



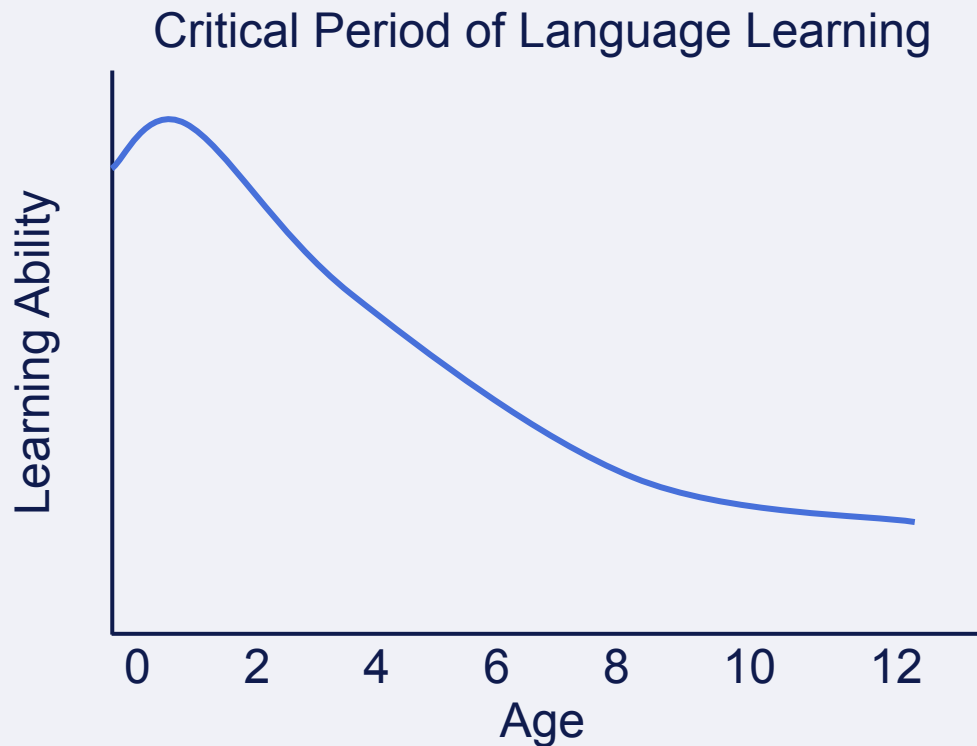
GENERAL NEURO

FOUNDERS  
ALEC SHEFFIELD  
LUKE KNOBLE

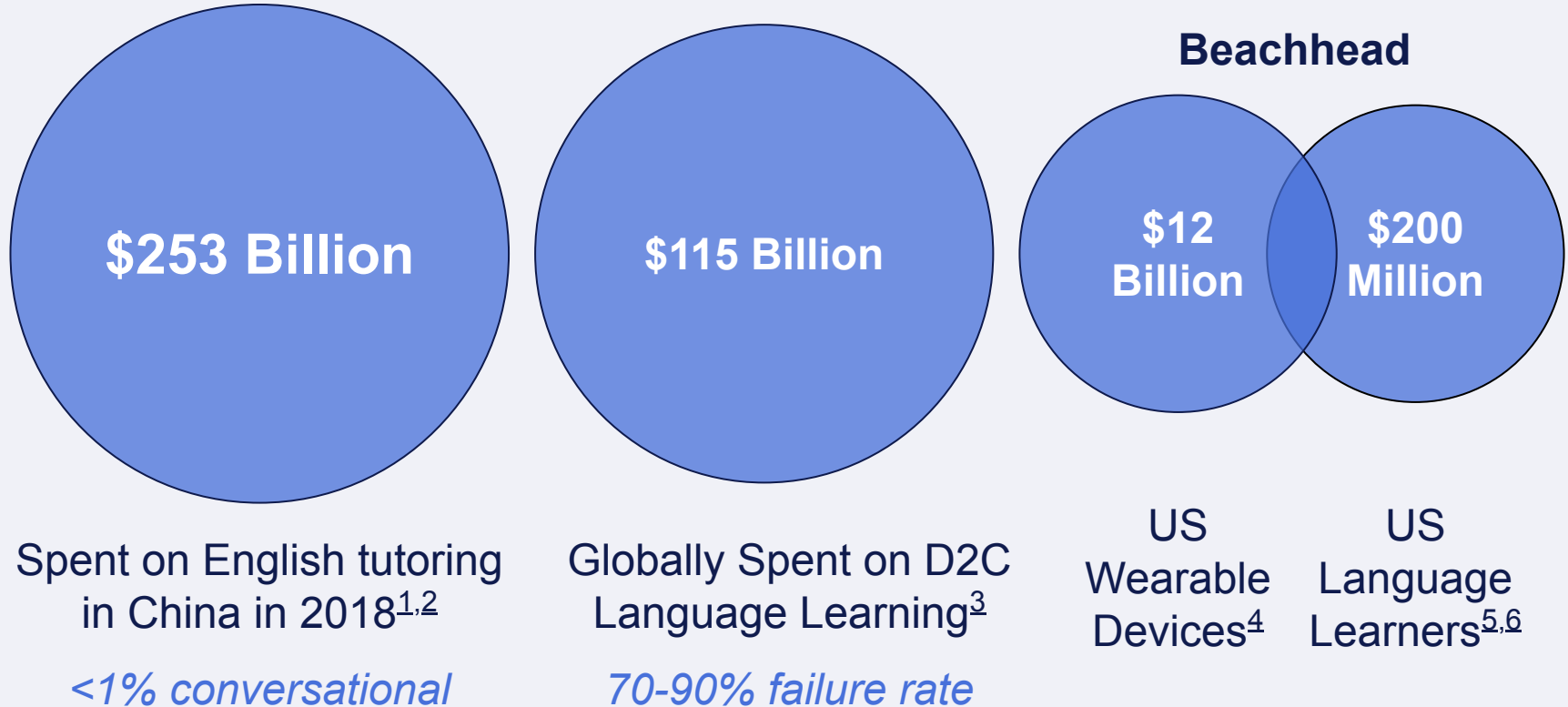


# The Problem

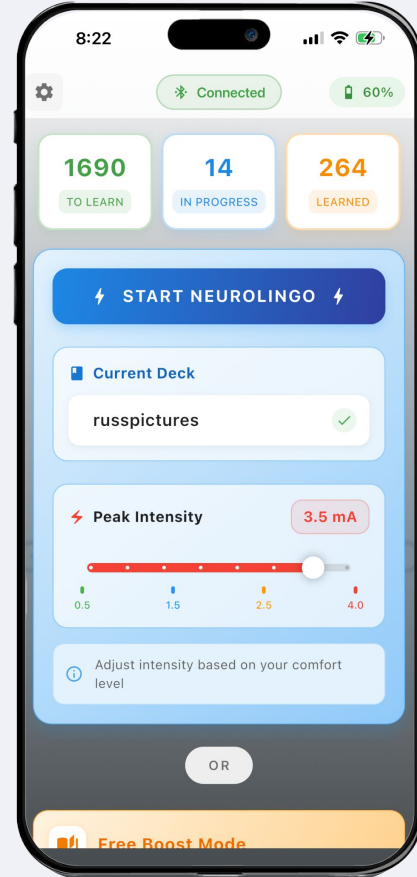
Over one billion people around the world are trying to learn a new language.



