MEDIA KIT

NEURONUP 2026

Visual identity, brand assets and resources for the press.

Marketing & Communications Department
www.neuronup.us

INDEX

Media Kit contents

01 Company information

02 Mission, vision and values

03 Key data and figures

04 Product

05 The team

06 Press releases

07 Social media

08 Visual identity

09 Testimonials and reviews

10 Official contact

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SECTION 01

Information about the company



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WHAT IS NEURONUP?

A platform for clinical assessment, intervention and training

A comprehensive solution for professional practice and growth.

NeuronUP is the **leading digital platform** for rehabilitation and cognitive stimulation professionals. Its comprehensive ecosystem **supports the specialist throughout the entire clinical process**, from assessment to the design of personalized interventions, to work with people with neurological, developmental and mental health disorders, both **in person and remotely**.

It also drives professionals' continuous development through a **training environment** and knowledge transfer **delivered by industry experts**.



+8,500
Specialists
In 2,500 hospitals and clinics

+255,000
Patients
Active with tailored therapy

Number 1 in Spain and Latin America
Sessions created in minutes and adjusted in real time, in person or remotely.

ORIGIN AND EVOLUTION

From a clinical practice to an international leader

NeuronUP was born in 2011 in a clinical psychology practice. Íñigo Fernández de Piérola, its founder and a psychologist, spent a huge amount of time designing worksheets by hand.

This shared need drove the creation of a digital tool designed to **save professionals time, improve the quality of materials and boost the motivation** of patients.



2012 - 2017

Consolidation in the Spanish-speaking market

First client in 2012. In 2017 it establishes itself as a leader and launches NeuronUP2GO and NeuronUP Kids.

2020 - 2021

Start of European expansion

Launch of the Portuguese version in 2020, followed by the French version in 2021.

2022

Academic milestone and NeuronUP Score

Collaborations with US universities and the launch of the NeuronUP Score scoring system.

2024

Consolidation in Europe

Successful launch of the platform in German, Italian and Norwegian.

2025

NeuronUP Assessment

Launch of the innovative digital product for patient assessment.

2026

NeuronUP Academy

Launch of NeuronUP's training product.

SECTION 02

Mission, Vision and Values



PURPOSE AND PROCESSES

Mission, Vision and Values

MISSION: WHY WE EXIST

Helping people by leading the global development of neurorehabilitation and cognitive stimulation, from assessment, diagnosis, treatment and follow-up, offering solutions in research, mental health and training.

One Wor(l)d Purpose: Helping people with their cognitive recovery worldwide.

VISION: WHAT WE AIM TO ACHIEVE

To be the global standard

in assessment and cognitive stimulation, transforming the future of mental health and rehabilitation.

VALUES: HOW WE WORK

- **01. For people:** We bring real value to society.
- **02. Responsibility:** With honesty, integrity, self-criticism and commitment.
- **03. Open innovation:** We integrate it as a natural part of the process.
- **04. Growth:** We move forward with total consistency and perseverance.
- **05. Pride of belonging:** Inspired by our great purpose.
- **06. Absolute focus:** We always put the client at the center of everything.

SECTION 03

Key data and figures



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GLOBAL IMPACT

Growing every day

Our platform builds a constantly expanding international presence, connecting centers, professionals and patients to transform the field of neurorehabilitation worldwide.

+3.500

Clients

from 75 countries

+8.500

Professionals

use the platform

+255.000

Patients

benefiting from the platform

+270M

Exercises

completed on the platform

From 25 to 80

People on the team

Growth between 2024 and 2026

GROWTH AND COMMUNITY

Our community and team

+87.000
Followers
On social media

+400.000
Monthly visits
Active traffic to the website

+12.000
Subscribers
To our monthly newsletter

+80
People
Multidisciplinary team

NeuronUP Talks

The podcast for neurorehabilitation and cognitive stimulation professionals, brought to you by NeuronUP.

100%
Growth
Compared to fiscal year 2024

€3M
2025 Revenue
"Forecast to double 2025 revenue"
— Founder of NeuronUP

SECTION 04

Products by NeuronUP



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OUR PRODUCTS

NeuronUP Assessment

NeuronUP's assessment product, which enables 100% digitalization of the process while preserving scientific rigor and the traditional procedure.

Digitalization of the procedure

Allows patients to be assessed digitally while faithfully following the procedure of traditional paper tests.

Backed by clinical experts

Created and developed by the renowned neuropsychology experts Marcos Ríos-Lago and Genny Lubrini.

Millimetric data precision

The platform rigorously measures response times to support clinical decision-making and the interpretation of results.



OUR PRODUCTS

NeuronUP Rehabilitation

The leading product in cognitive stimulation and rehabilitation, designed to deliver a smart, flexible therapeutic intervention focused on real results.

Highly customizable resources

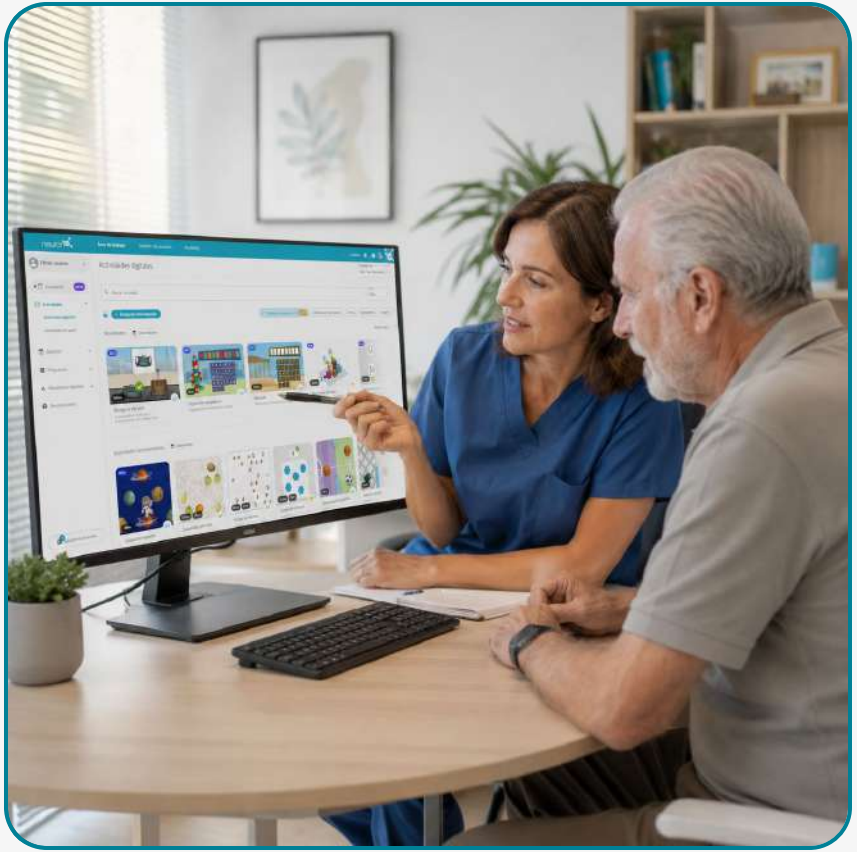
Hundreds of adaptable activities to fit each patient's specific needs and maximize their motivation.

