

# Struggling in school?



.....Close the Achievement Gap &  
Correct Root Causes, Not Symptoms

## Societal Impact:

"For the early childhood education programs studied, the annual rate of return was 16 percent. I don't think you could find a better public investment."

- Art Rolnick, Senior Fellow,  
Humphrey School of Public Affairs, University of Minnesota and  
Former Senior Vice President, Federal Reserve Bank of Minneapolis

It costs 60% more to educate a student with a learning disability. At a time when funding of public education is being squeezed we urgently need to address this cost.

- Office of Special Education Programs,  
US Department of Education

## Underserved Need: 30% of students read below grade level.

- Roughly 10 million students could benefit from a cognitive training intervention.
- Almost 10% of students have been diagnosed with ADD/ADHD. Drug therapy for ADHD is not effective for 20-30% of sufferers.
- Almost 3 million children have a learning disability that requires special education in school. Many of these disabilities are caused by deficits in Executive Function, the cognitive control of thoughts, actions, and behaviors.
- Safe effective non-drug solutions are needed to address the difficulties with attention and impulse control.

## Benefits of Proposed Solutions:

1. Safe and effective
2. Augments other learning interventions
3. Leads to sustained improvements in real-world activities (reading and listening)
4. Addresses key underlying root causes of behaviors

## Awear's Solutions:

Our initial product, **Confiboot Trainer**, a wireless neurosensing device, detects brain states correlated to desirable and undesirable cognitive and behavioral conditions and when combined with training, provides compelling visual feedback to alert the wearer. Repeated practice sustainably strengthens desirable neural pathways providing greater self control of attention and impulse and leads to improved confidence.

"We are on the cusp of tremendous breakthroughs in the capabilities of neurotechnology."

- Zack Lynch, Executive Director,  
Neurotechnology Industry Organization

# awear

life. better.

**Awear** is an early stage company, developing innovative neurofeedback and specially designed training curricula to help students safely and sustainably control their attention, emotions and behaviors that negatively impact school readiness and classroom performance.

# Helps kids catch up or get ahead.

## Leveragable Technology Platform:

**Awear is developing platform technology whose first market will be education with the**

**Confiboost Trainer. Other solutions based on our patent-pending technology will address therapeutic use, workplace productivity and other applications.**



Our approach is designed to be superior for the following reasons: (see website for supporting data)

1. It is safer than drugs (non-pharmaceutical).
2. The Trainer can be used independently during reading and math activities.
3. Students experience sustained gains.
4. It is affordable and can be a primary or secondary solution.
5. It focuses on crucial Executive Function skills.

## Importance of Executive Function:

*"Executive Function (EF) skills are widely recognized as a crucial foundation for school readiness and early classroom performance. States, federal agencies and educational institutions are making plans to measure and improve EF in pre-K, in the next few years. Feedback approaches hold promise to significantly and sustainably improve EF skills."*

- Dr. Philip Zelazo, Nancy M. and John E. Lindahl Professor  
Institute of Child Development, University of Minnesota

## Awear Technologies—Success Indicators and Milestones:

- Experienced Management Team
- University of Minnesota World-class Collaborators
- Key Customer & Development Partnerships
- Detailed Business Plan including independent Market Research
- Funding - Department of Education SBIR
  - National Institute of Health STTR
- Recognition
  - 2011 Minnesota Cup Semi-finalist
  - 2011 SIAA National EdTech Innovation Finalist

Contact us:

**Awear Technologies, LLC**

(763) 443-1531

[aweartechnologies.net](http://aweartechnologies.net)

**awear**

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*"I could use technology like this today."*

- Special Education Teacher, MN