

Virtual Symposium  
December 12, 2024



# HBE 2024

INNOVATION MANAGEMENT  
HUMAN BRAIN IMPACT



# INNOVATION MANAGEMENT HUMAN BRAIN IMPACT

Virtual Symposium

December 12, 2024

Modern technological, medical, scientific, social, environmental, and economic advancements significantly change the way we sense, interpret, communicate, experience, and prioritize things.

The globally known examples:

The application's use of Generative AI language models changes the users' learning patterns and the way they cognitively absorb, process, and convey information.



As stated in the results of multiple scientific research, global cognitive decline is a serious global issue.



The number of Alzheimer's disease cases has risen 2 times in the last 10 years.



Overall, the evidence available from coprolites and comparative studies suggests that human microbiomes have lost diversity over evolutionary path.



The modern world creates new opportunities and challenges from the innovation management perspective. Modern neuroscience, in combination with other disciplines, helps us better understand and address the rising issues from the scientific perspective.

On Dec 12th we will see the frontiers of the wave: entrepreneurs and ideological authors who have developed a unique approach to address the issues from a modern perspective.

Our MISSION is to facilitate innovative product launches & market adoption to improve brain health management & science of emotional wellness.

We have a strong focus on practical application. We are attempting to build an e-Ecosystem that would provide the resources and professional contacts the innovators need to thrive through.

[www.humanbrainexpo.com](http://www.humanbrainexpo.com)



**LIVE**





# INNOVATION MANAGEMENT HUMAN BRAIN IMPACT

Virtual Symposium

December 12, 2024

*09:00 - 10:00 am*

*Introductory Speech from the Founder*



*10:00 - 11:00 am*

Soulimane Bentaleb is the founder and CEO of Neuron. He is a specialist in brain data analysis. He graduated from UCLA with a Master's in Bioengineering with a research thesis in Neuroengineering and a Bachelor's in Bioengineering with a minor in Neuroscience. Neuron quantifies mental wellness with a proprietary algorithm that translates EEG brain data into cognitive states: mental fatigue, cognitive stress, focus, and mental effort. Neuron offers this algorithm to researchers through a software platform. Neuron also packages the algorithm into a neuroscience study service for businesses to design a custom-made study, collect EEG data, and translate it into mental wellness metrics. Neuron thereby increases companies' revenue by proving the effectiveness of their products using brainwaves.



*Soulimane Bentaleb  
Founder & CEO - Neuron  
Quantifying Human Cognition*

*11:00 - 12:00 pm*



Roman Selivan, CEO of Monotomy, specializing in creating ultra-high retention frameworks that keep users engaged and motivated long-term. He combines innovative behavioral design with cutting-edge neuroscience to create solutions that optimize team performance and mental well-being. Roman is passionate about blending modern technologies and psychology to drive sustainable behavioral change.

Roman will introduce the power of mixing Cognitive Behavioral Group Therapy (CBGT), Evidence-Based Medicine (EBM), and Game Theory to create high-performance teams. These methods help individuals train their brain to manage stress, improve decision-making, and enhance focus. Through simple, science-backed techniques, employees can boost their cognitive function and emotional resilience, leading to better performance and a healthier workplace.



*Roman Selivan  
CEO at Monotomy*

*Creating ultra-high retention frameworks that keep users engaged and motivated long-term*

[www.humanbrainexpo.com](http://www.humanbrainexpo.com)



**LIVE**





# INNOVATION MANAGEMENT HUMAN BRAIN IMPACT

Virtual Symposium

December 12, 2024



*12:00 - 1:00 pm*

Olo's science-backed approach instantly relieves high-performers of stress, anxiety and mental fatigue, offering an easy mind-wandering alternative to traditional meditation through immersive sound & somatics.