Ecological and functional intervention

Exercises based on activities of daily living (ADLs) that bring the benefits of therapy directly into each patient's everyday life.

Planning and progress tracking

Intuitive tools to plan the clinical workflow, monitor daily progress and record objective results.



OUR PRODUCTS

NeuronUP2GO

The tool that lets patients remotely access sessions previously planned by the professional, ensuring uninterrupted cognitive stimulation and intervention.

Sending teletherapy sessions

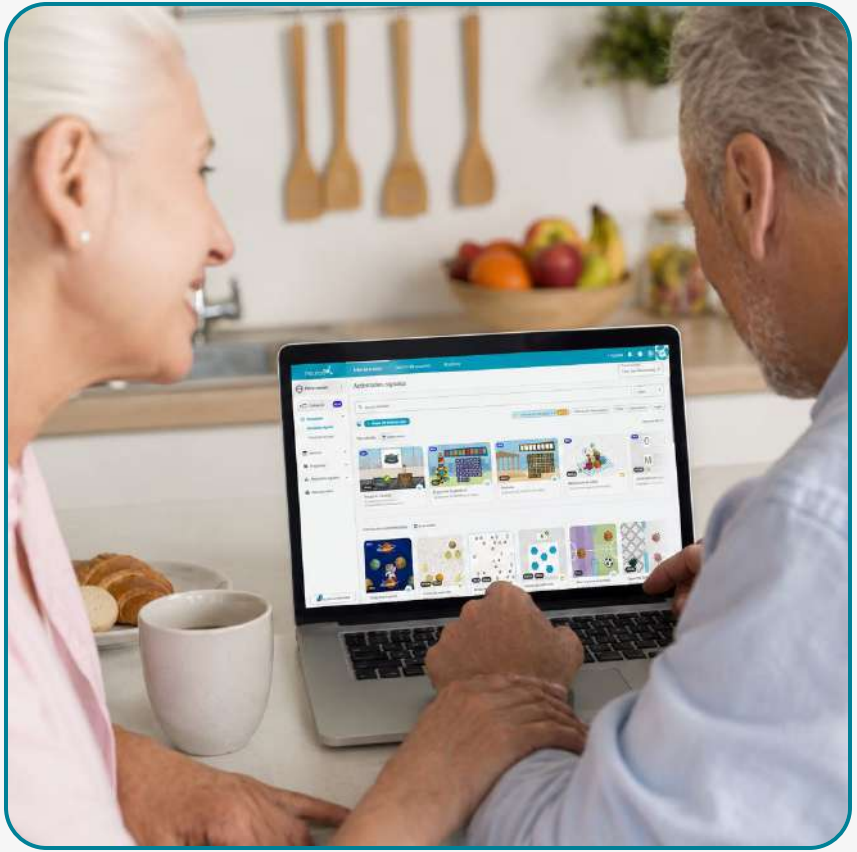
Easily plan and send personalized cognitive intervention and stimulation sessions directly to your patients.

Uninterrupted intervention

Treatment continuity and patient progress are guaranteed, since it lets them do exercises from anywhere.

Business scalability

Expanded practice capacity to reach more patients at once, without needing more physical space or in-person hours.



OUR PRODUCTS

NeuronUP Academy

An advanced university training project in neuropsychology, cognitive rehabilitation and mental health, created from NeuronUP's clinical and technological expertise to help professionals continue specializing.

Training delivered by leading experts

Learning with practicing specialists who bring their clinical experience, up-to-date content and criteria applicable to professional practice into the classroom.

University-backed accreditation for your specialization

The training is accredited with proprietary university qualifications backed by EUNEIZ, the University of Vitoria-Gasteiz, and professional certification from NeuronUP Academy.

A training path that always adds up

Option to start with a university course and progress toward higher qualifications (expert, specialist and master's degrees), keeping each completed course within your academic record.



SECTION 05

The team by NeuronUP



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TEAM STRUCTURES

Product Department

The Product Department is made up of the Technology Development, Data, Content and Neuropsychology teams.

Technology Development

Designs and builds the platform with an agile, secure, patient-experience-focused approach, creating innovative solutions for digital cognitive intervention.

