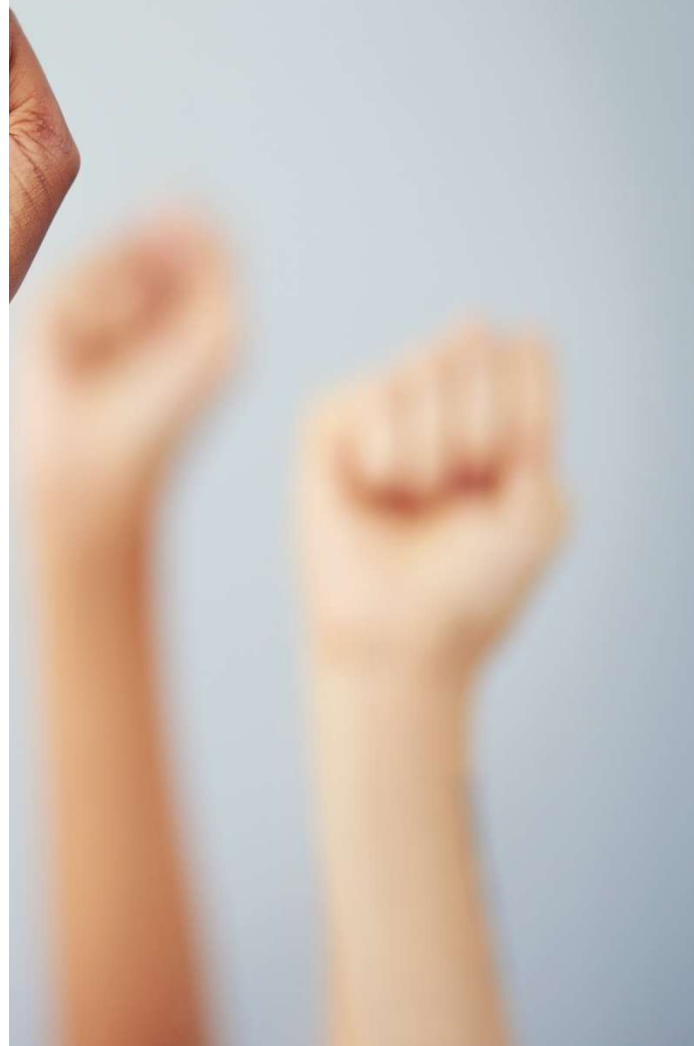


Three Years, One Dream, Infinite Possibilities



Code
Begins

DECEMBER 2025



Cute Brains Pvt Ltd.

Who are we

Cute Brains Pvt Ltd was founded on December 28, 2022. It is a healthcare startup focused on cognitive assessment and learning disability support, incubated at IIT Kanpur with headquarters in Delhi, India. It is currently involved in behavioural and cognitive assessment evaluating specific abilities. It also conducts pre-clinical assessment for Specific Learning Disabilities (SLDs) like dyslexia, dysgraphia, and other neurodevelopmental disorders. It also provides targeted interventions to enhance functional abilities, supporting academic progress, and fostering overall growth.

Our Flagship Product

The Assistive Application for Children with Dyslexia & Dysgraphia (AACDD) helps Hindi-speaking children improve reading and writing skills through visual, auditory, and haptic feedback.

Company's Profile

Directors



What We Do

Assessment, Early Detection & Intervention

The assessment of cognitive abilities play a crucial role in identifying learning potential, developmental delays, and neurodiverse conditions such as autism spectrum disorder, ADHD, and dyslexia. Early detection is especially vital in a country like India where awareness of neurodiversity is still growing and access to specialized care is uneven.



A startup incubated at IIT Kanpur

- ◆ **Cute Brains Pvt Ltd**, incubated at **SIIC, IIT, Kanpur**, India.
- ◆ Behavioral & cognitive **assessment** of abilities in children.
- ◆ Detection, diagnosis, intervention for Specific Learning Disabilities.
- ◆ Provides early **identification of natural abilities** of children.
- ◆ Sale and service of assistive tools & applications.



- ◆ Assistive Application for Children with Dyslexia & Dysgraphia (**AACDD**).
- ◆ Training module for children with Specific Learning Disabilities.
- ◆ **Totally Non-clinical and non-medical** technique.
- ◆ Combines visual, auditory, haptic sensation & motor movement.
- ◆ Facilitates learning skills of children with **Dyslexia & Dysgraphia**.

