

## Technical Talk (InteraXon): 2:30 pm - 3:00 pm

### Trevor Coleman (Co-Founder)

The talk will focus on Muse, the innovative brain-sensing headband being developed at InteraXon. The product is available for demo at the company booth.

### Bio ★ Trevor Coleman

Trevor Coleman has a passion for designing experiences, whether they come in the form of a live event, a recorded song or an interactive application based on brain-sensing technology.

Trevor made his first significant mark on Toronto in when he discovered and popularized a long forgotten bar on the edge of bankruptcy called The Boat in Toronto's famous Kensington Market. His ability to transform marginal venues into hubs of creative activity attracted the attention of local promotions juggernaut A.D/D. who enlisted him to promote their landmark events at CiRCA. Trevor Coleman became the club's connection to the city's underground, bringing in the best and brightest of Toronto's independent art, music and club scenes while promoting shows by international acts like Justice, Crystal Castles and Lupe Fiasco.

It was during his time at CiRCA that Trevor's combination of a deeply empathic understanding of customer experience and pragmatic business sense were recognized by Ariel Garten, who was searching for a way to commercialize brain-sensing technology. Trevor also brought with him a background in cognitive science. Since co-founding InteraXon, Trevor has appeared in articles from around the world, including coverage by WIRED and a live appearance on CNN.

Trevor's career has made him an expert in balancing technical, financial and creative priorities. The vast skills he has amassed are put to use in his current role at InteraXon, where he oversees the research, development, marketing and finance teams, as the product manager of the first suite of applications for *Muse*, the brain-sensing headband.

