LEARN TO QUIT SMOKING

MIND OVER NICOTINE
There are 1 billion smokers in the world.

480M smokers are trying to quit.

6B+ smartphones for 2020.
84% lack access to tobacco cessation assistance. 7 million people die every year generating $3.3T in healthcare-related expenses.
To solve this, we created...

MINDCOTINE

Global accessible and effective solution to help smokers quit, powered by science and massive disruptive technologies.
21 days of de-addiction treatment using Virtual Reality Mindful Exposure Therapy

**Immersive VRMET:**
10 minutes training with virtual/real cravings and sensations.

A series of mindfulness audio contents to deal with craving in real time.

**Community support**
scheme involving 1-1 tutors and a built-in community.

**Nightly reflection surveys**
with experience sampling Questions.

wrist bracelet to cope at every moment (activity not compatible with the habit).

Includes VR headset & coping skills accessories

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Marlatt, et al. 2006
Hone-Blanchet, et al. 2014
Powers, et al. 2018
SCIENTIFIC SOLID GROUNDS

VR & Cue-Exposure Therapy
Bordinck, et al. 2004, Tulane University, US.
Botella, et al. 2014, Castellón University, Spain.
Pericot-Valverde, et al. 2016, Vermont University, Canada.

Mindfulness and addictions
Brewer, et al. 2013, 2017, Yale University, US.

Remote treatment adherence (on going)
Ceberio, et al. 2018, Flores University, Arg.
Exploring the Feasibility of a Remote Treatment for Tobacco Consumption using Virtual Reality and a Smartphone.

Director: Prof. Marcelo R. Ceberio

Hypothesis
A remote treatment of 21 days is an interventional model/tool capable of influencing a smoker’s behavior towards quitting.

Methodology and Criteria
- Non-experimental design
- 120 participants (60F/60M)
- Ages: 24-60
- 5+ cigarettes per day
- Score 4-9 in the CL
- Own a smartphone with VR
- City of Buenos Aires
OUTCOMES & IMPACT

Mobile-based therapy
- Remote administration
- Self-report consumption
- In-therapy Analytics
- Group chat engagement
- Addiction assessment surveys

DYNAMIC MEASUREMENT

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USERS
NICOTINE ADDICTION STATUS

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IMPACT ASSESSMENT
PRELIMINARY RESULTS

30/120 subjects

- Drop out, 10%
- Success rate (quit during the program), 10%
- In treatment with long pauses, 50%
- In treatment with short pauses, 30%

2018 EXPECTED IMPACT

- 10% Cessation efficacy
- 50% Reduction efficacy
- 50,000 users LATAM & US
BUSINESS MODELS

Health Insurance and Corporate Wellness
b2b

MindCotine therapy and technology is patent pending in US and PCT international.

DIRECTLY TO CONSUMERS
b2c

Pharma Treatment Compliment

For smokers and non-smokers
In on-line and digital stores

SHORT TERM
For employees and members
White labeled

MID TERM
Partnership with labs

LONG TERM
For patients under treatment

ACCESSIBILITY AND EFFICIENCY
Pier 2 Pier engagement
Self-Empowerment

IMPROVE TREATMENT EFFICACY
INCREASE RETENTION PERIODS
DECREASE DROPOUT RATES

Promote Healthy Life-style
Preventive Health
Reduce Health Expenses

Pier 2 Pier engagement
Self-Empowerment

PATENT FILED 2018
Three founders with a dream..

Nicolas Rosencovich
Biomedical Engineer

- Passion for helping others with tech
- Top of his class and Graduated with honors, UNC
- Awarded a National Prize for Mental Diagnose device
- 10 years of experience in R&D in medical devices

Cristian Waitman
MA Digital Marketing

- Social-impact fanatic
- NYU Graduate in Digital Marketing
- Founded a Marketing agency in Mexico
- Founded a VR agency in Mexico
- Developed VR social projects for Restore Coral, UNICEF

Emilio Goldenhersch
Psychologist

- Responsibility driven
- Systemic thinker
- Vipassana meditation practitioner
- Social farm collaboration in India
- Organizational Psychologist consultant

.. the dreamers that joined

Jean Horta
MA in Philosophy
Data Analyst for privat sector in Israel

Roberto Vaucourbeil
BA in Marketing
UX Designer for major US, Bueno Aires

Lilly Khorsand
MA Public Health
Psychologist for WHO, Vancuber
How many lives CAN you save today?

HELP US,
HELP OTHERS...
LET’S HELP TOGETHER
HOW TO HELP US?

FRAMEWORK
Network with local and global Tobacco Cessation Efforts and Initiatives

FUNDING
$500,000

PARTNERSHIPS
Universities, Healthcare Systems, GO & NGOs