

— GREG SMITH · CEO, IP GROUP PLC

Sharper at the top.

Greg Smith runs £1bn of capital at IP Group. For thirty years he had no objective measure of the one variable that drives every decision he makes. So he sat under a magnet, three minutes at a time, and watched the data move.

PATIENT

Greg SmithChief Executive, IP
Group plc

PROTOCOL

**5 rTMS
sessions**

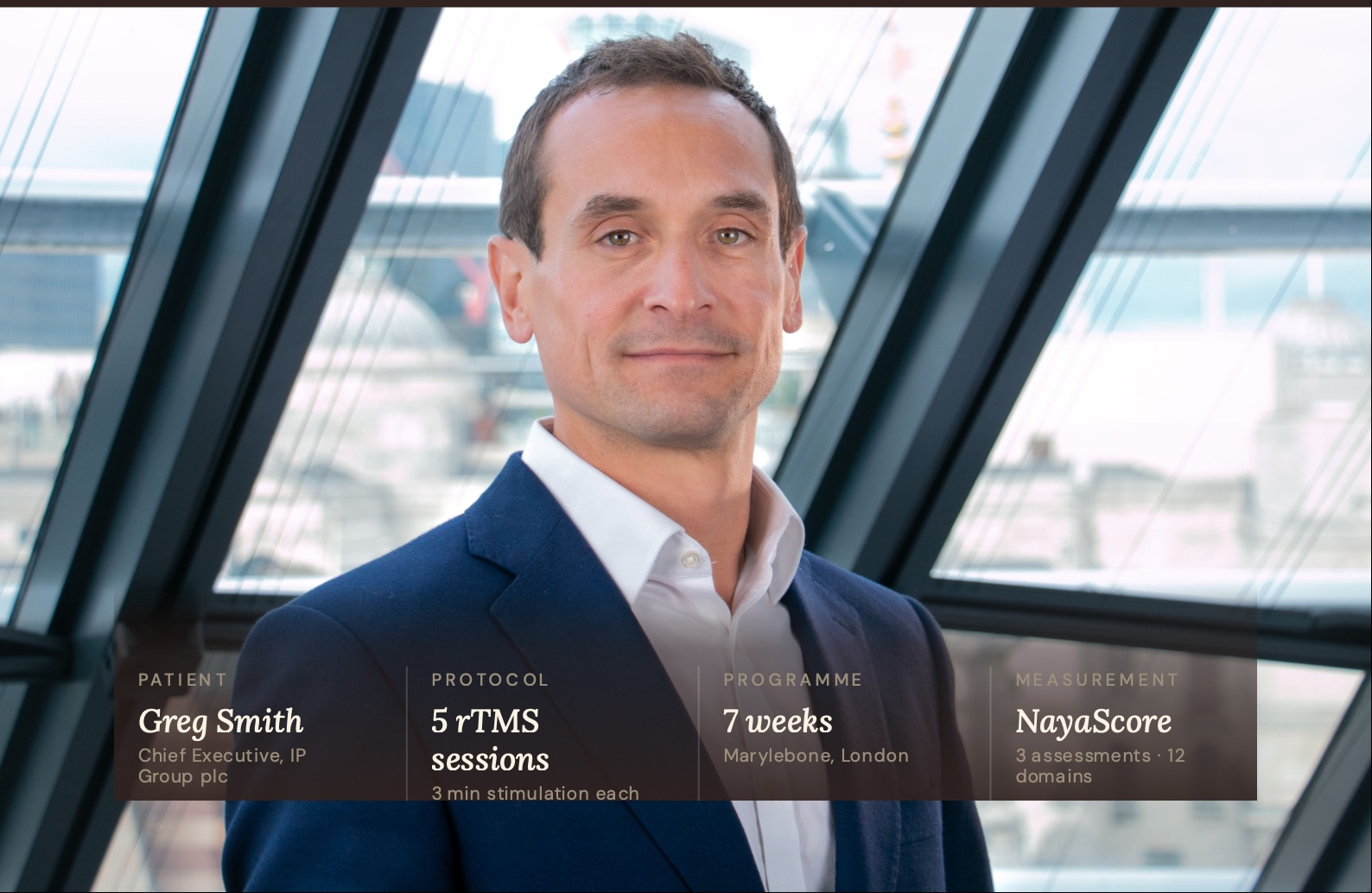
3 min stimulation each

PROGRAMME

7 weeks

Marylebone, London

MEASUREMENT

NayaScore3 assessments · 12
domains

+27 pts

Attention percentile gain — 62nd to 89th, baseline to post.

3 of 12

Cognitive domains with sustained, clinically meaningful gains.

93rd

Final percentile for response inhibition — the pause reflex.

15 min

Total stimulation time across the programme.

01 · THE BRIEF

A patient who had already optimised everything he could measure — and one variable left in the dark.

The asset that decides where the capital goes.

Greg Smith is Chief Executive of IP Group plc, the FTSE-listed specialist that turns university research into multi-billion-pound companies. On any given week he is evaluating a computational biology lead compound, chairing a board through a refinancing, and pulling signal from a 200-page due diligence pack — across a portfolio that runs from quantum computing to obesity drugs. He is also an ultramarathoner and the father of three young children.

