



NEOTEQ



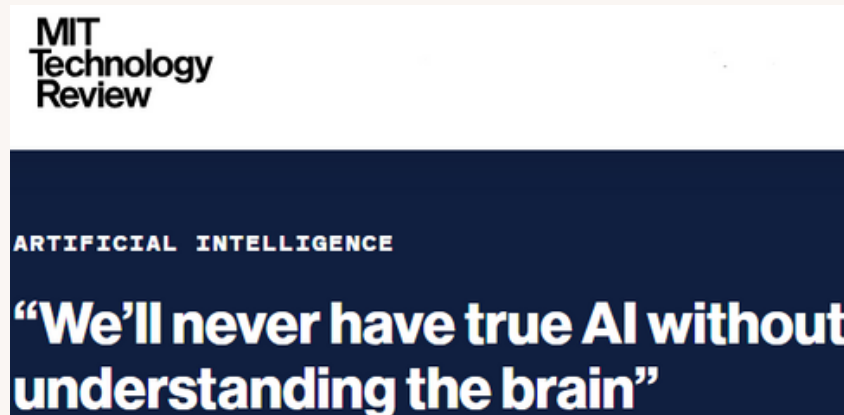
TEACHING BRAIN HACKS TO (TECH) STARTUPS

Executive Summary

Short Company Description	<ul style="list-style-type: none">• Helps (tech) startups integrate neuroscience in their daily activities for improved performance and wellbeing.• Builds a new field called “neuroentrepreneurship” and a key opinion leader position in it.
Products & Services	<ul style="list-style-type: none">• courses, content, coaching;• personality tests;• AI tool running business scenario simulations for the user.
Industry / Target Audience	<ul style="list-style-type: none">• Currently: EdTech / founders & startups.• 5 years from now: founders & startups + wearables; students; sports; parenting.
Competitors	<ul style="list-style-type: none">• Masterclass; Reforge; Coursera; Skillshare; Udemy.
Future Goals	<ul style="list-style-type: none">• Year 5 End: \$100M Valuation; 500.000 DAUs.• Year 15 End: \$1T Valuation; helping 1B people.

Problem

(Tech) Founders are way too hyped on how to operate supercomputers and AI that they neglect/forget to operate the super technology inside their head - the brain.



Looking at the competition - there is no EdTech company proposing to approach entrepreneurship from a neuroscience perspective.

Solution

An EdTech company focused on creating a new field called “neuroentrepreneurship” by:

Teaching
brain hacks
to (tech)
startups

Helping
them apply
brain
science for
improved
performance
and
wellbeing

Further
expanding to
new
industries
([click here to see page 7**](#)).

(Future) Courses

Human Behavior in Business:

- [Neuroentrepreneurship 101 \(Launched\)](#)
- [Introduction to Behavioral Neuroscience \(Launched\)](#)
- The Mechanics Behind a Productive Business Relationship: *Understand Your Team's Wiring, Understand Your Team's Motivation*
- Neuroscience of Creativity: *Fostering Adaptability, Innovation and Problem-Solving*

Negotiation:

- Negotiation Fundamentals: *and How to Leverage Them*
- Brain-Based Negotiation: *Use Cognitive Insights to Gain a Competitive Advantage*
- The Neuroscience of Tough Negotiations: *Staying Calm and Focused Under Pressure*
- Collaborative Negotiation Strategies: *Building Win-Win Solutions*

Sales and Marketing:

- Client Psychology: *Decoding Customer Preferences*
- The Neuroscience of Persuasion: *How Understanding Brain and Behavior Can Lead to Better Customer Interactions*
- Pitches and Copywriting: *and the Neuroscience Behind Them*
- Leading the Customer Journey With Neuroscience: *From Skepticism to Conversion*

Financial

- Building a Wealth Mindset: *Breaking Old Beliefs and Rewiring Your Brain*
- Emotional Intelligence: *in Financial Decision Making*
- Financial Modeling: *Especially for the Founders Who Are Terrible at it*
- NeuroFinance of the Future: *Understanding the Intersection Between Brain, Blockchain and Money*