Olo's founders are a somatic therapist with over 20 years of field experience and an award-winning composer. Olo was originally created in Finland, known for its abundance of and access to nature. Olo's soundscapes provide you with moments of somatic safety. In releasing the stress that is both mental and bodily, you'll find your overall wellness improving as you keep using Olo.

Olo gives you access to a more peaceful, serene mental state where you'll find your emotions working with you, not against you. Journal your experience to note your progress on your Olo journey.

Olo's app is free to download. We offer a free experience with multiple soundscapes. For our entire library of spatial audio experiences, you can upgrade to a premium subscription in the app.

*Markus Pesonen*

*Founder & CEO - Olo*

*Immersive sound & somatic  
to regulate your nervous system*

*01:00 - 02:00 pm*



Pathwaves has become Supermind. Creator of Neural Empowerment™ a proprietary, multi-dimensional and innovative methodology that uses the powerful principles of neuroplasticity along with integrative biofeedback and timeless healing modalities to help people attain an optimal state of mental, emotional, spiritual, and physical harmony. As a for-profit, social impact company, Pathwaves was established in 2016 with eight years of research and development preceding its launch. The Pathwaves team uses advanced technology to provide clients the tools to re-parent their cells utilizing their Brainwave Positioning System™(BPS) - customized for each individual's genetics, current biology, beliefs, life experiences, and desired outcomes. Through an evidence-based tracking and management system that monitors nine separate variables, across 100 different proprietary programs, the company produces meaningful and measurable results for clients. Conditions addressed range from clinical and therapeutic - depression, anxiety, sleep issues, etc. - to universal health and wellness goals of improving calmness, focus, performance, all while reducing stress and fear.

*Geoff "G" Cole, CLC, ARM*

*CEO at Pathwaves - Supermind*

Applying neuroscience to  
professional success.

[www.humanbrainexpo.com](http://www.humanbrainexpo.com)



**LIVE**





# INNOVATION MANAGEMENT HUMAN BRAIN IMPACT

Virtual Symposium

December 12, 2024

2:00 - 3:00 pm



Moshe Lebowitz is a champion of smart wearable bioelectric health. Recognized by Israel's national paper Israel Hayom as a Technology Influencer of 2023, Lebowitz appeared on an Episode of Unicorn Hunters. watch here:

<https://unicornhunters.com/episodes/healables>

Healables Digital Health Inc. is a US-based company that commercializes and distributes sports/wellness and medical devices under the ElectroGear and Healables brand name. Finally - A wearable that helps recovery Based on a synergy of validated technologies, Healables Digital Health provides a revolutionary wearable technology in the form of a smart textile device that optimizes the hardware and software of the human being, all within a single platform. Our Healables device delivers electron stream therapy forming a gestalt to deliver, for the first time, a complete holistic solution for chronic illness and chronic pain in a personalized, yet scalable package. Healables.io will empower the patient and athlete alike. Our treatment is repeatable over time – and entirely accessible – because it's wearable.

*Moshe Lebowitz*  
*Founder & CEO - Healables.io*

Everyone has a unique God-given superpower. When you learn to connect with your Divine Soul you can make the impossible happen.

03:00 - 04:00 pm



Founder and Executive Director KJ oversees BMA's global strategy, working with industry leaders and company executives to ensure BMA is effective at implementing programs that deliver mission-focused results. KJ is a business innovator skilled at building cross industry partnerships, bridging government and industry interests and leading start-up initiatives in multiple industries on a global level. KJ was inspired to create BMA after experiencing the loss of his grandmother and then years later his father to Alzheimer's for which his mother is now exhibiting the same signs & symptoms. As a senior-level pharmaceutical/biotech executive, he is attuned to the innovative process of treatment modalities. He is a graduate of the Texas Southern University with a Masters of Business Administration Degree in International Business, Trade, & Commerce and an undergraduate degree in the same

*KJ Lavan*  
*CEO at Brain Matrix Alliance*

[www.humanbrainexpo.com](http://www.humanbrainexpo.com)



**LIVE**

