



NEOTEQ



TEACHING BRAIN HACKS TO (TECH) STARTUPS

Executive Summary

Short Company Description

- Teaches brain hacks to (tech) founders and startups by marrying behavioral neuroscience with entrepreneurship.
- Will create a new field called “neuroentrepreneurship” and establish a key opinion leader position in it.

Products & Services

- personality tests;
- courses, content, coaching;
- AI tool running business scenario simulations for the users.

The Industry / Target Audience

- Currently: EdTech / founders & startups.
- 5 years from now: founders & startups + wearables; students; sports; parenting.

The Competitors

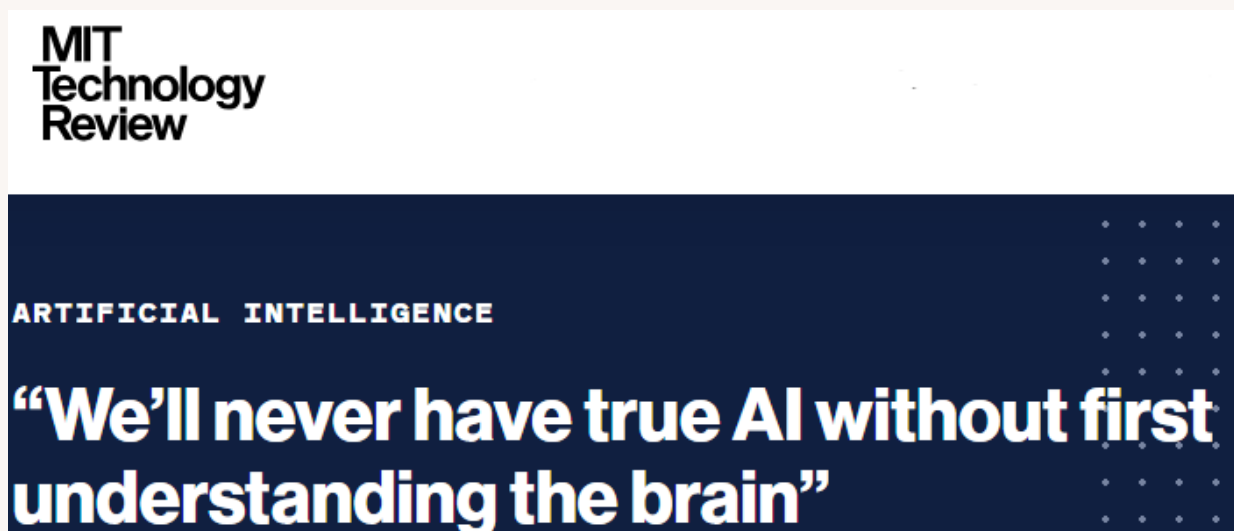
- NeuroLeadership Institute; Masterclass; Reforge; Skillshare; Udemy.

Future Goals

- Year 5 End: \$100M valuation; 500.000 MAUs.
- Year 15 End: \$1T valuation; educating and helping 1B users.

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 the use of neuroscience in entrepreneurial activities.

Solution

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

Teach brain hacks to (tech) founders

Help them apply brain principles for improved startup performance and wellbeing

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

(Future) Courses

Human Behavior in Business:

- [Neuroentrepreneurship 101 \(Launched\)](#)
- [Introduction to Behavioral Neuroscience \(Launched\)](#)
- The Psychology of Decision Making: *Improving Choices in Business and Life*
- Neuroscience of Creativity: *Fostering Adaptability, Innovation and Problem-Solving*

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: *Building Win-Win Solutions*

Sales and Marketing:

- Client Psychology: *Decoding Customer Preferences*
- Pitches and Copywriting: *and the Neuroscience Behind Them*
- Leading the Customer Journey: *From Sales to Conversion*
- How to Build a Strong Brand: *in a World That is Constantly Changing*

