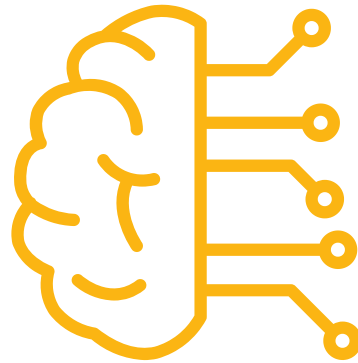




NEOTEQ



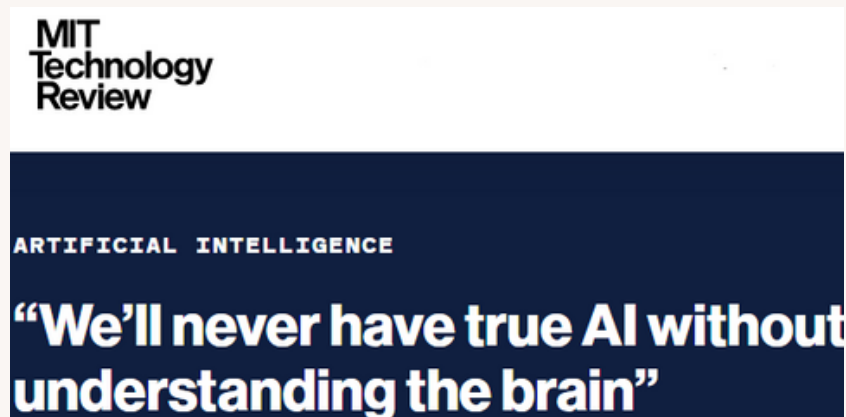
**TEACHING BRAIN
HACKS TO (TECH)
STARTUPS**

Executive Summary

Short Company Description	<ul style="list-style-type: none">• Helps (tech) startups integrate brain science in their daily activities for improved performance and wellbeing.• Builds a new field called “neuroentrepreneurship” and a key opinion leader position in it.
Products	<ul style="list-style-type: none">• courses, content, coaching;• personality tests;• AI tool running business simulations/predictions based on the user’s personality type, input and goals.
Industry / Target Audience	<ul style="list-style-type: none">• Currently: EdTech (tweaked with AI) / startups.• 5 years from now: startups + wearables; students; sports; parenting.
Competitors	<ul style="list-style-type: none">• Masterclass; Reforge; Coursera; Skillshare; Udemy.
Future Goals	<ul style="list-style-type: none">• Year 5 End: \$100M Valuation; 500.000 DAUs.• Year 15 End: \$1T Valuation; helping 1B people.

Problem

(Tech) People 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 (tweaked with AI)
focused on creating a new field called
“neuroentrepreneurship” by offering:**

