

Enhance Brain Power

Improve Mental Wellness



**Brain Power + Mental Wellness**  
**Presentation**

## Founder & Inventor of Neuro Soundwave Technology

### Tang Juel Hoi

National University of Singapore - B.Eng (EE)(Hons), MSc. (EE)  
University of Florida, USA - Hon. PhD in Education

Chairman & CEO, Neuro Code Research Pte Ltd  
Chairman & CEO, Beijing Neuro Code Technology Co., Ltd.



- Possesses more than **25 years of R&D experience**, 15 years in **Artificial Intelligence and Neural Network technologies**, and 10 years in **Neuro Soundwave technology**.
- Filed **8 Patents** in Neuro Soundwave technology and **2 Original Music Copyright** ownership in China.
- Lecturer, Researcher and Senior Management of **Temasek Polytechnic, National University of Singapore and Agency of Science, Technology and Research (A\*Star)** Research Institute. CEO of A\*Star spin-off company.
- Represented **United Nation's** specialized agency, World Intellectual Property Organization as an **International Expert Speaker** in Intellectual Property Rights. Published Paper was used by several countries including the **United States International Trade Commission** in 2009, the **Network of African Medical Librarians (Medlibafrica)** in 2010 and **The Republic of China (Taiwan) Parliament** in 2013.
- **Inventor of World's First Virtual Factory**, realization of concept design to 3D prototyping manufacturing from different parts of the world through Internet.
- **CEO and GM** of companies in **SGX Main Board Listed Corporation**.

Incorporated in  
Jan 2015 with  
>10 years of  
research

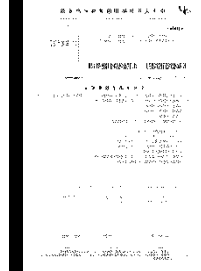
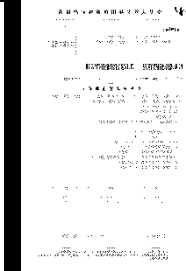


Neuro Code  
Group of  
Companies

Nero Code Research Pte Ltd, Singapore  
Beijing Neuro Code Technology Co., Ltd  
Shenzhen Neuro Code Research Co., Ltd  
Neuro Code (M) Sdn Bhd, Malaysia  
Neuro Code (Thailand) Co., Ltd  
Neuro Code India Pvt Ltd  
Neuro Code Taiwan Co., Ltd



Filed 8 Patents  
and 2 Original  
Music Copyright in  
China



# Key Milestones



Nov 2015 – Invited to present @ 6th World Healthy Lifestyle Forum - Chongqing, **China**



Apr 2016 – Training for **Malaysia** University Professor and students in AI and Neural Network



Aug 2016 – Interviewed by 883FM Radio Station



Jun 2017 – SID training for Hougang United Soccer Team – Enhanced Sensory Perception

# Key Milestones



Jul 2017 – Licensing of Soundwave to Hulubao, a **China** listed company



Aug 2017 – Invite by Singapore Telecoms to present at **SingTel** Learning Fiesta



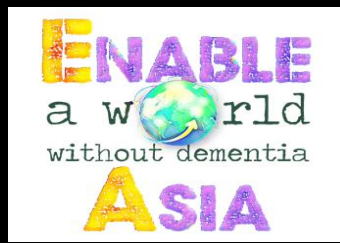
Sep 2017 – Signing of Economic Cooperation Agreement with BMD **Indonesia**

Oct 2017 – **Hougang Mall** conducted Clinical Trial of Neuro Code Soundwave with Relaxation waves for retail outlets, shoppers, staff and public in general

# Key Milestones



Oct 2017 – **Andorra Women and Children Hospital** Implemented Neuro Code Soundwave for Delivery Wards, Reception Areas and Hospital Rooms



May 2018 – Neuro Code Research forged Strategic Partnership with **EnableAsia**, a social enterprise company to build a world without Dementia.



July 2018 – Technical Exchange with Doctors & Researchers at Khoo Teck Puat Hospital



Aug 2018 – Signing Ceremony with Beijing Dezhihua Education Group as Master Distributor of Brain Stimulator in China

# Key Milestones



**Sep 2018 – Invitation by Consumer Association of Malaysia to share benefits of Neuro Soundwave on Brain Enhancement and Mental Wellness**



**Jan 2019 – Signing of Technology Licensing Agreement with Shenzhen Lan Baobei Co. Ltd**



**Nov 2018 – Official Opening of Neuro Code Super Intelligence Centre in Shenzhen**





新加坡总商会

Singapore Chamber of Commerce & Industry



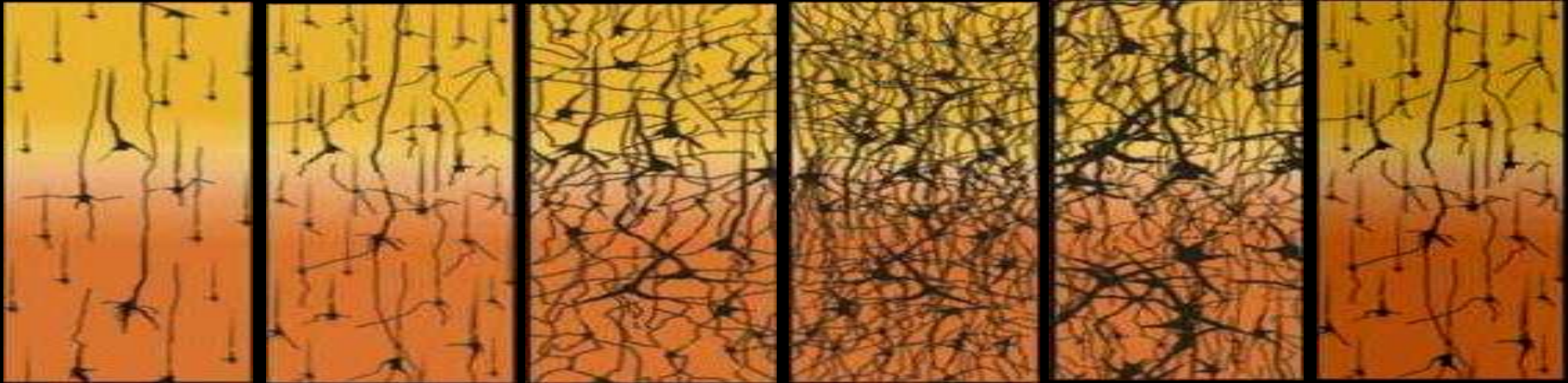
## Mission:

To develop effective technologies to enhance brain power and improve mental wellness; to help special needs people with hyperactivity, autism, depression and dementia, so as to improve the quality of their life.



