

**Building a Cognitive Testing Platform, Joggle Research Enables Researchers to Use the iPad for Instant Access of Scientifically Recognized Cognitive Test Result Data through a Secure Cloud-Based Web Interface**

**Business Services  
Behavioral Alertness**

**Joggle Research**  
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**Thom McCann  
CEO**

**BIO:** Thom has a history as an innovator and entrepreneur. While at Microsoft, he played a key role in the rollout of products such as Window NT and Microsoft Exchange. He is the creator of Outlook Web Access. He has had a leadership role in several technology startups prior to Joggle Research. Thom has led Joggle Research through the startup phase and development of its first commercial products.

**About Joggle Research:**

Joggle Research enables researchers to use the iPad for scientifically recognized cognitive tests, providing instant access to result data through our secure cloud-based web interface

Joggle Research extends its legacy of producing high precision cognitive tests for high profile academic research such as the recent Mars 500 space flight simulation mission and tests performed by astronauts on the International Space Station. These applications have been used by top 25 research universities in the United States, several branches of the United States military, Fortune 500 companies and several agencies of the U.S. Department of Transportation including aviation and trucking. The platform is currently being used to design cognitive tests for future space flight studies.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. McCann, would you tell us the concept at Joggle Research?

**Mr. McCann:** The concept at Joggle Research is to build a cognitive testing platform that addresses a need for researchers and consumers, and potentially medical scenarios in the future. Researchers are engaged in cognitive testing; consumers are using cognitive testing tools to do things like enhance their brain functions, whether it is focus, speed, or memory.

**CEOCFO:** Where are you in the development stage of the company? Would you give us a little bit of background of how you started, any affiliations and where you are today?

**Mr. McCann:** The background is we have been developing cognitive tests for various different research projects

for about ten years. We have identified a need specifically to address the cognitive testing separate from some engineering work that we do, and to be able to offer a commercial product in this area. So Joggle Research is a startup company to address this market opportunity.

**CEOCFO:** What kind of cognitive tests would you be offering and how does that compare with what might be available today?

**Mr. McCann:** There is a lot of general cognitive testing software that, for example, measures your reaction time to certain stimulus or measures your ability to memorize a list or a series of pictures and recall those at a later time. It is a general area where we offer eight or more cognitive tests that have been used widely in research scenarios. For example, one of the use cases is for astronauts. In fact, this particular set of tests was designed for space flight. And we have worked with the University of Pennsylvania to develop these so that NASA can have a cognitive test battery to perform research with potential changes in brain function during space life.

**CEOCFO:** What are your plans for commercialization and the revenue model?

**Mr. McCann:** We have recently launched a research-focused iPad application on the App Store for \$99.00. We also have a data storage service that ranges in price from \$300.00 for a subscription for a year, all the way up to \$2000.00 per year. Additionally, we engage in custom research support. So we might sign

an agreement with an organization for tens of thousands of dollars to help them bring cognitive testing to a specific audience. On the consumer side, eventually our products will be more geared towards consumer pricing where you have inexpensive game-like experiences.

**CEOFO:** Is there much competition in the “quality” cognitive level as opposed to some of the general things that you have said are out there?

**Mr. McCann:** That is a really good question. Cognitive testing has been around for a hundred years or more, and it developed in a paper-based world. In fact, a lot of cognitive testing still takes place with paper-based tests. More recently over the last couple of decades you have seen that these migrate to computer-based tests. Now, with the transition of tablets becoming important, we are transitioning many of those scientifically validated tests to the touch platform. That is generally a new thing we are doing; one of the first general purpose cognitive testing platforms for touch-based scenarios. And in addition to that for the research side, the consumer side we have made these interfaces simple and potentially fun to use—be more game-like in that regard. But you are right; there are many providers of cognitive testing, so we work with widely respected academic researchers to scientifically validate these tests.

**CEOFO:** With regard to the saving of research and the management of data, are there other companies that specialize in that or would this be more of a breakthrough area for you?

