TOLOOBA

Memory Enhancement Technologies

Our mission

Our mission is to enable people to use their memory as long as possible.
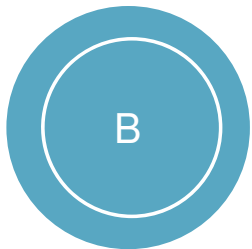
We focus on user centered & scientifically proven solutions. Building solutions that people really use.

Tolooba product line

A

Tolooba Compensatory Memory Training

Cognitive Compensatory Training (CCT) for measuring and improving memory skills of people suffering from subjective cognitive decline in daily life.

B

Tolooba RMBR

An algorithm selecting images that give back memories to improve the wellbeing of people suffering dementia. Rewarded with the JAIN Challenge Award of best prototype.

C
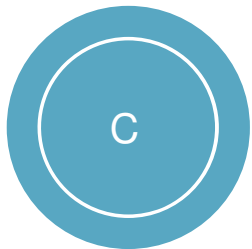
Tolooba Sikozi Data Management

Cognitive research data management platform for optimal patient engagement and data management in research

Better Memory

Cognitive compensatory training program for people suffering subjective cognitive decline

TEST, ANALYSE & MONITORING

Baseline test to provide baseline functioning and identify specific problems based on health and lifestyle problems

Progress test to monitor performance over time

INFORMATION & MEMORY EDUCATION

Information about memory loss and increased forgetfulness

Tips about how to better remember things

Lifestyle advice

MEMORY TRAINING

Gamified memory strategy training for specific memory problems. Teaching the memory how to work around every day struggles.

10-day - 15 - 20 min a day

Challenges to overcome

Setting up a reliable and easy-to-use baseline test for the memory.

This data might provide valuable insights in the long term, regarding early stage decline.

Collaborating partners

Philips Research - Collaboration in new memory strategies

Vilans - Collaboration in effect measurement and knowledge

Radboud University - Collaboration in clinical research and knowledge

RISE - Collaboration on knowledge and frontend

Philips Vital Health - Data distribution in care

Leadership team

Fokko van der Woude
Co Founder and shareholder

Fokko is responsible for product operations. He started the mission to enable people to use their memory for as long as possible by helping his grandmother to remember her past. Fokko has a strong focus on meeting user needs for new products and services, with a user-centered design approach.
In 2013 he developed a solution that prevented people suffering dementia from leaving the house or carehome. By disguising doors as bookcases with a doorsticker he developed a user-friendly and cheap solution that decreased the numbers of people running away with over 80%.

Arend Wouwenaar
Co Founder and business strategist

Arend is responsible for the strategic decision making process of Tolooba. He can sit at the table in many disciplines and has an above average hard skilled experience and knowledge in business strategy, negotiation and conceptual thinking. In the past he led his own startup, went bankrupt and started all over again with hard lessons learned.

Anton Knipper
Co Founder and shareholder

Anton is responsible for business development and partnerships. Anton is an experienced entrepreneur, who is working with Fokko and Arend for years now. He has a proven expertise in setting up new businesses and strategic collaborations to set up the right traction channels for growth. As a strong connector he has an impact driven mindset and is always looking for added value in the chain of business partners.

Scientific advisory panel

Laura Klaming (candidate)

Senior Scientist Cognitive Psychology

Laura Klaming is the driving force behind the research and prototype development of Memory Up. She works as a senior researcher at Philips Research Europe and is Ageing Fit speaker. She would like to be involved in the further development with Philips as a strategic partner.

Marie Sjolinder

Senior Researcher at Research Institute of Sweden

Marie works as a researcher for the Research Institute of Sweden (RISE). They were involved in the Memory Up project. Marie has a PhD in psychology with a focus on age differences and the use of technology. Marie is managing national and international R&D projects within e-health and welfare technology . RISE would like to be involved in further development.

Dr. Boris Konrad

Neuroscientist, memory training and neuro technology expert

Dr. Boris Nikolai Konrad does not only research superior memory, he has one himself. The neuroscientist investigates the neuronal basis of memory training at the Donders Institute in Nijmegen and is a multiple times Memory World Record holder.

Tineke van der Woude

Mindfulness based cognitive therapist

Started her practice in 1987, Tineke combines cognitive behavioral techniques with a diversity of mindfulness strategies in order to help individuals better to understand and manage their thoughts, emotions in order to achieve relief from feelings of distress. Tineke is an author and experienced in organizing and facilitating (group) therapy and individual (digital) coaching.

Our scientific advisory board (2/2)

Anand Gavai (candidate)
Biomedical Software Engineer

Anand holds a PhD in bioinformatics with specialization in Bayesian Networks. He has authored research articles and builds intelligent software technologies that impacted scientific domains. Anand joint the team after a joint experience in another startup team. Anand works at the Wageningen University. He has a fascination for personalized nutrition and AI modelling.

Thank you for your attention

Contact?
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