# Development of Neural Network in Human Brain

Neurons need to be **activated** and **connected** to produce **effective functions**.



New Born Baby

One Year Old

10 Years Old

30 Years Old

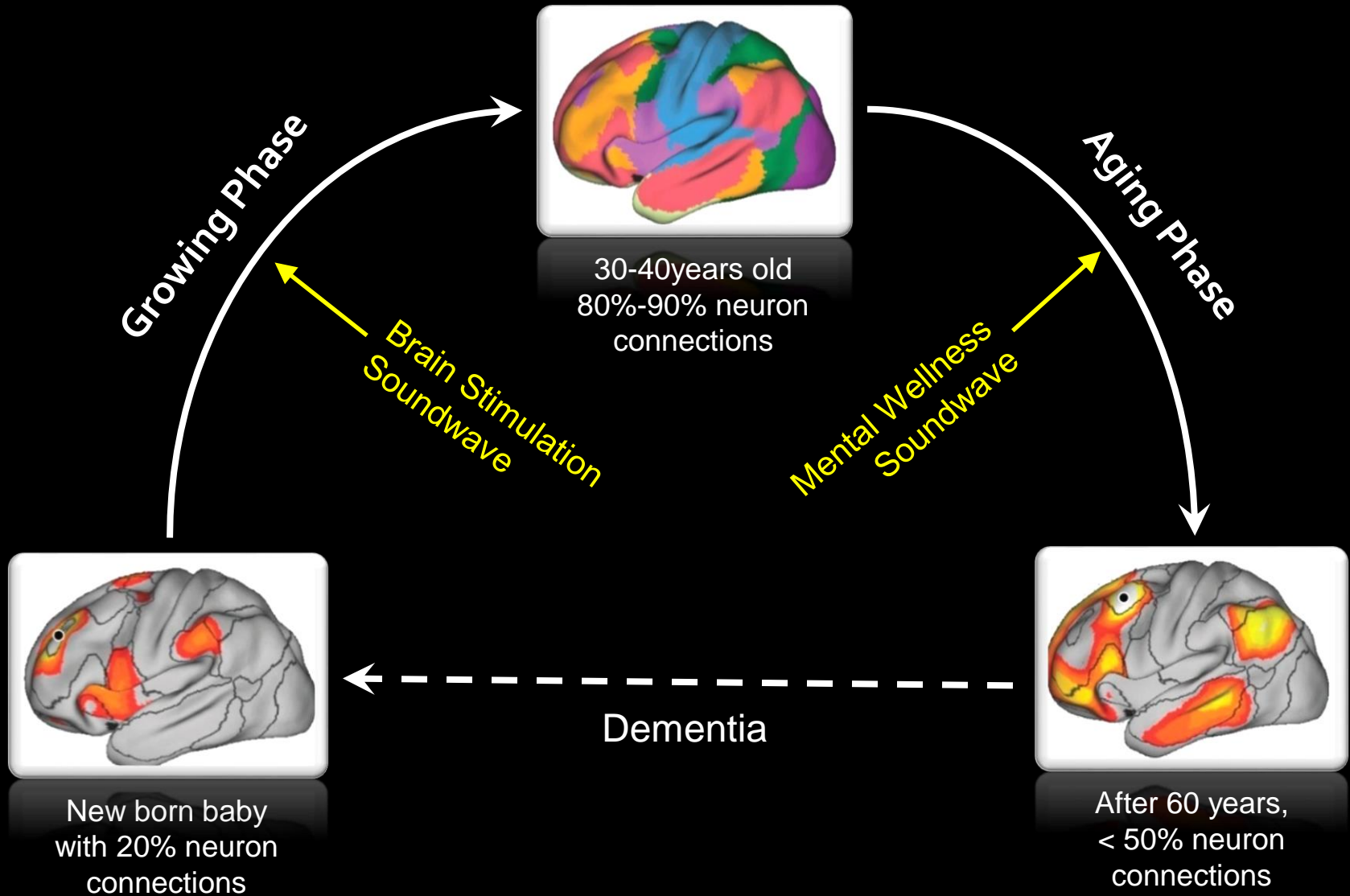
40 Years Old

60 Years Old

An adult's brain has about **100 billion neurons**, each connected to its neighbours by thousands of synapses to form a large **neural network**.