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: *Understanding the Mechanics Behind Them*
- Startup Culture: *How to Build an Aligned Company*
- Tips For Founders: *and How to Improve Their Personal Lives as Well*

MISSION

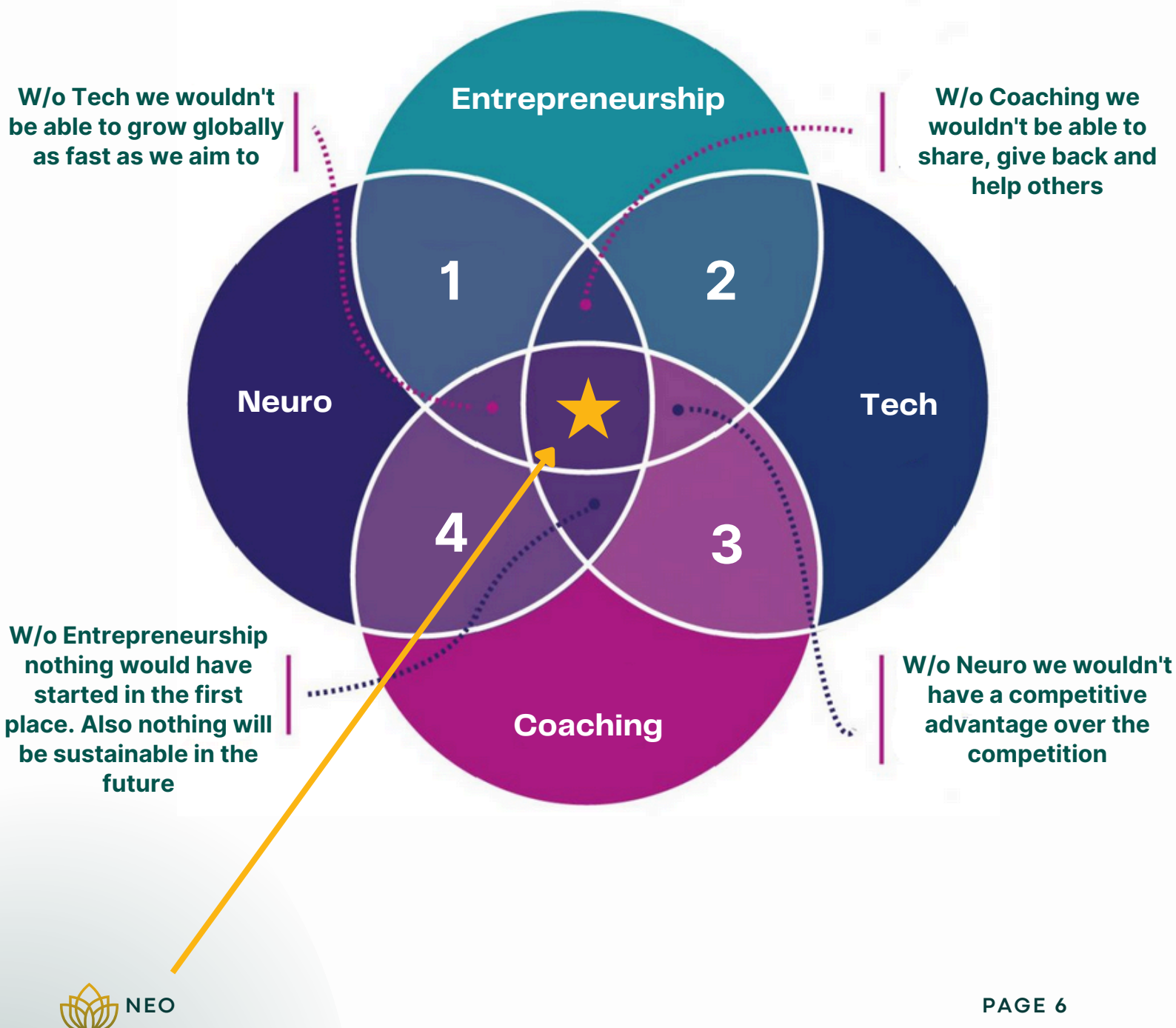


Helping startups use neuroscience in their activities for improved performance



VISION

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

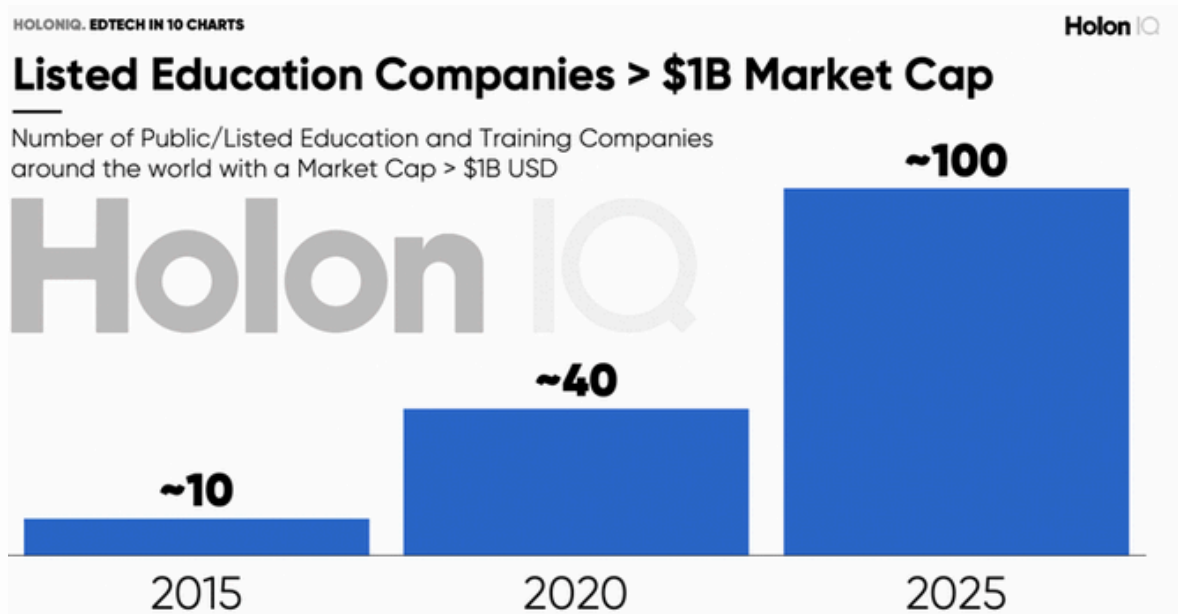


Market Opportunity

Global EdTech



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



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

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

Business Model

Price Strategy & Customer Acquisition

- **Psychometric Tests** @ \$5/test/person.
- **Standard Subscription** @ \$10/month/person.
- **Premium Subscription** @ \$25/month/person.
- **On-Demand Coaching** @ \$50/person/cohort.

Customer Acquisition: organic value provided; word of mouth; referrals; outreach; sales; 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;
- Conducted interviews;
- Built a waiting list of 17 people (12 of them are Y Combinator alums).

