

BUSINESS MODEL COMPARISON FOR SPECIALISTS

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Bellabee with Neurofeedback vs. Traditional Neurofeedback

	Traditional Neurofeedback	Bellabee + Neurofeedback
Monthly fee	\$800	\$500 (includes Bellabee device)
Office time with 1 client per month	8 hours	1 hour
Total number of sessions per program	40 sessions	5 sessions
Cost for 5 month program	\$4,000	\$2,500
Number of clients per month at 40 hours a week	20 clients	160 clients
Monthly Profit at 40 office hours per week	\$16,000	\$68,800 ($\$80,000 - \$11,200$ for Bellabee @ \$70 per unit)
Average Hourly Rate	\$100.00	\$430.00
Time clients save each month	None	7-8 hours in session and commute time

Similarities and Differences (at a glance)

Comparison Chart	Bellabee	Traditional Neurofeedback
Brain training location	Anytime, anywhere	NFB office sessions required
Average time for desired brain frequency changes to occur	3-5 minutes, 1 session	several months, multiple sessions
Average time for frequency changes to hold	Less than 30 days of training	4-6 months
Equipment required	Neurofeedback headband & app (IOS and Android compatible)	EEG machine & electrodes/sensors
Protocols & Programs offered	Bellabee App offers a selection of preset & customizable protocols for improved sleep, anti-anxiety, meditation, anti-stress, concentration, PTSD, ADHD, Alzheimer's, Parkinson's, and Autism Spectrum	NFB specialists develop customized protocols for clients based on findings from QEEG scans
Trainable brain frequencies	1hz-135hz	1hz-135hz
Training required to operate equipment	No training required	Several years
Cost of brain training equipment & mentoring	Less than \$200	\$6,000 - \$25,000
Cost of ongoing brain training sessions	FREE	40 sessions over 5-6 months = approximately \$4,000-\$5,000
Neurofeedback Theory Used	Frequency Following Response using Electromagnetic technology	Operant Conditioning using a reward & punishment model
Supervision	Not required	Required
Estimated cost to complete brain training therapy	\$159	\$5,000

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