**Brain
science
backed
educational
materials**

**Brain
science
backed
personality
tests**

**An AI
business
simulator
based on the
user's
personality,
input & goals**

(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*



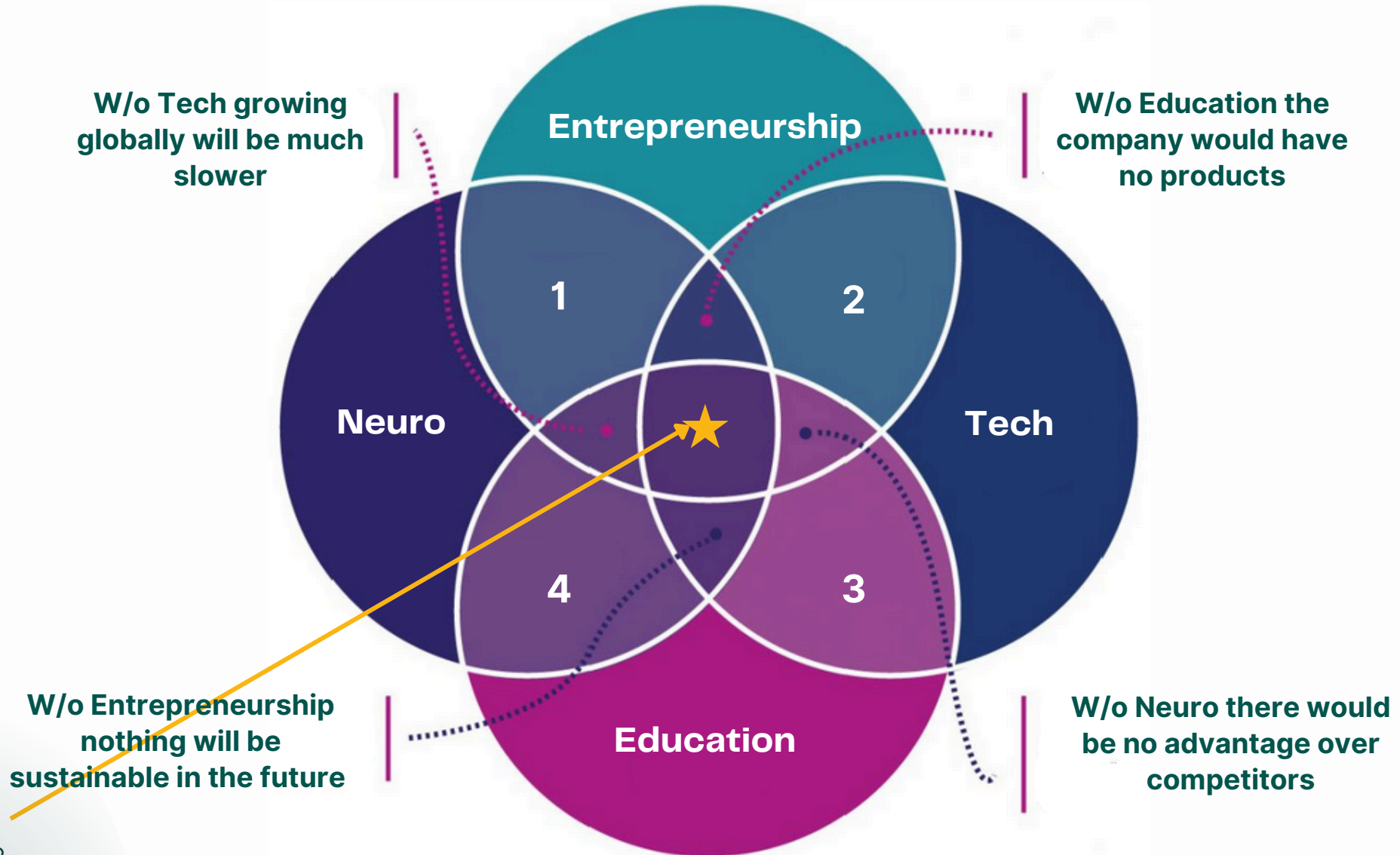
MISSION

Helping startups use neuroscience in daily activities for improved performance



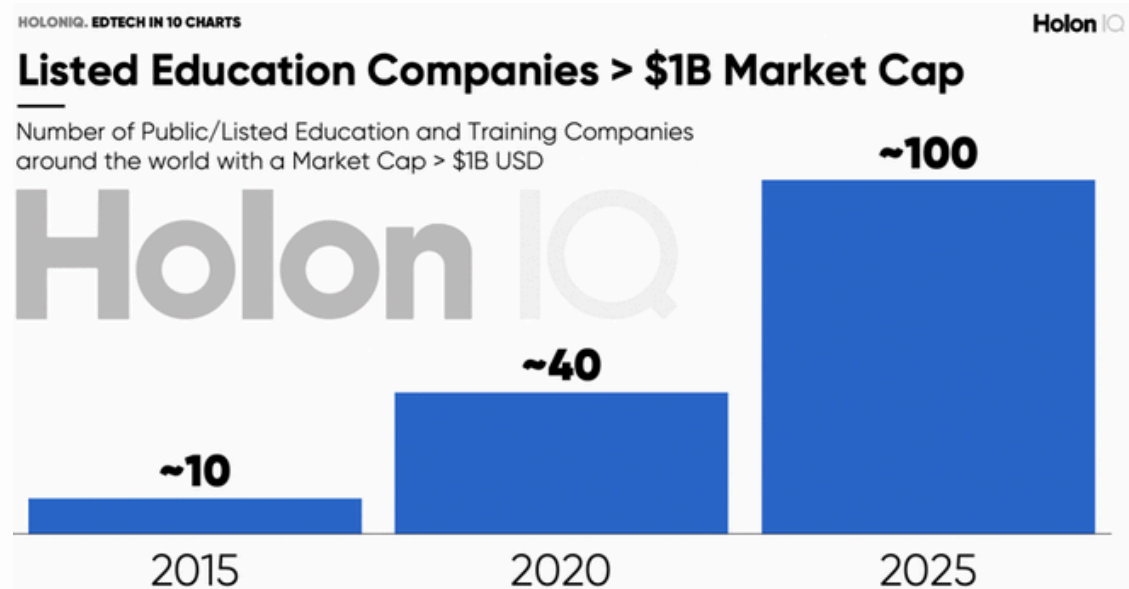
VISION

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

(Coaching Cohorts are to be for 50 people at a time*

=> 5 companies of 10 people can attend at once)*

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

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).
 - Switched from Consumer to B2B
 - Switched from purely EdTech to EdTech Mixed with AI
 - Built 4 more products (with AI this time)
-

Go To Market Strategy

Acquiring customers through: organic value provided; word-of-mouth; outreach; sales; networking; early adopter benefits; referrals; strategic partnerships.

