

# NŪROSENE™

CORPORATE PRESENTATION  
Q1 2021 - March 18, 2021

A preliminary prospectus containing important information relating to the securities described in this document has been filed with the securities regulatory authorities in each of the provinces of British Columbia, Alberta, Saskatchewan and Ontario and the Yukon. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this document. The preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final prospectus has been issued. This document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.



## General

Prospective investors should rely only on the information contained in the preliminary prospectus dated February 22, 2021 (the “**prospectus**”). This presentation is qualified in its entirety by reference to, and must be read in conjunction with, the information contained in the prospectus. A prospective investor is not entitled to rely on parts of the information contained in this presentation to the exclusion of others. Nurosene Inc. (the “**Company**”) and the Agents have not authorized anyone to provide prospective investors with additional or different information. The Company and the Agents are not offering to sell the common shares of the Company in any jurisdiction where the offer or sale of such securities is not permitted. Capitalized terms that are not defined in this presentation have the meanings ascribed to them in the prospectus.

For prospective purchasers outside Canada, neither the Company nor any of the Agents has done anything that would permit this offering or possession or distribution of the prospectus in any jurisdiction where action for that purpose is required, other than in Canada. Prospective investors are required to inform themselves about, and to observe any restrictions relating to, this offering and the possession or distribution of the prospectus.

**There is no market through which the securities of the Company may be sold and investors may not be able to resell the securities purchased under the prospectus. This may affect the pricing of the these securities in the secondary market, the transparency and availability of trading prices, the liquidity of these securities, and the extent of issuer regulation. Investment in the common shares of the Company is highly speculative and involves significant risk due to various factors, including the nature and early stage of the Company's business, limited operating history, lack of revenue to date and future revenue uncertainty and additional capital requirements. An investment in the securities of the Company should only be made by persons who can afford the total loss of their investment. Investors should consider the “Risk Factors” in the prospectus and consult with their own legal, tax and financial advisors with respect to all such risks before making an investment.**

The common shares of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended (the “**U.S. Securities Act**”), or any United States state securities laws and, subject to registration under the U.S. Securities Act and applicable United States state securities laws or certain exemptions therefrom, may not be offered, sold, transferred, delivered or otherwise disposed of, directly or indirectly, within the United States.

None of the common shares of the Company have been approved or disapproved by the U.S. Securities and Exchange Commission, or any other securities commission or regulatory authority in the United States, nor have any of the foregoing authorities or any Canadian provincial or territorial securities regulator passed upon or endorsed the merits of the offering of the common shares of the Company nor have they approved this presentation or confirmed the accuracy or adequacy of the information contained in this presentation. Any representation to the contrary is a criminal offense.

## Forward-Looking Information

Certain statements in this presentation constitute forward-looking statements within the meaning of applicable Canadian and United States securities legislation (collectively herein referred to as “forward-looking statements”), which can often be identified by words such as “will”, “may”, “estimate”, “expect”, “plan”, “project”, “intend”, “anticipate” and other words indicating that the statements are forward-looking. Such forward-looking statements are expectations only and are subject to known and unknown risks, uncertainties and other important factors, including, but not limited to, risk factors included in this presentation, that could cause the actual results, performance or achievements of the Company or industry results to differ materially from any future results, performance or achievements implied by such forward-looking statements. Such risks and uncertainties include, among others, dependence on obtaining and maintaining regulatory approvals; the development and commercialization of products and the efficacy thereof; business objectives; plans to market, sell and distribute products and technologies; the likelihood of success of any research and development; competition; and reliance on the leadership team. These factors should be considered carefully and readers are cautioned not to place undue reliance on forward-looking statements.

Although the Company has attempted to identify important risk factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other risk factors that cause actions, events or results to differ from those anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in forward-looking statements. The Company assumes no obligation to update any forward-looking statement, even if new information becomes available as a result of future events, new information or for any other reason except as required by law.

