

The One Mind Strategic Plan (OMSP)

“If I were given an hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it”

Albert Einstein

“This is the most complex scientific endeavor that anyone’s ever undertaken.....more like a thousand moonshots in its complexity.”

Garen Staglin

A Bit of Ground Truth

- I have lost faith in our ability to solve this problem.
- Our knowledge of the Brain is 30-40 years behind the rest of medical science.
- Diagnosis and Treatment today reflect this deficit – there are no good diagnostic tools for PTS and we don't know what Mild, Moderate and Severe TBI is!
- You - - Congress - - may think you have put a lot of money to solve the problem, but it is a mere fraction of what cancer and cardiovascular disease have received.
- What money has been allocated is put into stove piped efforts and parceled out to many across the board -- nothing is being done to the scale required.
- The Army is on a “Mission Impossible” to review downgraded PTS diagnosis – a mission that will claim already scarce resources from helping Soldiers in need and add weeks, if not months, to DES processing.
- Where some treatments for PTS have proven successful, many of our servicemen and women and Vets cannot get these treatments because the Services do not have the resources.
- Why is the same system that gets nothing but kudos for our treatment of those who have lost limbs so vilified for how it treats those with PTS and TBI?

Bottom Line: the professions of Psychiatry and Neuroscience have been overselling themselves for years and our Soldiers, Vets and Citizens are suffering because of it....and it is time we take a different approach...one that is of One Mind.

Our Vision

All mankind experiences a lifetime free of brain disease

Our Mission

For all mankind, One Mind, with Global Stakeholders, gathers resources, communicates priorities, and **promotes a culture of sharing** in order to **eliminate stigma, transform policy and allocate resources** that enable and accelerate basic research, translational science, and care delivery **by creating multi-disciplinary teams** that transform both our understanding and treatment of brain diseases within 10 years

The 30-Second Elevator Pitch

“We are a global, not-for-profit organization named One Mind that is focused on eliminating brain disease and its stigma within 10 years. We want to become what the American Cancer Society has been for the fight against Cancer...**WE WANT TO LEAD** the fight against brain disease **AND LEAD** the effort to find cures, treatments and preventions. We want it to be common and acceptable practice for everyone to get ‘a check up – from the neck up,’ and for our families and communities to openly accept and address the findings.”

An Overarching Theme



“Its all about the brain.....”