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Considering that timely screening helps recognize neurodevelopmental challenges before they escalate, Cute Brains is working towards facilitating children to receive support during critical learning years. Cognitive assessment enables educators to tailor learning strategies fostering inclusive classrooms. Further, structured diagnosis and intervention promote understanding and acceptance of neurodiversity, helping reduce social stigma. As a Startups, Cute Brains has developed assistive tools and digital means to bridge gaps in early detection, pre-clinical diagnosis and intervention, especially in rural and underserved areas

Cognitive assessment and early intervention are not just clinical tools; they are gateways to equity, empowerment, and lifelong learning for neurodiverse individuals across India.

Capacity Building

Capacity building plays a transformative role in the domain of cognitive assessment, early detection of neurodiverse conditions, and intervention, especially in a diverse and resource-constrained country like India. Cute Brains has gone extra miles to equip parents, teachers, psychologists, and healthcare workers with the skills to identify and support neurodiverse children.

Enhancing pre-clinical diagnosis help parents and teachers to ensures timely intervention, especially in underserved areas.



Our workshops encourage integration of cognitive tools and screening protocols into mainstream education and healthcare systems. It is empowering parents, caregivers, and other stakeholders to recognize signs of neurodiversity and seek help early.

Cute Brains is working towards tailored solutions taking into consideration India's linguistic, cultural, and socioeconomic diversity. It carried out several workshops in Kanpur, Varanasi, Bhadohi, Unnao, and Noida.



University Connect

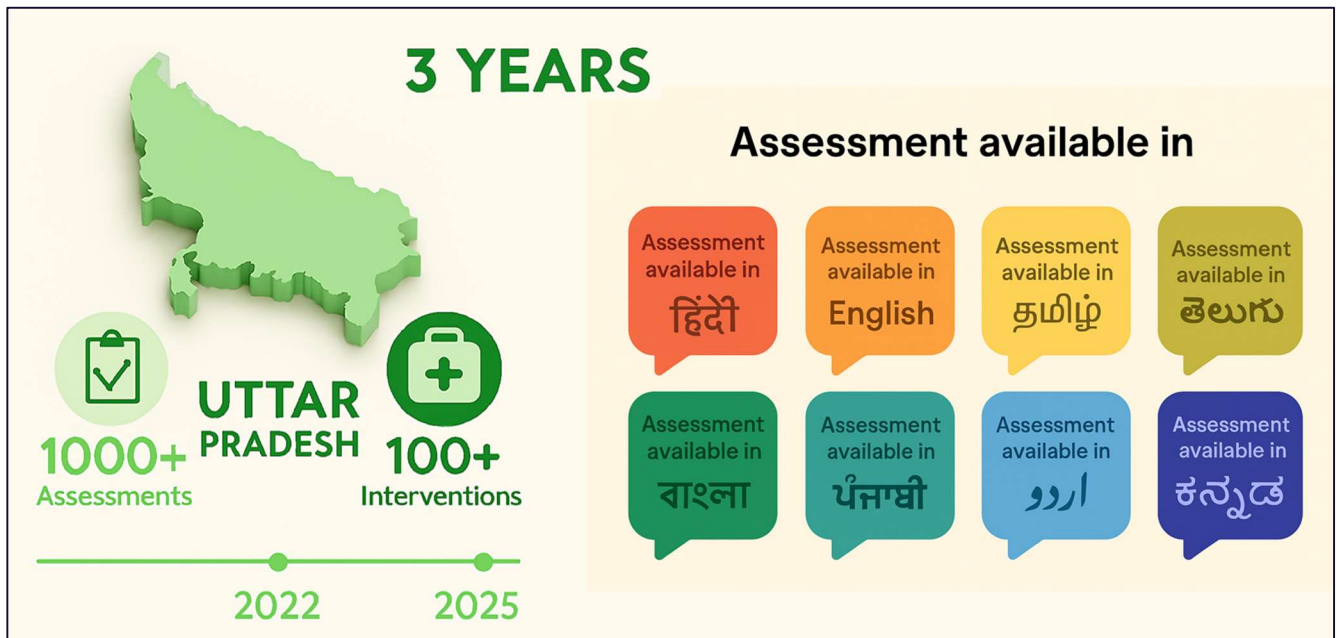
The University Connect program by Cute Brains recently launched an internship initiative tailored for psychology students, aiming to bridge academic learning with real-world application. Through this program, students gain hands-on experience in psychological research, behavioural analysis, and mental health support, under the guidance of



industry professionals. Beyond skill development, the larger goal of the initiative is to cultivate a new generation of empathetic, research-driven psychologists who can contribute meaningfully to both clinical and community settings. By fostering collaboration

between universities and the professional sphere, Cute Brains is laying the foundation for a more integrated and impactful future in psychological sciences.