Others

- Understanding Burnout: *Identifying and Preventing Burnout in Startup Teams*
- Stress, Blindspots and Reasons of Failure: *Behind the Scenes*
- Startup Culture: *How to Build an Aligned Company*
- Tips For Founders: *and How to Improve Their Personal Lives as Well*



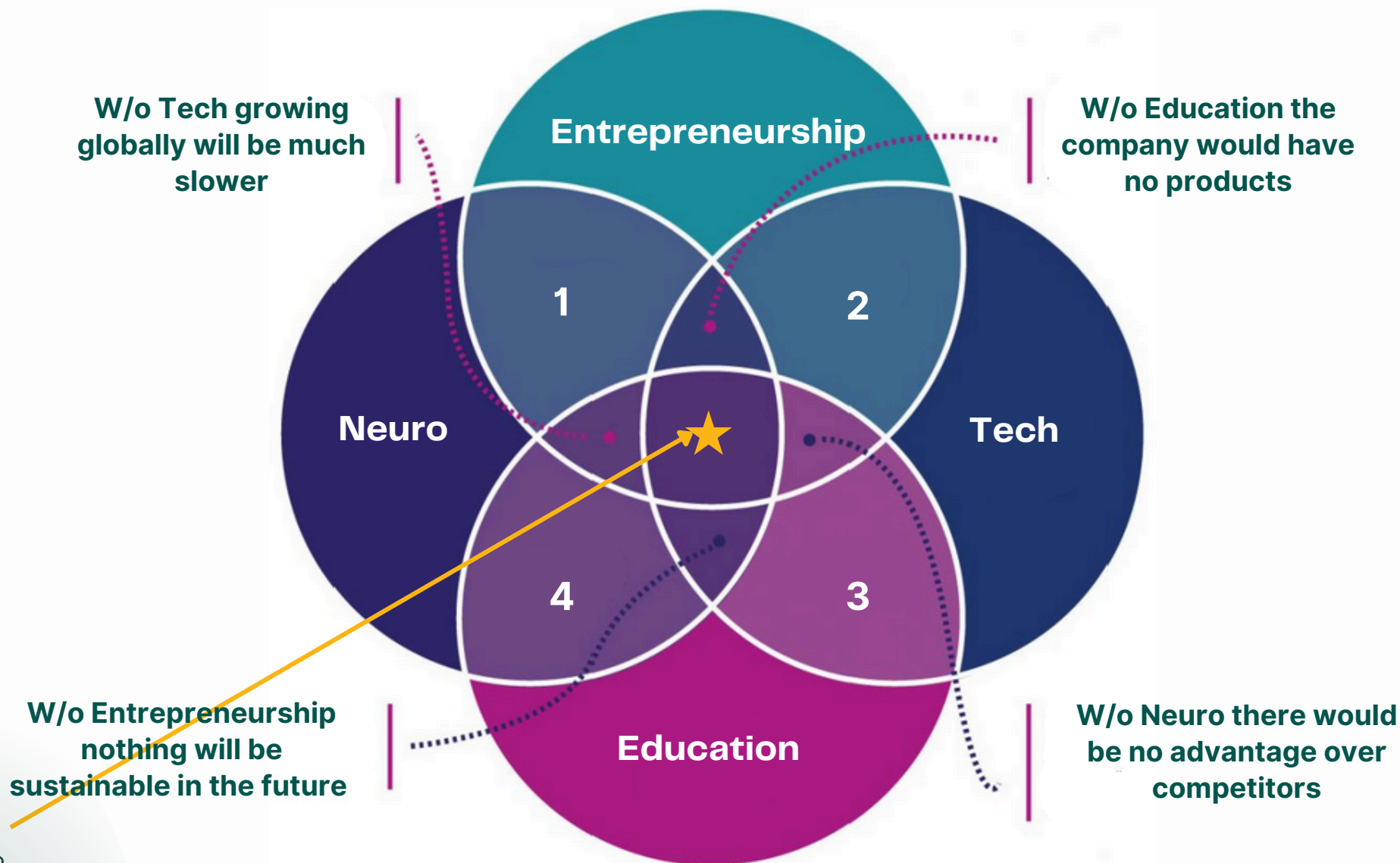
MISSION

Helping startups use
neuroscience in their activities
for improved performance



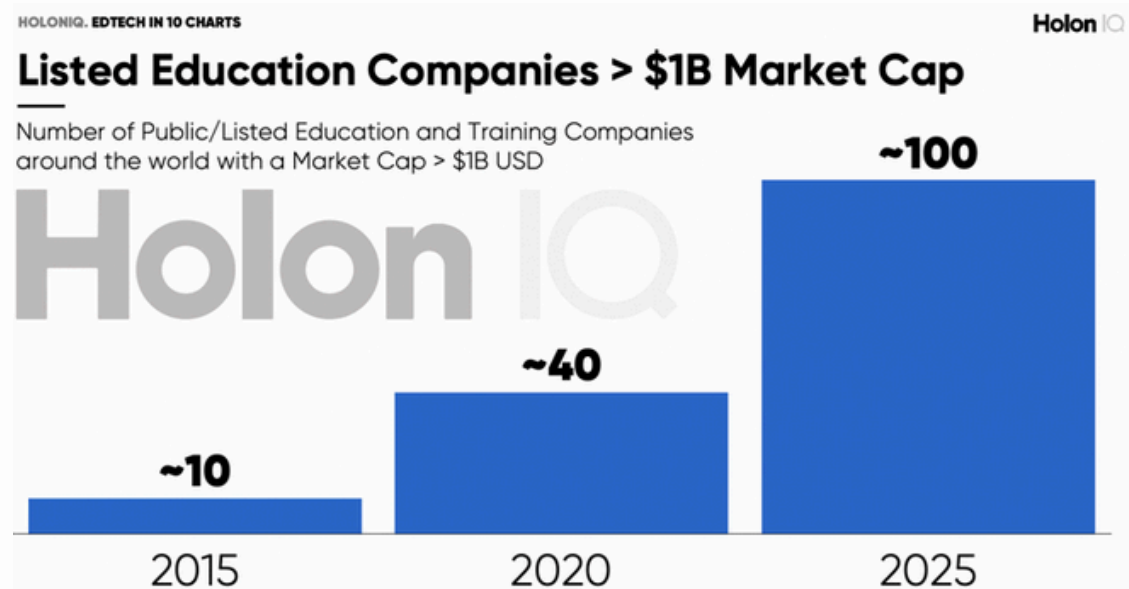
VISION

Updating entrepreneurship to
neuroentrepreneurship. (The
way Tesla did to the gasoline car)



Market Opportunity

Global EdTech



**** Further expansions are planned to new industries and audiences: 1) wearables. 2) students. 3) sports. 4) parenting. ****

Business Model

Prices Listed Individually but Charged on a B2B Level

-
- **Personality Test** @ \$5/test/person.
 - **Standard Subscription** @ \$10/month/person.
 - **Premium Subscription** @ \$25/month/person. (includes the AI tool running scenarios)
 - **On-Demand Coaching** @ \$50/person/cohort.
-

Example for a 10 people company:

Personality Tests => \$50/10 tests/company

Standard Sub => \$100/month/company

Premium Sub => \$250/month/company

*(*Cohorts are to be for 50 people at a time*

=> 5 companies of 10 people can attend at once)*

Customer Acquisition: organic value provided; word of mouth; referrals; outreach; sales; networking; marketing; benefits for early-adopters; strategic partnerships.

Traction

Or Milestones

-
- Reached a collaboration agreement with PrinciplesUs by Ray Dalio;
 - The founder constantly becomes more technical;
 - MVP + webpage built;
 - Launched on YouTube & Product Hunt;
 - Conducted interviews;
 - Built a waiting list of 17 people (12 of them are Y Combinator founders).
-

Go To Market Strategy

Acquiring customers through: organic value provided; word-of-mouth; outreach; sales; networking; early adopter benefits; referrals; strategic partnerships.

