



# Issue no.3

## NEUROAGE NEWSLETTER

MARCH  
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### Welcome to NeuroAge

Welcome to the latest Neuroage newsletter, your trusted source for all things neurotech, neuroscience, and Neurorights. In neurotech, we bring you the exciting news of Cognito Therapeutics raising \$73M to advance their neurotechnology platform for Alzheimer's disease, and the Neurorights Foundation's 2023 market analysis on neurotechnology. In neuroscience, we explore the fascinating topic of how the neuroscience of color impacts consumer behavior, and the promising research on unmasking early warning signs of Alzheimer's disease with individualized brain fingerprints. In Neurorights, we delve into the implications of "Neurorights" as the next flashpoint of medical privacy. As always, we hope you enjoy this insightful edition of Neuroage, where we continue to navigate the exciting world of neurotech, neuroscience, and Neurorights.



### What's New?



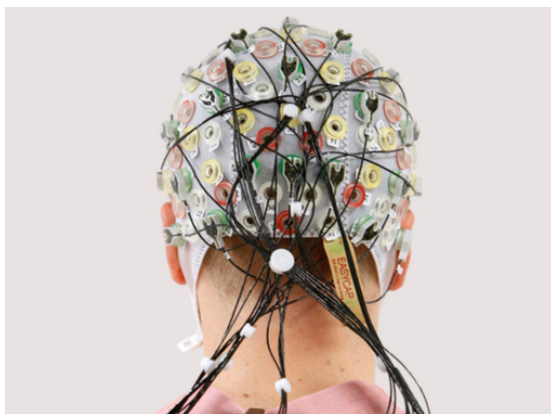
Neuralace - BlackRock Neurotech

### New in Neurotech

Cognito Therapeutics Raises \$73M Series B to Advance Neurotechnology Platform for Alzheimer's Disease

Cognito Therapeutics is a clinical-stage neurotechnology company developing disease-modifying therapeutic approaches to treat neurodegenerative disorders. The Company's lead therapy is currently in a pivotal study in Alzheimer's Disease and was awarded FDA Breakthrough Device Designation.

**Read Here** (Source: *BusinessWire*)



Market Analysis on Neurotechnology, 2023-The Neurorights Foundation

This comprehensive market analysis is comprised of detailed information regarding the rapidly growing market of neurotechnology, an emergent sector of which covers the pioneering & development of Brain-Computer Interfaces (BCIs). The analysis provides up-to-date information on the current market size and growth rates over the next five years, as well as detailed profiles of the key players in the industry, including implantable or wearable BCI companies.

**Read Here** (Source: *The Neurorights Foundation*)

## New in Neuroscience

How The Neuroscience Of Color Impacts Consumer Behavior

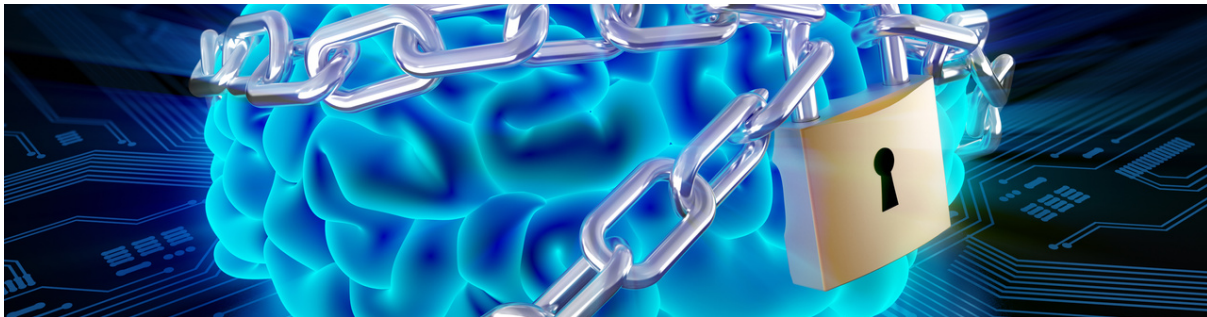
Have you ever wondered what happens in your brain when you see color? How do different colors affect your emotions and behavior? This article will explore the neuroscience of color and some fascinating research on this topic.

**Read Here** (Source: Forbes)

Unmasking Early Warning Signs of Alzheimer's Disease With Individualized Brain Fingerprints

Neuroscientists from the Medical University of South Carolina (MUSC) report in the journal Brain Connectivity that they have detected subtle differences in the way the brain functions in older adults with preclinical Alzheimer's disease (AD).

**Read Here** (Source: SciTechDaily).



## New in Neurorights

'Neurorights' and the next flashpoint of medical privacy

The pace at which neurotechnology creates more raw brain data processing, means the ability to decode that data to uncover a person's inner thoughts may one day become a reality and an actual policy dilemma, instead of a science fiction plot. Columbia University Biological Sciences and Neuroscience Professor and Neurotechnology Center Director Rafael Yuste is also chairman and co-founder of the Neurorights Foundation. He said his colleagues at Columbia's Neurotechnology Center have conducted experiments with lab mice using "different types of lasers to imprint patterns of activity in the visual part of the brain."

The nature of the experiments, he said, is to help advance research into therapies for mental illnesses like schizophrenia. Yuste maintains it is theoretically possible to alter one's brain activity based on the trajectory of neurotechnology advancements. The future development of consumer neurotechnology products without proper oversight, he warned, could result in a future where individuals' brain data is bought and sold like patient health data entered by users into health apps outside the reach of HIPAA.

**Read Here** (Source: IAPP)