

# **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 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 at age-appropriate levels.

There are three tiers of this business:

**A:** Meetups and rough draft Marketing.

**B:** Summer camps | School modules.

**C:**

#### NEURESTHETIC SCHOOL METHOD

Child development is the foundation of a prosperous community.

As teacher and parents, we give the best we can to developing children. There are many factors in child development, some chance, some choice, some genetic, some environmental. Our mission is to move factors of genius propagation from what has been traditionally chance, into choice. Our innovative approach harnesses the plasticity of the brain's network connectivity, fostering advanced cognitive development and creative thinking. Our unique approach uses behavioral brain network theory, BBNT, to redefine education through an extraordinary fusion between pantheism, and ambidexterity, underlaid to a neo classical liberal arts curriculum in an open Montessori setting.

**Pantheistic Awareness:** We celebrate the interconnectedness of all knowledge, drawing inspiration from Pantheism to promote a reverence for the universe and a deep understanding of the world's complexities. This allows us to offer the spiritual insight of a religious school, without violating scientific literacy or engaging in politics. Exercises are directed towards strengthening and optimizing the Posterior Cingulate Cortex which is a structurally and metabolically central region divided/limited across the Corpus Callosum.

**Corpus Callosum Fitness:** We embrace ambidexterity as an allegory for balance and versatility in learning and life, but also, we teach and train the normalization of ambidextrous and mixed handedness in the likes of Tesla, DaVinci, Einstein, Turing, Newton... Although Einstein's handedness is a debate for example, his physical brain does not lie about the matter of having a larger corpus callosum than most people, which ambidexterity or mixed handedness practice creates.

A proportionally high ratio of famous genii had both superior corpus callosum size as a matter of their handedness on top of being Pantheistic; combined not only as a product of their intelligence, but as a process of it, and we know why that is the case in structural and functional connectivity. We know from BBNT that this combination is not only behaviorally statistically significant, but structurally and functionally compounding in capitalizing on the principles of global total potential connections and interhemispheric cortico-cortical functionality.

Pantheism and ambidexterity are quite rare on their own, let alone together, and so this is what is meant by moving chance into choice. With a theoretical combinatorial rate of one in ten thousand, the application of them together intentionally among groups of people will theoretically raise the appearance of genius level thinkers by a rate of about that amount. The rest is hard work, intuition, and whatever other factors our students bring to the table.

### 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.

## **5. MARKETING STRATEGY**

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

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

### **5.1 POTENTIAL PARTNERS**

Neuralink

Kernel

Nootropics Depot

Genius Juice

Mathnasium

### **5.2 PRICING**

Free to attend meetup.

The lowest possible for school modules, until the highest bidder.

Private school, elite pricing.

## **6 OPERATIONS PLAN**

Confidential.

## **7. FINANCIAL PROJECTIONS**

Unknown

### **7.1 STARTUP COSTS**

\$20 a month for meetup hosting.

\$25 a month for meetup food and drink.

Gas.

### **7.2 REVENUE PROJECTIONS**

Unknown

### **7.3 PROFIT MARGINS**

Unknown

### **8. FUNDING REQUIREMENTS**

Monthly meetup costs and time.

### **9. RISK ANALYSIS**

Top two concerns for people taking on neuresthetics are past trauma and age.

In regards to trauma, because neuresthetics open the structurally central paths like an iris so to speak, suppressed memories can leak, so to speak. In this case, they can be encouraged that the obstacle is the way.

In regards to age, because the longer someone lives the more traumas they have accumulated on top of loss in plasticity with aging.