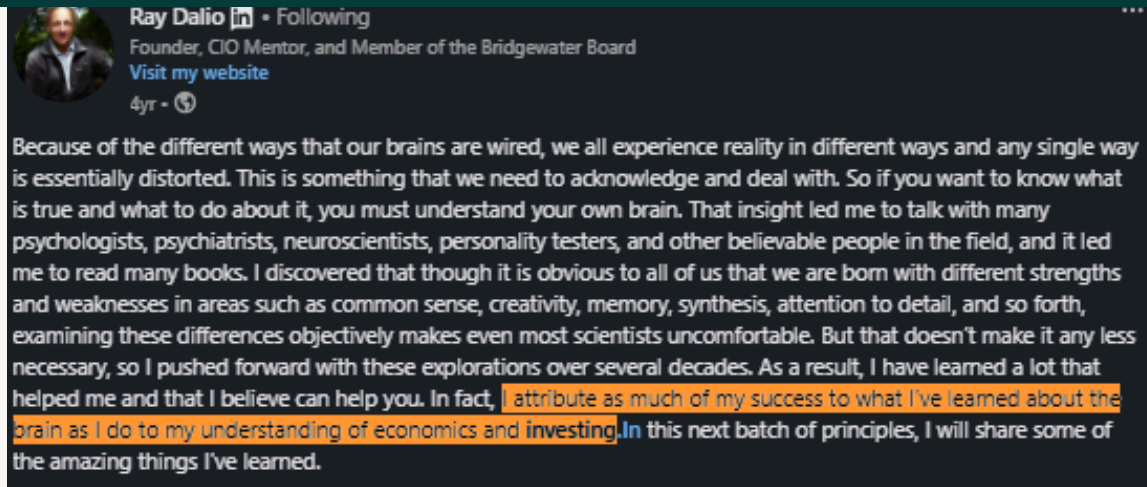
Retention through: care for the customer; constant improvements on content, quality and user experience; loyalty benefits; cross and upsells; personalized email campaigns.

Marketing Channels: Google, Facebook, Instagram, LinkedIn, etc. .

Differentiation compared to competitors: (neuro)science backed approach to business; lower subscription fees; courses available 24/7/365; personality and goal assessments for customized UX and learning; AI simulator for business scenarios.

Testimonial & Inspiration

Reading Ray Dalio's quote (highlighted in orange) was the first proof that this startup (idea) is worth going all-in on



PRINCIPLE OF THE DAY

- UNDERSTAND THAT
PEOPLE ARE WIRED
VERY DIFFERENTLY.

Competitors Chart

Company Name	EdTech Company	Brain Science Content	Business Content	Mixing Both & Focused On Startups	AI Scenario Simulator	Personality Tests
Neoteq	✓	✓	✓	✓	✓	✓
Coursera	✓	✓	✓			
Reforge	✓	✓	✓			
Masterclass	✓	✓	✓			
Skillshare	✓	✓	✓			
Udemy	✓	✓	✓			

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• the founder's care about the problem• huge passion for the fields• high adaptability & adversity tolerance• trustworthy & credible partners	<ul style="list-style-type: none">• the founder's little tech experience• the founder's "anonymity"• limited network• 1st time raising VC funds
Opportunities	Threats
<ul style="list-style-type: none">• better customer service• untapped market/blue ocean• building a new field• further expansions	<ul style="list-style-type: none">• competitors' reprofilation• competitors cutting prices• coaching aversion from clients• clients' lack of awareness

Team



Tiberius Dinu

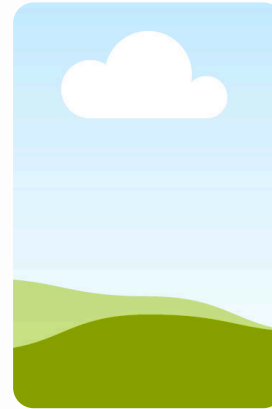
Co-Founder & CEO

In charge of growth, vision and business development.

