



FOR IMMEDIATE RELEASE
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Intendu Wins the Starup2 Prize, One of Israel's Most Prestigious Startup Competitions

On Monday, January 25, 2016, Intendu, the developer of the innovative Functional Brain Trainer software, won the Starup2 competition prize of 200,000 NIS. The competition was hosted jointly by OurCrowd, Bank Hapoalim, Keshet and Mako with dozens of startups participating, and more than one thousand people in attendance. Participating startups must go through a rigorous application and selection process before being chosen as a finalist for the competition.

"We are honored to win the Starup2 competition prize," said Dr. Son Preminger, Founder and CEO of Intendu. "Brain dysfunction affects millions of people globally, but to date there have been limited effective tools to rehabilitate cognitive capabilities. Intendu and others in this space are working every day to provide individuals with cognitive impairments the new, innovative tools that could help them to return to their normal routine and daily life. This prize will help us achieve this goal."

The Functional Brain Trainer is a cognitive training platform for people with cognitive impairments. The platform is based on adaptive video games that are designed specifically for personalized brain training and are played using natural body-gestures. The games involve engaging and cognitively challenging interactive real-life scenarios that adapt to the player in real-time. Intendu is constantly developing new game environments and modules for the Functional Brain Trainer to ensure the best possible cognitive training experience for their users. Intendu will use the grand prize to help develop the new Home Version of their software, so patients can take the Functional Brain Trainer with them through their entire rehabilitation cycle - from the hospital, through the clinic, to their living room.

In 2015, Intendu won another very prestigious competition - the Harvard Business School New Venture Competition for Europe. Intendu launched the Functional Brain Trainer software at the American Congress on Rehabilitation Medicine conference in October 2015, and has clients in several countries, including leading U.S. rehabilitation centers like Shepherd Pathways in Atlanta, Georgia.

To learn more about Intendu and the Functional Brain Trainer, visit www.intendu.com

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About Intendu

The Functional Brain Trainer is the first adaptive, motion-interaction cognitive training platform, introducing an active and personalized way to train those with cognitive impairment. Users play engaging and cognitively challenging video games where they physically interact within real-life scenarios. The games' cognitive challenge is automatically adjusted, in real-time, to patient's capabilities and rehabilitation needs, to optimally train cognitive abilities.

Intendu is driven by the mission of improving cognitive rehabilitation of people with brain dysfunction in the rehabilitation institutions and at home. Intendu's team includes experts in neuroscience, cognitive training, occupational therapy, computer science and gaming. Intendu's patent-pending technology is currently being used for training patients in leading rehabilitation institutions around the world.

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