

# **NEURESTHETICS**

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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 theoretically increases the rate of genii level intelligence by a rate of 10k by combining brain network theory and behavioral statistics.

## 2. BUSINESS DESCRIPTION (for potential customers)

Neuresthetics makes interaction around fostering macro brain architecture closer to genius from neurotypical. The process of development began in 2007 in Jason Burns' effort to reverse his own brain damage. It was founded as a business in 1017 as a measure to protect intellectual property. It exists as a sole proprietorship. The company mission is to contribute to the pace in which intelligence is accelerating in the modern world.

### 2.1 COMPANY OVERVIEW (for investors and stakeholders)

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

Neuresthetics makes money by selling interaction around fostering macro brain architecture closer to genius from neurotypical. Neuresthetics' goal is to create a wealth of super intelligent people who are capable 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. I can be used to bring neurotic people into the neurotypical range, and the neurotypical people in the neuresthetic range. This has implications for benchmarks of intelligence and sanity, where sane is defined as rational.

The value of Neuresthetics is partially in what neuresthetics produces itself, but the true value is of the people networked together around the principle producing for each other and the world. 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?

## 2.2 VISION AND MISSION

Vision statement: We envision a future where everyone has access to affordable, high-quality education.

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**

Neuroesthetics 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. Trans generational study.

#### **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 CIRRICULUM**

A.

B.

C.

#### **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.