Historical statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. In this regard, certain financial information contained herein has been extracted from, or based upon, information available in the public domain and/or provided by the Company. Any graphs, tables or other information in this presentation demonstrating the historical performance of the Company or any other entity contained in this presentation are intended only to illustrate past performance of such entities and are not necessarily indicative of future results of the Company. No statement in this document is intended to be nor may be construed as a profit forecast.

An investment in the Company is speculative and involves substantial risk and is only suitable for investors that understand the potential consequences and are able to bear the risk of losing their entire investment. Investors should consider the “Risk Factors” in the prospectus and consult with their own legal, tax and financial advisors with respect to all such risks before making an investment.

The Company is in the early stage of development and has a limited operational history, making it difficult to accurately predict business operations. The Company has limited resources and may run out of capital prior to becoming profitable. The Company may fail and investors may lose their entire investment.

An investment in the Company may have tax consequences to the investor. The Company assumes no responsibility for the tax consequences of any investment. Investors should confer with their own tax advisors regarding an investment in the Company.

**Notice to U.S. Investors:** This presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities of the Company in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The securities of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”), or any state securities laws and may not be offered or sold within the United States or to, or for the account or benefit of, “U.S. persons,” as such term is defined in Regulation S under the U.S. Securities Act, unless an exemption from such registration is available.

### Risk Factors

**An investment in the Company's securities is speculative and is subject to a number of risks and uncertainties that should be considered by a prospective investor. Prospective investors should carefully consider the risk factors described under “Risk Factors” in the prospectus before purchasing securities of the Company.**

WHO WE ARE



**Daniel Gallucci**  
Neuroscientist  
Co-Founder



## OUR GOAL IS YOU

Nurosene is built on the principles of neuroscience to help implement healthy habits designed to align your mind, body, and brain.

Our goal is to help our clients by offering actionable and adaptable fundamental strategies to improve daily mental health and overall brain performance.

**We're a team of visionary founders with a highly experienced management team**



**Ranj Bath**  
Chief Executive Officer  
and Director

Ranj, CEO of Nurosene, is an inspirational leader with over 20 years of experience in various senior-level marketing and branding roles. Previously, as VP Corporate Strategy at Beats Music, he was instrumental in driving strategy, partnerships and revenue, working with the brand through a \$3Bn acquisition by Apple. Ranj is an avid investor and advisor across a number of health, wellness and technology companies, including being an early stage investor in companies such as Bulletproof and Classpass that has now reached over \$1Bn valuation.



**Daniel Gallucci**  
Chief Innovation Officer

Mr. Gallucci has been the Chief Innovation Officer of the Corporation since December 14, 2020. Mr. Gallucci was the founder and acted as Director of Rehabilitation and Performance for Flux Bionetworks from 2014 to present. Mr. Gallucci was the founder of DG2, a data driven rehabilitation company, from 2013 to present. He has a Bachelor in Exercise Science and a minor in Psychology from the University of Connecticut, Diplomat Osteopath Manual Practitioner (DOMP) from Sutherland Academy of Osteopathy. Additionally, he completed a clinical neuroscience program with specialities in Neurologic Performance, Traumatic Brain Injury, Vestibular Rehabilitation, Neurodevelopmental Rehabilitation and Neurochemistry from Carrick Institute of Graduate Studies.



**Blake Sing**  
Chief Financial Officer

Mr. Sing has been the Chief Financial Officer and Corporate Secretary of the Company since February 1, 2021. Prior to his appointment as an officer of the Company, Mr. Sing provided consulting services for clients in regard to Financial Reporting, ERP implementation, reporting and control processes. Mr Sing was a Corporate Controller at WeedMD from June 2020 to December 2020, the VP Finance at Heritage Cannabis from December 2019 to March 2020, the Director of Finance for CannTrust Holdings Inc. from 2017 to 2019 and a manager at Ernst and Young LLP from 2013 to 2017. Mr. Sing received a Bachelor of Commerce from the University of Cape Town in 2010 and a CPA/CA Designation in 2017.



