



**ONE MIND™**

It's not just research. **IT'S A REVOLUTION.**



“We can’t solve problems by using the same kind of thinking we used when we created them.” –Albert Einstein

# THE EPIDEMIC





**TRAUMATIC  
BRAIN INJURY**  
IS THE LEADING CAUSE OF  
**DEATH**  
AND DISABILITY IN CHILDREN  
AND YOUNG ADULTS WORLDWIDE



NUMBER OF ACTIVE-DUTY U.S. MILITARY  
PERSONNEL SEEKING TREATMENT FOR

# POST TRAUMATIC STRESS

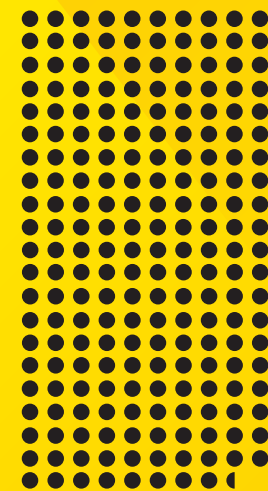
2002

10,408

.....

2011

281,468





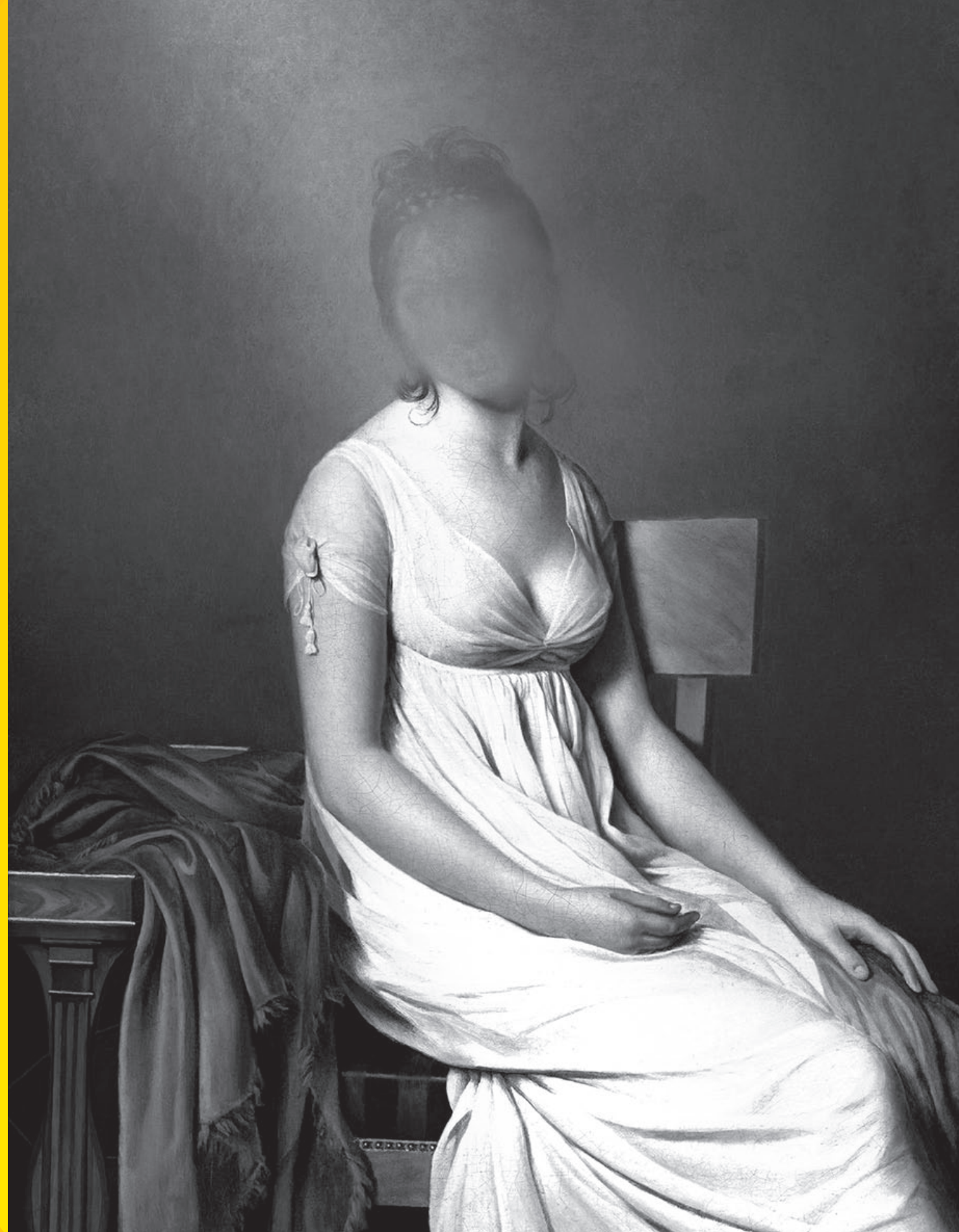


THE NUMBER OF PEOPLE WORLDWIDE AFFECTED BY  
**DEMENTIA**  
**WILL DOUBLE**  
EVERY 20 YEARS, REACHING  
**81.1 MILLION BY 2040**





**ONE-IN-THREE** people will suffer a significant brain disease or injury in their lifetime.



**WE NEED TO CURE BRAIN DISEASE**





# ALL BRAIN DISEASE

AND WE NEED TO DO IT NOW

**ADDICTION**

**ANXIETY DISORDERS**

**ALZHEIMER'S DISEASE**

**AMYOTROPHIC LATERAL SCLEROSIS**

**ATTENTION DEFICIT HYPERACTIVITY DISORDER**

**AUTISM**

**BIPOLAR DISORDER**

**BRAIN TUMORS**

**DOWN SYNDROME**

**DYSLEXIA**

**HUNTINGTON'S DISEASE**

**MAJOR DEPRESSION**

**MULTIPLE SCLEROSIS**

**NEUROLOGICAL AIDS**

**NEUROLOGICAL TRAUMA**

**PAIN**

**PARKINSON'S DISEASE**

**POST-TRAUMATIC STRESS**

**SCHIZOPHRENIA**

**SEIZURES AND EPILEPSY**

**STROKE**

**TOURETTE SYNDROME**

**TRAUMATIC BRAIN INJURY**

**AND OVER 400 MORE**





Vincent van Gogh's portrait of the physician who treated him for mental illness.

Globally, brain disease is the  
**#1 CAUSE  
OF ADULT  
DISABILITY**

**38%** OF ALL  
ALCOHOL  
&  
**44%** OF ALL  
COCAINE

is consumed by people with an existing  
mental illness, estimated by the U.S.  
National Bureau of Economic Research



More than one-quarter of Americans  
over age 18 suffer from one or more  
mental disorders during a given year

**90%** of individuals who die by  
**SUICIDE**  
have treatable mental illness



**250,000+**

soldiers have suffered from a traumatic brain injury since 2001

**3.4  
MILLION**

Americans experience traumatic  
brain injury annually





**MANY BRAIN DISEASES AND**

**INJURIES ARE RELATED**

Work in one area can inform and enhance work in another. A breakthrough in the study of Traumatic Brain Injury could lead to better treatments and faster cures for Alzheimer's, for example.



**BUT TODAY, RESEARCH IS**

# FRAG MENT ED

It's 2013, but the current approach to brain research seems stuck in an earlier era. Due to lack of funding and a clear, overarching plan, we're not leveraging advances in computing power, big-data analytics or low-cost genome sequencing. Research occurs piecemeal, and study results are guarded—locked in institutional “silos.” The large-scale research, data sharing, and investment that needs to happen simply isn't.





