



**mirrorable**  
learning while observing



**CONFIDENTIAL**

# WHO WE ARE



#fightthestroke



**Francesca Fedeli**  
Fightthestroke President & Co-Founder

Linkedin: FrancescaFedeli  
Twitter: @la\_franci



**Roberto D'Angelo**  
Fightthestroke CEO & Co-Founder

Linkedin: Roberdan  
Twitter: @roberdan




**TED**

**THE GLOBAL  
GOOD FUND**

# WE'RE NOT ALONE

## THE FOUNDERS



**Francesca Fedeli**  
Fighthtthestroke President & Co-Founder











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**Roberto D'Angelo**  
Fighthtthestroke CEO & Co-Founder

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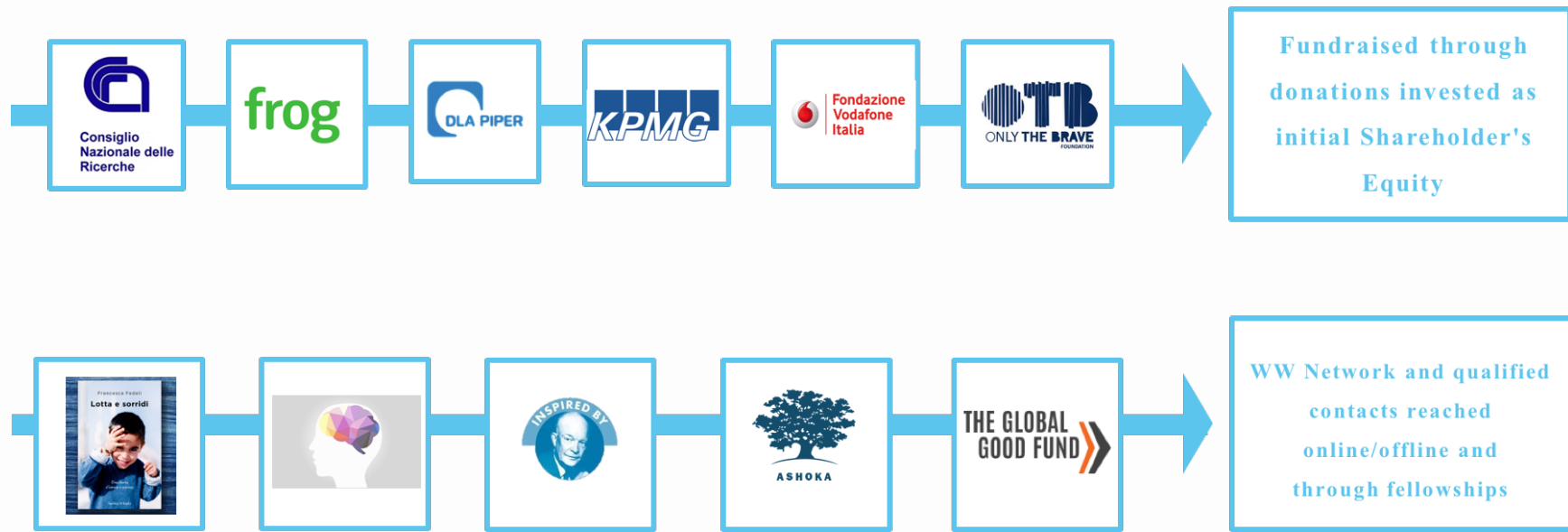
## THE BOARD OF FIGHTERS

 Renzo Rosso Entrepreneur	 Giacomo Rizzolatti Brain Prize Neuroscientist	 Andrea Guzzetta Child Neuropsychiatrist	 Odoardo Picciolini MD in Physical Therapy	 Luca Ramenghi Neonatologist	 Guido Tirloni KPMG Advisor
 Marco Tempest Wizard	 Stefania Marcoli Designer	 Mary Kay Ballasiotis President of the International Alliance for Pediatric Stroke	 Maria Cristina Ferradini Managing Director Vodafone Foundation	 Pietro Avanzini e Maddalena Fabbri Destro CNR Researchers	 Gualtiero Dragotti DLA Piper Partner

 Kid's Experience, R&D, Front-End. Italy	 Conferencing, Mood Detection, AI. New Zealand	 Gamification, Cloud Infrastructure, Back-End. Italy	 Interaction Designer, Magician, Coder. Switzerland	 Neuro Science, Brain Research, Data Analysis. Italy
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# WHAT WE'VE ACHIEVED SO FAR



