

# GYMCHESS

**Checkmate to  
Cognitive Decline!**



**MENS SANA IN CORPORE  
SANO**



## WHY IS IT IMPORTANT?

- **The world population is aging rapidly;** cognitive decline is one of the main concerns for older people and their families.
- **Social isolation, lower mental stimulation,** and the lack of engaging digital experiences accelerate this decline..
- People are looking for **accessible ways to maintain** memory, attention, and mental agility from home.

**“The brain, like a muscle, responds positively to training.”**

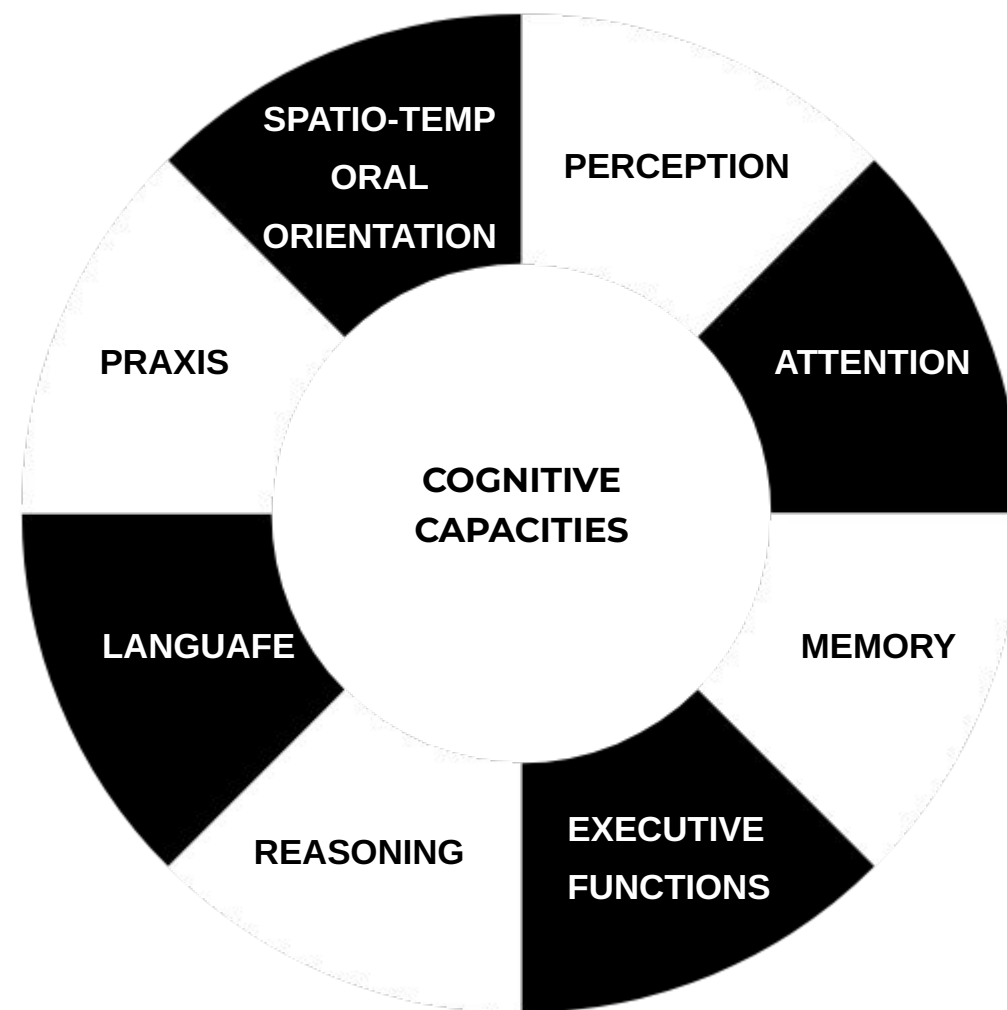
GymChess is a **cognitive training program** with series of mental exercises designed to strengthen, in a structured way, the functions that weaken with age.

**SCIENTIFIC. DIGITAL. SIMPLE.**



# GYMCHES IS BASED ON COGNITIVE TRAINING PRINCIPLES

## Cognitive functions



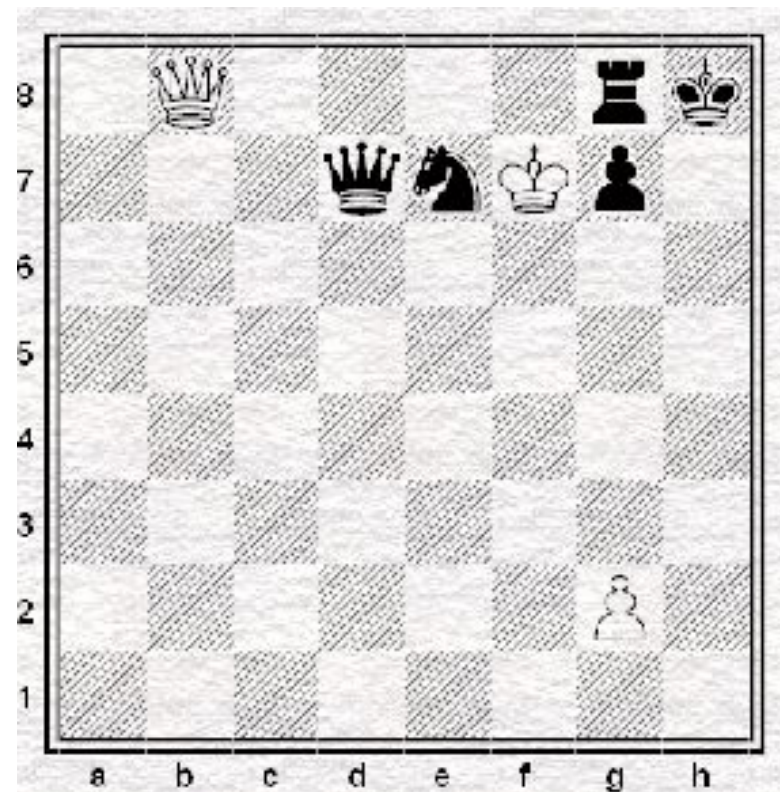
**Cognitive functions** allow us to internalize information, perceive, understand and interact with the environment, making it possible for the person to play an active role.