**ONE MIND™ IS LEADING THE REVOLUTION**



# **WE MUST REVOLUTIONIZE THE WAY RESEARCH IS SHARED**

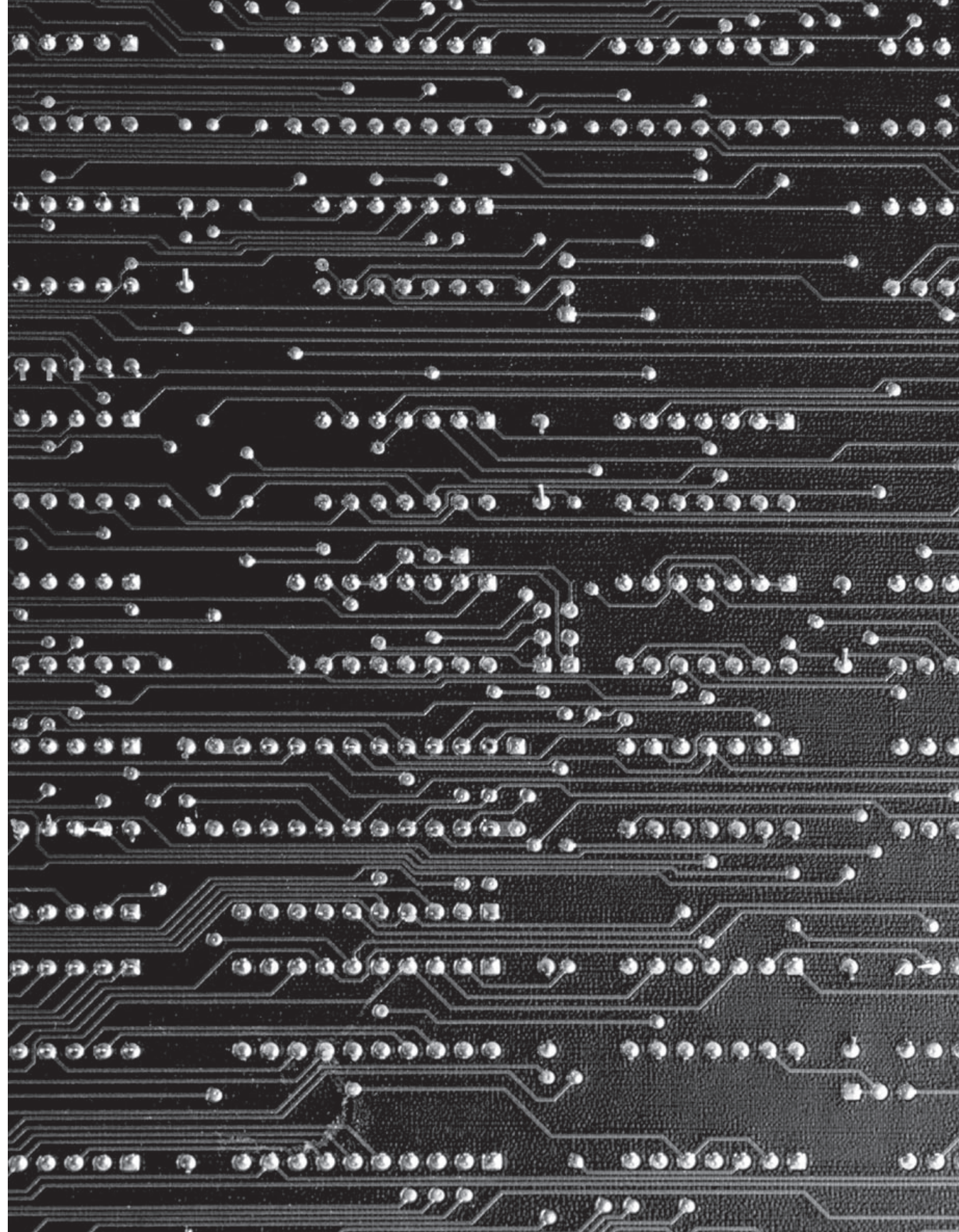
Through the creation of a vast digital portal designed to facilitate collaboration, ONE MIND will move beyond the status quo. With thousands of researchers contributing to and accessing this dynamic, interactive data knowledge network, connections between diseases will become more readily apparent, and progress toward prevention, improved diagnostics, treatments, and cures will accelerate.

## **BIGGER IS BETTER AND FASTER**

ONE MIND's mission is to bring together patients, scientists, engineers, research institutions, government, industry, and philanthropy to cooperate and collaborate on an unprecedented scale. By catalyzing major investment in large-scale, coordinated research, we can, with our many partners around the globe, build a new, integrated research infrastructure that will foster and support the kind of research that will enable faster delivery of vastly improved tools to prevent, treat, and cure brain disease.

## **ABOVE ALL, WE ARE PATIENT-DRIVEN**

Great research is only valuable if it can be translated to improved patient outcomes. Our pledge is to the patients who—now and in the future—desperately need preventions and improved diagnostics, treatments, and cures. The ONE MIND mission is to improve research, but our overriding purpose is to help people with brain diseases or injuries lead better, more fulfilling lives. People like you, your parents, your children, your grandchildren, your friends.





