



NEUROENTREPRENEURSHIP ORGANIZATION



THE ONLINE SPACE MIXING
NEUROSCIENCE WITH
ENTREPRENEURSHIP



MISSION

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



VISION

Raising GLOBAL awareness around neuroentrepreneurship.



Tiberius Dinu

Co-Founder & CEO



(To be recruited)

Co-Founder & CTO

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

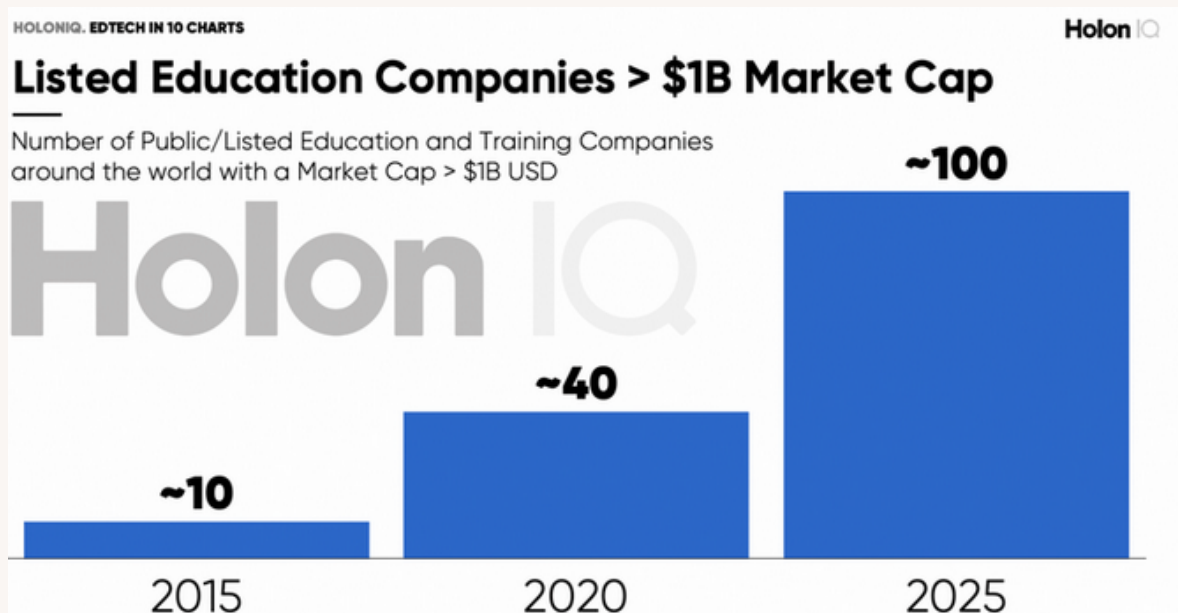
Market Opportunity

Global EdTech

The target Market is EdTech.



<https://www.psmarketresearch.com/press-release/edtech-market>



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

Business Model

Price Strategy & Customer Acquisition

- **Psychometric Tests @ \$5/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

- I have learned how to code and coded my company's webpage;
- I have created 2 courses (1 video; 1 written);
- I have launched (got 45 views on YouTube and 12 upvotes on Product Hunt);
- I have talked to 16 potential co-founders;
- I have talked to 22 YC alums (4 joined my waitlist and another 4 gave me a recommendation).

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. .**
4. **Differentiation compared to competitors:** lower subscription fees; courses available 24/7/365; personality and goals assessments for customized UX and learning.

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

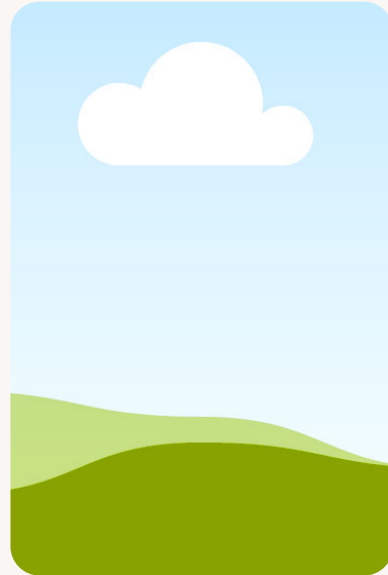


Tiberius Dinu

Co-Founder & CEO

Our CEO will be in charge of growth, vision and strategy.
(can also code and 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

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

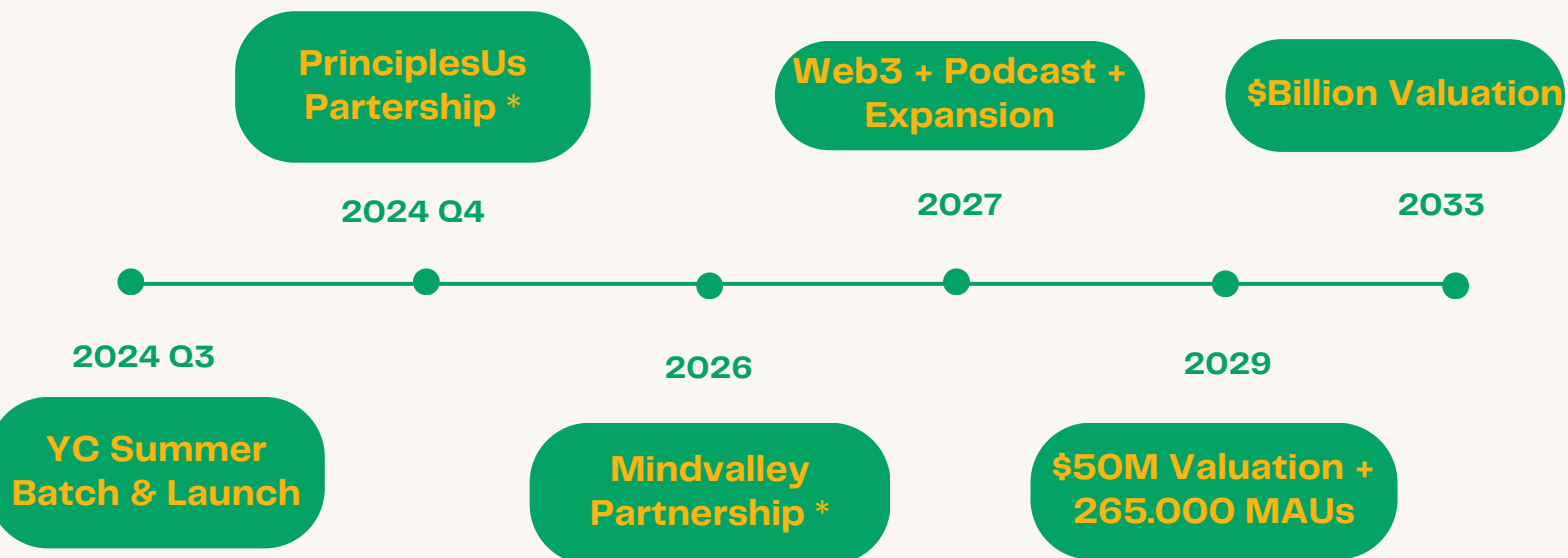
**Demo Day Goal
90% Standard
10% Premium**

**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.



*The partnerships with the exact companies are not set in stone. There are Options B and C + additional plans in case of rejection.



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