Let's find the answer to Alzheimer's, together.

Noa Memory measures memory every day, at home, through play. We built it with Claude, it runs on Claude, and it can be the cognitive follow-up of every project fighting Alzheimer's with Claude.

It started at home, with one question: what did you eat last Sunday?

Someone very close to us couldn't answer it. She had been diagnosed with early Alzheimer's, and what she was given were paper workbooks and a book to write down her life. We couldn't accept that, not with today's technology. To see what happens to memory in the years before a diagnosis, people have to want to train it every day. So we built a game made of their own memories, with a lot of science behind it.

To solve Alzheimer's, we have to measure better. Biology is getting its tools. Memory needs one too.

OCT 2024
Dario Amodei, CEO of Anthropic

Alzheimer's seems "exactly the type of problem that can be solved with better measurement tools": tools that isolate biological effects.

In his essay "Machines of Loving Grace".

[103] ↗

OCT 2025
Anthropic

Claude moves into biomedical research: Claude for Life Sciences.

With Sanofi, Novo Nordisk and the Broad Institute. In January 2026, Claude for Healthcare [105].

[104] ↗

OCT 1, 2026
Stanford · STAT

Claude analyzes a genome in 30 minutes, for $5, and finds two copies of APOE ε4.

A variant associated with a higher risk of Alzheimer's.

[106] ↗

NOV 10, 2026
Dario Amodei, to investors

Cancer and Alzheimer's, "relics of the past" in less than a decade.

The co-founders' letter, in the IPO, also names Alzheimer's [108].

[107] ↗

NOV 19, 2026
Anthropic's IPO film

"Alzheimer's?" on screen, over a brain scan.

And "EB-Alzheimers-risk-gene" among the projects built with Claude.

[110] ↗

WHO CARRIES THE RISK

The gene says so, and Claude already reads it in minutes.

→

HOW THEIR MEMORY CHANGES

The gene does not say that: it has to be measured often, before and during treatment.

→

NOA

Measures it every day, at home, through play.

The cognitive follow-up for every trial and treatment.

A genome is read in 30 minutes. Memory is measured twice a year.

30 min

for Claude to analyze a genome and find two copies of APOE ε4, for $5

STANFORD · STAT · [106] ↗

2

cognitive measures a year in a trial like HOPE (673 people treated at home every day): at the clinic, at baseline and at 12 months

CLINICALTRIALS.GOV · [49] ↗

57M

people living with dementia (2021); 10M new cases a year

WHO · [18] ↗

Between two visits, months go by without a signal. Whoever develops a treatment, a trial or a diagnostic needs to see how memory changes in between: often, at home and over months.

People play because they enjoy it. Every game measures their memory.

01

Game

IOS AND ANDROID, PUBLIC

39 games built on each person's autobiographical memory, with conversational voice; decline is never shown

02

Signal

6 INVISIBLE BIOMARKERS

Computed in the backend from every answer, pause and mistake, versioned and with lineage

03

Governance

NOA SIGNAL LAYER

Per-study pseudonyms, consent by purpose, frozen releases with a manifest and an audit trail

04

Visibility

ONE GOVERNED API

Research and life sciences teams receive their participants' data, with their consent

NCI · overall cognitive index

NPVI · variability of performance

NRRA · recent against remote memories

NEPC · the pattern of errors

NMSI · the songs of a lifetime

NVOC · speech and voice

We built Noa with Claude. And Claude is inside every memory.

BUILT WITH CLAUDE CODE

95% of commits

674 of the 706 commits on our iOS and Android apps since March 2026, co-written with Claude Code [111].

MEMORIES INTO GAMES

Claude Haiku 5.5

Turns each person's own memories into their games, questions and definitions, in about five seconds.

VOICE

Whisper and Claude

Claude reads each recording's transcript and acoustics for the voice biomarker (NVOC).

EVERY DAY

Spanish and English

Claude writes each person's daily greeting, in their language. On Haiku 5.5 since October 2026.

→ **Three co-founders built two native apps with Claude Code, and Claude is Noa's language model, from the first memory to the voice biomarker.**

The app is public and already measuring.

74

people signed up

PRODUCTION · [30] ↗

1,688

games played

PRODUCTION · [30] ↗

34,874

cognitive measurements recorded: the basis of the biomarkers

PRODUCTION · [30] ↗

1,174

games played by the most consistent person

PRODUCTION · [30] ↗

Available on App Store

Available on Google Play

ALREADY IN THE STORES

Noa Memory is already live worldwide, in Spanish and English.

We validate where detection already happens: in the pharmacy, with the DeCo Chair.