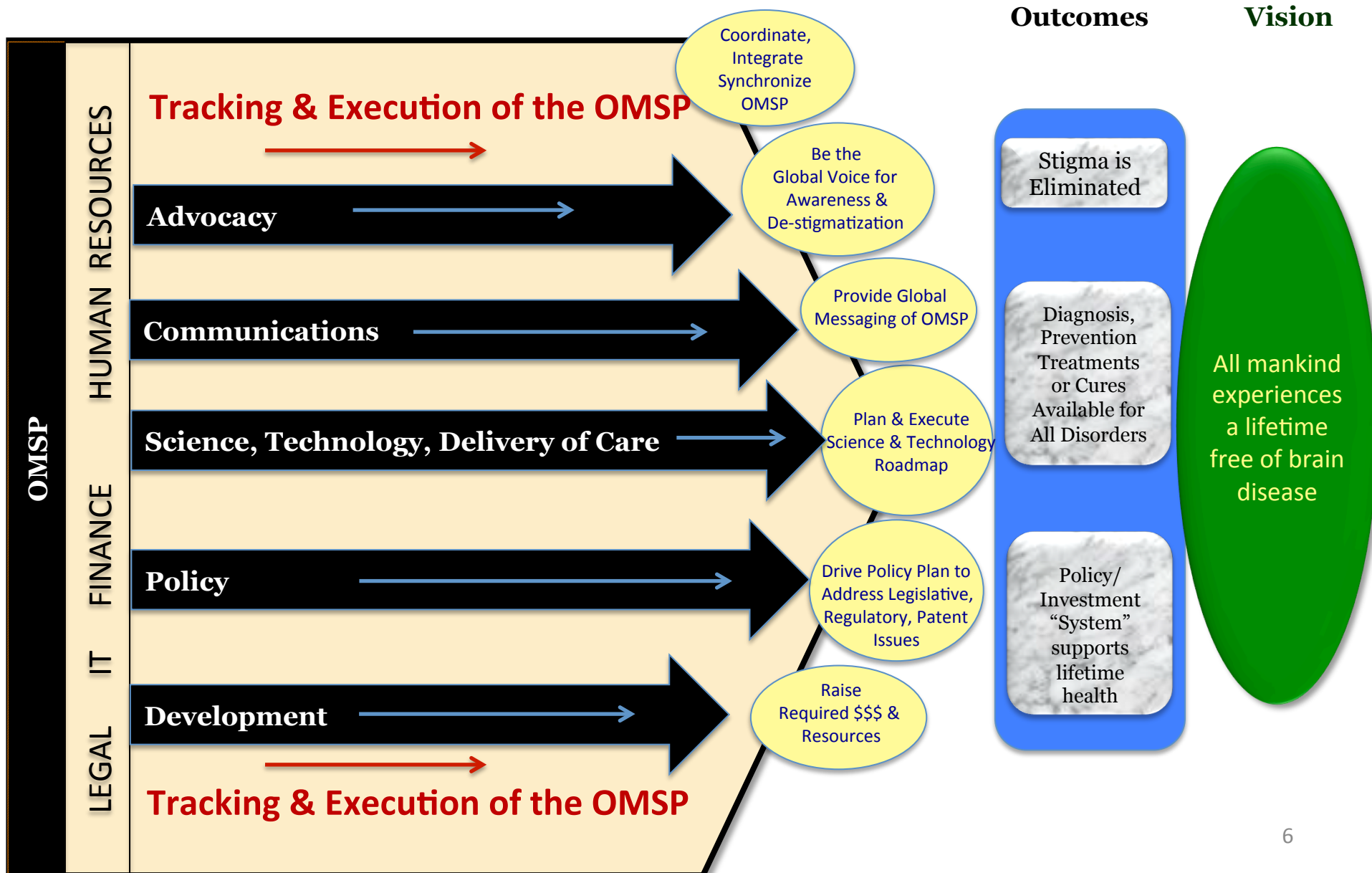
One Mind's Business Model

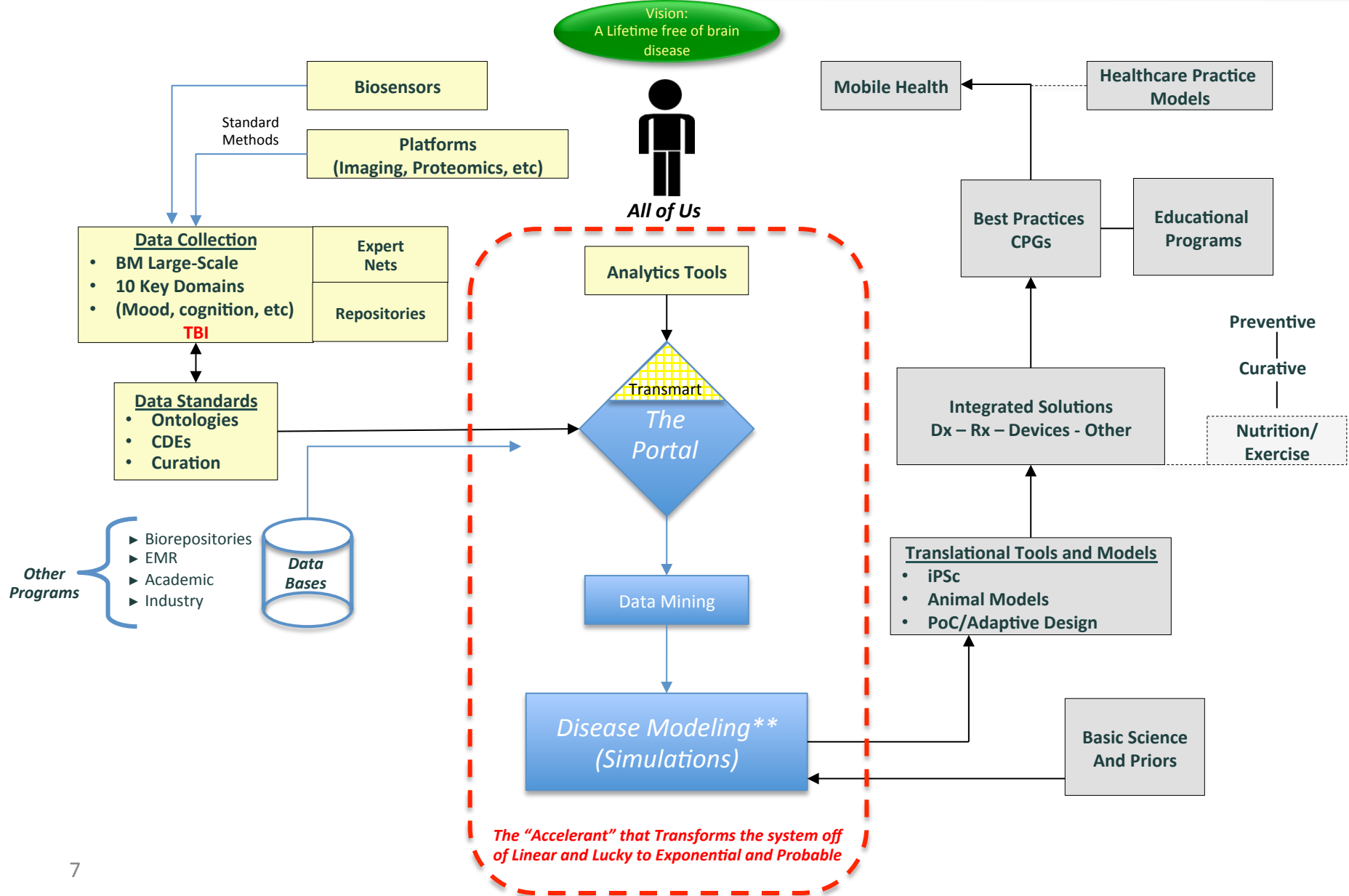
We know more about the brain today than ever; however, the traditional approach does not support projects of the large scope and scale needed for translational medicine.

- Create Public-Private Partnerships, centered around inter-disciplinary teams, that leverage government, industry, academia, and resources on a global scale to deliver paradigm-changing outcomes.
- Secure new sources of major funding and to use this funding to execute research while incentivizing a culture of sharing.
- Transform policy and enact patent reform by unifying the agenda of the advocacy community.
- Establish standards for fair treatment of those suffering from any brain disease.

The One Mind ***Business Model*** is operationalized within our ***Operating Construct*** on a tactical, or close-in basis, while it is planned for and managed at a strategic level, or more long-term basis, within the ***Strategic Directions*** and the ***Strategy Map***.

Strategic Directions





The TBI-PTS Knowledge Integration Network:

Numerous alliance partners have committed to accelerating knowledge and cures including governmental agencies, organizations and industry



