



# BrainEye™

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**An AI-powered smartphone app that's redefining  
brain health assessment and diagnosis**

JMM Forum

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# BrainEye Overview

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# BrainEye Overview



## Smartphone

The BrainEye app uses a smartphone to capture the subject's eye movements



## Baseline

Baseline tests are administered using the BrainEye app when brain health is at its optimum



## Real time assessment

The tests are repeated at any point to gauge changes in brain health and then periodically until full recovery



## Extract & Upload

Eye markers are extracted in real-time and uploaded to the cloud



## Analysis

BrainEye analyses test results and identifies any changes from previous tests



## Big Data & AI

Accumulation of datasets from all tests are used for ongoing improvement of machine learning models

# BrainEye Function Highlights



BrainEye provides **objective, accurate** results for frontline medical professionals, coaches, parents or players.



BrainEye provides a **Brain Health history** for the user, no matter what team, activity or sport they participate in and over their entire lifetime.



BrainEye tests can be performed **anywhere at anytime by anyone**.

# BrainEye Tech Highlights



MDSAP and ISO13485 certified as **"Software as a Medical Device"**.



**Breakthrough** eye-tracking technology **on a smartphone**, providing measures that can indicate **brain injury, brain disease and brain fatigue**.



Each test takes **<60 seconds** and is based on **proven science**.



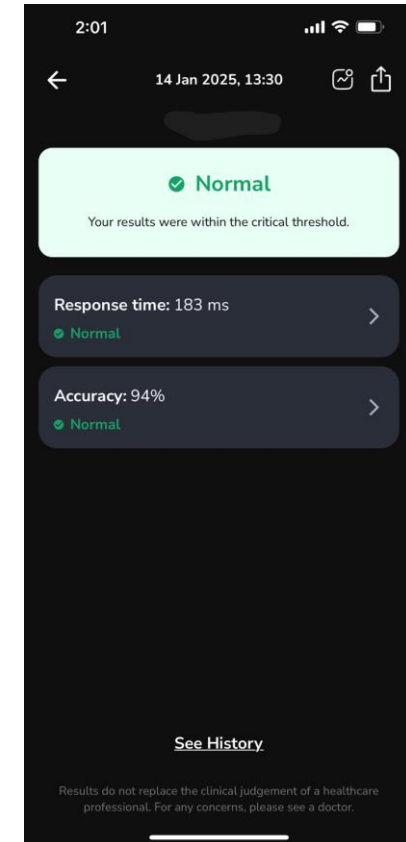
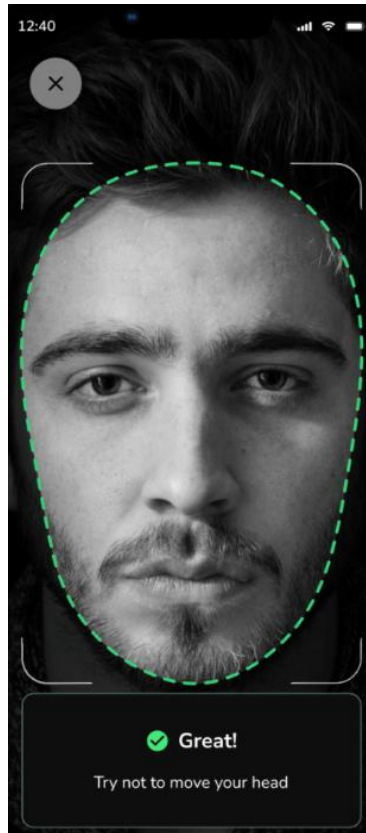
Increasing levels of **proprietary AI** analyse eye movements, with 20+ ocular biomarkers extracted and scored, in **real-time**.



**120,000+** tests to date, with **100% sensitivity** to neurological abnormality, demonstrated through clinical investigations, including those in concussion.