Data Team

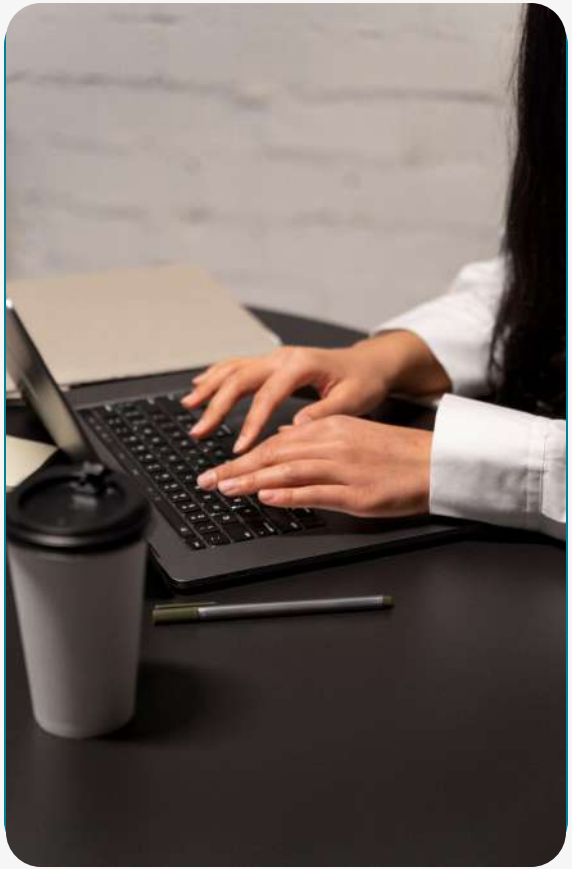
Turns data into useful knowledge by applying advanced analytics and AI, supporting clinical decision-making with an ethical and respectful approach.

Content Team

Develops NeuronUP's digital and paper activities. Designs interactive, customizable materials that adapt to different difficulty levels.

Neuropsychology

Ensures scientific rigor across all products, validating exercises and collaborating with institutions to guarantee a foundation in the latest evidence.



TEAM STRUCTURE

Sales Department

The Sales Department includes the Marketing, Sales, Customer Success and Revenue Operations teams.

Sales

Drives growth through strategic relationships with clinical and educational professionals to integrate the platform into their daily practice.

Marketing

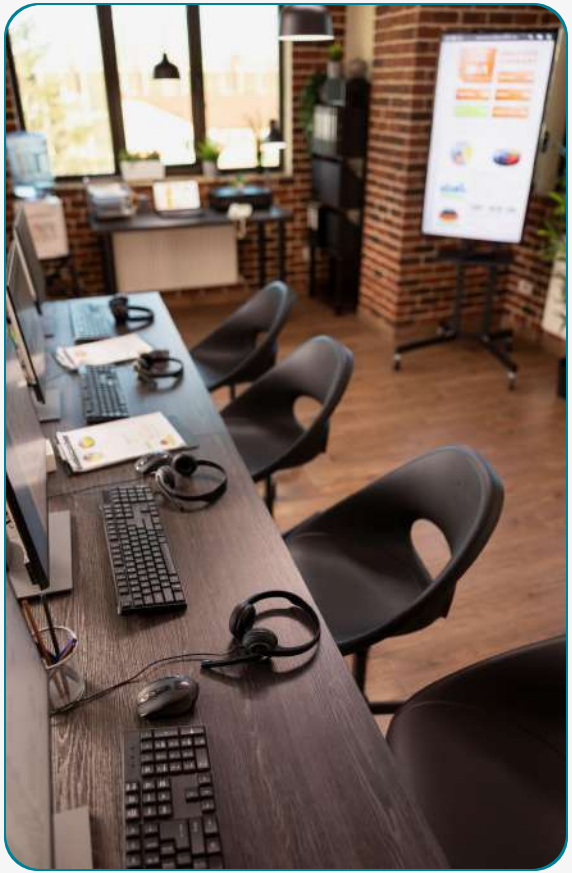
Positions NeuronUP internationally with go-to-market strategies tailored to each client profile (hospitals, care homes...).

Customer Success

Supports and guides every client through active listening, ensuring their satisfaction and maximizing the product's value.

Revenue Operations

Designs and optimizes revenue processes, providing tools, automation and robust data to every team.



TEAM STRUCTURES

Corporate Department

The Corporate Department is made up of the Security and Compliance, Human Resources, and Administration and Finance teams.

Security and Compliance

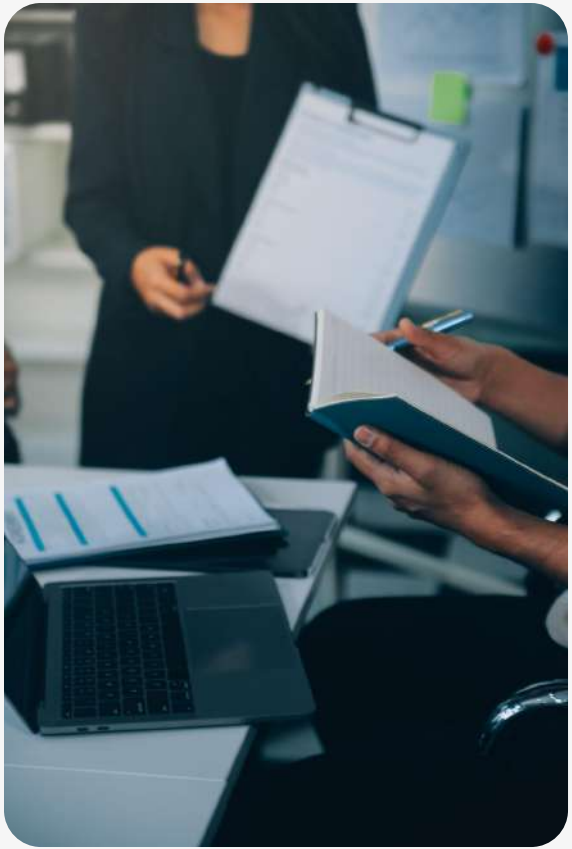
Ensures a secure, regulation-aligned environment (quality, data protection and security), reducing risk and adding agility.

Human Resources

Attracts talent aligned with our values, drives professional development and fosters an environment of well-being and motivation.

Administration and Finance

Manages financial and operational resources to ensure NeuronUP's short- and long-term efficiency, profitability and sustainability.



