



NEUROENTREPRENEURSHIP ORGANIZATION



THE ONLINE SPACE MIXING
ENTREPRENEURSHIP WITH
NEUROSCIENCE



MISSION

Decoding the brain and behavior into day-to-day startup activities



VISION

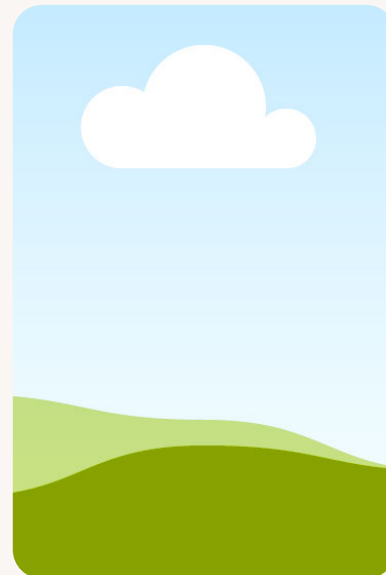
Raising GLOBAL awareness around neuroentrepreneurship.



Tiberius Dinu

Co-Founder & CEO

(Business Co-Founder)



(To be recruited)

Co-Founder & CTO

(Technical Co-Founder)

Problem

- Neuroscience has made a lot of progress in the last years. Despite that, **there is no easy way** to learn (how to apply) neuroscience in your startup.
- **Coaches and mentors** either teach neuroscience or entrepreneurship.
- **No startup built at the intersection of these 2 fields.**

Solution

- An online “neuroentrepreneurship” learning space and software where:

These two fields are mixed together and advocated for

Founders can go learn brain-based solutions for their startup (activities)

They can learn how to apply this for personal life benefits as well

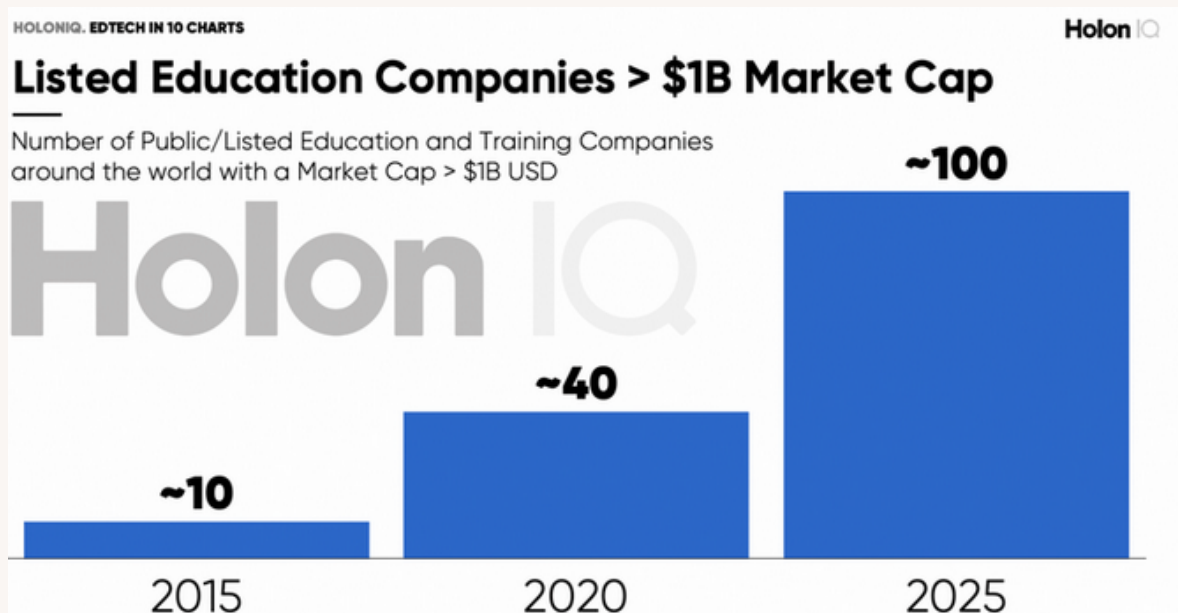
Market Opportunity

Global EdTech

Our target Market is EdTech.