TED Ideas worth spreading

WATCH DISCOVER ATTEND PARTICIPATE ABOUT LOG IN

Roberto D'Angelo + Francesca Fedeli :  
**Nella malattia di nostro figlio, una lezione di vita**

TEDGlobal 2013 - 6:17 - Filmed Jun 2013

38 subtitle languages

View interactive transcript

Share this idea

1,050,034 Total Views

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ROLEX Awards for Enterprise

Focus.it

Guardo, gioco e torno a muovermi

Focus: Guardo, gioco e torno a muovermi

IL SOLE 24 ORE - 19 LUGLIO 2016

Nell'e-learning nasce Mirrorable

IL FOGGIO 19 MAGGIO 2016

IL FOGGIO

REPUBLICA 23 APRILE 2016

IL BENE UN'E IMPRESA

WIE

La più bella malattia di Luca





# FIGHTTHESTROKE & ADVOCACY



#fightthestroke



## 1. RELEVANCE

- General Awareness and Open Medicine
- Family support
- Co-creation
- Media & Science



## 2. PREVENTION

- Maternal health supplements
- Research on Placenta



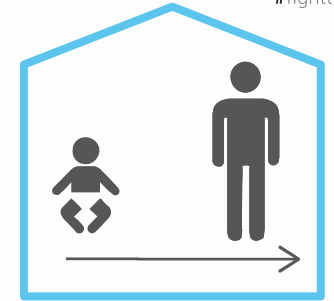
## 3. EARLY DIAGNOSIS

- Neonatal Screening and Wearable devices
- Professionals Training
- Italian Stroke Center (CIP)



## 4. ACUTE THERAPY

- Kids ad hoc treatments (ie tPA, baby cooling)



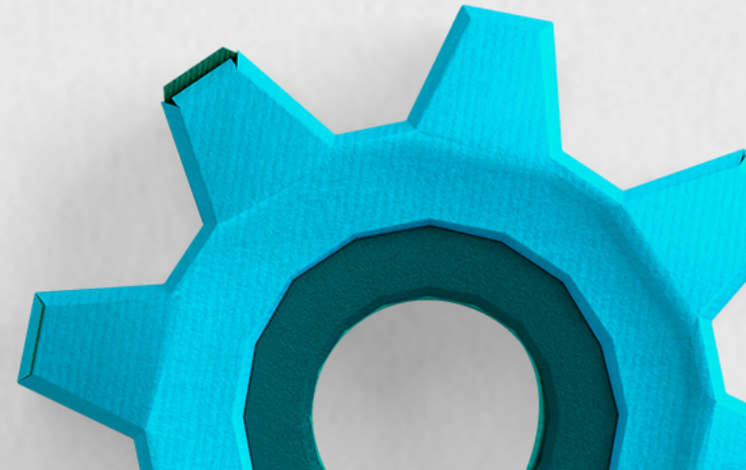
## 5. LONG TERM THERAPY

- Mirror Neurons and motor skills rehab toolkit





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learning while observing



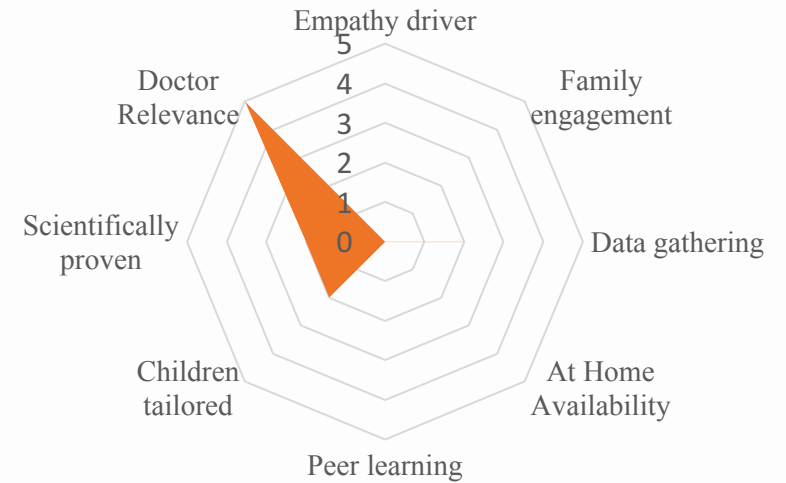
# THE EVIDENCES



#fightthestroke



**The stroke**  
23/01/2011



A huge problem.

