

PRESS KIT

About Point Motion Inc.

Company Description

Point Motion is a motion capture software company, that helps children at risk or with developmental challenges play music by engaging in motion-based games, while their therapist or educator accesses data on their motor and cognitive functions. Point Motion innovates in the intersection of Health, Education and Music entertainment space, by giving the right tools to the care providers to have access to performance over time, while making the experience fun for the care receivers and using technology for social good.

Ideation

Point Motion started in a dorm room of a Berklee College of Music student, Kevin Clark, who had to see one of his close family members go through a life challenging event: Clark's cousin had a motorcycle accident, that left him paralyzed from the waist down. Seeing his cousin go through rehabilitation and Physical therapy sessions and having to have a strong will to do specific exercises at home, Kevin Clark needed to do something about motivating his cousin.

The idea became a reality, and Clark was able to allow his cousin to make his stretches with a more engaging way, involving music. Clark went through the ideation of making it possible for people to make music by moving their bodies.

There was and there could be an unlimited number of use cases for this application, although few years later after securing patents and having a team come together the focus was to dedicate this to children with special needs and gift them the power of making music while their care providers access the necessary information.

Allies and Business Development

Soon after the ideation phase and the intensive R&D, Point Motion Inc. was able to secure not only a Seed Fund but a team that helped make that a reality; composed of a CEO and Founder Kevin Clark, with a background in Music, his wife Imen Maaroufi Clark who serves as the Chief Strategy Officer, with a background in International Marketing and Strategy for new product development and emerging technologies, and Bryan Arkwright who is the Chief Operating Officer who has a background in Health Administration and served as a consultant and researcher in applicable digital health cases.

A team of three allies, who started 2019 together and made strategic partnerships with different entities: Electronic Health Records Partner (UnitusTI), piloted at a Healthcare System for children in New York, moved the Boston-born company to North Carolina, joined the Incubator space Winston Starts where they get mentored by several great minds, and continue finding ways to make this technology accessible and democratizing assessment for children.

The Team

Kevin Clark

- B.M. in Jazz Composition & Film Scoring, Berklee College of Music - Boston, USA



After graduating from Berklee College of Music in 2015 with a double major in Jazz Composition & Film Scoring, Clark founded his first company, Point Motion. Clark's passion for music found its purpose when he developed this motion control technology which allows users to create music through the movement of their body. Receiving a patent for his technology, winning numerous awards and being recognized around the US for the uniquely innovative solution combining music, health, and technology, Clark continues to inspire many people with his dedication to problem solving and finding purpose through music. Kevin Clark also provides Music Productions and Consultation Resources to empower a community of rising artists who benefit from his experience as an artist turned entrepreneur.

“It’s about the Music,” Clark summarizes his journey.

Imen Maaroufi Clark

- MSc in International Marketing, Hult International Business School - Boston, USA
- BSc in Business Administration: Marketing and Business Analytics, Tunis Business School - Tunis, Tunisia



Imen Maaroufi Clark, is a global thinker and a tech marketer. She worked in several tech startups and mid-sized companies in Asia, North America and North Africa. She focuses her carrier path on refining strategies for New Product Development and bringing these technologies to market. She works mainly with tech companies who establish Diversity & Inclusion through great use of disruptive technologies. Apart from her work, Imen loves participating in hackathons where she gets immersed in the coding community environment and gets to test the newest technologies. Imen loves traveling and she speaks five languages.

Bryan Arkwright

- MHA from Medical College of Virginia / VCU – Richmond, VA, USA
- BSc in Health Administration, Ohio University – Athens, OH, USA



Bryan T. Arkwright is a trusted thought leader, researcher, and advisor in the telehealth and digital health industry. In addition to his COO role with Point Motion, Bryan has an Adjunct Faculty appointment with Wake Forest University School of Law, serves as Cromford Health’s Chief Research Officer, and is on the Editorial Board for the peer reviewed digital journal Telehealth and Medicine Today. Prior to his advisory and academic work, Bryan served as Administrator of Telehealth at Wake Forest Baptist Health / Wake Forest University School of Medicine and later as Director of Telehealth at Mission Health in Asheville. Bryan is a certified six sigma black belt from the American Society for Quality and his additional areas of expertise include: Telehealth Startups, Project Management, Business Development, Strategic Planning, HIT, and Six Sigma/Lean Process Improvement. Bryan is active on Twitter [@StateOfTheArk](https://twitter.com/StateOfTheArk) tracking the latest Telehealth and DigitalHealth news and trends and enjoys spending his free time with his wife and three young boys.