<https://www.psmarketresearch.com/market-analysis/educational-technology-edtech-market>



<https://www.holoniq.com/edtech-in-10-charts>

Business Model

Price Strategy & Customer Acquisition

- **Psychometric Tests @ \$3/test.**
- **Standard Subscription @ \$10/month.**
- **Premium Subscription @ \$25/month.**
- **On-Demand Sessions @ \$50/session.**

1. The business co-founder will focus on **outreach, sales and retention.**
2. **Customer Acquisition:** organic value provided; word-of-mouth; referrals; benefits for early-adopters; strategic partnerships with companies like (PrinciplesUs, Mindvalley) and leading experts in their field.

Traction

Or Milestones

- Initial Idea: starting a personal development coaching company and a podcast that will talk about the overlaps between various fields (i.e. entrepreneurship, sales, leadership, culture, etc.)
- Pivoted into a company that will marry neuroscience with entrepreneurship
- **Started talking to (potential) users.**
- **30 chats; 2 YC alums added on the waiting list (both of these numbers will increase soon)**

Testimonials

From Successful People Who Have Used Neuroscience



**RAY DALIO -
INVESTOR,
ENTREPRENEUR,
PHILANTHROPIST**
[@RayDalio](#)

I attribute as much as my success to what I've learned about the brain as I do to my understanding of economics and investing



**ANGELA LEE
DUCKWORTH - GRIT
PSYCHOLOGIST**
[@angeladuckw](#)

Dr. Dweck has shown that when kids read and learn about the brain and how it changes and grows in response to challenge they're much more likely to persevere when they fail, because they don't believe that failure is a permanent condition. (Entrepreneurs can do the same).



**JIM KWIK - BRAIN
COACH**
[@jimkwik](#)

Your brain is like a super computer and your self-talk is the program it will run

Go To Market Strategy

1. **Acquiring Customers through:** organic value provided; word-of-mouth; early-adopter benefits; referrals; strategic partnerships with companies like (PrinciplesUs, Mindvalley) and leading experts in their field.
2. **Retention through:** care for the customer; constant improvements on content, quality and user experience; loyalty benefits; cross and upsells; personalized email campaigns.
3. **Marketing Channels: Google, Facebook, Instagram, LinkedIn, etc. .**

Competitors Chart

Company Name	EdTech Company	Neuroscience Content	Business Content	Mixing Both & Niche On Startups	Does The CEO talk with users?
NEO	✓	✓	✓	✓	✓
NeuroLeadership Institute		✓	✓		
Reforge	✓		✓		
Masterclass	✓	✓	✓		
Skillshare	✓	✓	✓		
Udemy	✓	✓	✓		

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• the co-founders' care about the problem• huge passion for the fields• high adaptability & growth mindset• trustworthy and credible partners	<ul style="list-style-type: none">• the business founder's little tech experience• limited network• brand not built• 1st time raising VC funds
Opportunities	Threats
<ul style="list-style-type: none">• better customer service• connecting multiple fields• untapped market/blue ocean• further expansion	<ul style="list-style-type: none">• competitors' reprofilation• competitors cutting prices• coaching aversion from clients• clients' lack of awareness

Team



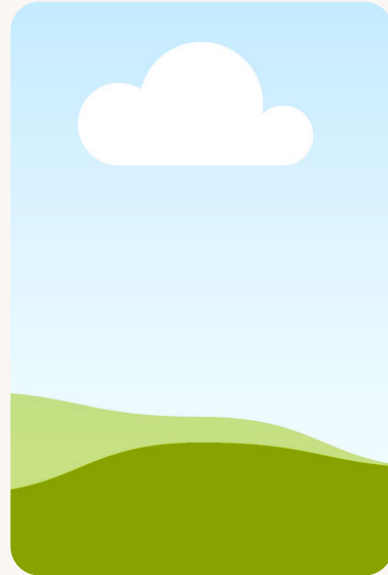
Tiberius Dinu

Co-Founder & CEO

(Business Co-Founder)

Our CEO will be in charge of growth, vision and strategy. (can also cover neuroscience-related topics).

3.5 years of experience in corporate finance.
Decided to have a career shift and became an entrepreneur. He invested 10000h in entrepreneurship and 1000h in neuroscience.



(To be recruited)

Co-Founder & CTO

(Technical Co-Founder)

Our CTO will play a crucial role as he/she will be in charge of the tech side of the company.

Provided our co-founders business, neuroscience and technical expertise as well as passion for these fields - that qualifies us as the right team to solve this problem.

