

Fact Sheet

Overview:

[MindCrowd](#) is a first-of-its-kind web-based memory study to identify cognitive performance outliers and to better understand their genetic differences. In Phase I, the goal is to have 1 million individuals, aged 18 to 80, take the 10-minute online test and gather information for a more detailed Phase II study.

At its core, MindCrowd is a new way to approach scientific research, learn how the brain functions and how genetics might influence memory. While there are many different ways to test memory performance, this is the first time online research will be gathered, analyzed and pursued for insight into cognition and memory and the relationship to Alzheimer's and other brain disorders through genetics.

At the end of the study, researchers hope to gain new biological insight that will then be leveraged for therapeutic application.

Principal Scientist:

[Dr. Matt Huentelman](#) is the founder and principal scientist behind the MindCrowd project. Dr. Huentelman is an associate professor in the neurogenomics division at Phoenix-based Translational Genomics Research Institute (TGen) and the head of its Neurobehavioral Research Unit. At TGen, Dr. Huentelman's lab focuses entirely on leveraging human genome discoveries - the page-by-page instruction manual for human DNA. Dr. Huentelman's lab studies the genomics of human neurological traits and diseases with a specific focus on learning, memory and Alzheimer's.

MindCrowd is the brainchild of Dr. Huentelman, who believes that by expanding the scope of genetic research to include an online base of varied subjects, critical advancements in understanding and treating brain disorders can be achieved.

Website:

www.mindcrowd.org

Media Contacts:

The Lavidge Company
480-998-2600

Greg Sexton (gsexton@lavidge.com)

Jennifer Whittle (jwhittle@lavidge.com)