# MEET THE TEAM

## CEO

### GENERAL PETER W. CHIARELLI, US ARMY (Retired)

Peter Chiarelli is a retired 4-star general with 40 years of experience in the U.S. Army and Department of Defense. As the vice chief of staff of the army, Chiarelli was responsible for the day-to-day operations of the army, where one of his top priorities was helping soldiers suffering from the invisible wounds of war, TBI and PTS. He continues his commitment to finding better treatments and cures for brain injuries and brain disease as the CEO of ONE MIND.

## CHIEF SCIENCE & TECHNOLOGY OFFICER

### MAGALI HAAS, MD, PhD

Dr. Haas has over 15 years of pharmaceutical industry and clinical research experience in neuroscience. During her 12-year tenure at Johnson & Johnson, she held a number of leadership positions, including clinical development, translational development, integrative solutions, and R&D innovation.

## BOARD OF DIRECTORS

### GAREN K. STAGLIN, Co-Founder and Co-Chairman

Garen Staglin has been a private equity investor and philanthropist for over 30 years. He serves on the board of numerous corporations and nonprofits. Mr. Staglin is also the co-founder and president of the International Mental Health Research Organization and Bring Change 2 Mind. He and his family own the world-renowned Staglin Family Vineyard in the Napa Valley.

### PATRICK J. KENNEDY, Co-Founder and Co-Chairman

Patrick Kennedy served 16 years in the U.S. House of Representatives and was the author and lead sponsor of the Mental Health Parity & Addiction Equity Act, which provides mental health treatment to millions of Americans.

### SHUMEET BANERJI

Mr. Banerji is a founding partner of Booz & Company, and served as CEO from 2008 to 2012. He is a frequent speaker at key economic and business conferences, and sits on the Board of Directors of Hewlett-Packard.

### MATTHIAS B. BOWMAN

Mr. Bowman founded RCT Logic, LLC in 2008. Previously, he was vice chairman of investment banking at Merrill Lynch and CEO of Merrill Lynch Ventures.

### GARY GOTTLIEB

Gary Gottlieb is the president and CEO of Partners HealthCare, which includes Massachusetts General Hospital and Brigham and Women's Hospital. He is also a professor of psychiatry at Harvard Medical School.

### SUSAN VINIAR

Susan Viniar is a trustee of the Valley Health System and an honorary trustee of the Valley Hospital Foundation. She serves as chair of the hospital's \$175 million capital campaign.