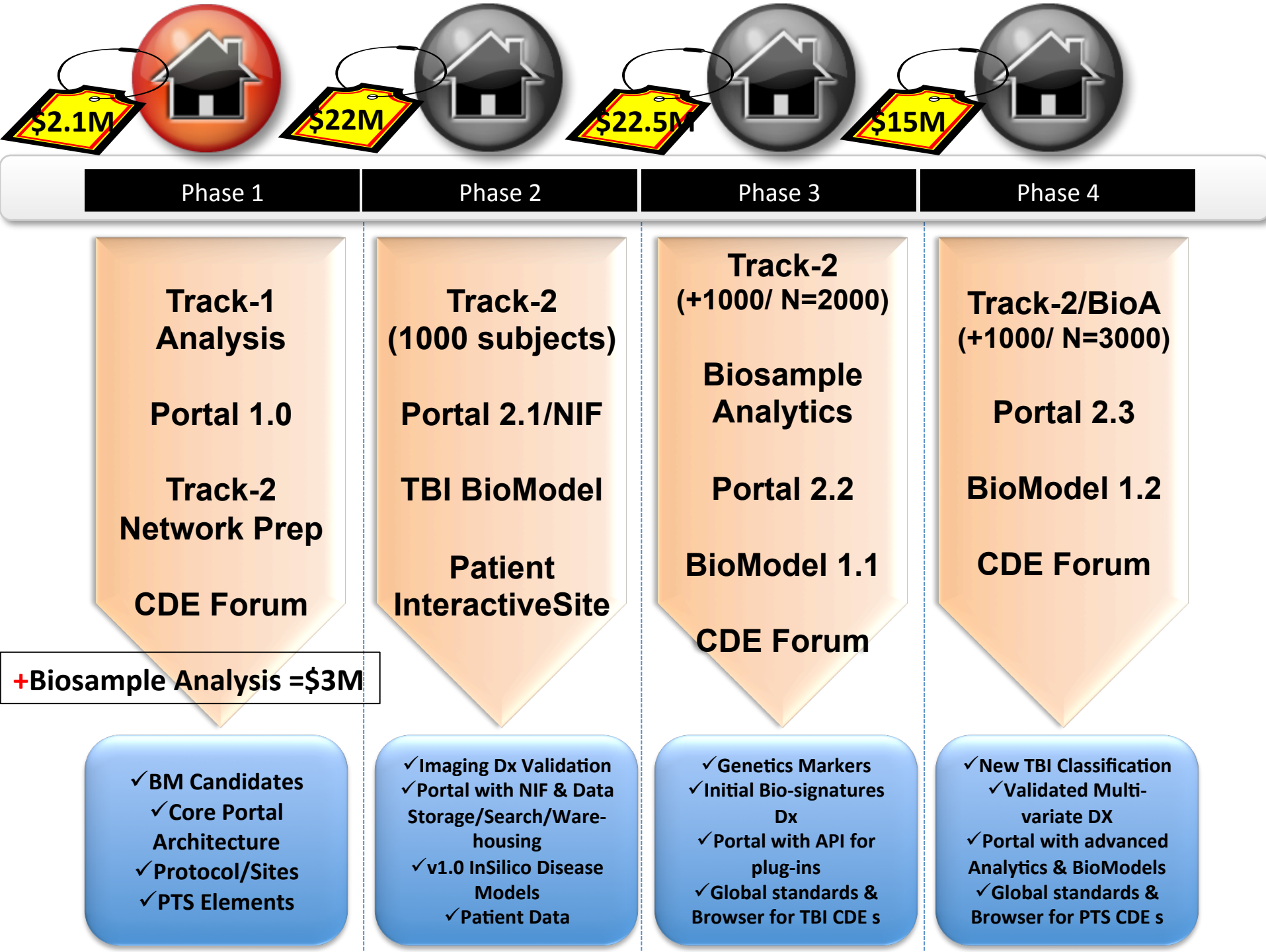
- Funding and human resources
- Data sets
- Informatics and IT
- Patient and HCP Advocacy support