The Journey So Far



Letters of Appreciation

We are writing to extend our deepest gratitude for the impact that your guidance and the generous support from IIT Kanpur and Cute Brains Pvt. Ltd. has had on our students and community.....we have met with parents of 19 students out of the 24 identified in the preliminary screening, aimed at focusing on the importance of timely psychological assessments. During the initial session the parents were gently eased into the conversation of holistic development of the student. The parents were supportive and expressed their deep appreciation for the effort. They have also shown interest in getting their children assessed.

We seek your guidance on the appropriate next steps and we thank you for your unwavering commitment to this important cause. We look forward to our continued collaboration as we strive to make a positive difference in the lives of our students.

Ms. Bhawna Gupta

Principal

Sir Padampat Singhania Education Centre, Kanpur

The session was very informative and helped our teachers understand important topics such as dyslexia, dysgraphia, and the importance of early support for children with learning difficulties. Your presentation and demonstration of the Assistive Application for Children with Dyslexia and Dysgraphia (AACDD) were extremely useful and practical.

Dr. Suchi Tiwari

Principal

Gyandevi Balika Intercollege, Bhadohi

The efforts of Cute Brains Pvt. Ltd. in creating awareness, guiding teachers, and solutions are truly commendable.

Ms. Mukta Pandey

Principal

Shri Vallabh Balika Vidyapeeth, Varanasi



Acknowledgment

We gratefully acknowledge the conferment of the Sri Dev Raj Chair and the Pavitar Joneja Chair upon Professor Braj Bhushan, Founder Director. This distinguished recognition not only honors his pioneering contributions to psychological research but also affirms the value of a long-standing research journey that has now culminated in a tangible product and service with societal impact. We extend our heartfelt thanks to Sri Deepak Raj and Sri Dev Joneja for their generous support and vision, which have played a vital role in translating academic excellence into meaningful innovation.



In the Media



Note of Gratitude



We extend our sincere gratitude to IVYCAP Securities for their generous support and invaluable contribution in conducting the sensitization workshop, as well as providing support to comprehensive assessment and intervention services for children with dyslexia and dysgraphia.

Your commitment to creating awareness, fostering understanding, and offering specialized guidance has made a meaningful difference in the lives of the children and families we serve. We deeply appreciate Dana Foundation's dedication to promoting inclusive education and look forward to continued collaboration in the future.



STARTUP
INCUBATION AND
INNOVATION
CENTRE
IIT KANPUR

We are truly grateful to the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur for the resources and encouragement that helped move our idea forward.

Connect with Us

Contact Us For

1. Online screening of dyslexia
2. Connect to a registered psychiatrist / psychologist



Registered Office:

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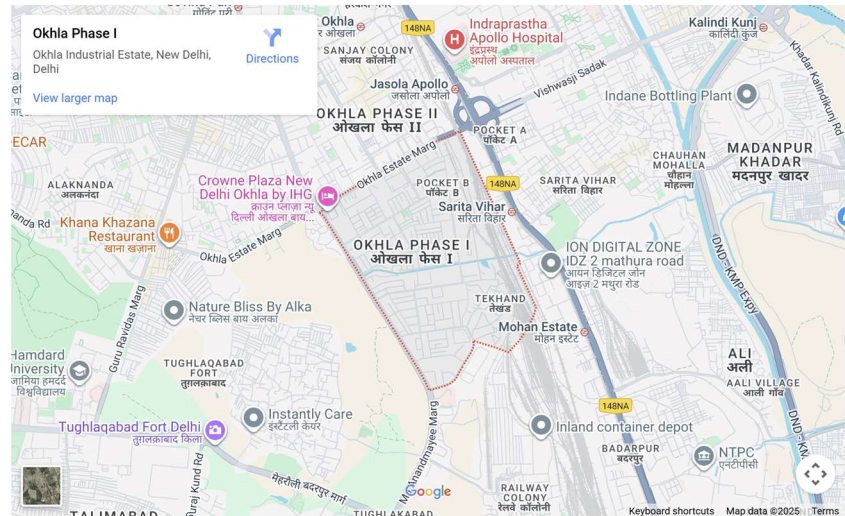
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