Source: Johns Hopkins University

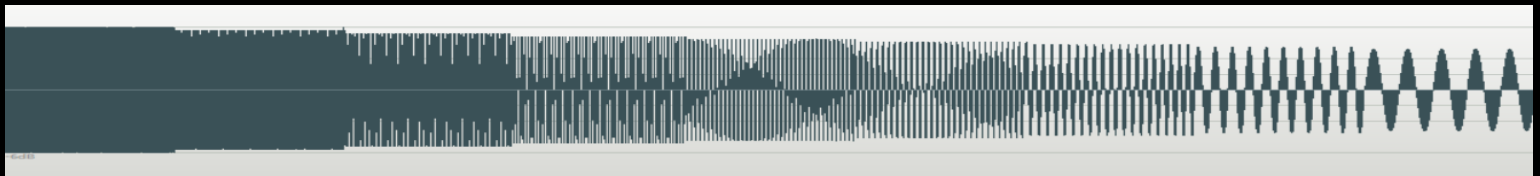
# Human Brain Development Phases



# Background Theory of Neuro Soundwave



Original Music

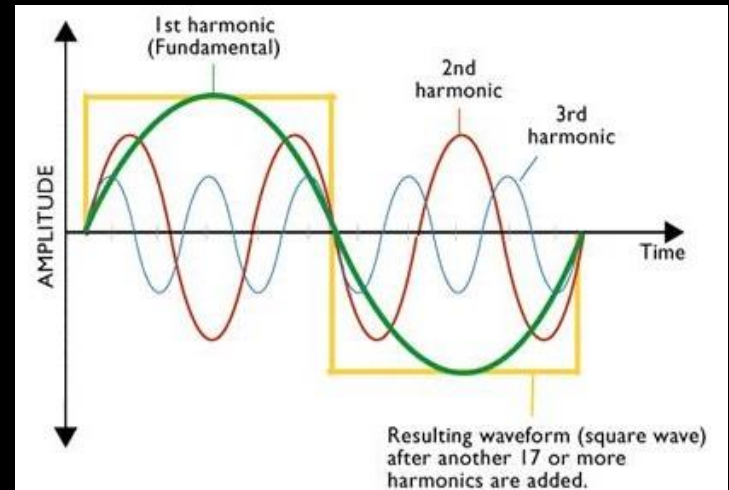
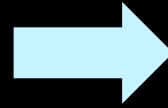
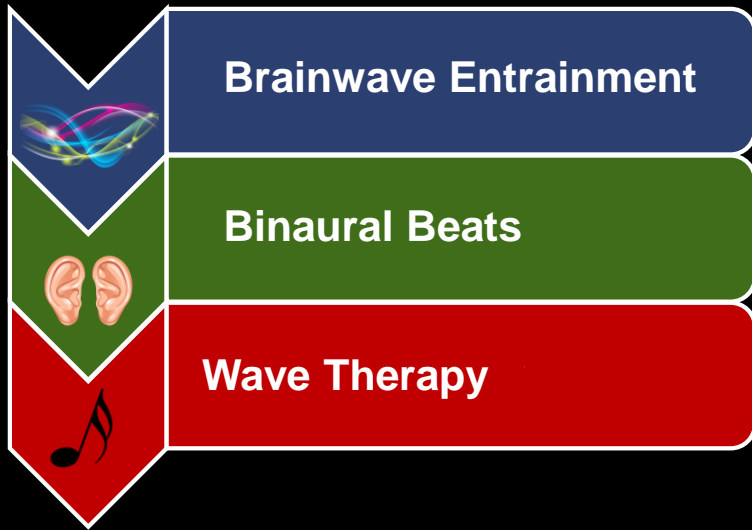


Neuro Soundwave

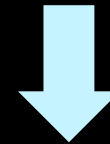


Music embedded with Neuro Soundwave

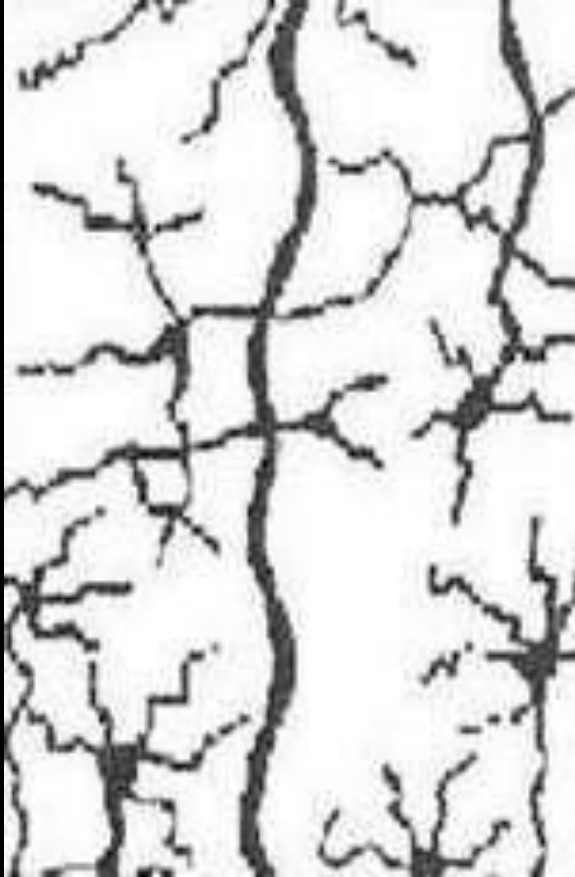
# What is Neuro Soundwave?



Extract useful harmonics to form Neuro Soundwave



# Effect of Neuro Soundwave on Human Brains



Unstimulated Neural  
Network in Brain



After 2 months of  
Soundwave Stimulation

# How Our technology will change the way we learn

## Reinventing learning:

Quicker knowledge absorption • Longer memory retention  
Focus & concentration • Enhanced sensory perception

## Neuro Soundwave Technology

- Exercise your brain cells
- Physical method, non invasive
- No side effect



# Neuro Code Products



# Infant & Toddler Sleep Aid

- Helping children (0 to 6yrs) to enter high-quality sleep
- Promote the connection of neurons to strengthen brain development and executive functions.
- Guides the brain to relax, and enters high quality sleep through low frequency neuron oscillations.



Infant & Toddler  
Sleep Aid

Retail Price : \$880

Wholesale: \$490





# Neuro Laxo – A device that helps you to relax

Help people to relax their mind. It is used to enhance workplace wellness.

Put users into imagination state of mind; producing relaxation effects similar to the state of meditation.

**Develop Right Brain  
(Improve Creativity)**



Neuro Laxo

(For Individual & Small Group Usage)

Retail Price : \$680

Wholesale: \$390

**Meditation State of Mind  
(Subconscious Development)**

Use Alpha waves to **enhance right brain**, improves creativity and innovative thinking.



Neuro Laxo Plus

(For Bigger Group Usage)

Retail Price : \$1,200

Wholesale: \$750

## Neuro Emojoy

Stimulates brain cells and enhances activities among them.

Cultivates positive emotion and make human brains more alert and active.

