

NEURESTHETICS

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1. INTRODUCTION

The Neuresthetic method is described here:

Neuresthetic.net

The neuresthetic method theoretically increases the rate of genii level intelligence by a rate of 10k.

The actual factor may be something more like a third of that.

This is the application to Education.

2. BUSINESS DESCRIPTION

The business of Neuresthetics is to shift culture in a way that produces a greater mean I.Q..

The business in its final form is a brick-and-mortar school which adheres to the principles as a longitude.

The business in its intermediate form is summer camp education for children and/or parents.

The business model in its infancy is hosting an occasional Meetup event for interested people.

2.1 COMPANY OVERVIEW

NEURESTHETICS, sole proprietorship.

Products and Services: Education modeling around Neuresthetic principles, which is so say presenting thought around how to think in terms of how the brain is shaped.

2.2 VISION AND MISSION

Vision: To be the company which brings about the Neuresthetic Method globally.

Mission: raise the global mean I.Q. to that of what was formerly known as Genii.

3. MARKET ANALYSIS

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

Other companies developing similar technologies. There are a number of 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 a number of 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 at all business scale stages.

4.1 PROGRAM OFFERINGS

To start: Small free presentation and classes.

Intermediate: Social programs such as summer camps and educational modules.

Full: Brick and Mortar school as a longitudinal school and temple.

4.2 CURRICULUM

Neuresthetic methodology. Refer to neuresthetics.net.

5. MARKETING STRATEGY

Identify your target market (above).

Highlight the benefits of your services.

Build credibility: publishing research, speaking at conferences, and getting testimonials from satisfied customers.

Partner with other organizations: Neuralink, Kernel, Nootropics Depot, Genius Juice, Mathnasium.

5.1 PROMOTION

Free lessons no the basic principles in terms of giving value to people, expecting nothing in return.

Word of mouth by grape vine primarily.

5.2 PRICING

Free in small batches.

Standard summer camp pricing for summer camps.

Mean market fee for private school.

6 OPERATIONS PLAN

We will operate a network of schools around the world.

We will partner with organizations and governments to offer our services to their members and citizens.

7. FINANCIAL PROJECTIONS

Premium Meetup account: 70

7.1 STARTUP COSTS

Premium Meetup account: 70\$ /yr.

Whiteboard and markers: 70\$

7.2 REVENUE PROJECTIONS

Stage one: meetup teacher. Unknown.

Stage two: day camp training. Average at least for standard model.

Stage three: physical schools as hosts of the longitudinal experiment. High.

7.3 PROFIT MARGINS

The more you give, the more you get.

8. FUNDING REQUIREMENTS

1: 200\$

2:

Facility rental: If you do not have your own facility, you will need to rent space for your camp. This could be a school, community center, or other type of facility. The cost of facility rental will vary depending on the size and location of the facility.

Staffing: You will need to hire qualified staff to run your camp. This could include camp directors, counselors, and other support staff. The cost of staffing will vary depending on the size of your camp and the experience of your staff.

Supplies and activities: You will need to purchase supplies for your camp, such as craft supplies, sports equipment, and food. You will also need to plan and implement activities for your campers. The cost of supplies and activities will vary depending on the types of activities you offer.

Insurance: You will need to purchase liability insurance for your camp. This will protect you in the event of an accident or injury. The cost of insurance will vary depending on the size of your camp and the types of activities you offer.

Plus, transportation, marketing.

3:

It can cost anywhere from \$300,000 to \$500,000 to start a small private school.

Startup costs: These costs include the cost of securing a location, renovating, or building facilities, purchasing equipment and supplies, and hiring staff.

Operating costs: These costs include the cost of teacher salaries, benefits, and other staff costs, as well as the cost of maintaining the school's facilities and grounds.

Marketing and recruitment costs: These costs include the cost of developing and implementing a marketing plan to attract students and families to the school.

9. RISK ANALYSIS

Increased costs: Hiring and retaining geniuses is likely to be more expensive than hiring and retaining average employees. This is because geniuses are in high demand and often could command higher salaries and benefits.

Disruption to company culture: Introducing many geniuses into a company could disrupt the existing company culture. Geniuses may have different work habits and communication styles than average employees. This could lead to conflict and tension within the workplace.

Increased risk of intellectual property theft: Geniuses are often highly creative and innovative individuals. This means that they may be more likely to come up with new ideas that are valuable to the company. However, it also means that they may be more likely to be targeted by competitors who are looking to steal their ideas.

Increased risk of product failures: Geniuses may be more likely to take risks and push the boundaries of what is possible. This could lead to the development of new products and services that are innovative but also more likely to fail.