01

With whom

DeCo detects cognitive decline from the pharmacy: 19 pharmacies, 281 people and 4.6 times more confirmed diagnoses when pharmacy and physician work together [45].

02

Who takes part

More than 200 people aged 60 to 80, at home and on their own phone.

03

What is compared

What Noa measures against the pharmacy tests: MIS, Pfeiffer and verbal fluency.

04

How

Agreement with CEU, ethics committee and joint publication, whatever the result.

Three co-founders. Friends since the age of four.

PRODUCT AND STRATEGY

Felipe Martínez

CEO

Telecommunications engineer. Previously product and strategy at Zara and Nike.

TECHNOLOGY AND BIOMARKERS

Vicente Álvarez

CTO

Telecommunications engineer. Previously director of operations in technology.

LEGAL AND REGULATORY

Jesús Martín

CLO

Lawyer in new technologies, data protection and startups.

Davide Bruno

Author of the Recency Ratio, the scientific basis of NRRA

COLLABORATION PROPOSAL

DeCo Chair (MICOF and CEU UCH)

Validation study in pharmacies

We build Noa from Spain, in Spanish and English, with Claude.

Two halves of the same search.

Claude is already helping science find who carries the risk and which treatment could work. Every one of those projects will need the same thing next: to see how each person's memory changes, every day, at home. That is what we designed Noa for: people want to play, and every game measures. It does not diagnose: it measures, and the specialist interprets.

ANTHROPIC AND CLAUDE

The gene and the treatment

Risk genes read in minutes; Claude for Life Sciences, with Sanofi, Novo Nordisk and the Broad Institute.

NOA MEMORY

The memory, every day

Measured at home, through play, on Claude: the cognitive follow-up of every project.

We can start working together now.

01

Your Alzheimer's projects

An introduction to the teams fighting Alzheimer's with Claude: Noa gives them visibility into cognitive performance, every day, between visits.

02

A first project

With a team reading Alzheimer's risk genes with Claude: people who already know their risk, measured every day at home, alongside their clinical tests.

03

Science

Our validation study with the DeCo Chair, with Claude in the analysis, and our application to AI for Science.

04

The story

Telling it together: three friends who built, with Claude Code, a tool that measures memory every day.

EVERYTHING IS READY TODAY: THE APP IN BOTH STORES, SIX BIOMARKERS AND THE DATA, WITH EACH PERSON'S CONSENT.

TOGETHER

What we are making of this moment.

01 We built Noa with Claude to measure memory every day, at home, through play.

02 We want to be the cognitive follow-up of every project fighting Alzheimer's with Claude, starting now.

03 We are in pre-seed, and so excited about what we could do together.

04 Felipe Martínez · CEO · felipe@appnoa.ai · appnoa.ai

Where every figure comes from.

18 WHO · Dementia: 57M people (2021), ~10M new cases a year, global cost of $1.3 trillion (2019)

45 Ramos et al., Frontiers in Pharmacology (2021) · 281 participants in 19 pharmacies: 13.29% confirmed diagnoses with pharmacy-physician collaboration, vs 2.90% without it

103 Dario Amodei · "Machines of Loving Grace" (October 2024), section "Prevention of Alzheimer's": it seems exactly the type of problem that can be solved with better measurement tools that isolate biological effects

30 Noa Memory · operational dashboard: production aggregates without internal accounts, test accounts or Google Play robots (November 12, 2026)

49 ClinicalTrials.gov NCT05637801 · HOPE, by Cognito Therapeutics: 673 participants with at-home sensory stimulation; cognition measured at the clinic, at baseline and at 12 months

104 Anthropic · Claude for Life Sciences (October 20, 2025), with Sanofi, Novo Nordisk, the Broad Institute and 10x Genomics

Where every figure comes from.

105 Anthropic · Claude for Healthcare (January 11, 2026)

106 Euan Ashley (Stanford), STAT, First Opinion (October 1, 2026) · Claude analyzes his genome in 30 minutes for $5 and finds his two copies of APOE ε4

107 Business Insider (November 11, 2026) · Dario Amodei, in the IPO roadshow video (November 10): cancer and Alzheimer's, "relics of the past" in less than a decade

108 Anthropic · IPO website filed with the SEC (November 10, 2026), co-founders' letter: AI could potentially cure cancer, Alzheimer's, heart disease and rare genetic diseases

110 Anthropic · IPO film "What we make of this moment, will make this moment" (Instagram @claudeai, November 19, 2026): "Alzheimer's?" on screen, over a brain scan, and "EB-Alzheimers-risk-gene" among the projects built with Claude

111 Noa Memory · Git history of the two native apps, iOS and Android (November 19, 2026): 706 commits since March 11, 2026, 674 co-authored by Claude (Claude Code)