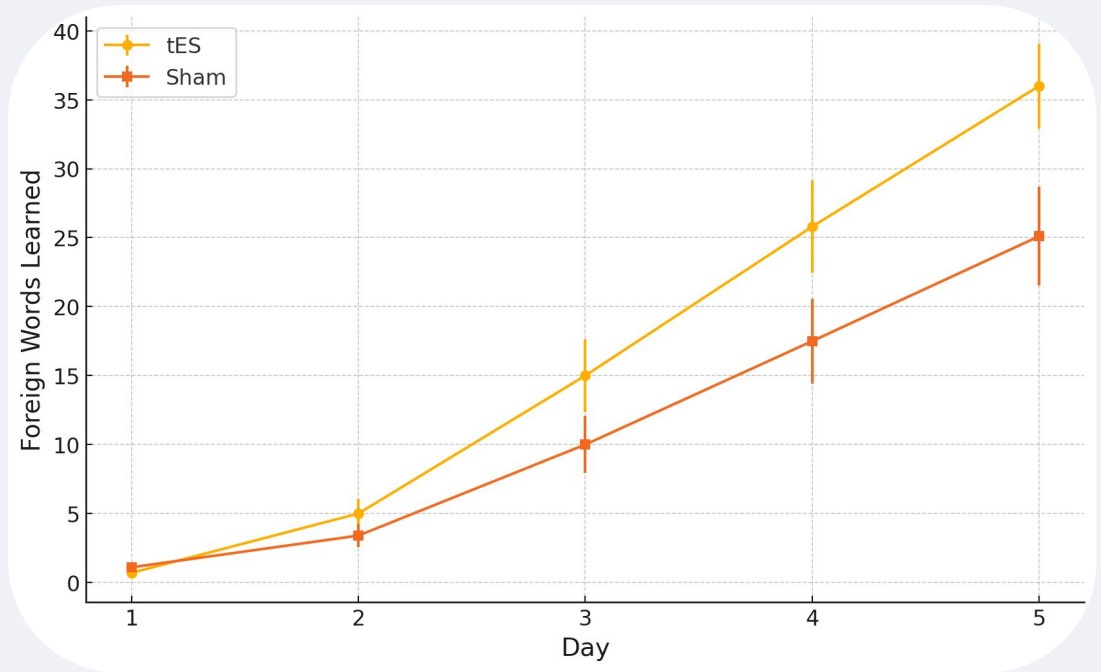
# Language Learning Market



# NeuroLingo: A Neurostimulation Headband for Language Learning



# Neurostimulation Accelerates Learning up to 40%



***Transcranial electrical stimulation (tES) of the brain's language centers boosts language learning***

Meinzer et al. 2014

# Business Model

2025



**NeuroLingo Model 1**

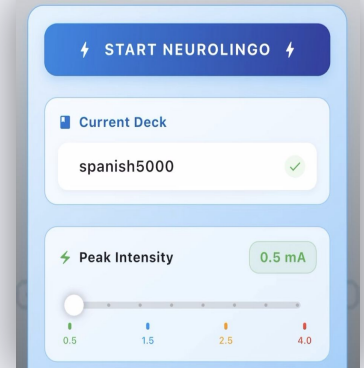
\$150

*Developed April 2025*

2026



+



**NeuroLingo Pro \$300 + Monthly Sub \$20**

# Our team combines Yale Neuroscience & Psychiatry with Electrical, Mechanical, and Computer Engineers.



**Alec Sheffield**

**CEO/CSO**  
Yale Neuroscientist

*Learning Chinese*



**Luke Knoble**

**CTO**  
Ex-Boeing Engineer

*Learning Russian*