SECTION 06

Press releases



PRESS RELEASES

Media endorsement and coverage of the research

Classification of the digital publications, reports and scientific papers that back the **study on Post-COVID Fatigue.***

Health media

- Diario Médico
- El Médico Interactivo
- Infosalus
- Psiquiatría.com
- Salud a diario

Digital coverage

- Salud en tu vida
- Diario Siglo XXI
- MSN Noticias
- Europa Press (Agency)
- ANIS Salud

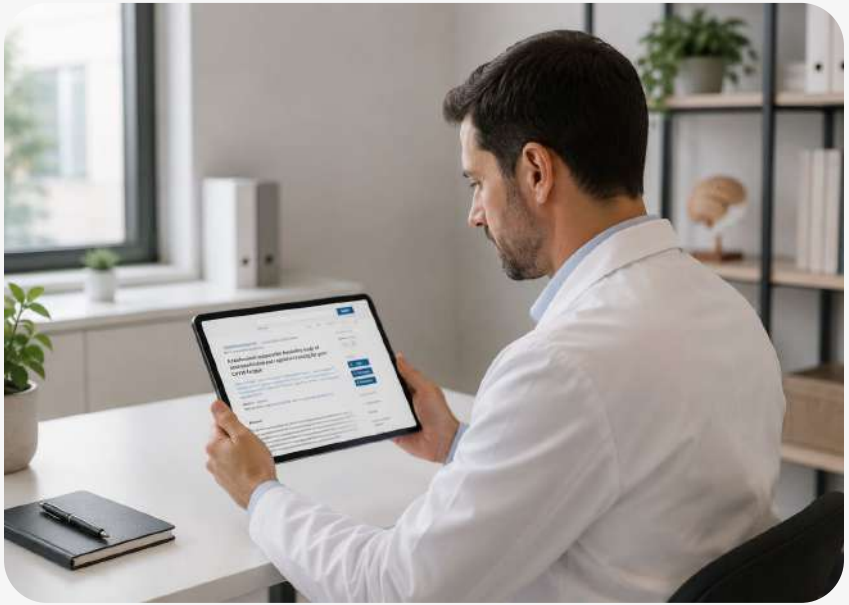
Scientific report

- PubMed

Regional press

- El Periódico de Extremadura
- Levante EMV
- Información
- El Periódico de Aragón
- La Nueva España
- Diario de Córdoba

And many more media outlets...



*Digital publications, reports and scientific papers in Spanish

PRESS RELEASES

Media endorsement and coverage of the research

Classification of the digital publications, reports and scientific papers that back the **study on Parkinson's disease and neurorehabilitation.***

Health media

- Infosalus.com
- Fármaco Salud
- Cuidate Plus (Marca)
- Noticias de Salud
- Geriatricarea.com
- Infobae
- 65ymas.com

Digital coverage

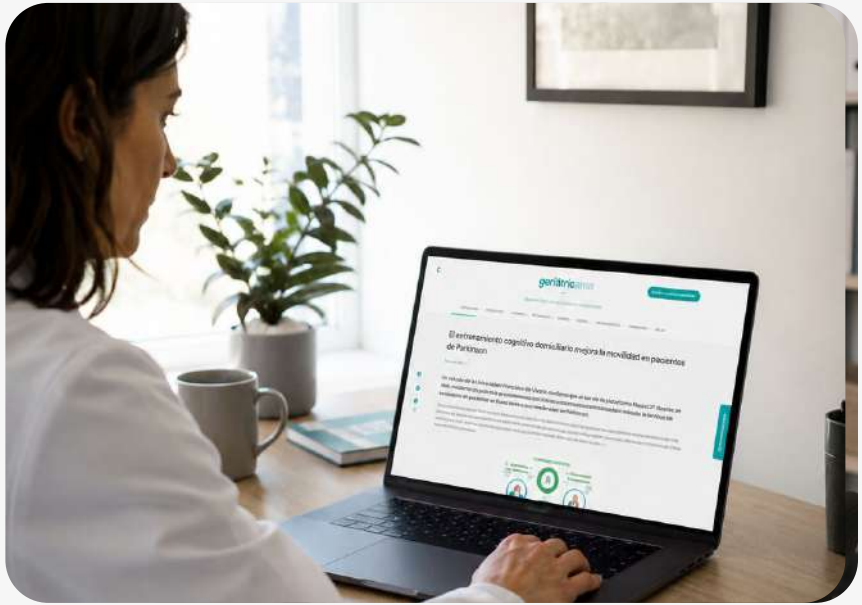
- Diario Siglo XXI
- NOTICIASDE (2 articles)

National press

- Servimedia
- Demócrata

Regional press

- Crónica de Cantabria



*Digital publications, reports and scientific papers in Spanish

PRESS RELEASES

Media impact

A compilation of the latest interviews, features and collaborations in the national general press, as well as in the main regional press, television and radio channels.

El País

National press(Spain)

An in-depth interview with founder Íñigo Fernández de Piérola, in which he looks back on NeuronUP's evolution since he identified, in his own practice, a clinical need for cognitive intervention. After

the challenges of the early years and the consolidation of its business model, backed by solid financial growth and private investment, he explains how optimizing the therapeutic process has led the platform to be part of the daily work of more than 7,000 specialists.

Read the article in Spanish →



PRESS RELEASES

Media impact

A compilation of the latest interviews, features and collaborations in the national general press, as well as in the main regional press, television and radio channels.

ne

Emprendedores

National press(Spain)

A detailed analysis of NeuronUP as a leading platform in neurorehabilitation, highlighting its presence in more than 75 countries and its digital ecosystem.

Read the article in Spanish →

La Rioja

Regional press(Spain)

An in-depth interview with founder Íñigo Fernández de Piérola: "When we started, we just wanted to save time to spend on the patient."

Read the article in Spanish →

La Razón

National press(Spain)

Coverage in the leading national print media of the evidence on how to protect our brain health: 20 Minutos, Semana, La Razón and
Infogeriatría.

Read the article in Spanish →



PRESS RELEASES

Media impact

A compilation of the latest interviews, features and collaborations in the national general press, as well as in the main regional press, television and radio channels.

RTVE

TV newscast(Spain)

A special report aired on the Telerioja newscast, highlighting NeuronUP's technological innovation for Parkinson's disease intervention.

