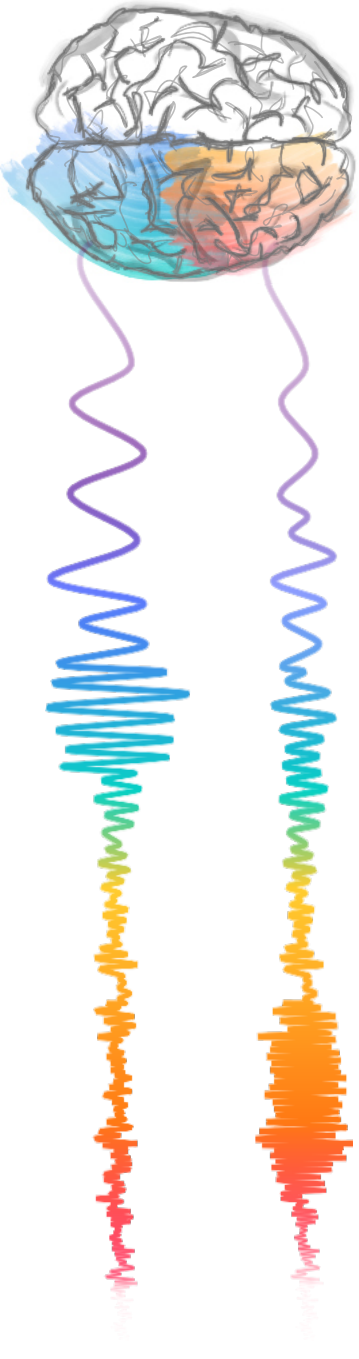
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# ACTIVATION & STRESS



# RELAXATION & AWARENESS

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