**Zida Sung**

**Principal Electrical  
Engineer**

*Learning Spanish*



**Will Polsky**

**COO**  
Yale Mechanical  
Engineer

*Learning Spanish*



**Dr. Joseph Knoble, M.D.**

**Chief Medical Advisor**  
Chief Fellow of Yale  
Psychiatry

*Learning Arabic*



**FRONTIER  
PSYCHIATRY**

# Founding to Launch in Under One Year



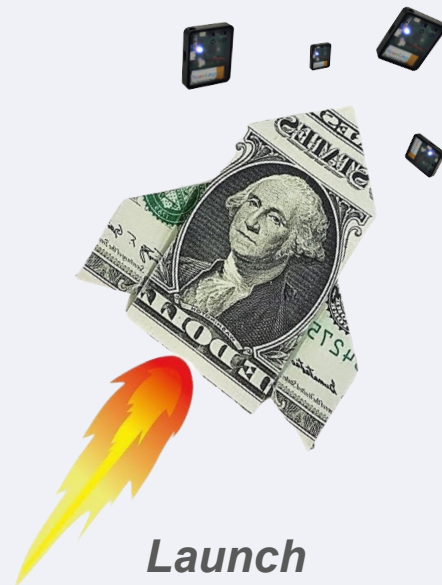
*Tsai City*  
(Oct '24)



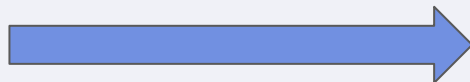
*Early Prototype*  
(Dec '24)



*NeuroLingo Model 1*  
(Apr '25)



*Launch*  
(Today)

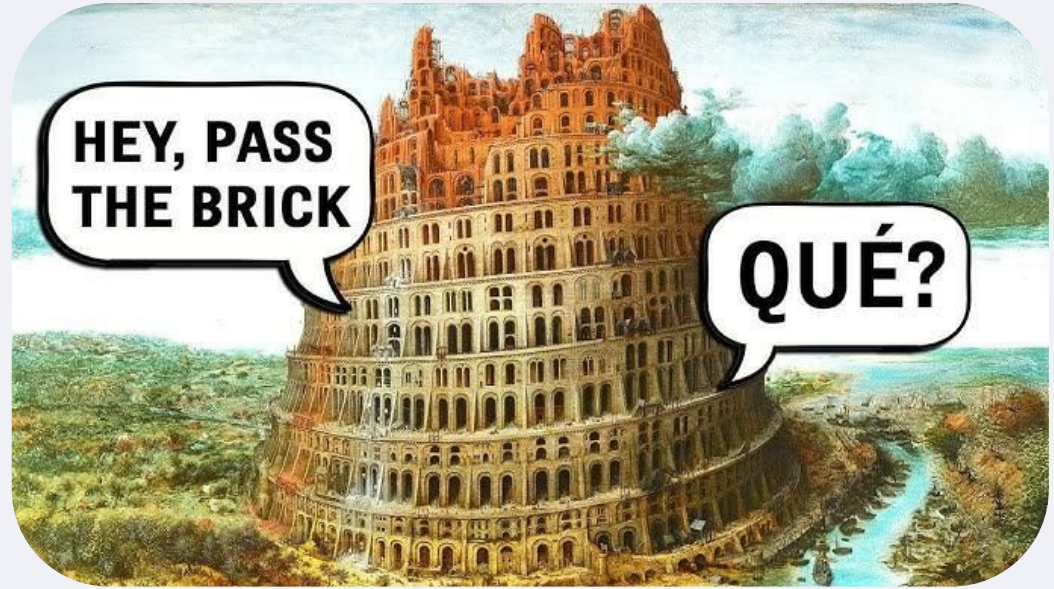


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## **Contact Us**



[Alec@generalneuro.com](mailto:Alec@generalneuro.com)

[Luke@generalneuro.com](mailto:Luke@generalneuro.com)