Financials

**10.000
MAUs**



\$1,38M

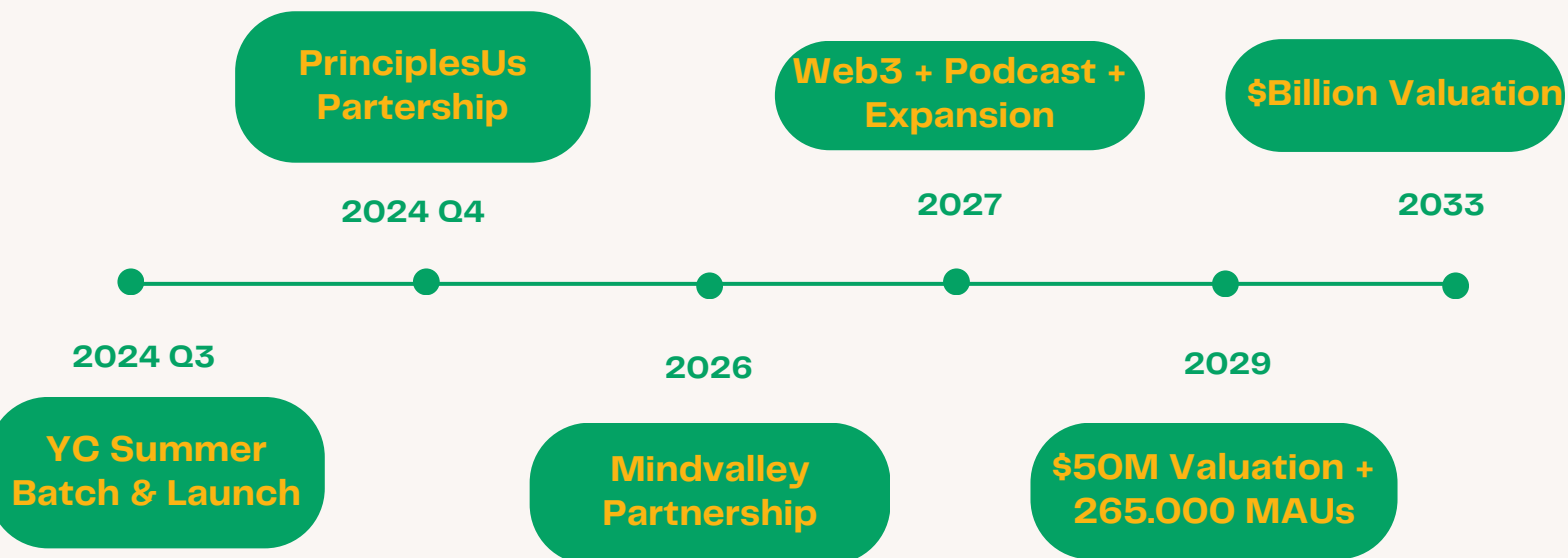
**Demo Day Goal
90% Standard
10% Premium**

**ARR in the
First 12 Months**

Vision

Shaping The Future In Our Own View

By the end of Year 5 NEO aims at a \$50.000.000 valuation and 265.000 MAUs. By the end of Year 10, the goal is to become a unicorn and to impact 100 million people.



Appendix

Courses

Our neuroentrepreneurial courses will be based on 4 major layers/topics and will cover the appliance of neuroscience in and into every single one of them.

1. Human Behavior:

- Neuroscience 101: Understanding Brain and Behavior
- The Psychology of Decision Making: Improving Choices in Business and Life
- Building a Positive Company Culture: Applying Neuroscience for a Thriving Workplace
- Neuroscience of Creativity: Fostering Adaptability, Innovation and Problem-Solving

2. Negotiation:

- Negotiation Fundamentals: And How To Leverage Them
- The Neuroscience of Persuasion: Influencing Others with Ethical Tactics
- The Neuroscience of Tough Negotiations: Staying Calm and Focused Under Pressure
- Collaborative Negotiation Strategies: How to Build Win-Win Solutions

3. Selling and Marketing:

- Client Psychology: Decoding Customer Preferences
- Pitches and Copywriting: And The Neuroscience Behind Them
- Customer Journey Mapping with Neuroscience: From Skepticism to Conversion
- Building A Strong Brand: In An Ever-Changing World

4. Money and Financial IQ:

- Building a Wealth Mindset: Breaking Old Beliefs and Rewiring Your Brain
- Entrepreneurial NeuroFinance: Connecting The Dots Between The Fields
- Financial Modelling and Planning: ESPECIALLY FOR THE ENTREPRENEURS WHO ARE TERRIBLE AT IT
- Neurofinance of The Future: Understanding the Intersection of New Money, Brain and Blockchain



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