Watch the digital newscast in Spanish →

COPE

The "Lo Que Viene" program(Spain)

A collaboration with this program specializing in technology and innovation to showcase our neurorehabilitation platform and the latest trends in the sector. Minute 6:45.

Listen to program in Spanish →

CMM Media

Regional media outlet(Spain)

An interview with our neuropsychologist Valeria Medina on the program Castilla La Mancha Despierta, about how to support the autonomy and reintegration of people with schizophrenia.

Watch the interview in Spanish →



SECTION 07

Brand style



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CORPORATE IDENTITY

The NeuronUP visual brand

Core design guidelines and key components that define our visual personality and ensure our brand's consistency.

Primary colors

- Blue: **#00ABC7**
- Gray: **#474C4E**
- CTA accent: **#FF9C00**

Typefaces

Titillium Web: Apps and adults

DM Sans: Corporate website

Arial Rounded: Children's

Mascot: *Neuronito*

A blue character with organic shapes derived from the logo. Reserved for gamification, children's feedback and newsletters.

Visual language

Clinical for professionals, real and emotional for associations, and a friendly vector style aimed at children.



Download corporate material

SECTION 08

Testimonials and reviews



TESTIMONIALS

The professionals' experience

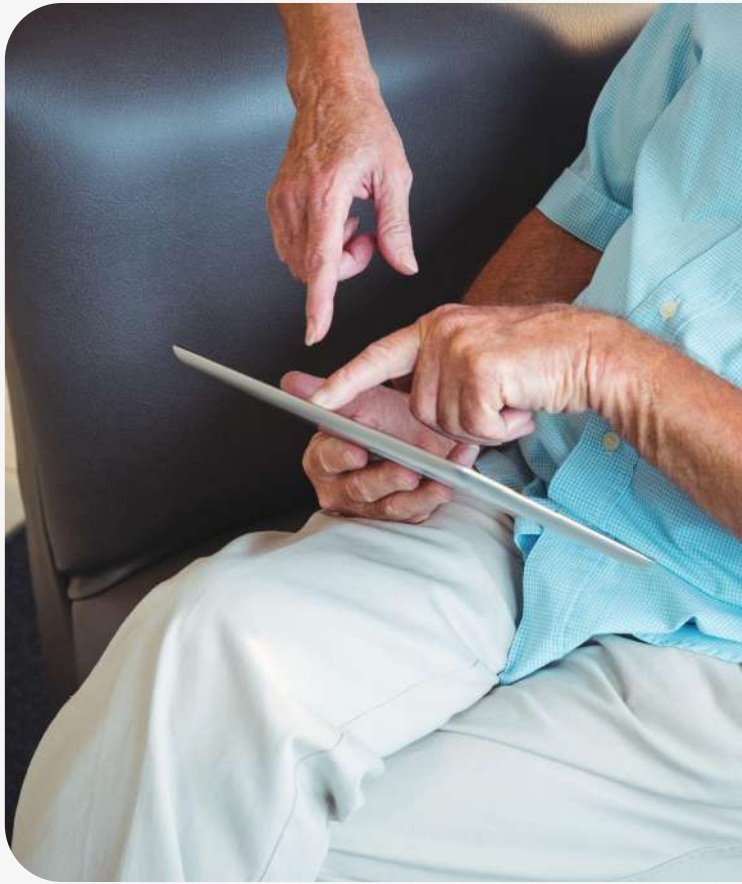
Discover firsthand how NeuronUP leads the sector as an indispensable ally for daily cognitive rehabilitation and clinical follow-up.

caser residencial

We are always looking for solutions that let us offer our clients and residents the best possible care. Integrating NeuronUP into our centers is a major step forward in cognitive stimulation, giving our professionals a ***versatile, effective platform to improve the quality of life*** *of the people we care for.*

In this sense, our strategy is to keep incorporating ***technology to develop care plans tailored*** *to people's needs."*

Susana Delgado,
Director of Caser Residencial



TESTIMONIALS

The professionals' experience

Discover firsthand how NeuronUP leads the sector as an indispensable ally for daily cognitive rehabilitation and clinical follow-up.

Ten years working with NeuronUP, forty patients a day, three days a week, and it's still an essential tool for our work.

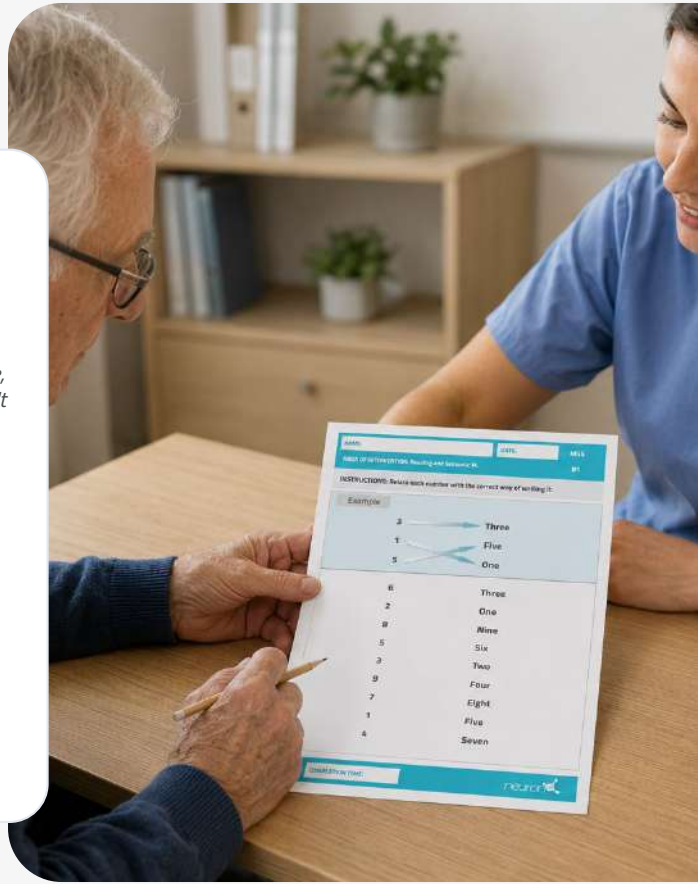
I'm very satisfied with the experience of using the platform in a clinical setting. We can confirm the effectiveness of the NeuronUP platform in improving various cognitive areas in people with mental health difficulties

Jokin Gutiérrez,
Educator at Centro Ocupacional Iturrama de Elkarkide

We've been using the NeuronUP program for years. We use it to carry out cognitive activity in different intervention groups for cognitive decline, dementia, acquired brain injury or long COVID. We also work online, at home, with some patients who currently can't or don't want to come to the center.