**Cognitive training** is a set of techniques and activities aimed at stimulating and maintaining cognitive functioning, or maximizing its performance, function by function.



# THE ECAM METHOD MAKES IT POSSIBLE TO TRAIN COGNITIVE FUNCTIONS THROUGH CHESS

The system of classic chess exercises



*“Classic” chess problem:  
White to move and mate in one.*

A system of exercises based on the training of cognitive functions



*Selective Attention exercise:  
How many pieces of any color are on white squares?*



# GYMCHES HAS 2,500+ EXERCISES WITH AN ELO-BASED RANKING SYSTEM

## Examples of exercises



*Multiple languages supported*

### Focus on:

- attention
- memory
- reasoning
- executive functions
- perception

**A cognitive ranking  
system** has been

developed (Cognitive ELO).

## Ranking system





# WHAT DOES GYMCHESS OFFER?

## Platform

- Digital cognitive training platform accessible via tablet or app.
- Guided program with levels and topics.
- Multilingual support and highly accessible user interface

## Delivery methods

- Workshops with facilitators for in-person sessions.
- App (iOS, Android).
- Tablet rental with UX adapted for older adults.



# CONTENT IS VERY ACCESSIBLE

The GymChess content program in the different sessions that make up this project will have these characteristics:

- **Open to everyone:** Using the chessboard and pieces as working elements, the GymChess method does not require knowing how to play chess at all.
- **Playful:** It preserves the essence of being a game; it is fun and entertaining.
- **Conceived as a genuine cognitive training system:** The series of exercises form a very complete system to stimulate cognitive functions.
- **Designed according to the cognitive needs of older people.**



# THE VALUE PROVIDED BY GYMCHES

## ACTIVE AGING

Improving, maintaining or, where appropriate, slowing the decline of cognitive functions.

## WELL-BEING HABIT

Creating the habit not only on the physical side (tai chi, dancing, etc.) but also on the mental side → **“mens sana in corpore sano”**.

## METHODOLOGY

An app with a **scientifically backed methodology** for training cognitive abilities, and **technologically accessible**.

## INTERACTION

Working in **homogeneous groups** to provide a more personalized user experience.

## VERSATILITY

**Versatility of content** to address the challenges faced by the Social Welfare Area for people between 65 and 75 years old.

# FOUNDING TEAM



**LEONTXO GARCÍA**

Leontxo is one of the most renowned chess journalists in the world.

Educational chess advisor to the International Chess Federation (FIDE). Commissioner of the Spain Pavilion at Expo Dubai.

Leontxo writes a daily column in the newspaper El País and has collaborated with: Cadena SER, RNE, TVE, Agencia EFE, etc.

He is the author of several books and a regular speaker on topics such as “Chess, the best gym for the mind: how chess can delay brain aging.”

He has the Medal for Sporting Merit, the Goodwill Ambassador of Chess award, and the Peón de Oro as best specialized journalist.

He is a FIDE Master.



**JUAN ANTONIO MONTERO**

Juan Antonio holds a degree in Psychology from the University of Seville. President of the social-sports club Club Magic Extremadura.

Developer of the ECAM Methodology. A true international reference in chess and its applications in the social, therapeutic and educational fields.

Author of four books, two on psychological assessment and two on chess (El libro de las frases de Ajedrez and Ajedrez a tu alcance, de cero a cien años).

He is also the director of the magazine Ajedrez Social y Terapéutico and is a regular participant in symposia and conferences on this subject.



**MANUEL PÉREZ**

Manuel is an International Grandmaster. Member of the Spanish Olympic Team, he has accumulated numerous individual titles (Spanish youth champion, university champion, as well as important international tournaments) and team titles (four Spanish Championships, two runner-up finishes, one European Championship).

He has been in the Spanish top-10 ranking for many years.

Coach of some of the best female chess players in the country and several young talents, he is an expert in online chess teaching and has been deeply involved in social intervention, collaborating from the very beginning in the creation of the ECAM Methodology..



**ASIER RUFINO**

Asier has been involved in technological innovation and entrepreneurship for 23 years. He has lived 13 years in the US, UK, France, Ireland and Dubai, working for: Accenture, BNP Paribas, Dubai Health Authority and The Parthenon Group (EY).

In the Basque Country he co-founded the Business Angels network Crecer+ (Orkestra) and Tecnalia Ventures.

He is part of the board of the TTO Circle (G-30 of European TTOs) and participated in the ECs

“Innovation in SMEs” Expert Group. Lecturer at Deusto (Dual Entrepreneurship Master’s); he gives talks on deep tech entrepreneurship.

He is a board member in seven start-ups. He holds a degree in Business from UPV / Erasmus at Université de Reims; MBA from LBS / Sloan MIT in Entrepreneurship and VC-PE.