

NEURESTHETICS

Business Name: NEURESTHETICS

Founder: Jason Timothy Burns

Business Address: neuresthetic.net

Phone Number: 405-435-0808

Email: neuresthetics@gmail.com

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1. INTRODUCTION

What Neuresthetics is defined as:

Schema modeling around how to think in terms of the way the brain is shaped.

Pronounced like "kinesthetic", but for nerves.

From "neuro": word-forming element meaning "pertaining to a nerve or nerves or the nervous system," from Greek *neura*

And "aesthetic": (n.) 1798, from German *Ästhetisch* (mid-18c.) or French *esthétique* (which is from German), ultimately from Greek *aisthetikos* "of or for perception by the senses, perceptive," of things, "perceptible"

Why: science represents improvement in human capability, and so brain network modeling is to improve modeling of thought.

The neuresthetic method dramatically increases the rate of geni appearance by combining brain network theory and behavioral statistics.

2. BUSINESS DESCRIPTION (for potential customers)

Neuresthetics behaviorally targets macro brain architecture development towards genius from neurotypical.

Exercises boost Corpus Callosum thickness and Posterior Cingulate cortex organization.

The combination of these things alleviates the central chokepoint in the brain, like an iris so to speak.

2.1 COMPANY OVERVIEW (for investors and stakeholders)

Neuresthetics is a research company and think tank founded by Jason Burns in 2017.

Development began in 2007 in Jason Burns' passionate curiosity. It was founded as a business in 2017 to protect intellectual property. It exists as a sole proprietorship. The company mission is to contribute to the pace in which intelligence is accelerating.

Neuresthetics makes money by selling interaction designed around fostering macro brain architecture closer to genius from neurotypical. Neuresthetics' goal is to create a wealth of intelligent people who are capable as individuals or as a group. Neuresthetics lessons include thought exercises and activities targeting the posterior section of cingulate cortex, and the genu and splenium of the corpus callosum, for size and efficiency.

Neuresthetics is in the middle stage of development but has made significant progress in recent years. It has the potential to completely revolutionize education. It can be used to bring neurotic people into the neurotypical range, and the neurotypical people in the neuresthetic range.

Neuresthetics can benefit individualists and socialists (non-political). Imagine ten people who are as relatively more intelligent than the masses to the same degree as Tesla for his time. Imagine a thousand of them. A million? What are the limits? Everyone?

2.2 VISION AND MISSION

Vision statement: We envision a future where everyone has access to affordable, high-quality education. A world where the benchmark for what genius used to be, to be average.

Mission statement: We are committed to providing our customers with the highest quality education products and services at affordable prices.

3. MARKET ANALYSIS

A company that increases the rate of geni by a factor of 10k would have a massive impact on the world. Geniuses are disproportionately responsible for innovation and progress, so increasing their numbers would lead to a quantum leap in human achievement.

The market for the company's services would be vast. Governments, corporations, and educational institutions would all be willing to pay a premium for access to geniuses. The company could also charge geniuses themselves for its services, as they would be able to earn much more money with their enhanced intelligence.

3.1 TARGET MARKET

Parents: Parents who want their children to reach their full potential would be interested in a service that could make their children smarter.

Schools: Schools would be interested in a service that could help them to identify and nurture gifted students.

Businesses: Businesses would be interested in a service that could help them to hire and retain the most talented employees.

Governments: Governments would be interested in a service that could help them to develop a more intelligent population.

3.2 MARKET NEEDS

Education: Schools and universities are always looking for ways to identify and nurture gifted students. A company that could help to increase the number of geniuses would be of great interest to the education sector.

Business: Businesses are always looking for innovative and talented employees. A company that could help to increase the number of geniuses would be able to provide businesses with a valuable resource.

Government: Governments are also interested in supporting the development of geniuses. A company that could help to increase the number of geniuses would be able to provide governments with a way to invest in the future of their countries.

Here are some specific examples of how a company that could increase the rate of geni could be used:

To develop new technologies that could solve global problems such as climate change and disease.

To create new businesses and industries that could boost the economy.

To develop new forms of art and culture that could enrich our lives.

To help us better understand the universe and our place in it.

3.3 Competition

A company that increases the rate of geni by a factor of 10k would face significant competition from a variety of sources, including:

Other companies developing similar technologies. There are several companies working on developing technologies to enhance human intelligence, such as neurofeedback, brain stimulation, and gene editing. These companies could pose a direct threat to the company's market share.

Governments and militaries. Governments and militaries are also interested in developing technologies to enhance human intelligence. They could invest heavily in their own research and development, or they could acquire companies that are developing these technologies.

Ethical concerns. There are several ethical concerns surrounding the development and use of technologies to enhance human intelligence. For example, some people worry that these technologies could be used to create a new class of superhumans, or that they could be used to manipulate people's thoughts and behavior. These ethical concerns could make it difficult for the company to gain public acceptance for its technologies.

In addition to these general sources of competition, the company would also face competition from specific companies that are developing technologies to enhance human intelligence. Some of these companies include:

Neuralink: Neuralink is a company founded by Elon Musk that is developing brain-computer interfaces to connect the human brain to computers.

Kernel: Kernel is a company that is developing brain implants to record and stimulate neural activity.

Nootropics Depot: Nootropics Depot is a company that sells nootropics, which are drugs or supplements that are claimed to enhance cognitive function.

Genius Juice: Genius Juice is a company that sells a drink that is claimed to increase intelligence.

4. SERVICES OFFERED

Neuresthetics lessons.

There are three tiers of this business:

A: Meetups and rough draft Marketing.

B: Summer camps | School modules.

C: Longitudinal experiment as a Brick'n'Mortar School.

4.1 PROGRAM OFFERINGS

Each tier of service has different depths and complexities based on who is being taught, the Neuresthetic elements in their basic form will be the subject of lessons for A and B. For C in particular, normal STEM will be extra to but also extend from neuresthetic schema engineering.

4.2 CURRICULUM

A.

B.

C.

5. MARKETING STRATEGY

If neuresthetics is true, who would not want the advantage?

Build street cred yo: publishing research, speaking at conferences, and getting testimonials from satisfied customers.

5.1 PROMOTION

A: Meetup fun.

Free lessons on the basic principles in terms of giving value to people, expecting nothing in return.

Word of mouth by grape vine primarily.

B: Day Camp | After School Program | Module

Paid lessons for setting kids on the path. The earlier someone adopts the method; the less chance there is for emergent trauma. Read Caveats.

5.2 POTENTIAL PARTNERS

Neuralink

Kernel

Nootropics Depot

Genius Juice

Mathnasium

5.2 PRICING

6 OPERATIONS PLAN

7. FINANCIAL PROJECTIONS

7.1 STARTUP COSTS

7.2 REVENUE PROJECTIONS

7.3 PROFIT MARGINS

8. FUNDING REQUIREMENTS

9. RISK ANALYSIS