



Company outline

Pegara, Inc.
<http://www.pegara.com/>

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Our mission statement

We provide an innovative

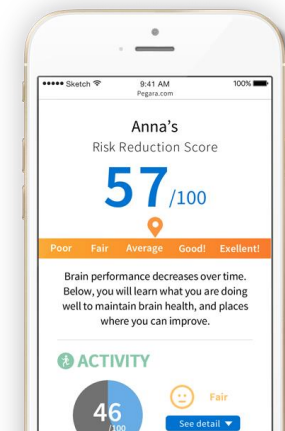
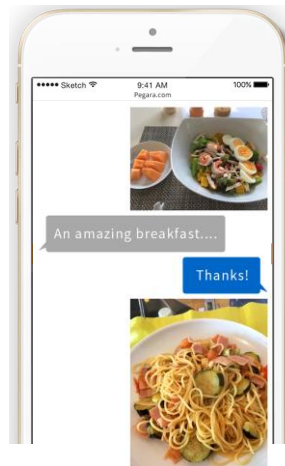
“Life-changing Program”

to reduce the risk of people being diagnosed with Alzheimer’s and other memory impairing diseases.





<https://www.brainsalvation.com>



Dietary program

The "Brainsalvation Dietary Program" is specially designed to help middle-aged women obtain a healthy dietary lifestyle and reduce their risk of developing Alzheimer's disease by as much as 53 percent by using the scientifically proven principles of the MIND Diet.

The Risk Reduction Score

Our "Risk Reduction Score" is a crucial component of the Brainsalvation system, and it's free of charge on our site. The score provides a clear guideline for understanding how your lifestyle increases or decreases your chances of developing dementia and/or Alzheimer's.

Our Story



Pegara is an innovative health management and mental health disease risk reduction company founded in 2015. The company was named Pegara, which means “hit” in Spanish, to exemplify the founding team’s core philosophy of challenging health issues head on. The company is made up of a team of seasoned experts in many areas, ranging from artificial Intelligence and IPO experience, to changing the insurance sales structure in Japan. Pegara is built upon the Japanese practice of "Kaizen", a strategy built around one core principle: big results come from many small improvements accumulated over time. By taking advantage of these experiences, Pegara hopes to bring tech innovation to the field of preventative health management with an ultimate goal of helping people live longer, happier lives.



CEO, Co-founder

Shunsuke (Sean) Ichihara

As chief executive officer, Sean oversees the overall direction and corporate strategy for Pegara, taking a lead role in customer acquisition and innovation. He is personally committed to helping prevent the onset of dementia, Alzheimer's and other cognitive impairments through advanced technology and improved education. Before founding Pegara, Sean established his first company, Raijin, providing IT system consulting and development work which he sold the business as a business transfer to publically traded WebCrew in 2014. During his tenure at WebCrew, Sean was a board director and led new business planning and market development. He left the company and launched Pegara in late 2015.



Marketing Manager, Co-founder

Michiyo (Michele) Watanabe

Michele brings more than 15 years of experience in marketing, communications and content creation as marketing manager at Pegara. Michele's primary focus is to increase Pegara's global brand awareness so that aging people around the world can develop life-changing disease prevention programs. She manages overall content creation for the Pegara website and helps the executive team drive thought leadership in the areas of Alzheimer's and other cognitive impairment diseases.

Earlier in her career, Michele worked at WebCrew as a board director. In her free time, Michele enjoys golf and preparing gourmet meals for her friends.



CTO, Co-founder

Akihito (Aki) Nakatsuka

Aki oversees all of Pegara's technology stack with an emphasis on deep learning and artificial intelligence. Aki's primary focus is on the back-end of Pegara's innovative cognitive impairment tool, brainsalvation. He also oversees R&D and Pegara's long-term technology vision.

Before joining Pegara, Aki was chief technology officer of CRAVA, a 3D application and design company. He also worked on the development of Light Bike, a 3D iPhone game that hit #1 on Apple's App Store.



Advisory board

Dr. Martha Clare Morris Sc.D.

She is Professor of Epidemiology, Director of the Section of Nutrition and Nutritional Epidemiology in the Department of Internal Medicine, and Assistant Provost of Community Research at Rush University Medical Center in Chicago. She has over 20 years of experience studying risk factors in the development of Alzheimer's disease and other health problems of older persons, and in particular, how nutrition relates to these conditions. Dr. Morris is one of the pioneers in research on dietary risk factors for Alzheimer's disease and cognitive change with aging. She is the creator of the MIND diet and the Principal Investigator of a multi-center intervention trial to test the effects of the MIND diet on cognitive decline in non-demented older adults.