We're supported by experts with extensive experience in technology, neuroscience, mental health, and capital markets



**Daniel Gallucci**  
Director

Mr. Gallucci has been the Chief Innovation Officer of the Corporation since December 14, 2020. Mr. Gallucci was the founder and acted as Director of Rehabilitation and Performance for Flux Bionetworks from 2014 to present. Mr. Gallucci was the founder of DG2, a data driven rehabilitation company, from 2013 to present. He has a Bachelor in Exercise Science and a minor in Psychology from the University of Connecticut, Diplomate Osteopath Manual Practitioner (DOMP) from Sutherland Academy of Osteopathy. Additionally, he completed a clinical neuroscience program with specialities in Neurologic Performance, Traumatic Brain Injury, Vestibular Rehabilitation, Neurodevelopmental Rehabilitation and Neurochemistry from Carrick Institute of Graduate Studies.



**Mark Smithyes**  
Director

Mr. Smithyes is the currently a life sciences consultant. He was previously the President of Labtician Thea Inc. and a Country Head of the Pharmaceutical Business Unit at Alcon Inc., a Novartis company. He is currently the Chair of Life Sciences Ontario and was previously a Director at Medtech Canada and New Circles Community Services. He has an MBA from Northwestern University – Kellogg School of Management and was a graduate from Western University with a Bachelor of Arts.



**Kirstine Stewart**  
Director

Kirstine Stewart is internationally recognised for her groundbreaking work and leadership at the intersection of media and technology at companies including Twitter Inc, the Canadian Broadcasting Corp, Hallmark Entertainment and more. Kirstine is the author of bestselling business book “Our Turn” published by RandomHouse.



**Sheetal Jaitly**  
Director

Mr. Jaitly is the founder and CEO of TribalScale, a software design and development company. He has been working in the tech sector for over 15 years. Mr. Jaitly was also a Director at Xtreme Labs from August 2010 until August 2015. Additionally, he is a Board Member for the Ontario Association of Food Banks and participates as a mentor at the Founder Institute and the DMZ at Ryerson University.



**Andrew Parks**  
Director

Mr. Parks is the current CEO and Director of Fountain Asset Corporation. He was previously a Portfolio Manager and Research Analyst/Trader for Forge First Asset Management. He is a Chartered Financial Analyst from the CFA Institute. He graduated from Wilfred Laurier University with an Honours Bachelor of Business Administration.



# OUR FOCUS

Our ecosystem of integrated solutions is the cornerstone of our mental health strategy.



## OUR PRODUCTS

We provide access to practical habit-forming activities through our mobile application which works optimally with our line of proprietary nutraceuticals.

## ALTERNATIVE THERAPIES



We will be utilizing advancements in alternative medicine through clinical research to identify new forms of therapy for mental health.

## PREDICTIVE HEALTHCARE



We will leverage machine learning and AI to help better predict outcomes for users in the future. We are utilizing actionable behavioral data to help provide insights and be able to act in a more preventative manner.

# THE PROBLEM

- **Mental, neurological and substance use disorders (MNS) are common, highly disabling, and associated with significant premature mortality.**

**The human, social and economic toll imposed by lack of attention to MNS across the world is considerable.<sup>1</sup>**

## 10%

It is estimated that at least 10% of the world's population is affected, and that 20% of children and adolescents suffer from some type of mental disorder.<sup>1</sup>

## 264<sub>M</sub>

People are affected by depression. More women are affected than men and depression is one of the main causes of disability worldwide.<sup>1</sup>

## 76-85%

People with mental disorders receive no treatment.<sup>2</sup>

<sup>1</sup> <https://www.worldbank.org/en/topic/mental-health>

<sup>2</sup> <https://www.who.int/news-room/fact-sheets/detail/mental-disorders>

# OUR PRODUCTS

- Our goal is to support users to achieve balance in their everyday lives

NÜROSENE



● **Complementing the power of technology with supplements**

We have created a program that comprises our native mobile application and proprietary nutraceutical supplements. We believe that to see holistic benefits you need to pair supplements with the implementation of healthier habits.

Our mobile application acts as a “messenger” designed to stimulate or inhibit certain areas of the brain and body. Our nutraceuticals can be used to reinforce these messages. The way they do this is through restoring proper structure and function to cells and their environment.

While these tools can be used individually, they are optimized when paired together.