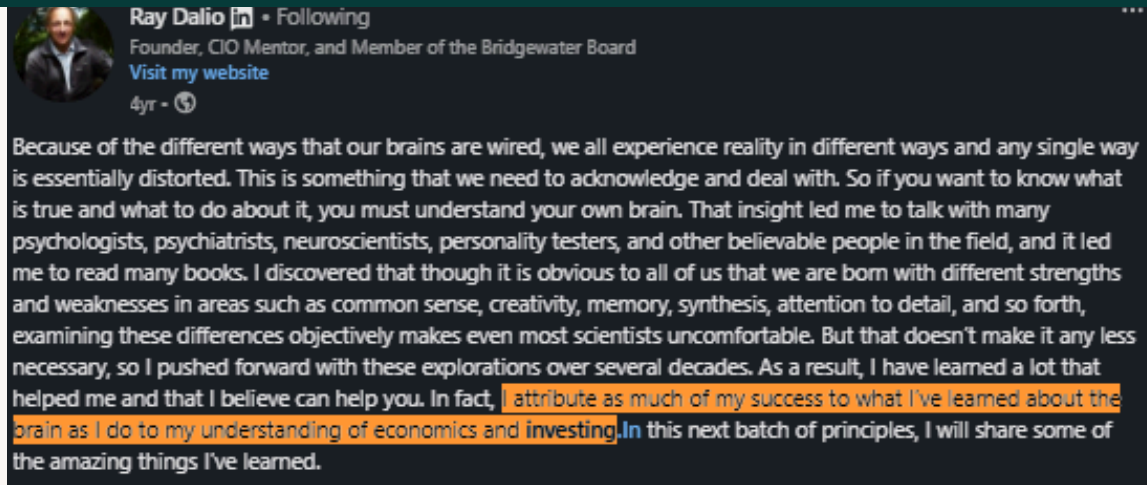
Retention through: care for the customer; constant improvements on content, quality and user experience; loyalty benefits; cross and upsells; personalized email campaigns.

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

Differentiation compared to competitors: brain 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.

Testimonial & Inspiration

Reading Ray Dalio's quote (highlighted in orange) was the first proof that this startup 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	Personality Based AI Scenario Simulator	Personality Tests
Neoteq	✓	✓	✓	✓	✓	✓
Coursera	✓	✓	✓			
Reforge	✓	✓	✓			
Masterclass	✓	✓	✓			
Skillshare	✓	✓	✓			
Udemy	✓	✓	✓			

SWOT Analysis

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

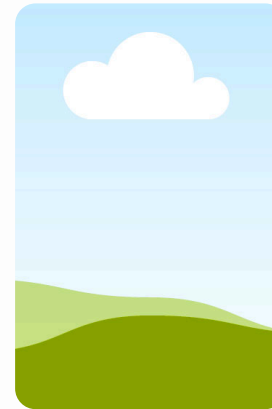
Team



Tiberius Dinu
Co-Founder & CEO

In charge of growth, vision and business development.
(can also code and cover neuroscience-related topics).

