



October 16, 2017

**FOR IMMEDIATE RELEASE:**

We are pleased to announce we have incorporated a holding company named SoundMind Intelligence, Inc. This is inclusive our two current product offerings, Memory Lane and Connect the Dots. The name SoundMind allows us to make room for future endeavors as they reveal themselves to continue our mission make A.I. more accessible by enhancing user experience and quality of life to offer a “sound mind.” We are excited that our new name represents our overall goal and purpose in the technology industry.

Other developments:

1. We are rolling out Connect the Dots in two senior living residences.
  - a. One residence is an affordable assisted living building on the Upper East Side of NYC, and the other is private residence outside of Boston.
2. [Dave Rubin](#), has joined as our new CTO, who brings with him a tremendous amount of expertise developing enterprise software to create and manage accounts in exciting and secure ways. Ed Potter, our former CTO, has moved onto other endeavors and continues to provide us with insights in the voice and the A.I. space.
3. [Surinder Singh](#), who was acting as advisor has come on board as Chief Strategist. He founded 4 successful startups and was a professor of Business and Entrepreneurship at Marymount College.
4. [Courtney Minich](#) has joined us to lead operations, focusing on creating automated processes to accelerate our growth. She manages and deploys global technology solutions in the media industry, and is an adjunct professor at Temple University.
5. Courtney has incorporated Connect-the-Dots and Memory Lane into her coursework at Temple University; students are working to create automation plans for further enhancements across our product suite.
6. We are ready to hire one full-stack developer, a sales lead, and customer support specialist to join our team.
7. We are raising a \$500,000 seed round to hire the aforementioned people and get Connect-the-Dots commercial ready.

**About SoundMind**

SoundMind got its start in 2016 when they created a skill for Alexa called Memory Lane with the intention of helping those dealing with Alzheimer’s disease. When they tested the skill at a senior homes, they soon saw an opportunity to build a network of voice-enabled A.I. assistants for residents and caregivers called “Connect the Dots”. Realizing that A.I. will play a crucial role in improving quality of life, SoundMind is making sure it’s available to everyone.