

# Our Values

We believe in setting up a strong company culture to drive our business strategy. These values reflect our profound drivers and our ambition with NeuroClues.

NeuroClues is a **pragmatic** solution **empowering** practitioners to **care** for their patients based on **trustful** science embedded in a **qualitative** product. This is translated in a set of values and virtues (values in action) that are shared amongst our collaborators and partners.



**Care for all** : Caring for patients is our priority as well as promoting diversity and equality, avoiding biases in HR selection, and treating all customers, business partners, and competitors with respect! We also encourage proactive, clear, and asynchronous communication based on facts and figures, and aim to record all decisions for future reference. All collaborators are considered as sales representatives and we emphasize the importance of interacting in the best interest of the company with partners, hiring candidates, and potential clients.

**Trust by default**: We value trust for practitioners, patients, and collaborators. For us at NeuroClues, trust is built on transparency, open conversations, coaching, and team incentives. Collaborators should proactively give feedback, be solution finders, deliver on promises, and be true in all communications.

**Empowering people** : At NeuroClues, we believe in empowering our people, users, scientific community, patients, and shareholders through clinical biomarkers, objective data analysis, and open communication. We challenge the status quo and encourage our collaborators to push boundaries, take risks, and learn from failures. As coaches, not managers, we support practitioners to do their best work and give everyone a safe place to express their ideas. We promote open communication and encourage our collaborators to ask for help when they need it.

**Pragmatism in execution** : We aim to positively impact society and patients through our product based on actionable science, which emphasizes objective facts over impressions. We believe that innovation should be pragmatic and focused on answering a need rather than creating one, while also actively seeking customer satisfaction. We encourage a big picture focus, prioritizing the most critical tasks and delegating or postponing others, rather than becoming bogged down in details.

**Quality in all our actions**: At NeuroClues, our patients are at the core of our company and we strive to maintain the highest quality standards to earn their trust. We believe in meeting our clients' expectations while delivering the appropriate level of quality. With our ambition and collective intelligence, we aim to create innovative products that make a real impact in the field of clinical biomarkers for identifying neurological disorders.