- **Mobile Health and Supplements are rapidly growing industries**

**\$236<sub>BN</sub>**

The Mobile Health (mHealth) market size is projected to be worth \$236.0 Billion by 2026.<sup>1</sup>

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**\$298<sub>BN</sub>**

The global dietary supplements market is expected to reach \$298.5 Billion by 2027.

Amid the COVID-19 crisis, the global market for dietary supplements was estimated at US\$170.4 Billion in 2020.<sup>2</sup>

<sup>1</sup> <https://www.grandviewresearch.com/press-release/global-mhealth-app-market>

<sup>2</sup> [https://www.reportlinker.com/p05900383/Global-Dietary-Supplements-Industry.html?utm\\_source=GNW](https://www.reportlinker.com/p05900383/Global-Dietary-Supplements-Industry.html?utm_source=GNW)

## Foundational Beliefs

We've built a 4x4™ model of human behavior, an evidence-based way of improving mental health and performance by aligning the body, brain, and mind.

To do this we have 4 therapeutic strategies, that target 4 different human structures.

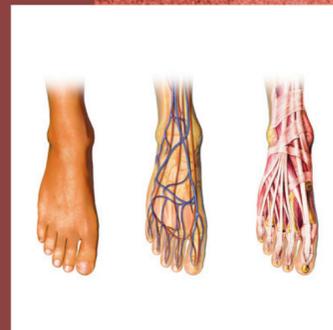
4x4 4 STRATEGIES X 4 TARGETS

- Aerobic / Anaerobic Training 
- Cognitive / Sub-cognitive Training 
- Nutrition 
- Regeneration 

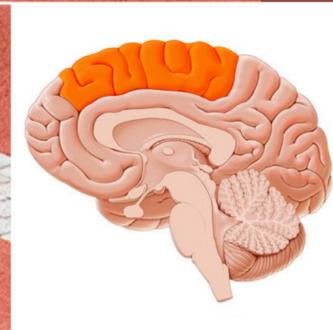


SPINAL CORD

- Aerobic / Anaerobic Training 
- Cognitive / Sub-cognitive Training 
- Nutrition 
- Regeneration 

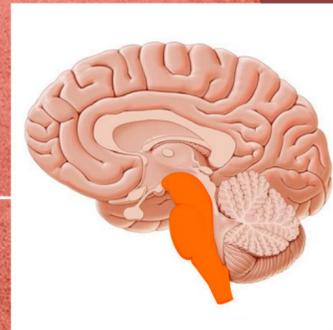


PERIPHERAL NERVE



CEREBRAL CORTEX

- Aerobic / Anaerobic Training 
- Cognitive / Sub-cognitive Training 
- Nutrition 
- Regeneration 