Help people with

1. Depression
2. Anxiety
3. Early symptom of dementia.



Neuro  
Emojoy

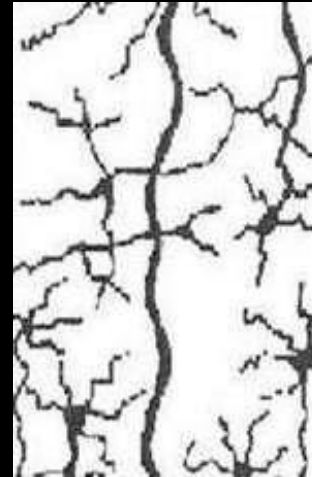
Retail Price : \$680

Wholesale Price : \$390

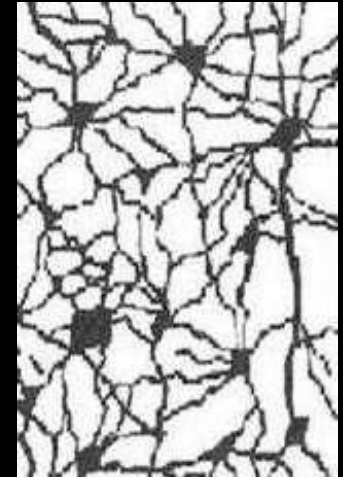
# Brain Stimulator

Retail Price  
\$1200

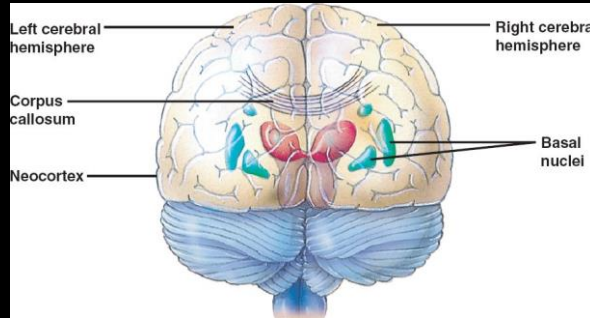
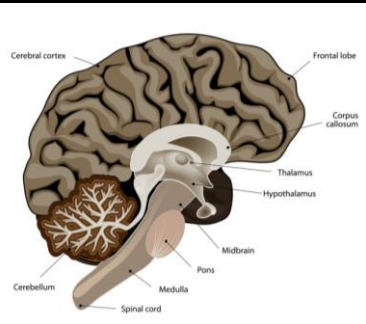
Distributor  
\$650



Unstimulated  
Neural  
Network in  
Brain



After 2  
months of  
Soundwave  
Stimulation



1. Use Alpha waves to **enhance right brain**, improves creativity and innovative thinking.
2. Synchronise right and left brain waves. **Reduce pressure on right brain**, enhances the function of **Corpus Callosum**.
3. Activates Midbrain to **enhance motor skill** coordination ability.
4. Activates Cerebellum to enhance fear regulation and **environment sensing ability**.
5. Enhances Amygdala to improve emotion control and **long term memory**.



# Courses

# Super Intelligence Development (SID) Programs

**Aim: Optimise Brain Function, Develop Brain Potential**



**SID for Children  
(Basic Program)**



**SID for Children  
(Advance Program)**



**Destress Program for  
Students**



**SID for Adults  
(Basic Program)**



**SID for Adults  
(Advance Program)**



**Destress Program for  
Adults**

# Super Intelligence Development Program for Children

Super Intelligence Development (SID) is a brain development program for children (3-18 yrs) to enhance their brain power and unlock inherent potentials of human brains. The full program is conducted over 8 sessions of 3 hrs each. It also has a Basic and an Advance level course of 2 full days each, 6 hours per day.

The program is conducted using Neuro Code's proprietary pedagogy **Neuro SDESA**. Combining Psychology, Picture, Video, Finger Exercise, Chroma Chart and Activatio Soundwave; participants could see improvements in:

1. Focus and Concentration Ability
2. Enhanced Memory Power
3. Enhanced Creativity
4. Enhance Sensory Perception

Upon completion of the program, an Unified NeuroPad Soundwave, a Gold Key and a set of training cards will be given to all participants.



Unified NeuroPad



Gold Key



Training Cards

# Super Intelligence Development Program for Adults

A brain development for adults to enhance their brain power and unlock inherent potentials of human brains. The program has a **Basic and an Advance course.**

SID is an effective brain development program conducted over 2 days of 6 hours each.

Every participant is given a set of training material including: an “Unified NeuroPad” (training tablet), a Gold Key and a set of Training Cards which allows him/her to continue with brain development practice after completion of the program.



# Neuro Destress Program for Children and Adults

Neuro Destress Program (NDP) is a brain relaxation program for children and adults to relax and enhance mental wellness through Neuro Soundwaves and relaxation techniques.

In this 6 hours workshop , participants will also get to experience Neuro Code's Relaxation, Sleep, Positive Emotion and Brain Activation Soundwaves.

All participants attending this program will get a Neuro Laxo. It is a device embedded with Neuro Relaxation Soundwaves.







# Student Testimonials

Date:

No.

Through this program, my confidence level has boosted tremendously and I am now able to deliver speeches not only in front of my classmates but also the whole school during events and special occasions. This boost in my level of confidence has allowed me to improve my leadership skills as well. For example, I was appointed as the new captain of my school's football team and I am also a national education ambassador in my school. In these ways, I have become a national representative of my school. Creativity is another ability that I have enhanced through this program. For example, if I have to deliver a speech, I create my own speech instead of using the one which my teacher had typed out for me.

Testimonial written by;

Thind Pavinder Singh

Pav



# Neuro Code Student – Thind Paulvinder Singh

**Assessment of Project Work**

Name: THIND PAULVINDER SINGH                      Class: 1E2    Year: 2015

AE: Approaching Expectation ME: Meeting Expectation EE: Exceeding Expectation

**Knowledge Application**

<b>Individual Performance</b>	
Gathering and Processing Information	EE
Using knowledge and skills from different subject	EE

**Product**

<b>Group Performance</b>	
Creativity and Intent	EE

**Communication**

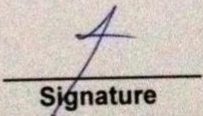
<b>Individual Performance</b>	
Oral Presentation (Clarity, Confidence, Fluency)	EE

**Collaboration**

<b>Individual Performance</b>	
Team Work	EE

**Independent Learning**

<b>Individual Performance</b>	
Self-Reflection	EE

Ms Leron Tan                                            23 October 2015  
 \_\_\_\_\_                      \_\_\_\_\_                      \_\_\_\_\_  
 Name of Teacher                      Signature                      Date



The only secondary 1 student in whole school to be awarded “Exceeding Expectation” in all categories of assessment.

Won Hwa Chong International School Model United Nations Conference - “Best Delegate” award for consecutive 2 years.