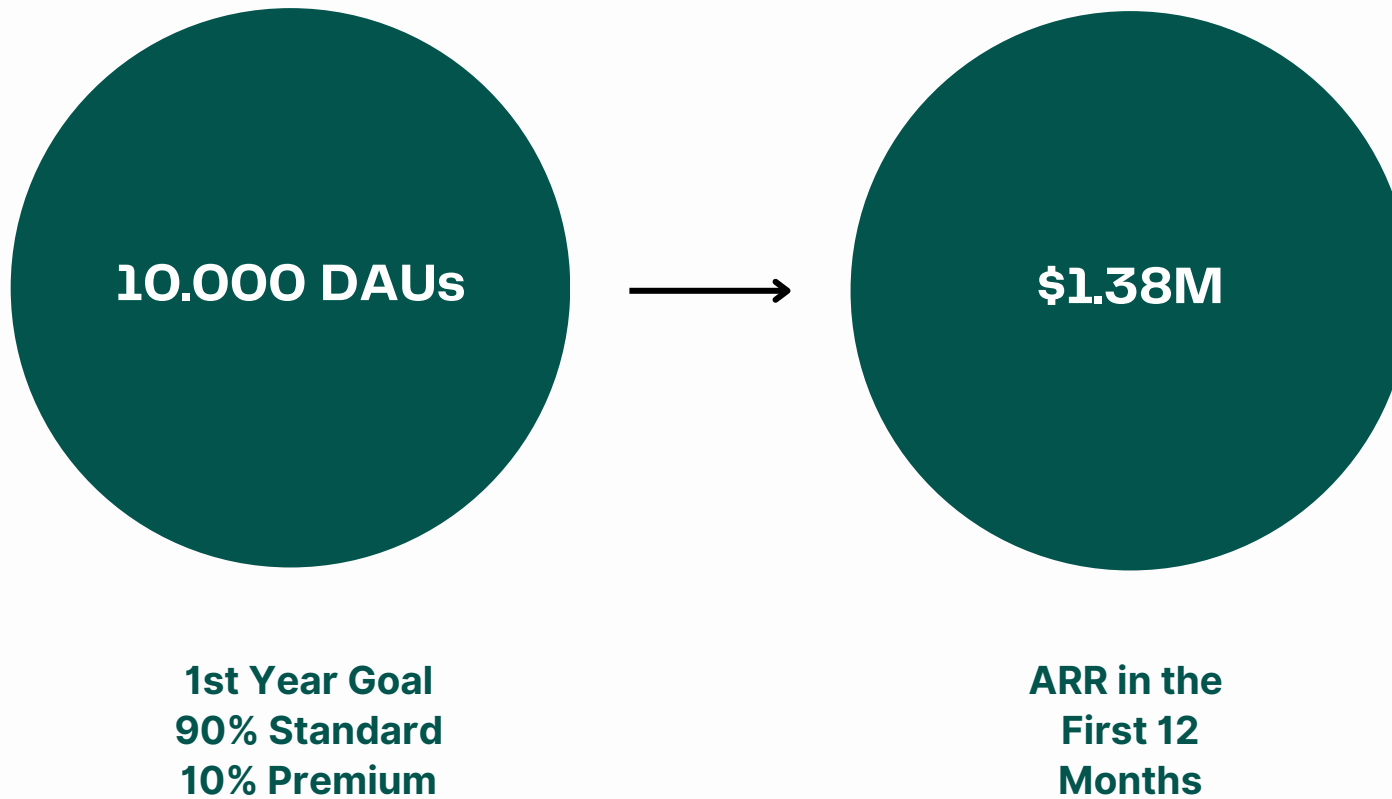
3.5 years XP in corporate finance. Decided to have a career shift in 2021 and have become an entrepreneur. Invested 10000h in entrepreneurship and 1000h in neuroscience.



(To be recruited)
Co-Founder & CTO

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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