BRAIN STEM

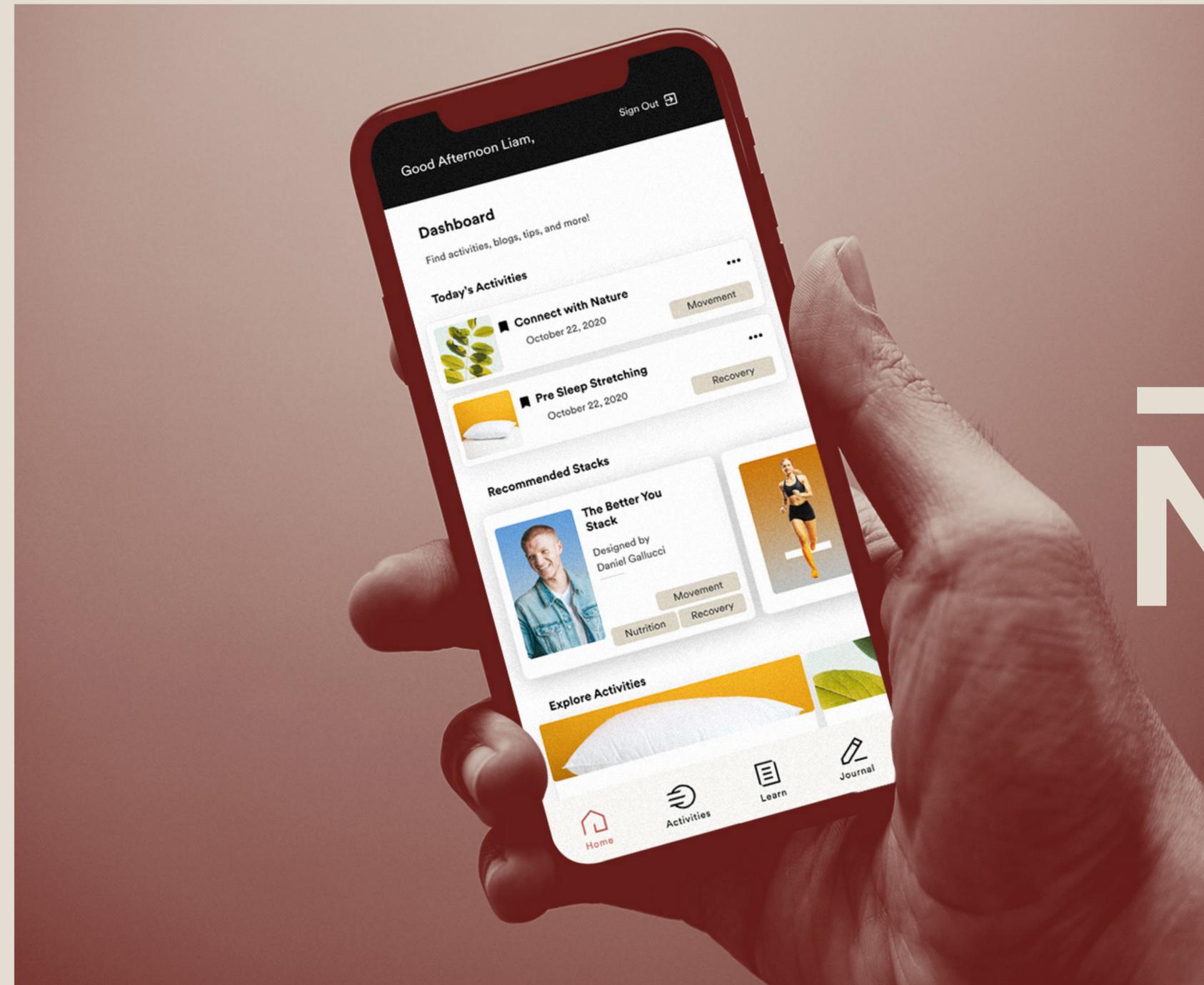
- Aerobic / Anaerobic Training 
- Cognitive / Sub-cognitive Training 
- Nutrition 
- Regeneration 

# MOBILE APPLICATION

We are developing a virtual care mobile application to provide continuous support to those suffering from mental health issues, driven from the principles of the Company's in-house methodology of the **4x4™** approach.

The Mobile Application will provide users with activities and behavioral suggestions within 4 primary areas; movement, the brain, recovery, and nutrition. The application will provide the framework for users to participate in activities developed by our team to support users to improve these aspects of their lives. We will provide programs, blogs and activities alongside to encourage further engagement with our users.

Our mobile application creates a high degree of personalization and optimizes for nature's greatest strength, adaptability, and is the foundation of all of the content driven through our Mobile Application.



## PROPRIETARY NUTRACEUTICALS

We feel our best  
when our cells enjoy a  
harmonious structural  
and functional  
relationship, as  
nature intended



- Our proprietary blends achieve this harmony by targeting specific structures and their inherent functions both inside and outside our cells
- Our nutraceuticals target the structure and function of over 500 biochemical processes in the human body

# Product Launch Timeline

Early 2021

Late 2021



## NURO DRIVE

Designed to improve physical and cognitive energy levels. The mitochondria (energy producer of the cell) is a prominent cellular target along with a host of different structures.

The formulation consists of 6 different B Vitamins alongside other ingredients including K2-MK7, PQQ and COQ10.



## NURO RESTORE

Designed to improve sleep, reduce stress and pain and inflammation.