WE'RE AIMING TO DO IN  
10  
YEARS  
WHAT USED TO TAKE FIFTY

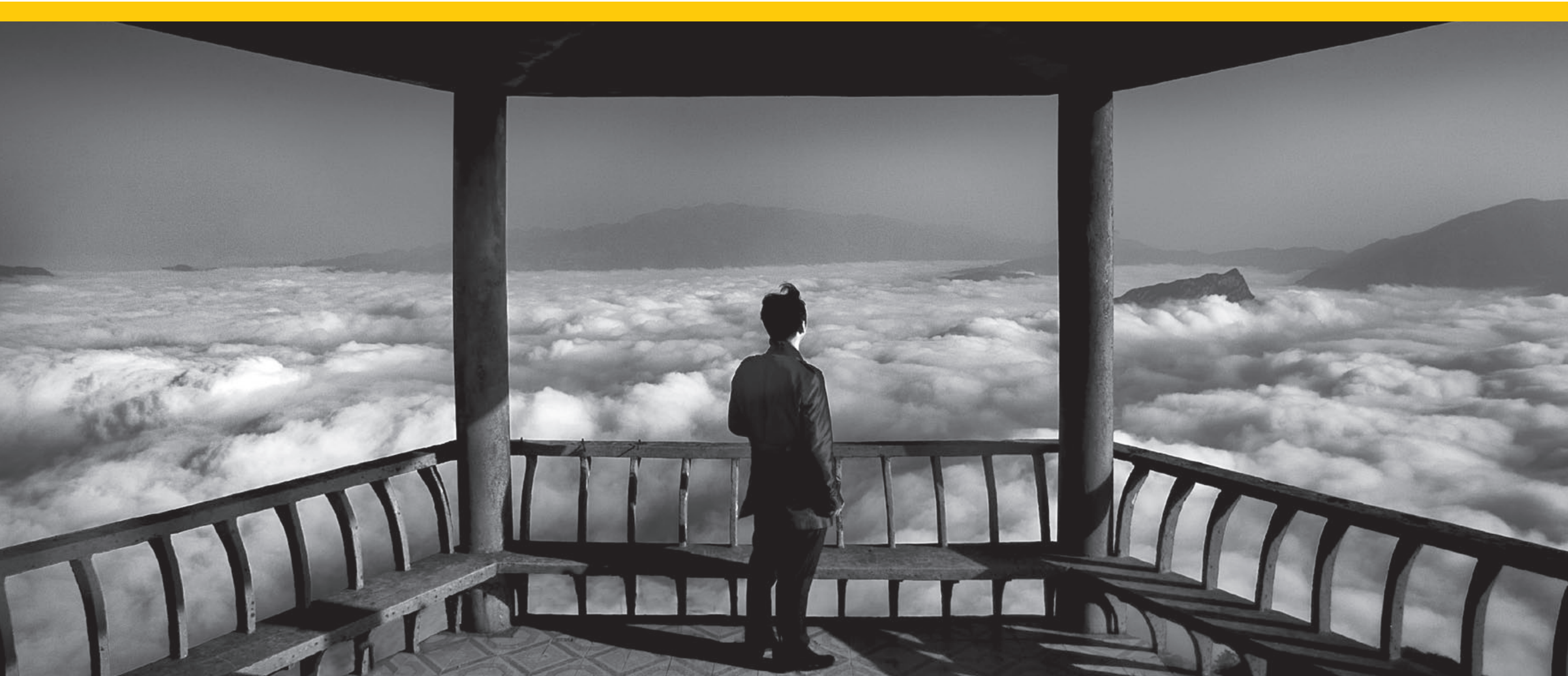


My involvement with ONE MIND is personal and passionate. Our son, Brandon, had a psychotic break from schizophrenia 20 years ago. Since then, my wife Shari and I have been dedicated to finding causes and cures for brain disorders. ONE MIND is positioned to be the global leader in this campaign, uniting science, business, government, and philanthropy to achieve the lofty goal of finding effective treatments and cures for all brain diseases within our lifetime.

**GAREN STAGLIN** Co-Founder & Co-Chairman, ONE MIND

For me, ONE MIND is about saving the people we love. A brilliant, devoted neurosurgeon gave our family an incredible gift: an extra year of life for my father. Brain science, research, and effective delivery of effective patient outcomes is what gave us that treasure, and that is precisely what ONE MIND wants to do for millions more. Supporting ONE MIND for Research will allow all of us to share this most precious gift with humanity.

**PATRICK J. KENNEDY** Co-Founder & Co-Chairman, ONE MIND



My immediate family has been hit hard by mental illness and addiction. I became involved with ONE MIND because of its unique approach—getting key people around the world to work together to better understand the brain and to find cures for mental illness. It was very clear to me that ONE MIND had the passion, dedication, and commitment that could create real change that would help people from every corner of the globe and every economic level.

**SUSAN VINIAR** Director, ONE MIND

The “official” reason that drove my involvement with ONE MIND is that we are not doing enough to help the soldiers and families suffering from the “invisible” wounds of war, TBI and PTS. But there is another reason, and it is deeply personal. My mother is 91, and she suffers from Alzheimer’s. Every time I visit her, I wonder if this will be the day that she does not recognize me. I am committed to ONE MIND to help the millions of Americans who suffer from these injuries and diseases every year.

**PETER CHIARELLI** CEO, ONE MIND



# **MOVING FORWARD**

## **THE PROGRAMS WITHIN ONE MIND™**

### **APOLLO**

The “Apollo Program” is a brain data exchange portal, and the cornerstone of our efforts to find better treatments and cures. The portal will be an “open source” interactive data knowledge network providing access to the largest brain disease and injury database in the world. It will be used for research by thousands of scientists and clinicians in industry, academia, and government.