### 熙颜纹艺 北京神逸精准瘦身

我们的小新磊，被评为弱智儿童，没听激发仪前说话都不会，现听全脑激发仪一个月，会读书了👍👍👍太棒了！越小的孩子效果越好👍👍👍



2018年11月1日 19:37



### 德智铎全脑开发-王老师(...)

一个早产四岁的孩子，多动，说话只能说两个字，一家人为孩子操碎了心，去了很多医院花了很多的钱都没有好的效果，买了a波音乐也没管事，用了我们的激发仪奶奶不断的发来好消息，说孩子有进步，还要来上课呢😊感恩脑力酷全脑潜能激发仪研发人陈教授，十年研发，造福人类👊👊👊

收起



1小时前

## Testimonial from China customers:

Case 1: A 2 year old boy, cannot speak. Consulted doctor and diagnosed as mild retarded. After using Neuro Stimulator for a month, he can read and sing songs.



Case 2: A 4 year old boy, hyper active, can only speak few words. Consulted many doctors and tried alpha wave equipment, but no improvement. After using Neuro Stimulator for 2 months, parent report significant improvements. Enrolled child to Neuro Code's Brain Development program.

# Customer Testimonial



## I could not believe what I saw my kids can do

When I visited my friend Kenny in Singapore the first time he introduced to me the Neuro Code. I was very skeptical at first and Mr Tan asked me to bring my own kids to attend the 2 days class and I can see the result from my own kids. So I did. This summer I brought my 2 boys Dylan nine years old and Ayden seven years old to attend Mr Tan's Neuro Code class. After the program I tested them to see if they can tell the color and number by touching and smell the cards. The result was amazing and I was very happy with the program and my kids were so happy that they got super power!

Thank you! Neuro Code!

Sincerely,

Proud parent Craig and Megan

# Customer Testimonials

it is normal for me to stay awake long enough to get up bake a cake or cookies in the middle of the night.

my sleep pattern improved and I baked less at night. Ever since then, my ability to focus has also become sharper and memory recall is quicker.

In July 2015, I had the opportunity to attend the SID in Bintan Resort. My brain underwent a great transformation. Before that activation, I am someone who frequently cannot sleep for more than 3 hours at a stretch. I don't believe in advice like staying in bed and counting sheep for sleep. Therefore it is normal for me to stay awake long enough to get up bake a cake or cookies in the middle of the night.

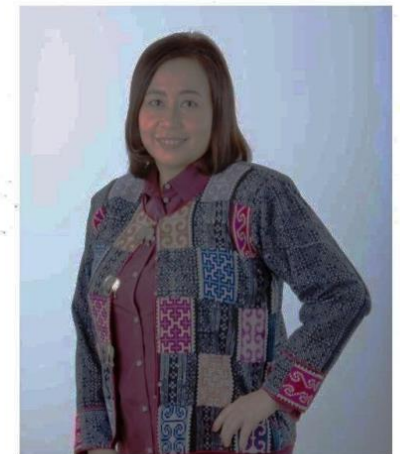
However after the SID Activation and the frequent use of the sleepy key, nightly for a month, my sleep pattern improved and I baked less at night. Ever since then, my ability to focus has also become sharper and memory recall is quicker. I notice I change detouring lanes faster not because I upgraded my car but because the driver brain in me has been enhanced.

Within 2 months, I slowly weaned from the use of the sleepy key at night and repeated the activation sound waves once a month. After a series of changes I am freed from bad sleep issues and am restored from a person who is sleepless at night to an invigorated and unimaginable Super brain Me.

October 2015

*Olivia*

Elaine Wang



# Student Testimonial



Student – Su Manning, Female, 14 yo

Tianjin Yangcun Secondary School

March 2017 attended Neuro Intelligence Program

Before attending program, average result 47%. After program, average result 69.3%, improvement of 22.3%.

	数学	语文	英语	物理	平均
上次月考	30.0	68.0	42.0	48.0	47.0
期中	56.0	81.5	71.5	68.0	69.3
进步	26.0	13.5	29.5	20.0	22.3



## HOUGANG UNITED FOOTBALL CLUB

后港联盟足球俱乐部  
100 Hougang Ave 2, Hougang Stadium, Singapore 538856.  
Tel: 65 63855667 Fax: 65 63858211  
Website: [www.hgfc.com.sg](http://www.hgfc.com.sg)  
Email: [enquiries@hgfc.com.sg](mailto:enquiries@hgfc.com.sg)

3<sup>rd</sup> October 2017

Mr Tang Juel Hoi  
Chairman & CEO  
Nuero Code Technology Pte Ltd  
1 Jalan Pemimpin Drive  
#09-07  
Singapore 576151

### Letter of Appreciation

Dear Sir,

On behalf of Hougang United Football Club, I would like to express our sincere appreciation to Neuro Code Technology Pte Ltd for the classes conducted for our Centre of Excellence Under-15 boys.

We believe the training provided will help develop the mechanics necessary to enhance their speed of thought; an essential football skill.

As we continue to grow, we are grateful for the collaboration in developing our pipeline to the success of the Club.

Thank you.

