

Total Brain Care Co., Ltd.

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Achieving Wellbeing Through Brain Fitness

The brain fitness trainer, CovEvo, is a cloud service that divides the cognitive functions of the brain into the five areas of "orientation," "attention," "memory," "planning," and "spatial awareness," and enables training and checking tailored to individual cognitive functions.

History

◆ Background of Establishment

President Shinsuke Kawagoe hoped to tackle dementia before the baby boomer generation turns 75 in 2025 and joined the Japan Dementia Society to work closely with experts. The following are his key points. ① Dementia does not develop suddenly. It is gradual, so precautions must be taken from the time of good health. ② After dementia starts, medicines are limited and long-term care is essential. However, excessive care increases the risk of even those with partial cognitive ability to become bedridden. ③ Being able to self-evaluate and train the brain during the healthy stages of life is important. ④ Tools are needed in nursing care to recognize and train the decline of cognitive functions that are difficult to see from the outside.

The cloud based "Brain Fitness Trainer CogEvo" was made to solve these problems, and it is adopted by 40% of rehab institutions for higher brain dysfunctions. The app was supervised by a neurologist who won Google's Global Early Childhood Education App Excellence Award, and also selected for the "Healthcare Brain Challenge" award in 2015 by the Innovative Research and Development Promotion Program (ImPACT) project.

President Kawagoe believes that solving the problems of Japan's super-aging society will help the world as well, and these services will be in demand if the cognitive ability of workers can be maintained and improved. His life goal of solving social issues led him to launch his company.

Features & Strengths

◆ Business Model and Features

【Application Image of CovEvo】



By utilizing public subsidies such as Hyogo Prefecture's new industry creation support project, CogEvo was developed to allow users to learn about the characteristics and changes in brain functions while training it. In just 5 minutes, it is possible to evaluate the brain in the 5 areas of recognition, attention, memory, planning and spatial awareness while having fun. This is how CogEvo became available as a revolutionary and unique cloud system in March 2017.

Usage is subscription based and there are monthly user fees. There are also two versions: an institutional, professional version and a personal version. English tasks are also now available, as we expect to expand to the overseas market. The prototype of "CogEvoBiz" for business use was developed in April 2021.

◆ Strengths

Placing an importance on results from collaborative research with leading scholars in various fields, we have continued to

research, development and test market, and have published 25 scientific articles that include foreign medical journals.

The National Center for Geriatrics and Gerontology leads the project that evaluates the inhibition of dementia, AMED “J-MINT.” CogEvo was one of the 13 items used in this project. Additionally, RIKEN (the largest R&D agency in Japan) used CogEvo to evaluate and train healthy people in their prime to measure minor cognitive changes.

Furthermore, the Ministry of Economy, Trade and Industry (METI) mentioned CogEvo in its publication for the Dementia Innovation Work Group, and the app is used in diverse areas of clinical testing such as for vitamins, exercise, music, abacus and chewing.

Our company’s strength lies in the foundation of being research based, receiving the approval of government agencies and being able to expand into the market.

Vision for the Future

◆ **Future Business Development Goals & Role Model for the Next 5-10 Years**

The goal in 3 years is to have 1 billion yen in sales. We hope to become listed and have stable sales and profits, while serving as a model that represents the collaboration with academia and government.

With CogEvo as a base, various peripherals have been integrated to realize our company name, total brain care. Furthermore, we are working on developing an API system that will use AI to evaluate individual records in order to provide users personalized advice from their daily training results.

Our company specializes in R&D and test marketing, and is proceeding with alliances with companies that are knowledgeable in their respective industries for the marketing of our products. For example, it was only possible to provide municipalities with the use of CogEvo. However, partnering with Nippon Travel Agency, it is now possible to tailor services such as providing telephone reception, instructor arrangements and venue management for health events and classes.

By creating a successful model to solve the challenges in Japan’s super-aging society, we hope to expand overseas in the next 5 years.

Public Relation Matters

◆ **Regarding Services Provided**

Many projects have been approved for subsidies from both the national and local governments since our founding. In addition to researching dementia among the elderly, we are promoting the implementation of clinical test results from a regional digital promotion project subsidized by METI in the field of health management. The collaborative research was conducted with the University of Tokyo Department of Digital Mental Health. We are also working improving the brain fitness of the working-age workforce to boost meta-cognition and performance to contribute to corporate profits by improving labor productivity.

Our trademarked term “brain fitness” is increasingly being used and has received recognition for dispelling the negative image of dementia and lowering the hurdle to participate in activities. We thus plan to establish Association for Promoting Powerful Braineary next fiscal year to conduct research, certification, qualification systems, seminars, etc. on products that are expected to improve brain functions using CogEvo. We will continue to collaborate with academia, government and businesses to not only aim for business growth, but to also increase the impact on society by developing the more civic side of the project.

We hope to achieve wellbeing for all ages in all stages of health through brain fitness.

Company Profile

Established : November 2015

Capital : 54.5 million yen

Employees : 7

U R L : <https://tbcare.jp>

Start of Services : September 2016