*The advantage is that with **a single platform we can provide in-person care** to many patients with different conditions, as well as at home. Patients are happy, and it's very useful for professionals, since **it offers a wide range of therapeutic options.***

Silvia Muntal,
Neuropsychologist at Fundació Hospital de Sant Celoni Baix Montseny:



TESTIMONIALS

The professionals' experience

Discover firsthand how NeuronUP leads the sector as an indispensable ally for daily cognitive rehabilitation and clinical follow-up.

Clínica Universidad de Navarra

*'Because the NeuronUP platform lets you **work from any computer** with internet access, it has allowed us to **support patients from different cities** while still relying on the support and treatment of their reference professionals without losing quality.*

*Likewise, thanks to the **option to choose different languages,** we've offered sessions in Catalan and English to **support the ecological validity of the interventions** by prioritizing an intervention centered on the person and their preferences.'*

Genoveva Montoya Murillo,
Neuropsychologist at Clínica Universidad de Navarra

CENTRO DE DESARROLLO INTEGRAL

*''Since we started working with NeuronUP, **we've seen significant improvements in the effectiveness of the sessions,** both from a therapeutic and a motivational standpoint. Key benefits include: **greater engagement** and sustained attention during activities; **detailed tracking** of progress; r**educed frustration** in children; the option to combine in-person and at-home work; **versatility to intervene in diverse contexts."***

Isabel Corbacho García,
Psychopedagogue and Director of Gabinete Psicopedagógico Isabel Corbacho



TESTIMONIALS

The professionals' experience

Discover firsthand how NeuronUP leads the sector as an indispensable ally for daily cognitive rehabilitation and clinical follow-up.

*It's just as important to work with the patient on the areas with deficits as on those still preserved, and that's why **we need NeuronUP's resources,** since **otherwise it would be very difficult** and, in some cases, impossible.*

Zeltia Veiga Roca,
Psychologist and neuropsychologist at ZV Psicología I Neuropsicología

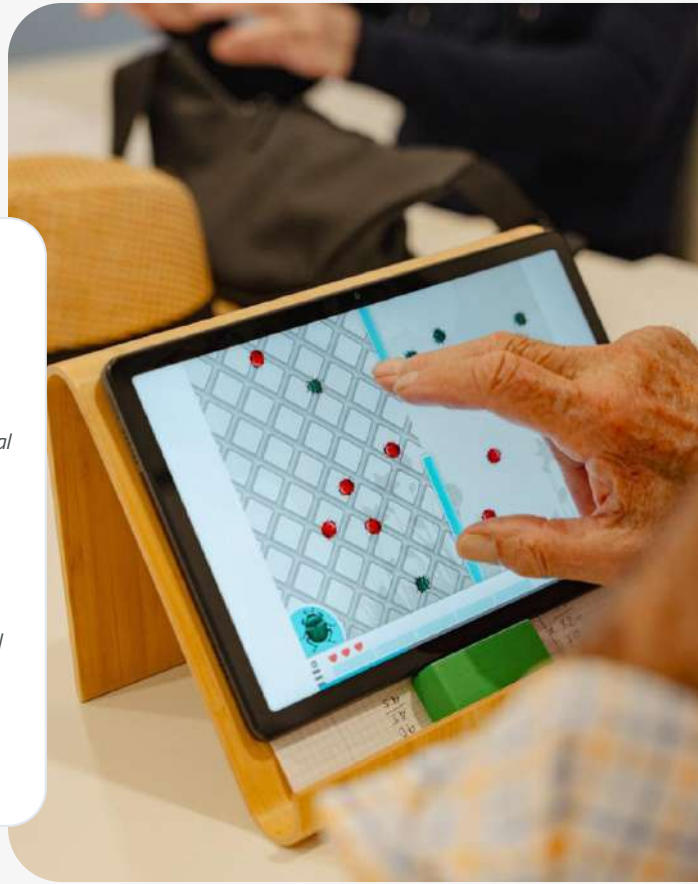
***We don't see how cognitive stimulation,** within a person's individualized plan, **can work without including NeuronUP** as one of the approaches that complements the rest*

Aitor Piñeiro Gago,
Occupational Therapist for groups at AFA Rioja

*At AFA Alcrebite we use it to **run cognitive stimulation workshops** through new technologies, and we're very happy with it, since it not only lets patients acquire digital skills, but also **helps increase their functionality and preserve their cognitive skills.***

*We're very happy with this platform and recommend it, since it's **very easy to use,** dynamic, engaging, offers a wealth of cognitive, instrumental and digital resources and benefits, and you'll be supported by their team at all times.'*

Alcrebite Asociación Alzhéimer



SECTION 09

Social media by NeuronUP



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DIGITAL COMMUNICATION GUIDE

Communicating about NeuronUP

Guidelines to ensure a consistent, accurate online representation aligned with our values.

Who is this for?