# BrainEye User Experience – Doing the Test

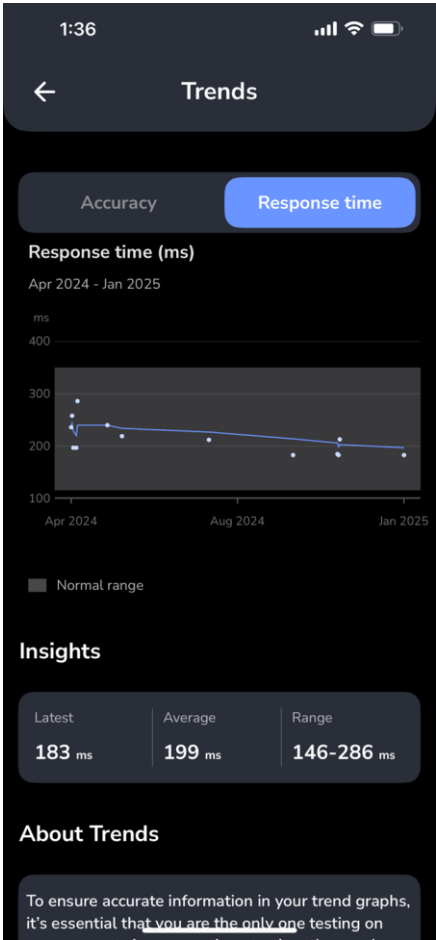
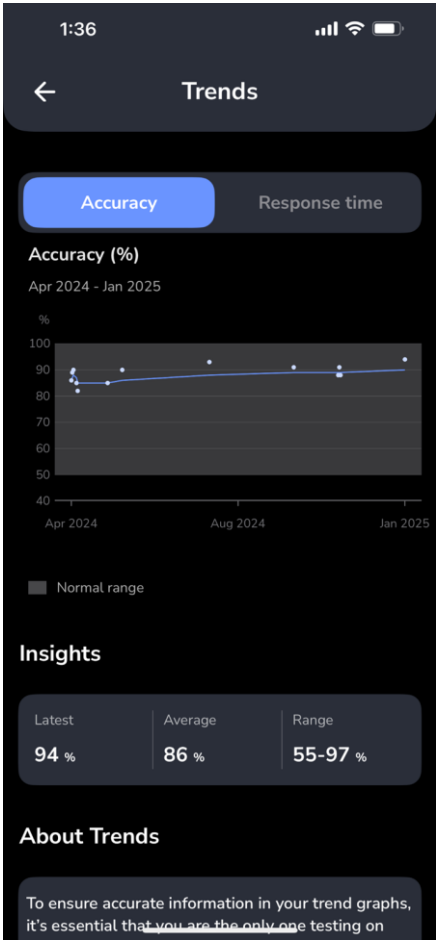


# BrainEye User Experience – Test Outcomes



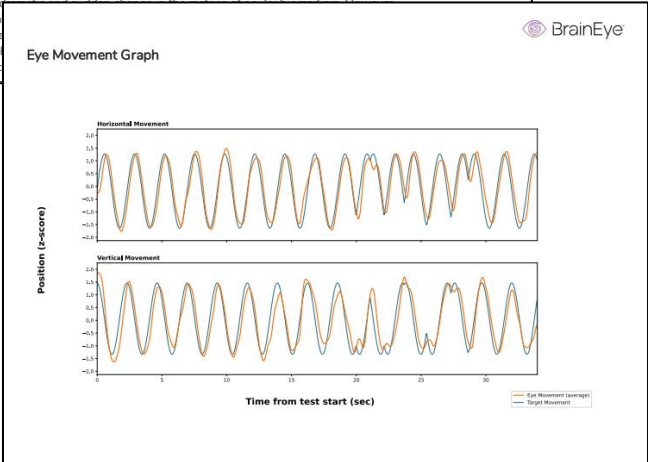
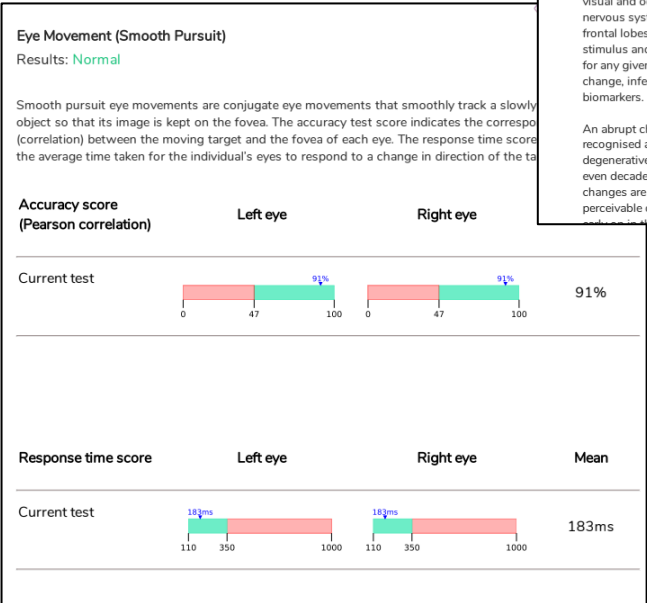
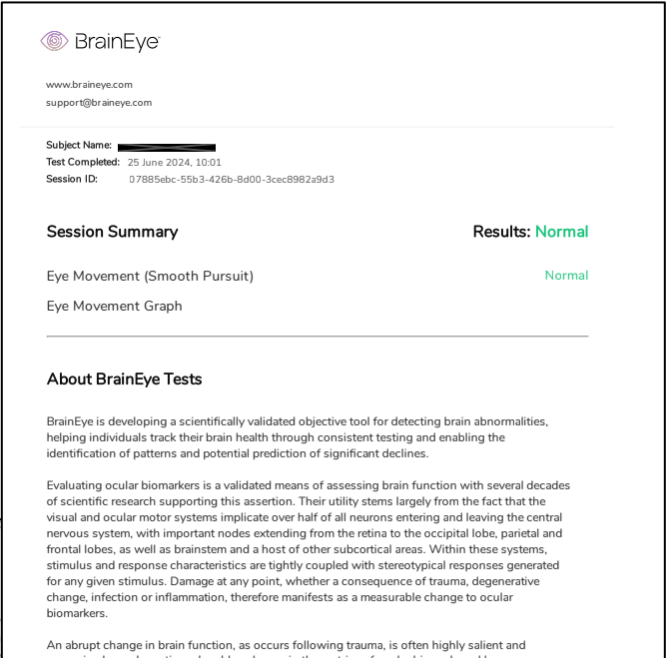
## “Trends” Function