(can also code and cover neuroscience-related topics).

3.5 years of experience in corporate finance.

Decided to have a career shift in 2021 and have become an entrepreneur. Invested 10000h in entrepreneurship and 1000h in neuroscience.

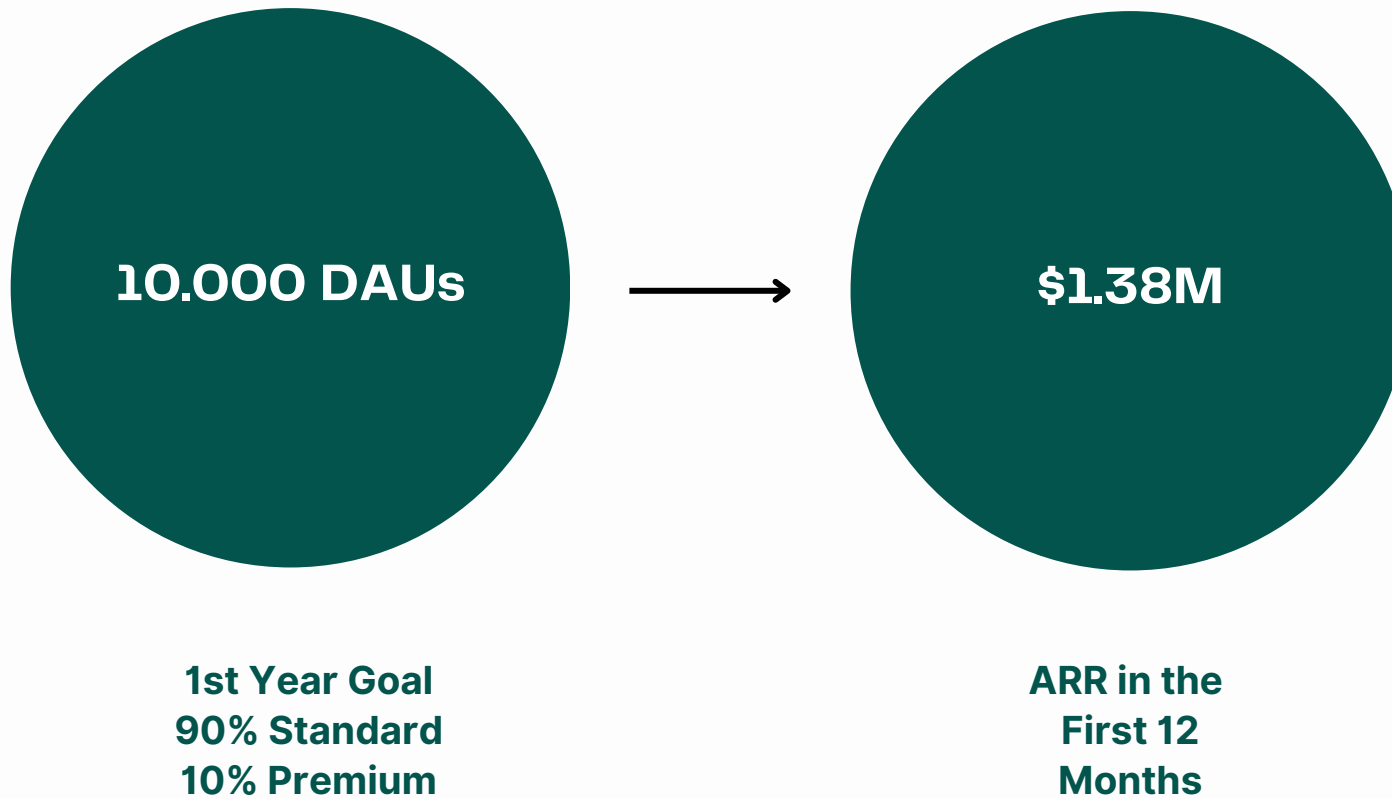


(To be recruited)

Co-Founder & CTO

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

Financials





[Visit Website](#)

[Join Waiting List](#)

[Book a Call](#)