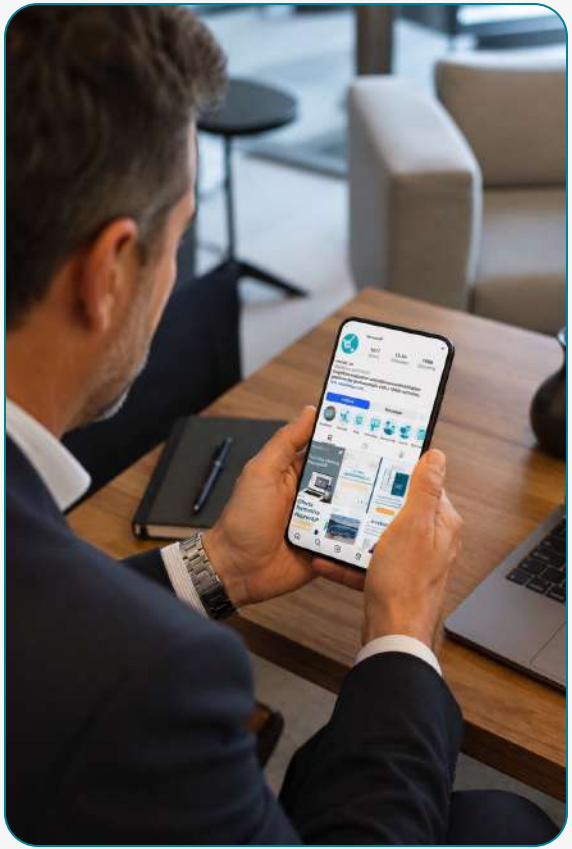
This guide is intended for collaborators, partners, media outlets, industry professionals and anyone who wants to talk about NeuronUP online.

Main objective

To provide clear, useful information to ensure our brand is represented consistently, accurately and in line with our values.

Brand purpose

Clear, consistent communication strengthens the impact of our work and trust within our community.



DIGITAL COMMUNICATION GUIDE

Tone and communication style

Essential guidelines for connecting with our community in a human, clear and rigorous way, always reflecting the essence of the brand.

What we aim for

A human, approachable tone:

- A professional, honest and constructive tone.
- Clear, rigorous and accessible language.
- Empathetic phrasing with social purpose.

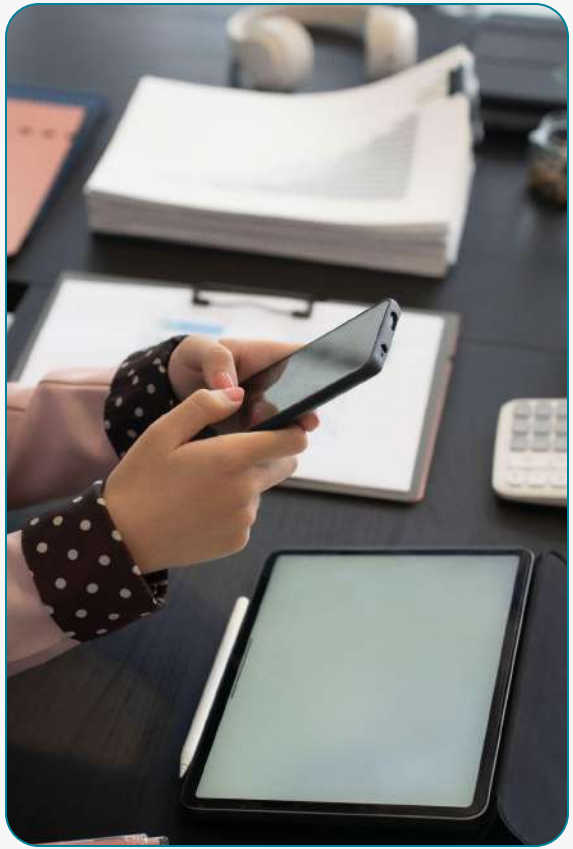
What to avoid

Barriers and cold technical jargon:

- Overly technical language or complex jargon.
- Calling them "patients" instead of "patients."
- Mentioning medications or studies involving animals.

Rigorous Brand Identity

Always write **NeuronUP**, *keeping the 'N' and 'UP' capitalized. Avoid common online mistakes such as 'neuronup,' 'Neuron Up' or 'Neuron App,' ensuring institutional consistency across every outlet.*



DIGITAL COMMUNICATION GUIDE

Key messages and topics to communicate

Our mission underpins every message. We communicate with clinical rigor, social purpose and a focus on improving people's quality of life.

Messages that reinforce our mission

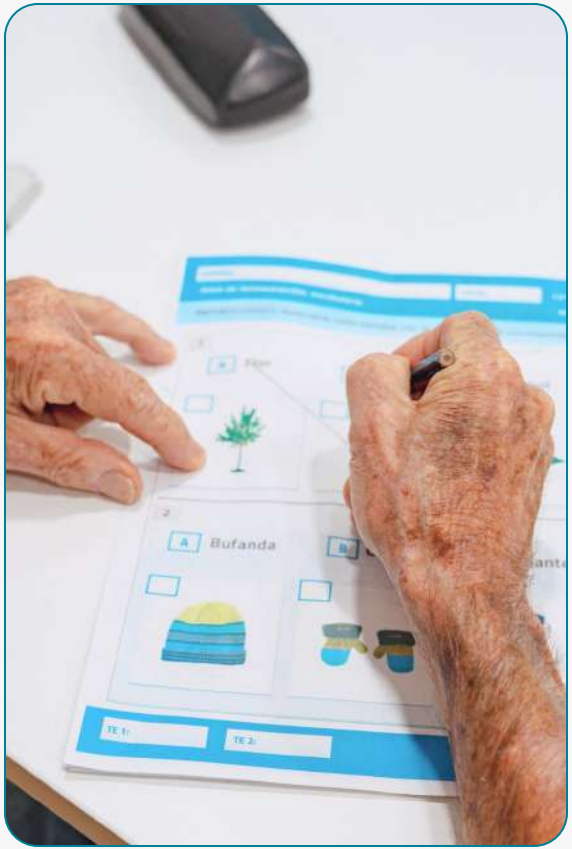
Key phrases and ideas from clinical practice:

- NeuronUP was born from clinical practice and is designed by and for professionals.
- We help design, plan and assess cognitive stimulation therapies.
- Our focus is improving people's quality of life through digital intervention.
- We believe in purposeful technology that complements, not replaces, professional intervention.
- We innovate to support, not to automate.

