



NEOTEQ



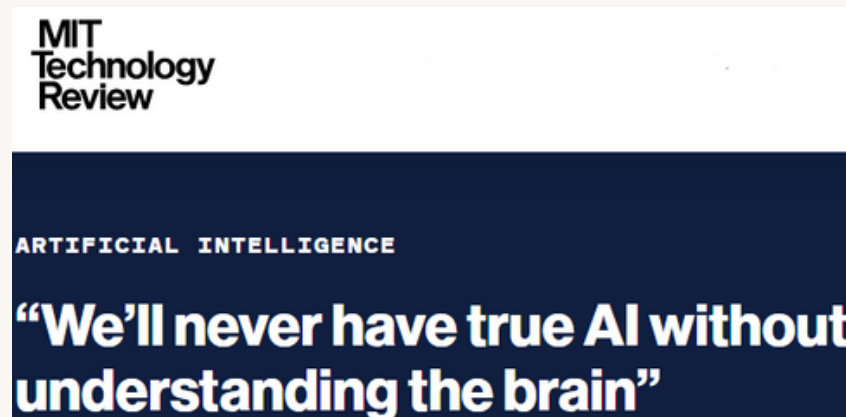
# TEACHING BRAIN HACKS TO (TECH) STARTUPS

# Executive Summary

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

# 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*



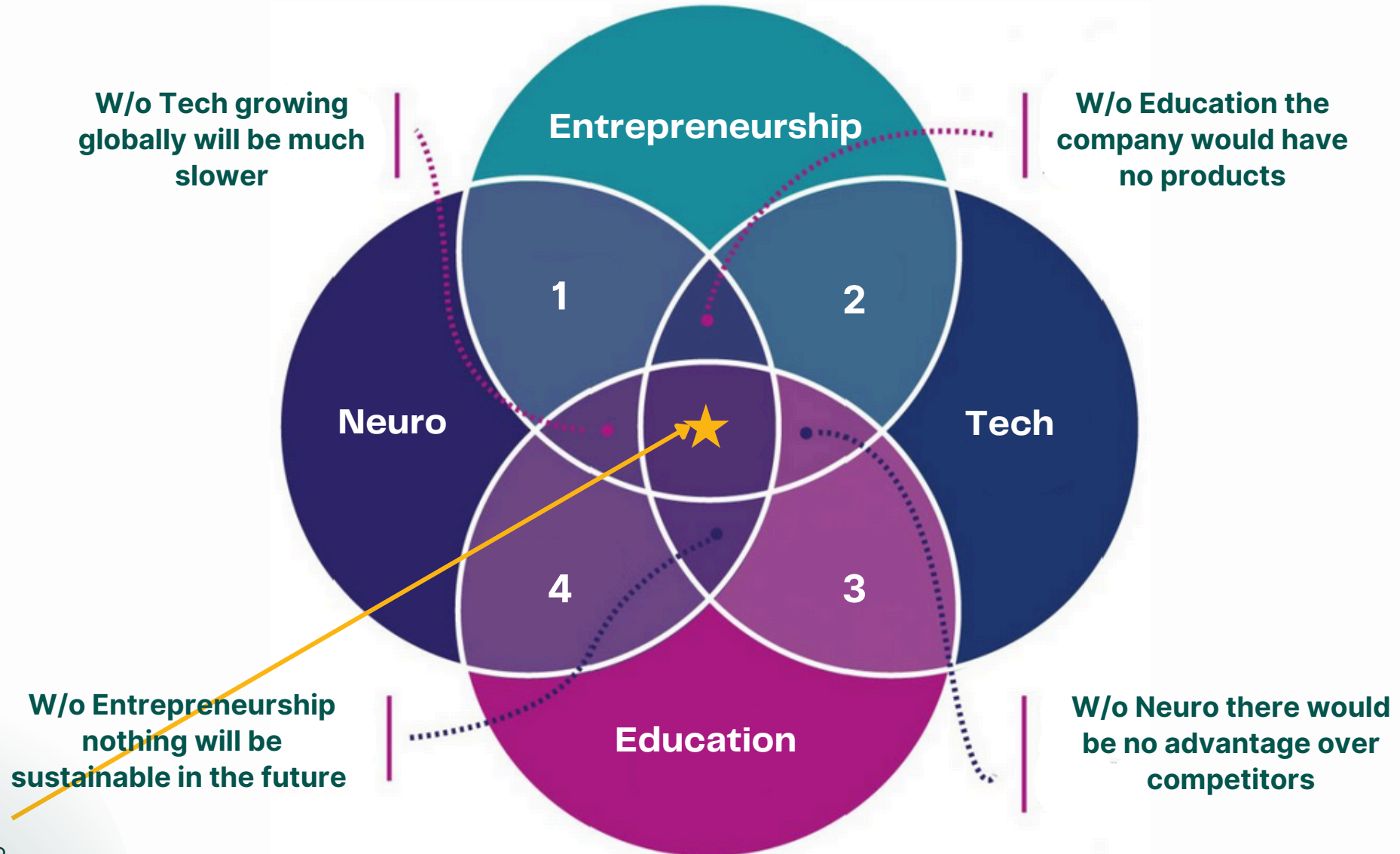
## MISSION

Helping startups use neuroscience in their activities for improved performance



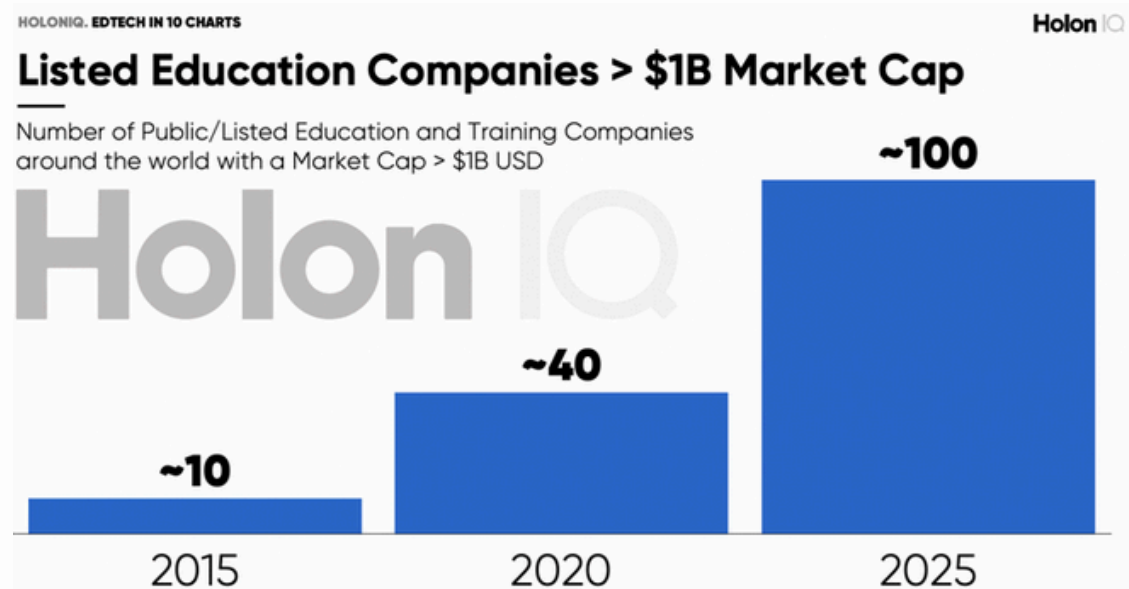
## VISION

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\*)*