The formulation includes our proprietary blend: L-Cysteine, Glycine, L-theanine, 5 HTP and Gaba. Other ingredients include zinc, two forms of magnesium, and Vitamin B6.



## FUTURE PRODUCTS

We are running continuous research and development using customer data and various research partnerships.

We plan to introduce 3 additional nutraceutical products in the upcoming calendar year as well as commence researching other formulations. Our Chief Innovation Officer will focus efforts on research and the evolution of our product line.



• We plan to deploy data-driven digital marketing strategies to promote both our Mobile Application and our line of nutraceutical products, using a multi-layered and multi-channel approach, through:

- SOCIAL MEDIA
- SEARCH
- DISPLAY
- VIDEO
- MOBILE
- RE-MARKETING



Our product marketing program includes plans to engage in targeted advertising, influencer marketing and social media marketing.

Additionally, we will be driving our marketing campaigns through a variety of channels including targeted promotions and business development efforts focused on professional and collegiate sports teams, college faculties, elite performance training centers and personal health and fitness coaches.



## ALTERNATIVE THERAPIES

Emphasize continued  
research, innovation  
and advancements.



# RESEARCH

- **As we dig deeper into mental health, it's critical that we stay at the leading edge of research and advancements in the sector**

We're dedicating efforts into partnerships focused on drug development and alternative therapies derived from novel molecules.

**Advancing clinical research in alternative therapies and experiential therapies for mental health**

**Commercialize products that help patients find new forms of treatment**



- **PREDICTIVE HEALTHCARE**  
Using a data-driven approach  
to better understand our  
future selves

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NÜROSENE

## **Be better prepared for tomorrow**

Our next step is to have users integrate existing data using health-based applications and wearables. Coupled with our ability to track user behavior in our app, this will help us validate our digital phenotyping of mental health.

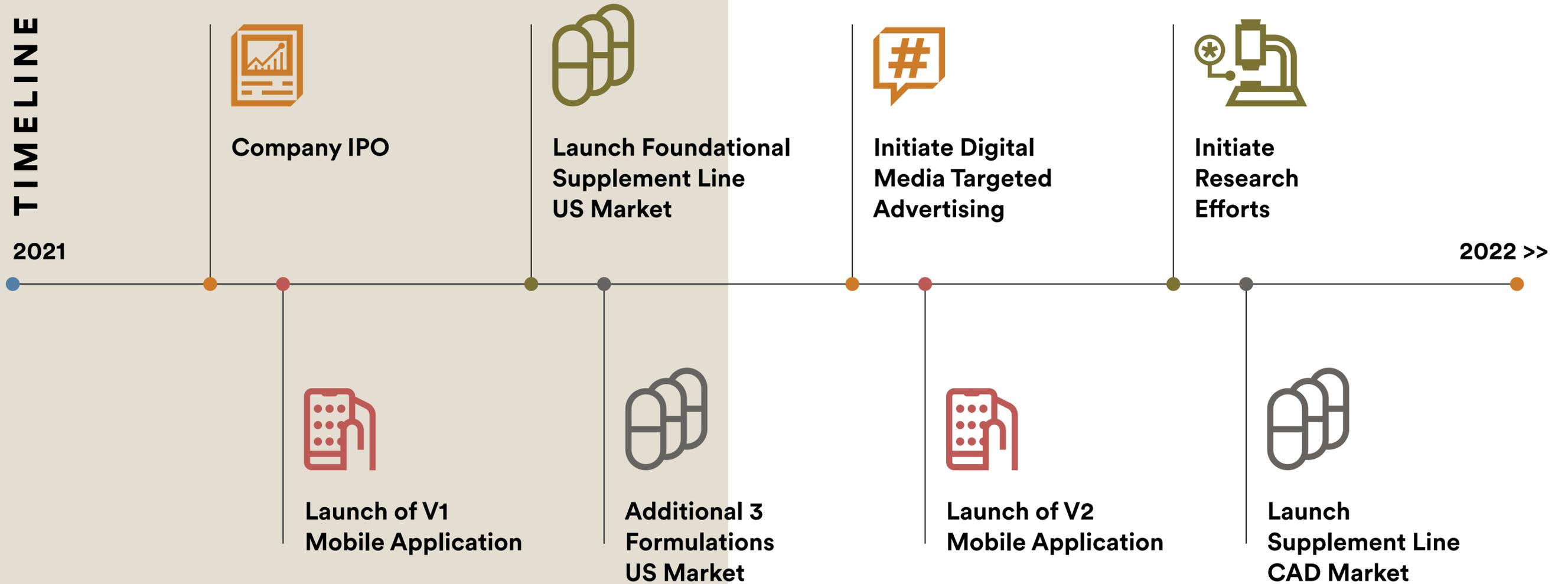
The ability to correlate passive and active data provided through smartphones and wearables will give us the utmost opportunity to find solutions and better understand the mental status of our users.

