



Sector:
Health

Funding stage:
Seed

Website:
mindset4dementia.com

What is it?

Mindset is an app-based digital health business that is advancing Dementia screening and prevention by providing tools to better assess potential risk of Dementia. Their first product – Mindset4Dementia – is one of the world’s largest AI initiatives, using games to mirror the Dementia screening process, looking at short and long-term memory, concentration and attention span, language, communication skills and awareness of time and place (orientation). The app screens for neurological anomalies and uses AI to accurately flag clinically relevant findings.

Mindset’s cognitive care is built in house by a team of neurologists, psychiatrists and medics, who can help diagnose and refer high risk patients, but also provide a brain-care platform for all ages. The philosophy of the company is that brain-care should be a continuous exercise, much like people today are tracking their sleep and heart data to improve wellbeing and prevent chronic disease.

Why we like it

According to the World Health Organisation, there are around 55 million people with Dementia. As the proportion of older people in the population is increasing in nearly every country, this number is expected to rise to 139 million by 2050. By combining excellent clinical, UX and AI capabilities, Mindset’s solution aims to significantly boost Dementia preventative care by identifying early signs of mild cognitive impairment. This in turn could lead to less debilitating symptoms down the line, and could reduce exorbitant healthcare costs putting pressure on health systems globally – predicted to surpass \$2.8 trillion by 2030.

Currently the company is on track to securing 12 digital health partners, to which it will refer people who have been screened by the app. Historically the app has been ranked the #5 Health and Medical App in the App Store, and has had positive discussions with NHS England to be allocated a Dementia budget.

Who are we backing?

Hamzah Salim – Founder & CEO. Hamzah demonstrates excellent clinical and technical ability and is a neuroscientist by training, entering his final year of medical school at UCL. He works closely with Rich Pierson, the co-founder of Headspace, who also sits on the Advisory Board of the Company.

Aaron Lin – COO. Aaron is the former COO of the Stanford Cardiac Education Lab, and will enter his final year in medical school.

Ross Greenhalf – CPO. Ross is the former Head of Software at Tesco and co-founder of OrangeJellyfish, a software development consultancy who have been instrumental in developing the technology stack of Mindset.



What our fund managers say

Will Gibbs – Principal

“Currently, digital health platforms are useful to manage and treat patients, but at-home screening and diagnostic tools in mental health and neurodegeneration have yet to be implemented at scale. We believe Mindset can leverage breakthrough technology, digital biomarkers, and gamification to enable better preventative healthcare.”

Key risks

While we are really excited about this company’s potential, please bear in mind that like all early stage businesses, it’s likely to encounter both challenges and opportunities along the way and ultimately may not be successful.

Early stage investing is considered high risk and your capital may be lost. Any associated tax benefits are subject to qualification, personal circumstances and legislation.