Sincerely,



---

Matthew Tay  
General Manager  
Hougang United Football Club



# Customer Testimonials



**Charles & Sean Morrier – ATC Owners**



**Eddie Teo  
IT Trainer**

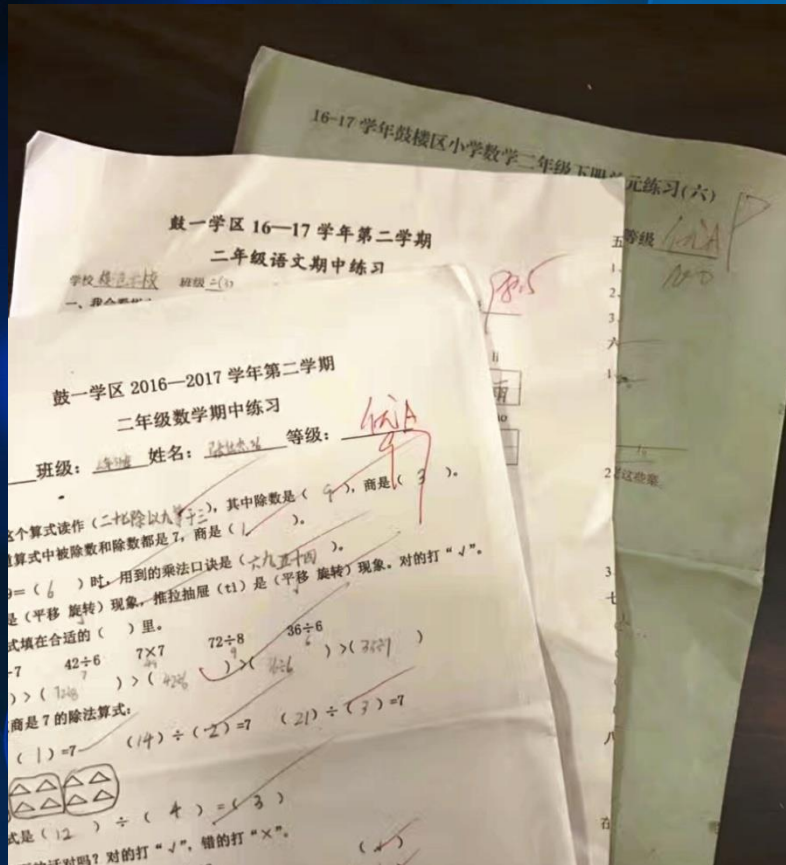
**Eddie Teo – IT Trainer**



**Rachel Yeh  
Healthcare Provider**

**Rachel Yeh – Healthcare Provider**

# Student Testimonial



Student – Zhang Shijie, 7yo

Oct 2016 attended Neuro Intelligence Program

Before attending program, school results 80%-85%.

2016 year-end result:

Math - 100%

Language - 97%

2017 mid-year result:

Math - 97%

Language - 98.5%



“ My son has done extremely well for school exams after attending the Neuro Intelligence Program. His concentration level and memory has also improved substantially”. April, 2017 – Zhang Xia (mother), Fuzhou, China.

# 成功案例

11:51 4G 68

< 详情

 德智铎全脑开发一王老师(...)

🌟🌟🌟 平谷四小五年级的孩子，用激发仪前老师80多分，用激发仪后这次考试数学100.英语95，语文91.5两科第一，一科第二，总分第一👊👊👊👊



北京·北京德智铎全脑潜能开发

11:11

19:48 4G 13.0 KB/S 36

< 德智铎全...群🍀(484) ...

刘悦宾经纬教育

@德智铎全脑开发一王老师 (王暎琦) 王总好消息，我家儿子这次期中考试语文96分，数学97分，进步很大。全班第二，与原来第一名考得一样多😁😁😁😁太感谢您了，我们用激发仪差不多一个月