Our in-house data scientist, utilizing AI and machine learning, will continuously push the boundaries to determine patterning and provide an overall improved picture of an individual's mental health for today and for their future.



# WHERE WE ARE GOING

## TIMELINE



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# COMPETITIVE LANDSCAPE

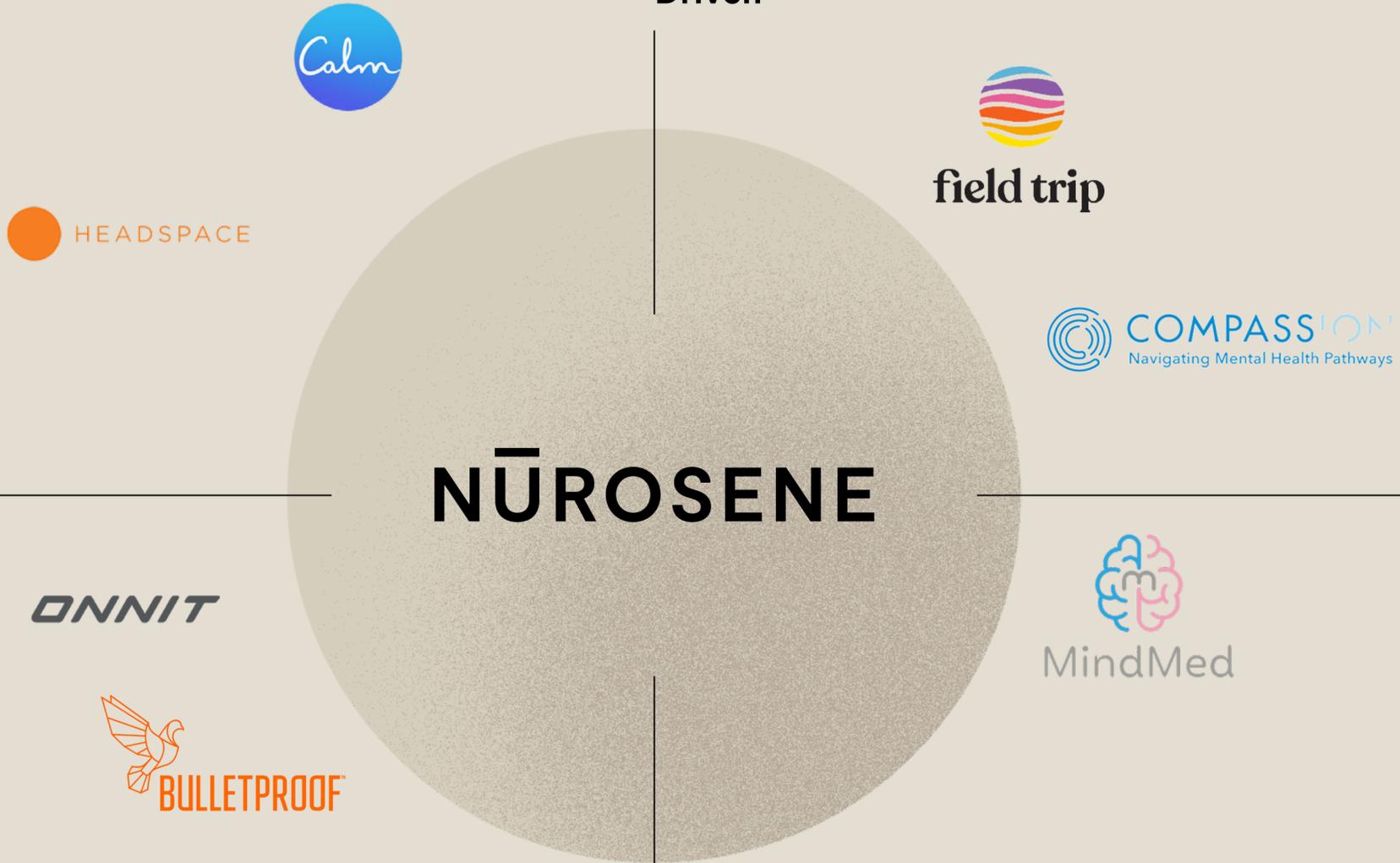
Uniquely Positioned

Technology Driven

Community Based

Researched Centered

Product Focused



- **Competitors in this space are gaining huge momentum**

In accordance with Section 13.7(4) of National Instrument 41-101 – General Prospectus Requirements, all of the information relating to the Company’s comparables and any disclosure relating to the comparables, which is contained in the presentation to be provided to potential investors, has been removed from this template version for purposes of its filing on the System for Electronic Document Analysis and Retrieval (SEDAR).

# USE OF PROCEEDS

The Company anticipates using the available funds for the following principal purposes:

Use of Proceeds	Estimated Expenditure (\$)
Estimated costs of the Offering <sup>1</sup>	\$400,000
Sales and marketing	\$2,000,000
Mobile application development and technology costs	\$2,054,000
Nutraceutical product development	\$500,000
Research projects and partnerships	\$500,000
General and administrative	\$1,065,000
Unallocated working capital	\$1,971,000

1. Includes the agent's expenses, legal, audit, regulatory, listing and printing fees.

	Outstanding after giving effect to the Offering	Outstanding after giving effect to exercise of full Agents' Over-Allotment Option <sup>(1)</sup> (Unaudited)
<b>Common Shares</b>	<b>31,863,745<sup>(2)(3)</sup></b>	<b>33,197,078<sup>(2)(3)</sup></b>
<b>Incentive Stock Options</b>	<b>1,635,000<sup>(4)</sup></b>	<b>1,635,000<sup>(4)</sup></b>