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

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# 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).
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# Go To Market Strategy

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**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.

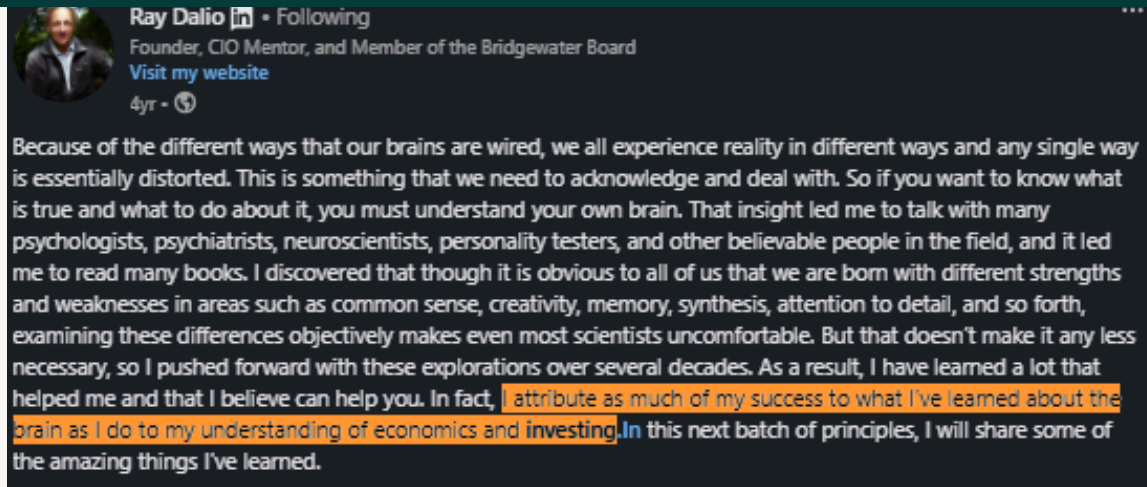
**Marketing Channels:** Google, Facebook, Instagram, LinkedIn, etc. .