19:42

曙光五福

👏👏👏太棒了，恭喜恭喜👏

@刘悦宾 13521520038 真棒。今天就出成绩啦，今天还说呢，儿子能考第二就看到激发仪的效用了 看来百

# 成功案例



11:26

手机淘宝



完成

详情



汇博全脑~金福培

这个小美女今天妈妈过来说这次期中考试考的特别好 🤗🤗🤗，自己说我控制不住了，我要分享 🤗🤗

学习全脑半年，听潜能激发仪不到两个月，一直在坚持，妈妈也从未放弃，都是好样的 🤗

欣怡今年才上三年级，从二年级开始和汇博结缘，亲自见证了这个小姑娘点点滴滴的变化，最初那个脆弱的小女孩，已经有了抵抗风雨的能力



天津·汇博全脑开发中心

4分钟前 删除



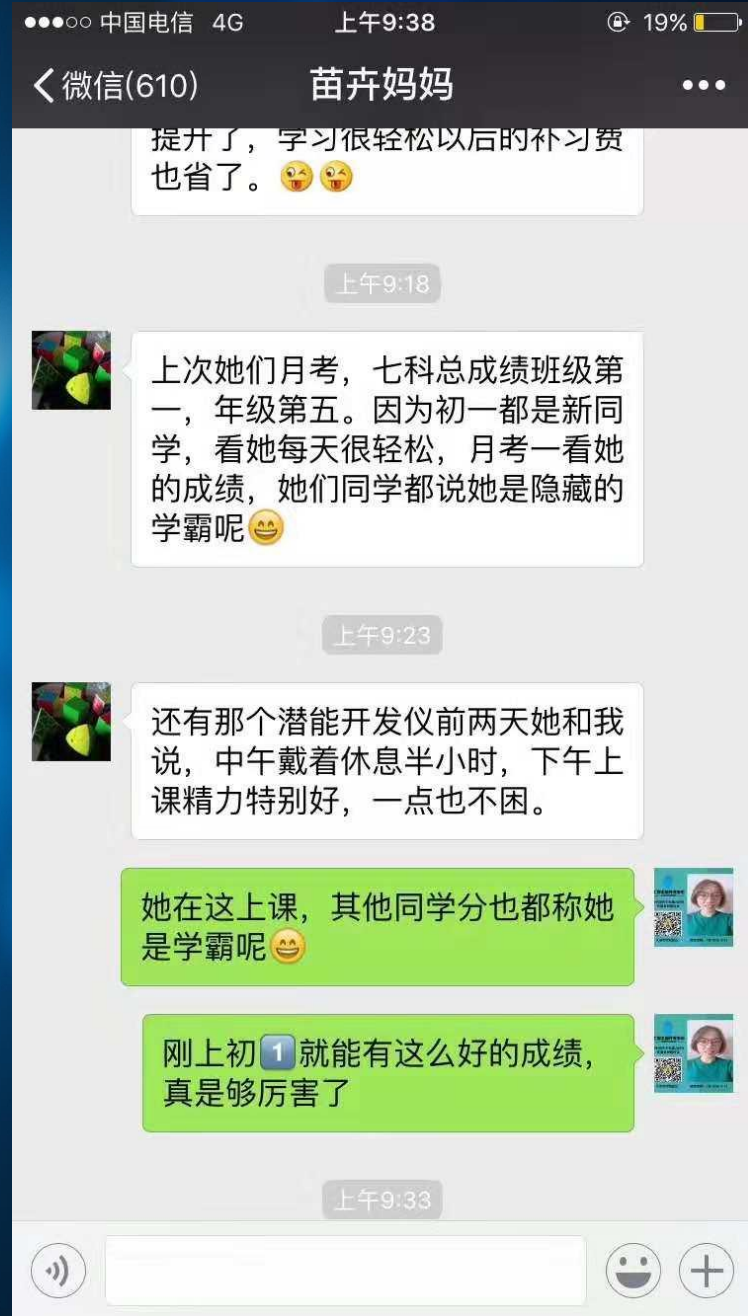
汇博全脑~金福培  
班级第二

1分钟前

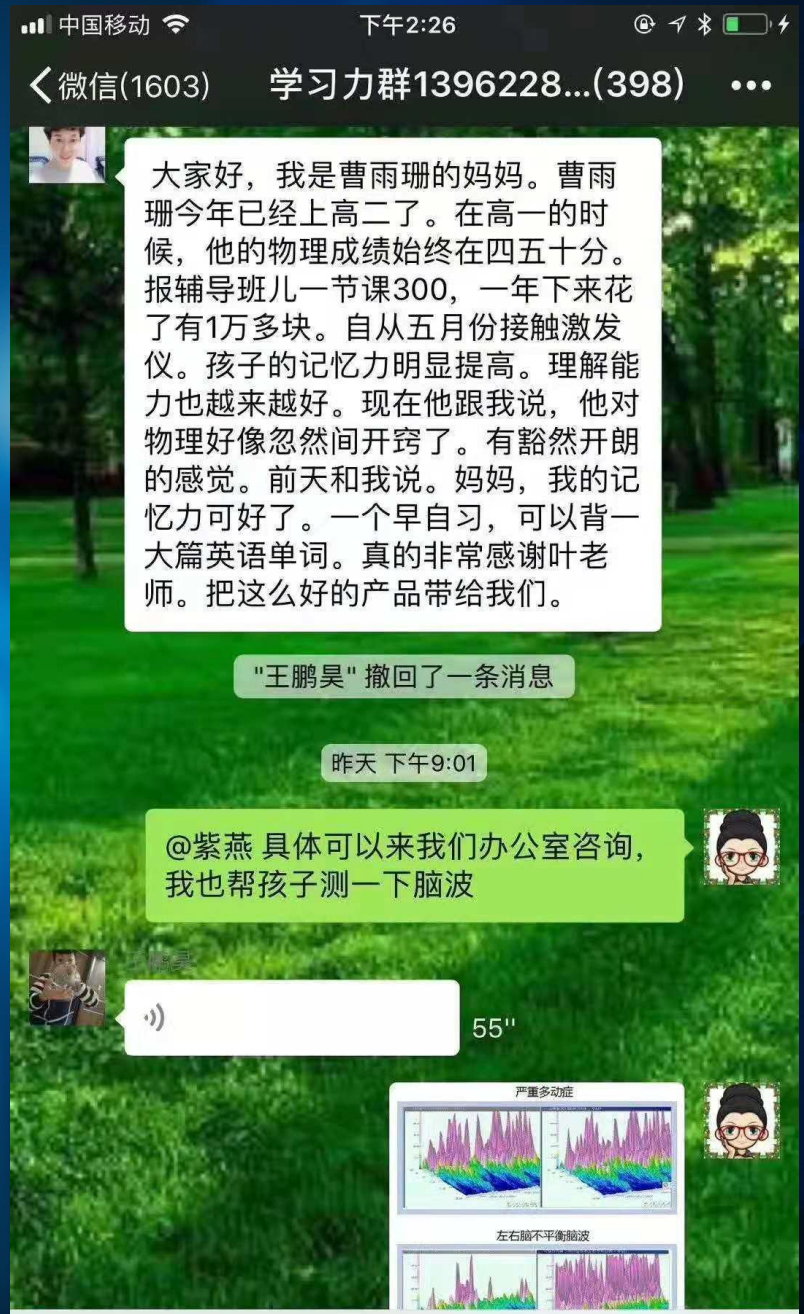
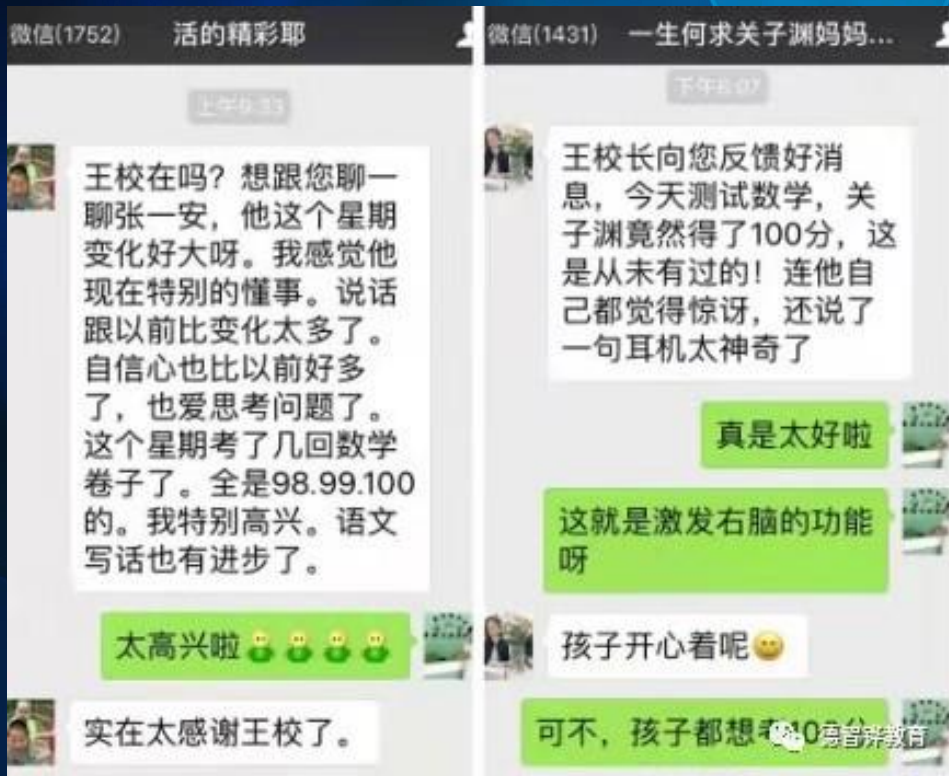
# 成功案例



# 成功案例



# 成功案例



Neuro Code Research Pte Ltd  
[www.neurocodesg.com](http://www.neurocodesg.com)



Thank You

Enhance Brain Power • Improve Mental Wellness



## Neuro Code Founder & Inventor of Neuro Soundwave Technology

### Tang Juel Hoi

National University of Singapore - B.Eng (EE)(Hons), MSc. (EE)

University of Florida, USA – Hon. PhD in Education

Chairman & CEO, Neuro Code Research Pte Ltd

Chairman & CEO, Beijing Neuro Code Technology Co., Ltd.