See historical performance for each user.



## Test Report

Full PDF report available immediately, and shareable.





# Validating Research

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# AFL–BrainEye Concussion Assessment

Landmark study with the AFL and Monash University and published in the *Journal Sports Medicine* in March 2025

- ❖ The study successfully validated the technology including the detection of concussion and providing a practical, accessible concussion assessment tool at the elite sporting level and for the protection of community and grassroots players
- ❖ The release of the study has generated significant media interest with the paper accessible by this link [Investigating the Utility of the BrainEye Smartphone Eye Tracking Application and Platform in Concussion Management | Sports Medicine - Open | Full Text](#) and the various media reports via this link [BrainEye AFL Paper Featured Media - Google Docs](#)



***Press play to view video***

- **Study objectives:** Evaluate the effectiveness of the BrainEye platform as a concussion screening tool, assessing its sensitivity and specificity in identifying a player with clinically diagnosed concussion, the stability of the platform through test completion/failure rates, and its usability as part of concussion management protocols
- **Study participation:** 348 players across 10 AFL clubs took part in baseline testing prior to the 2022 season. The trial then followed 11 players from three clubs who had been clinically diagnosed with concussion during a game or training, testing them with BrainEye across multiple timepoints
- **Study outcomes:** The app identified 100 per cent of players medically diagnosed with concussion (100% sensitivity / 85% specificity)



# Investment Opportunity

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# Investment Highlights

**BrainEye is a scientifically validated smartphone app to assess brain health and function, utilising patented eye-tracking technology**

❖ BrainEye is focused on enabling the rapid, accessible assessment & monitoring of brain health and brain function in areas of high unmet need	<ul style="list-style-type: none"> <li>❖ <b>Concussion assessment</b> and other acute brain injury</li> <li>❖ Chronic/progressive brain diseases &amp; disorders (<b>Epilepsy, Alzheimer's Disease</b>)</li> <li>❖ Transient brain function events (e.g. <b>brain fatigue</b>)</li> </ul>
❖ App is deployed and available for download now (iOS and Android), with other key elements of BrainEye's commercial success now in place	<ul style="list-style-type: none"> <li>❖ BrainEye has been successfully <b>validated against gold-standard medical devices</b></li> <li>❖ <b>Regulatory approval secured in Australia</b>, process underway for US, Europe, UK and Asia</li> </ul>
❖ Poised to drive commercial and revenue outcomes from our engagement with marquee, large-membership sporting and medical organisations and B2B and B2C business models	<ul style="list-style-type: none"> <li>❖ <b>Revenue model based on recurring, large-membership subscription fees</b></li> <li>❖ Landmark study with Australian Football League (AFL) demonstrating BrainEye as a <b>practical concussion assessment tool at the elite sporting level</b></li> </ul>
❖ BrainEye has an experienced board and team with a track record of medical, scientific and commercial achievement and success	<ul style="list-style-type: none"> <li>❖ Including leading research fellow in Neuroscience (Assoc. Professor Jo Fielding) and leading clinical Neurologist (Professor Owen White MD)</li> </ul>
❖ BrainEye is seeking \$4M in equity funding, to advance its significant near-term commercial revenue opportunities to underpin a planned IPO in 2026	<ul style="list-style-type: none"> <li>❖ Funding to enable <b>successful execution of current contract opportunities</b>, driving BrainEye app <b>subscription, usage and revenue growth</b>, and securing key regulatory clearances</li> <li>❖ Total funding of \$19.5M invested to date</li> </ul>