### **GEMINI**

The “Gemini Program” is ONE MIND’s first major public-private initiative: a global knowledge network for traumatic brain injury (TBI) and post-traumatic stress (PTS). This program will create an international network of over 50 institutions focused on building the largest single source of brain data, technologies, and standards for TBI and PTS research. Gemini will initially enroll over 15,000 patients with TBI in a multi-year longitudinal biomarker study and more than 10,000 patients with PTS in a genetics study. The large amount of data generated by Gemini will be housed in the Apollo portal, and serve as a showcase for the value of such an “open source” repository. We envision the end result to be a revolution in the diagnostics, prevention, and treatment of TBI and PTS that will open a window to even more significant advances for all brain diseases.

### **ONGOING COLLABORATION**

ONE MIND is collaborating with numerous partners on a Global Dementia Roadmap, Multiple Sclerosis Bionetworks, Alzheimer’s Disease, and brain biosensor studies. These projects will generate additional data for Apollo and help establish a research “template” that can be adapted to all disease areas.

### **OUTREACH & EDUCATION**

Parallel to our scientific programs, ONE MIND is developing a comprehensive national campaign to increase awareness and understanding of brain disease and brain injuries, and to reduce the shame and discrimination associated with mental illness.







# IMAGINE A WORLD WITHOUT BRAIN DISEASE

Some of the technologies and therapies envisioned by the researchers and neuroscientists helping to shape ONE MIND's plan include:

- Affordable point-of-care blood tests that will quickly and accurately assess the extent of an invisible head injury, particularly in sports.
- Robotics that help people live fully functional lives.
- Computer-based cognitive training programs to maintain and enhance cognitive abilities.
- Disease-modifying medications that reduce or avert disease or trauma-related brain changes.
- Simple, accurate, and effective tests that can accurately predict brain diseases decades in advance, enabling earlier treatment or even prevention.
- Helmet biosensors that monitor exposure to impact and trauma.