A weak solution.

The lack of evidences.





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learning while observing



**Mirrorable is an interactive platform that enables  
a unique, at-home, motor skills learning process for children.**

Designed to support rehab of kids who suffered a stroke, Mirrorable can be adopted by any kind of child who wants to learn a new motor skill

Mirrorable stimulates the plasticity of the motor system by activating the mirror neurons system, while watching tailored videos and playing remotely with friends with similar needs.

Mirrorable enables patients, caregivers and doctors to collect more data and develop unique strategies for each young, unique, human being.

After a successful pilot focused on young stroke survivors in Italy, we are now looking at funds and resources in order to scale it up at worldwide level, expanding the platform to be fully inclusive, not simply for motor impaired people.

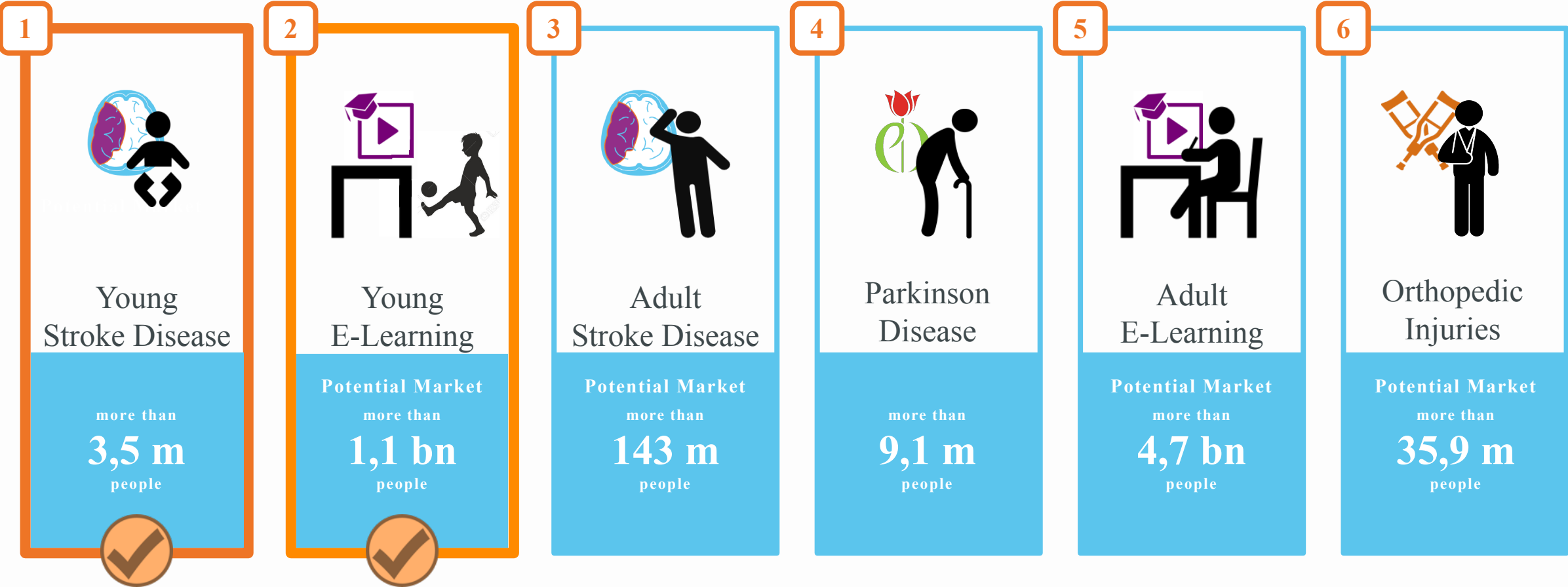


# MULTIPLE BENEFICIARIES



## Our Core Mission

## A bigger impact able to sustain kids in needs





“

*We envision a whole new world of people learning or re-learning motor skills, simply while observing.*

”



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THANK YOU ☺



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#fightthestroke

Mirrorable is a product solution developed by  
[www.fightthestroke.org](http://www.fightthestroke.org)  
Advocating for young stroke survivors.