Go To Market Strategy

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

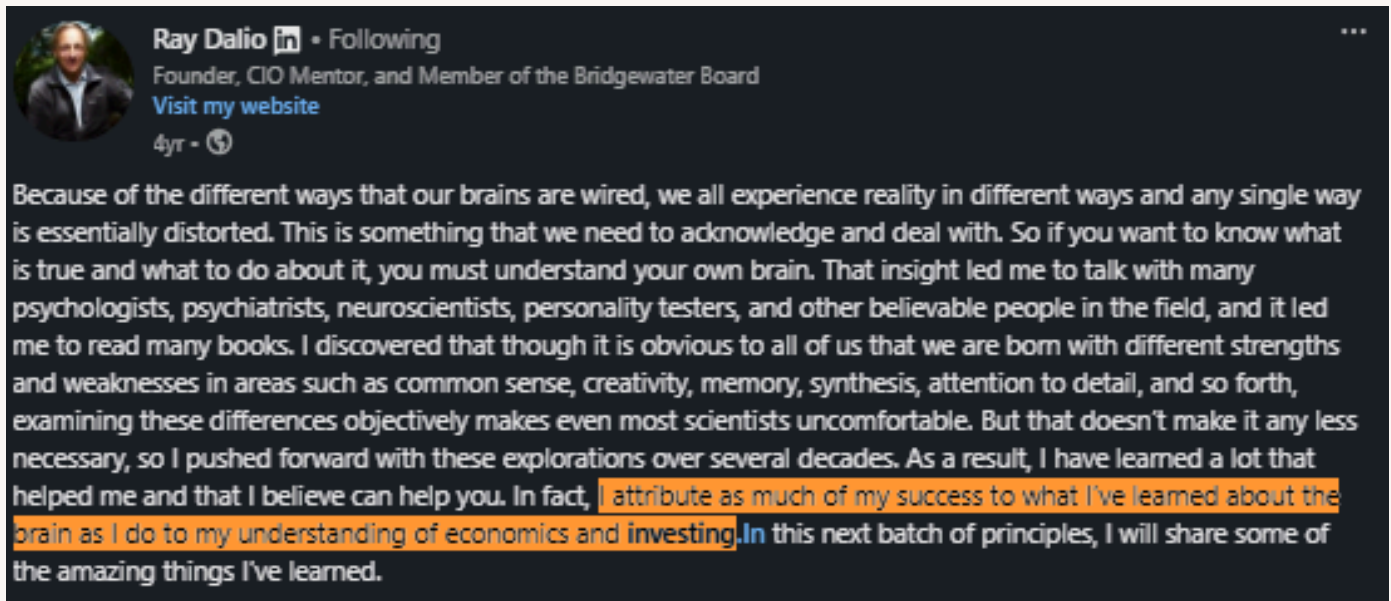
Retention through: care for the customer; constant improvements on content, quality and user experience; loyalty benefits; cross and upsells; personalized email campaigns.

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

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

Testimonial & Inspiration

When I read Ray Dalio's quote (highlighted in orange) it was the first time I realized my idea is worth going all in on.



PRINCIPLE OF THE DAY

- **UNDERSTAND THAT
PEOPLE ARE WIRED
VERY DIFFERENTLY.**

Competitors Chart

Company Name	EdTech Company	Neuroscience Content	Business Content	Mixing Both & Nixed 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 founder's care about the problem• huge passion for the fields• high adaptability & growth mindset• trustworthy and credible partners	<ul style="list-style-type: none">• the 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 expansions	<ul style="list-style-type: none">• competitors' reprofilation• competitors cutting prices• coaching aversion from clients• clients' lack of awareness

Team

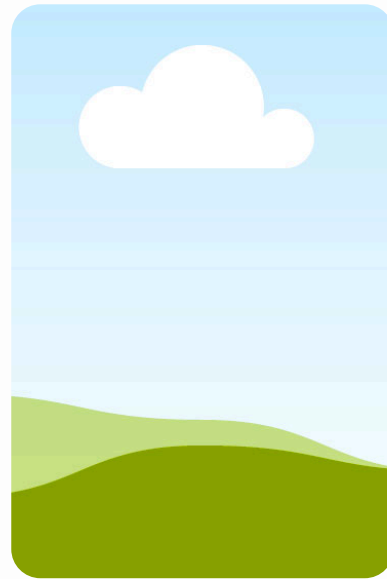


Tiberius Dinu

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 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/she will be in charge of the tech side of the company.

Financials

**10.000
MAUs**



\$1,38M

**1st Year Goal
90% Standard
10% Premium**

**ARR in the
First 12 Months**



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