**Mr. McCann:** There are companies that do it, but it is usually in a sort of enclosed system where you might have to have multiple pieces of equipment, it is generally specific purpose equipment. One of the breakthroughs I think we have is you can use your own equipment for those people that have iPads. And we believe we have solved a number of important performance related

problems to be able to rely upon the iPad as a basic platform for these tests. On the data services side, we are using standard cloud services to provide a secure way to instantly get the results of these cognitive tests on the web to bring the ability analyze this data immediately. That is something I think is relatively new as well. It really helps with the remote data capture scenario.

**CEOFO:** On the consumer side, why is that becoming so popular? How do you see the growth in cognitive testing?

**Mr. McCann:** The growth right now is actually pretty rapid. It has really been over the last several years that people have started—I mean playing games like crossword puzzles and Sudoku for quite a long time—but more

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**- Thom McCann**

recently using cognitive tests as games. This allows scientists get images of the brain to see how different brain regions interact with each other. When people actually use these things, they get the sense that their focus is increasing, their memory gets better, and that has been shown in a number of studies; and so people are excited about the fact that you can actually help yourself—your mental awareness, your mental speed, your mental agility—and actually improve that. There is more recent science around this that really gets people excited about using these games.

**CEOFO:** How are you reaching your potential customers?

**Mr. McCann:** First and foremost is through the research community where we have a good record, and we are going to use that as a way to get our professional tool out there. As we deliver consumer-based games, we are going to be using online

mechanisms and advertising to be able to address the consumer market.

**CEOFO:** Would you address the research area of your offering and how you encourage use?

**Mr. McCann:** One of the ways to do that, we believe, is by making these tests engaging. The history of some of the computer tests is they are not fun to use, some people experience it is a pain to use, so we have tried to have an interface that is engaging and attractive. Even for the professional use of cognitive testing, we have created something people are excited by and they like it. For example, we have recently had a researcher contact us who was performing nonverbal research; and they were not using a cognitive toolbox that was available to them.

They saw our application and saw an immediate ability to adapt to their environment. It is the touch platform that brings the ease of use to cognitive testing I think we can take advantage of.

**CEOFO:** What is the key to making it really engaging?

**Mr. McCann:** You have to have some experience in building software. In going with that, you have to understand the history of the cognitive tests themselves. You have to strike that balance between having something be scientific yet fun. It is sort of a science and an art at the same time.

**CEOFO:** How does the previous experience translate to the new market and the new customers?

**Mr. McCann:** For one, you have to have experience in the science realm in running research projects to be able to offer something to consumers that they can rely upon. That is important for a company like us who has been doing this for as long as we have and involved in the projects we have been involved with, it is important to bring that side of it. Then of course, as I said, it is important to also be able to bring some experience in building games to build something fun.

**CEO CFO:** Development and commercialization is always an expensive procedure. Are you funded to make the push you would like for the company? Will you be seeking any additional funding?

**Mr. McCann:** Yes. Our next stage is to be looking at opportunities for funding. We are looking for investors that are looking for exposure to these new areas, such as consumer brain training and gaming. We are currently funded on development for our product so we, as I said, released the research version, but we are actively seeking funding right now.

**CEO CFO:** Why should investors and people in the business community be pay attention to Joggle Research?

**Mr. McCann:** One is the opportunity. This is a fast growing market opportunity; there is a lot of investment in the market itself. It is a long established market of cognitive testing that is in transition, and transition is often fertile ground for opportunities. We believe we have hit the right spot with respect to building touch applications

with this opportunity. Software as a business is growing, cognitive science as a business is growing, games as a

business is growing, and we are in an intersection of those things.

**CEO CFO:** Final thoughts?

**Mr. McCann:** The issues that you brought up—the questions you asked were really great! You really helped draw out a number of the great opportunities we have right now. We have recently shipped our product, and we would love to have people look at it, use it, and talk to us about it.



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