

About Posit Science

Company. Posit Science Corporation is an applied neuroscience company, creating brain plasticity-based training exercises and assessments to improve human performance. The company is based in San Francisco, and has been financed by venture capital investment, research grants and operations. In Canada, Posit Science Corporation is represented by its Canadian partner DynamicBrain Inc. based in Ottawa, Ontario.

BrainHQ. The company's flagship offering is BrainHQ, an online headquarters for plasticity-based brain training and brain health education. BrainHQ is an online subscription service, with hundreds of thousands of paid subscribers. Subscribers have access to a Personalized Trainer, which uses smart algorithms to adjust the subscriber's training regimen. Subscribers can also create a regimen by selecting from BrainHQ's current 29 exercises or from a selection of courses targeting specific goals. BrainHQ features in-depth progress reporting, calendaring and goal-setting, and detailed explanations of the science behind each exercise. While BrainHQ is primarily a consumer-facing offering, private sections of BrainHQ host many scientific trials, other R&D efforts and specialized training and assessments for certain scientific and distribution partners.

Exercises. The exercises continuously adjust based on each user's prior history of responses. In fact, BrainHQ personalizes to each user within minutes. Computerized assessments are embedded within the BrainHQ training experience, so that users can measure individual progress.

Plasticity-based Approach. BrainHQ takes a unique and patented bottom-up approach to brain training, with a focus on perceptual learning that refines sensory inputs. Plasticity-based training is designed (1) to improve speed to meet varying real-world conditions; (2) to intensively and progressively improve accuracy; (3) to adapt continuously and minutely (e.g., by thousandths of a second) to each person's performance and ability (based on algorithms that review all prior exercises results); (4) so the task gradually generalizes to real-world experience; and (5) to be engaging in a manner that naturally stimulates neuromodulators (chemicals in the brain that enhance attention, learning and mood) and that brings you back to do the exercises again and again.

R&D. Posit Science maintains a large R&D program led by our co-founder, Dr. Michael Merzenich, with assistance from hundreds of university-based research collaborators around the globe. Dr. Merzenich did seminal experiments discovering lifelong plasticity 40 years ago, applied plasticity principles to co-invent the cochlear implant, and continues to engage, with others, in driving our understanding of how the brain's ability to re-wire can be harnessed to improve the human condition. He has been widely honored for his work. Dozens of R&D projects are underway at any time.

Published Science. More than 130 peer-reviewed science and medical journal articles have been published on the benefits of BrainHQ exercises and assessments. BrainHQ training has been shown to improve standard measures of cognition (e.g., speed, attention, memory, executive function), standard measures of quality of life (e.g., functional independence, health-related quality of life, mood and confidence) and numerous measures of real-world activity (e.g., balance, gait, driving, everyday cognition). While traditional cognitive training typically only improves performance at the task trained, BrainHQ is the only commercially available cognitive training shown to broadly generalize to cognitive, behavioral and functional performance.