Platform Capability Partners



Disease Expert, Data, Analytics, and Engagement Partners

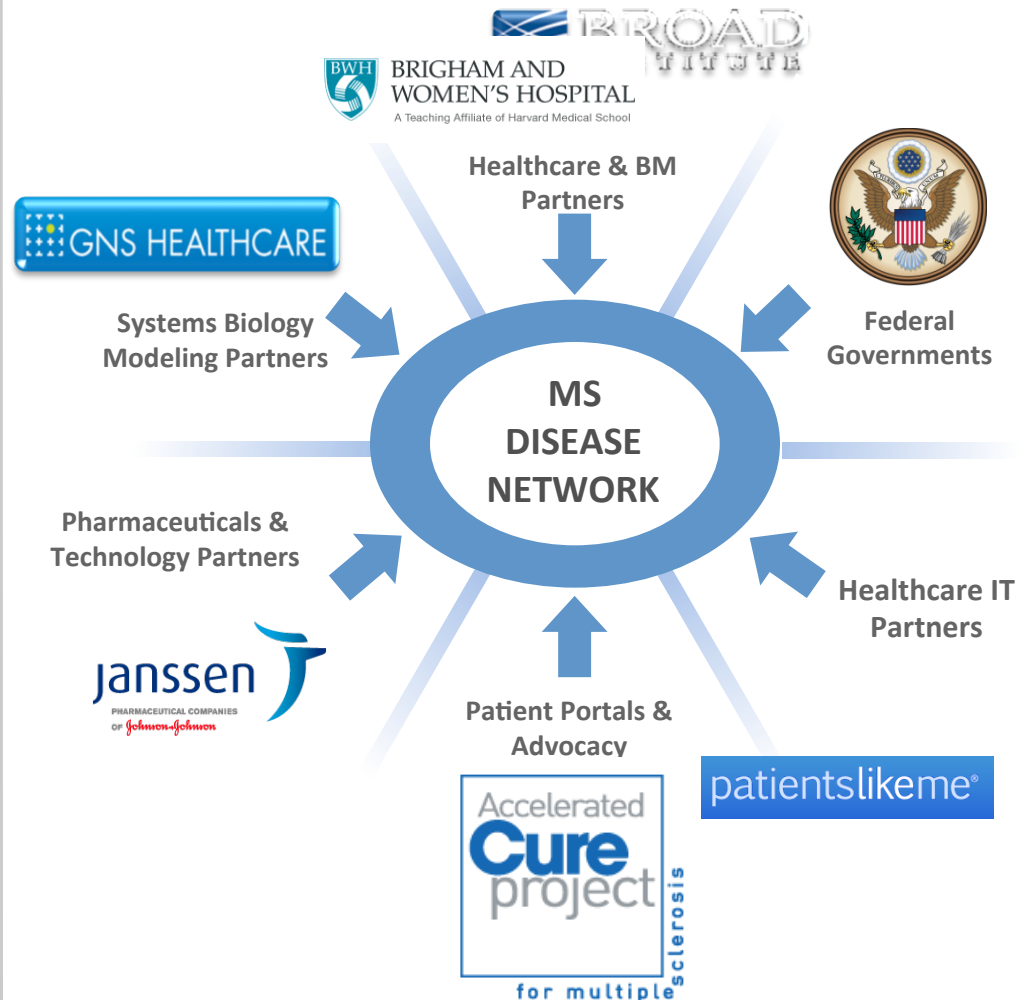




Example: Partnership Model for the Multiple Sclerosis Disease Network

Description

- ▶ A unique initiative, between different members of industry, academia, government, and advocacy in order to develop new Disease Insights for Multiple Sclerosis by using an open innovation R&D collaborations platform
- ▶ Advocacy & Digital partners would provide access to patients, provide disease-level goals
- ▶ Healthcare partners would participate in lifetime patient trials and contribute retrospective EMR clinical data
- ▶ Biomarker Repositories would provide access to wet & dry BM data
- ▶ Healthcare IT partners will provide funding & information technology support to manage high data volumes.
- ▶ Pharmaceutical and Technology partners will provide funding, clinical trial data, translational data, biomarker data and clinical expert support.



*Value Proposition: Identified on a case-by-case basis