Main topics to communicate

Suggested content pillars:

Rehabilitation & Stimulation · Technology & Health · Neuropsychology & Education
Success Stories · Internationalization & Growth · Social Impact & Diversity



DIGITAL COMMUNICATION GUIDE

Brand usage and visual guidelines

Essential guidelines to ensure consistency in the use of our brand name, the selection of graphic material and strict compliance with privacy.

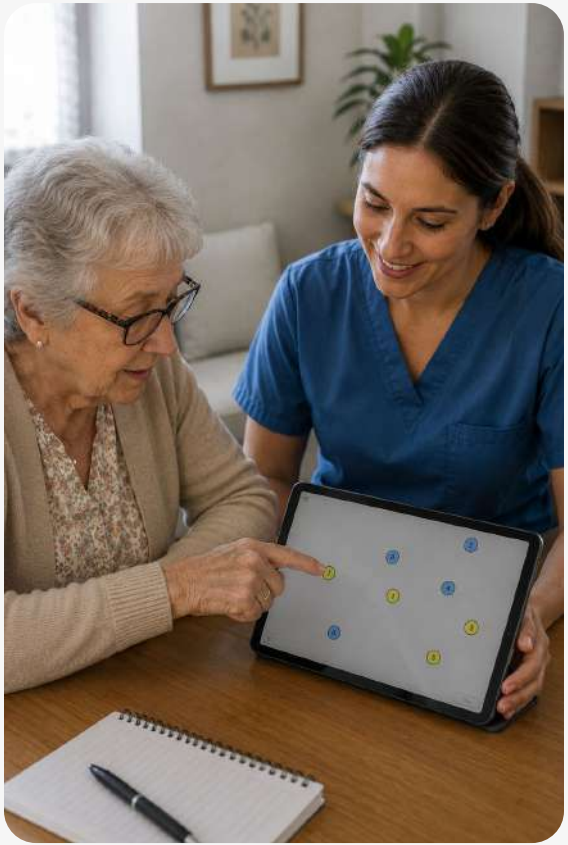
Visual recommendations

Suggested types of images to illustrate content:

- Professionals in a cognitive therapy session or interacting with the platform.
- Devices showing the NeuronUP interface in clean, real-world settings.
- The corporate team working or taking part in official industry events.

Consent, privacy and resources

Images of patients or minors may not be published without signed, explicit consent. Symbolic images should be prioritized.



DIGITAL COMMUNICATION GUIDE

Official and industry hashtags

Use these tags to structure our posts, improve institutional reach and connect with the scientific and professional community on social media.

Official brand tags

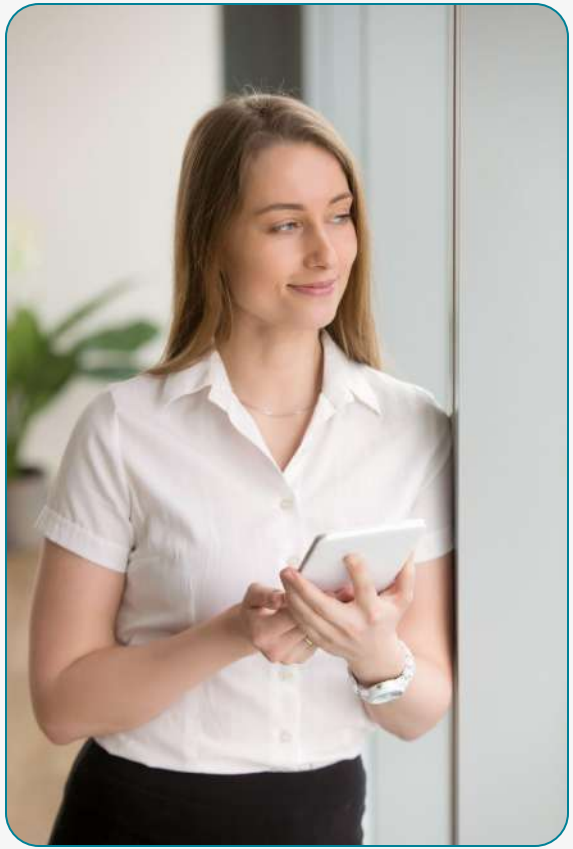
Our own tags to identify NeuronUP's activity and resources:

#NeuronUP · #CognitiveStimulation · #CognitiveRehabilitation · #CognitiveAssessment · #DigitalHealth · #LeadingChange · #NeuronUPTalks · #NeuronUPrehab · #NeuronUPAssessment · #NeuronUPAcademy

General industry tags

Global tags to position content within the professional conversation:

#Neuropsychology · #Neuroscience · #Neurorehabilitation · #CognitiveIntervention · #NeurodevelopmentalDisorders · #MentalHealth · #AcquiredBrainInjury · #IntellectualDisability · #NeurodegenerativeDiseases · #MentalIllness · #CognitiveHealth · #Memory · #Brain · #CognitiveDecline



DIGITAL COMMUNICATION GUIDE

Mentions

NeuronUP's official channels to tag and mention in posts, ensuring a direct connection with our global community.

Official accounts (Part 1)

Tag our main accounts to spark active conversation:

🔗 **LinkedIn:** linkedin.com/company/neuronup-en/
✖️ **X (Twitter):** x.com/NeuronupEN
📸 **Instagram:** instagram.com/neuronup.en/
🔵 **Facebook:** facebook.com/NeuronUPEN
▶️ **YouTube:** youtube.com/channel/UC0_GmLNKdiPxHTi0S0obE3g
🎵 **TikTok:** tiktok.com/@neuronup
📌 **Pinterest:** tiktok.com/@neuronup



Contact information

Have questions or need support? Get in touch with our specialized teams to resolve your queries and receive the right assistance.

Marketing support and inquiries

For general questions, partnerships or brand resources:

prensa@neuronup.com

Official phone support

Direct support from our headquarters:

+34 941 28 72 38

Professional and clinical support hours.

Headquarters

NeuronUP S.L. is located at:

Calle Piqueras 31, 5th Floor. 26006 Logroño, La Rioja, Spain.

Presence in Madrid and Barcelona.