He came to Naya already optimised on every variable he could already measure: training load, recovery, sleep, nutrition, bloods. The cognitive layer — **the asset that actually decides where the capital goes** — was the one input he was managing on instinct. He wanted to stop guessing.

“

I apply rigour to every performance variable I can measure. But my brain — the asset that drives every decision I make at work — was always a blind spot. You could feel sharper or slower; you couldn't quantify it. Naya was the first time that changed.

GREG SMITH · CEO, IP GROUP

02 · THE
PROTOCOL

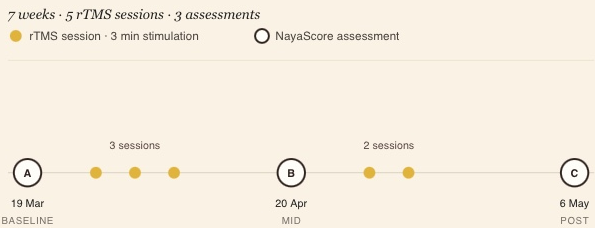
Magnetic pulses, precisely targeted. Three minutes at a time. Drug-free and non-invasive.

Five sessions, doctor-led,
measured throughout.

Greg completed five repetitive transcranial magnetic stimulation (**rTMS**) sessions at Naya’s Marylebone clinic — each three minutes of stimulation, doctor-led and supervised by the team of Naya’s Chief Medical Officer Dr Andy Franklyn-Miller. rTMS applies precisely-targeted magnetic pulses to specific cortical regions, modulating neural firing patterns associated with attention, executive function and mood. It is non-invasive, drug-free, and patients return to their day immediately afterwards.

Progress was tracked through the **NayaScore** — a proprietary composite that quantifies brain health across three independent signals: **grip strength** as a physical correlate of cognitive vitality, continuous **heart-rate variability** captured via an Ultrahuman ring worn throughout, and clinical-grade **cognitive metrics** measured across twelve domains.

PROGRAMME TIMELINE



PROGRAMME SPECIFICATION

Treatment	rTMS
Sessions	5
Stimulation / session	3 min
Supervised by	Dr A. Franklyn-Miller
Biometrics	Ultrahuman ring
Assessments	19 Mar · 20 Apr · 6 May 2026

03 · THE RESULTS

Across twelve cognitive domains, three showed sustained, clinically meaningful gains. They are the three that matter most for the work Greg actually does.

Three scores that matter for a CEO.

Each domain is benchmarked against the normative dataset for males aged 45–54. A score of 100 is the population mean; one standard deviation is ± 15 . Higher is better. Below: the raw score at each sitting and the percentile rank at baseline and post-treatment.

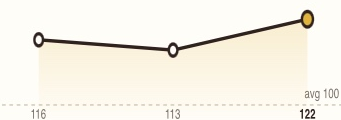
01 · EXECUTIVE FUNCTION

Response inhibition

86th → 93rd +7 pts

ABOVE AVERAGE · SUSTAINED

The ability to pause, override the reactive answer, and land the right one despite interference and urgency. “The difference between a shareholder call that escalates and one that doesn’t.”



Score · 19 Mar / 20 Apr / 6 May 116 · 113 · 122

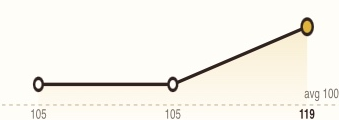
02 · SELECTIVE PROCESSING

Attention

62nd → 89th +27 pts

AVERAGE → ABOVE AVERAGE

The ability to scan rapidly and lock onto what is relevant while discarding the rest. For a CEO reading five board packs a week, this is the difference between a two-hour review and a sharper, faster one.