<b>Finder's Warrants</b>	<b>185,788</b>	<b>185,788</b>
<b>Agent's Options</b>	<b>622,222</b>	<b>715,555</b>
<b>Pro-Forma Fully Diluted</b>	<b>34,306,755</b>	<b>35,733,421</b>

(1) The Agents' Over-Allotment Option allows the Agents to sell up to an additional 1,333,333 Additional Shares at the Offering Price for additional gross proceeds of up to \$1,200,000. The Agents' Over-Allotment Option is exercisable at the discretion of the Agents, in whole or in part, at any time and from time for a period of 60 days following the Closing Date.

(2) Includes the Corporate Finance Fee Shares in the amount of 55,555 and assumes the Agents' Fee is paid in cash.

(3) Includes 493,827 Common Shares to be issued to the TribalScale on the Closing Date.

(4) Includes 300,000 Options to be granted to Ranjit Bath, 150,000 Options to be granted to Blake Sing, 220,000 Options to be granted to directors who are not also executive officers and 665,000 Options to be granted to consultants of the Company, all at the Offering Price on the Listing Date. "Options and Other Rights to Purchase Securities".



## Why Nurosene, Why Now?

Nurosene is built on the principles of neuroscience. We are taking a holistic approach to mental healthcare with our proprietary program. Our supplements blends are uniquely designed to target specific cell structures, functions, and biochemical processes.

Our predictive healthcare model was established to leverage the power of data to implement preventative measures to help our users live a better, healthier future.

We will be at the leading edge of critical research into alternative therapies and medicines to support advancements in the sector.

# NŪROSENE™



**Thank You**

Investor Relations:  
[investors@nurosene.com](mailto:investors@nurosene.com)