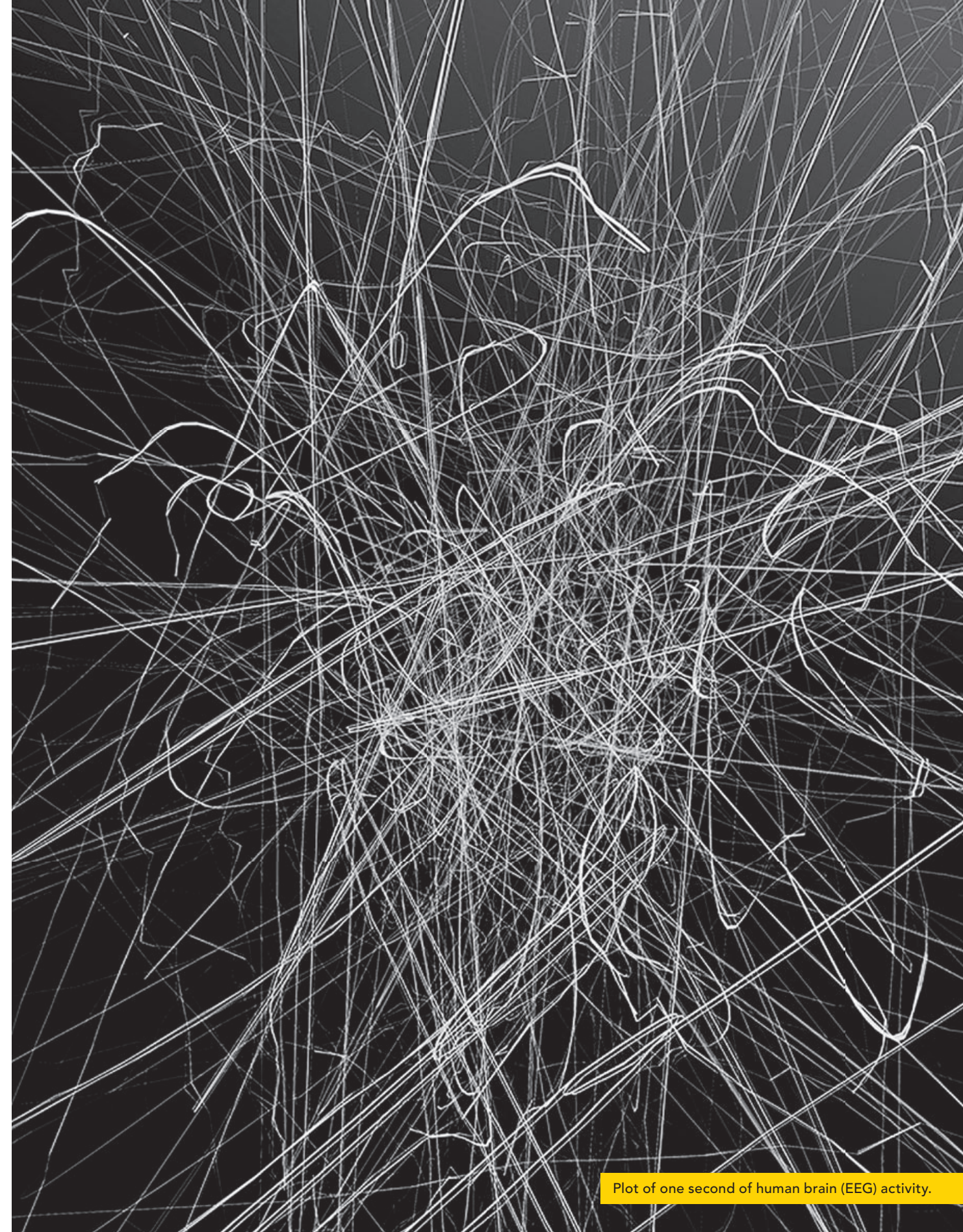


**THE BRAIN IS THE MOST  
COMPLEX**



**LEAST UNDERSTOOD ORGAN IN THE BODY—YET**

**FUNDING  
FOR RESEARCH  
IS WOEFULLY INADEQUATE**



Plot of one second of human brain (EEG) activity.

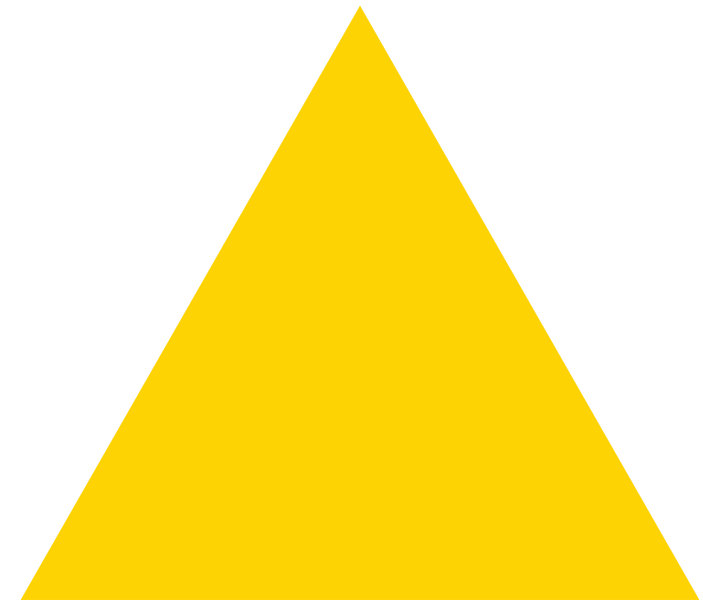




# PARTNERING FOR SUCCESS

**PHILANTHROPY | GOVERNMENT | BUSINESS**

ONE MIND is becoming a nexus for leveraging and extending brain research funding, but we can't do it alone. The good news is that hundreds of leading companies, foundations, government agencies, and individuals have already begun to support our mission and collaborate on an unprecedented scale. ONE MIND is poised to move ahead with major scientific programs, but we must meet major funding goals in order to succeed. To do that, we need your continued dedication and support.



# BECOME ONE

ONE MIND has the plan, passion, and the team to drive brain science forward. With your help, we will find real solutions to the epidemic of brain disease and improve the lives of current and future generations.





My friends,

I am thrilled to be a part of ONE MIND and hope you will join me in supporting the organization and its urgent mission.

People worldwide are suffering and dying needlessly from brain disease and injury. When you consider the array of brain-related afflictions—from PTS to Multiple Sclerosis to Parkinson's to Alzheimer's—it's clear that this is a crisis that touches every member of the human family.

The exciting news is that we have the creativity, talent, and scientific prowess to find better treatments and achieve faster cures. I believe we are on the brink of a revolution in the way research is conducted and shared—at the edge of a quantum leap forward—and that ONE MIND is perfectly positioned to lead the way. Your generous support now will make all the difference.

Sincerely,

Tom Hanks

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