**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.

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

# Team



**Tiberius Dinu**

**Co-Founder & CEO**

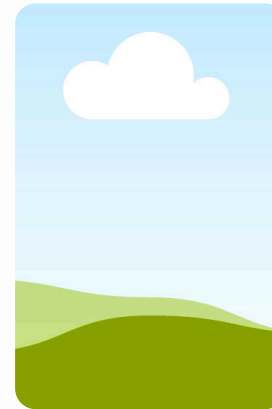
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In charge of growth, vision and business development.

**(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.



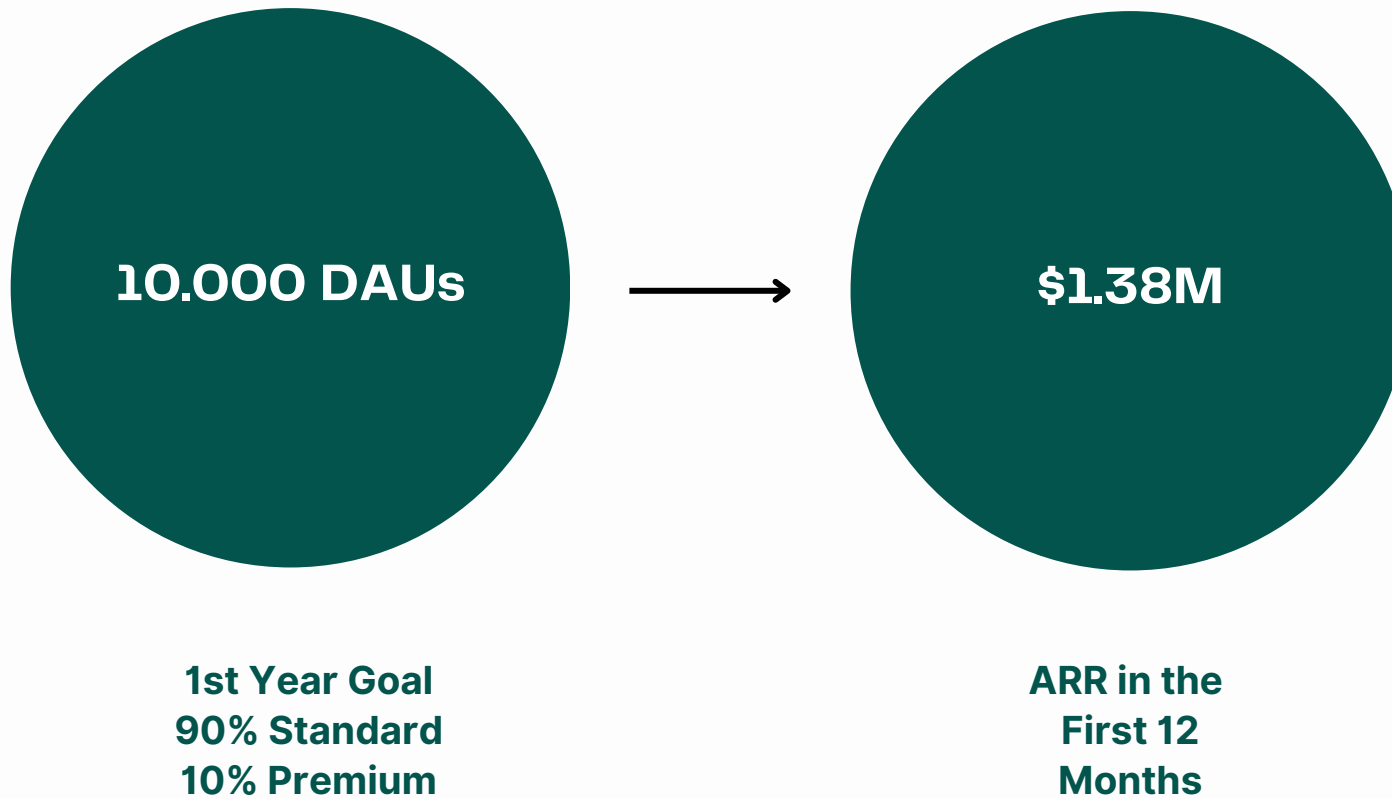
**(To be recruited)**

**Co-Founder & CTO**

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

# Financials





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