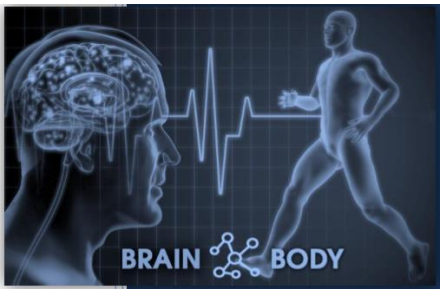


- Possesses more than **25 years of R&D experience, 15 years in Artificial Intelligence and Neural Network** technologies, and **10 years in Neuro Soundwave** technology.
- Filed **8 Patents** in Neuro Soundwave technology and **2 Original Music Copyright** ownership in China.
- Lecturer, Researcher and Senior Management of **Temasek Polytechnic, National University of Singapore** and **Agency of Science, Technology and Research (A\*Star)** Research Institute. **CEO of A\*Star spin-off company.**
- Represented **United Nation's** specialized agency, **World Intellectual Property Organization** as an **International Expert Speaker** in Intellectual Property Rights. Published Paper was used by several countries including the **United States International Trade Commission** in 2009, the **Network of African Medical Librarians (Medlibafrica)** in 2010 and **The Republic of China (Taiwan) Parliament** in 2013.

After 10 years of research and development and 4 years of market validation, Neuro Code Research has set up more than 20 Authorised Centres and Companies in 6 countries, including: Singapore, Malaysia Thailand, Taiwan, China and India.

The company now has 9 products:

- 1. Dormio Plus
- 2. Neuro Dormio
- 3. Neuro Dormio Headset
- 4. Toddler Sleep Aid
- 5. Laxo Plus
- 6. Neuro Laxo
- 7. Neuro Emojoy
- 8. Neuro Wellness Watch
- 9. Neuro Brain Stimulator
- 10. Neuro Brain Enhancer



Neuro Code Research also offers 5 Brain Development Programs

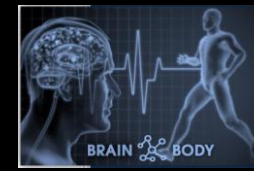
- 1. Super Intelligence Program for Children
- 2. 4.Destress Program for Children
- 3. Super Intelligence Program for Adults - Basic Course
- 4. Super Intelligence Program for Adults - Advance Course
- 5. Destress Program for Adults



	Products	Picture	Main Function	Distributor Price	Retail Price
1	Neuro Dormio		Helps children and adults to sleep. Contains 8 sleep Soundwave, 8 hrs for each Soundwave.	\$488	<b>\$880</b>
2	Dormio Headset		Wearable device. Helps children and adults to sleep. Contains 8 sleep Soundwave, 8 hrs for each Soundwave.	\$238	<b>\$500</b>
3	Laxo Plus		Helps user to relax. Contains 5 Relaxation Soundwave, 3 hrs for each Soundwave.	\$688	<b>\$1,200</b>
4	Neuro Laxo		Helps user to relax. Contains 5 Relaxation Soundwave, 3 hrs for each Soundwave.	\$388	<b>\$1,200</b>
5	Neuro Emojoy		Improves positive emotion. Contains 5 Positive Emotion Soundwave, 3 hrs for each Soundwave.	\$388	<b>\$680</b>
6	Neuro Wellness Watch		A Stylish Smart Watch for the young and trendy. Helps user to relax and improve sleep quality. Contains 3 relaxation Soundwave and 3 sleep Soundwave.	\$199	<b>\$480</b>
7	Neuro Brain Stimulator		A comfortable headphone, embedded with Neuro Soundwave chip. It contains a 25min Neuro Activatio Soundwave to help improve brain power and a 1hr Sleep Soudnwave to improve sleep quality.	\$650	<b>\$1,200</b>

# Neuro Code Program

	<b>Program</b>	<b>Distributor</b>
1	Super Intelligence Development Program for Children - Basic	\$1400
2	Super Intelligence Development Program for Children - Advance	\$1400
3	Neuro Destress Program for Children	\$1200
4	Super Intelligence Development Program for Adults - Basic	\$1400
5	Super Intelligence Development Program for Adults - Advance	\$1400
6	Neuro Destress Program for Adults	\$1200



**Authorise Distributor 市场代理**  
**SGD \$15,000** (Distributor Value 代理价)  
**(Refund of Balance after 12 month)**

Limit to  
**10**  
Founding  
Distributors

**Founding Distributor (创始人)代理**  
**SGD \$510** (Distributor Value 代理价)  
**(Refund of Balance after 6 month)**

**Referral 介绍奖励 : 10% (1 Tier) / 10% (2<sup>nd</sup> Tier)**



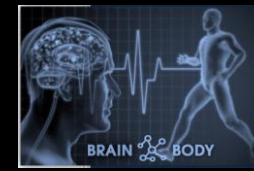
# Current Plan – Events For Marketing

- **Weekend Free Tuition Class** (Weekend) Help the Children Class
  - 9.30am to 11.30pm : Pri 1 to 6
- **Weekly Product Preview Class**
  - Mandarin Seminar - (Wednesday 3pm to 5pm)
  - English Seminar – (Wednesday 7pm to 9pm)
- **Ad Hoc Sales Presentation Support (2hrs in Advance)**
  - Subject to availability

## Future Plan

- Event Roadshows
- Seminars
- Future Bursary
- Study sponsor scheme for children





**Authorise Distributor 市场代理**  
**SGD \$15,000** (Distributor Value 代理价)  
**(Refund of Balance after 12 month)**

Limit to  
10  
Slot  
Founding  
Distributors

**Founding Distributor (创始人)代理**  
**SGD \$510** (Distributor Value 代理价)  
**(Refund of Balance after 6 month)**

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