Score · 19 Mar / 20 Apr / 6 May 105 · 105 · 119

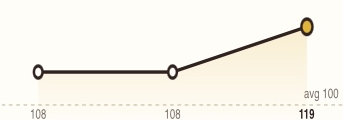
03 · STRATEGIC COGNITION

Planning

70th → 90th +20 pts

ABOVE AVERAGE · SUSTAINED

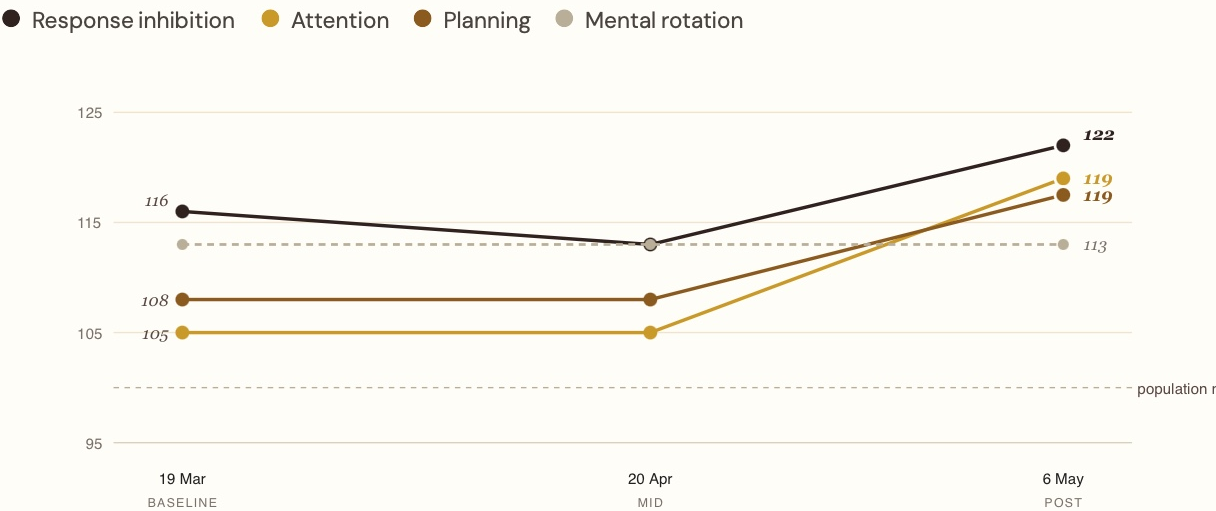
The capacity to think in sequences — to mentally walk through the steps before committing. The cognitive backbone of complex deal structuring and portfolio allocation.



Score · 19 Mar / 20 Apr / 6 May 108 · 108 · 119

All three trajectories on one axis.

Standardised scores over seven weeks. Population mean = 100; one standard deviation = ±15. Mental rotation, plotted for reference, held flat at 113 throughout — the assessment’s built-in stability check.



Note: at the mid assessment (20 April) attention and planning each held steady. The shift came in the second half of the programme — consistent with the timeline expected for neuroplastic adaptation rather than practice or placebo.

04 · THE FULL PICTURE

Twelve domains assessed. The honest test of a programme is what happened across all of them, not just the headline three.

Across all twelve domains.

We report the full distribution. Most of the gain concentrated in the three domains above. Eight other domains were stable across the seven weeks; one declined modestly. Mental rotation held at exactly 113 on all three sittings — the cleanest evidence that the assessment itself is doing what it claims.

3

SUSTAINED GAIN

Response inhibition, attention, planning. Meaningful improvements held to the post-treatment assessment.



8

STABLE

Held within normative range across the programme. Includes mental rotation, flat at 113 throughout.



1

MODEST DECLINE

One domain declined modestly. Disclosed in full alongside the gains — practice and regression effects can’t be excluded.



— 05 · THE SHIFT
IN THE ROOM

Numbers are the floor of the argument. What changed inside the work is the rest of it.

What the data felt like.

Three reflections from Greg, in his own words, on what the percentile shifts actually meant for the decisions he was making in March, in April, and in the first week of May.

I noticed it first in board meetings. That ability to pause, let the noise settle, and land on the right answer rather than the fast one. It sounds subtle, but it changes the quality of every significant decision I make.

GREG SMITH · CEO, IP GROUP

The planning score resonates with me. The ability to think several moves ahead before committing is the skill that separates good investors from great ones. Knowing that it is measurably improving is genuinely energising.

ON PLANNING · +20 PTS

At IP Group we back science. We believe in measurement, evidence and rigorous thinking. Naya operates the same way. The NayaScore gives me something I've never had: an objective baseline for how my brain is performing — and whether the work we're doing is actually shifting it.

ON MEASUREMENT · THE RIGOUR TEST

06 · THE BIGGER
PICTURE

Bloodwork, VO2 max, glucose curves are now standard in the C-suite. Cognition has been the last variable to come into the light.

From clinic to boardroom.

For a generation, senior executives have measured everything about themselves except the thing they are paid for. Performance bloodwork, VO2 max, HRV, glucose curves — all standard in the C-suite. Cognition has lagged because it was hard to measure repeatably and harder to move deliberately.

Magnetic brain stimulation, originally developed for treatment-resistant depression, is increasingly being applied to high performers who want to manage their cognitive output the same way they manage every other input. The science is moving from clinic to boardroom — and Greg is one of a growing cohort of senior leaders at Naya treating **their brain as a measured asset rather than a black box.**

Activating neuroplasticity for recovery and renewal.

DISCLOSURES · METHODS & CAVEATS

The NayaScore is built on scientifically validated cognitive assessments. It is not a diagnostic tool, and results should be interpreted alongside clinical judgement. All scores benchmarked against the normative dataset for males aged 45–54. Assessments completed 19 March, 20 April and 6 May 2026. Across the twelve domains assessed, three showed sustained meaningful gains; the remaining domains held stable, showed early movement that did not hold by session three, or in one case declined. The full NayaScore report is available on request. Three assessments over seven weeks is a short series; practice effects and regression to the mean cannot be excluded. Results are individual and not representative of typical outcomes. Greg Smith has reviewed and approved this case study and the underlying data for publication.

NICE-APPROVED · NHS-BACKED · FDA-CLEARED · CQC REGISTERED ·
MAGVENTURE PARTNER

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