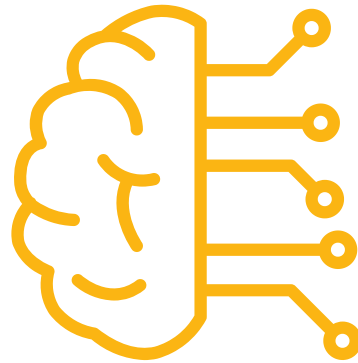




NEOTEQ



**NEUROSCIENCE FOR
ENTREPRENEURS**

Executive Summary

Short Company Description

- Helps startups integrate brain science in their daily activities for improved performance and wellbeing.
- Builds the new field of [neuroentrepreneurship](#) and thought leadership in it.

Products

- Neuroscience-based AI startup simulator based on the user's personality.
- courses/educational materials.
- personality tests.

Industry

/.

Target Audience

- Currently: EdTech-AI / startups (regardless of industry *).
- * WellTech, HealthTech, and MedTech companies may adopt Neoteq's products faster since they (may) already know about neuroscience.*

Audacious Yet Achievable Goals

- Social/Impact: 1 billion lives - positively impacted by 2040.
- Financial: \$1 trillion valuation by 2040.

Competition

- EdTech: Masterclass, Udemy, Coursera, Reforge, Skillshare.
- AI: generic LLMs.

Problem

Despite immense potential to integrate brain based insights in business, the fields of neuroscience and entrepreneurship remain largely divided



“I attribute as much of my success to what I’ve learned about the brain as I do to my understanding of economics and investing.”

– Ray Dalio, Principles: Life and Work

This leads to suboptimal decision-making, blind spots, missed opportunities for innovation and sometimes fatal mistakes

Solution

An EdTech company (tweaked with AI) focused on building the new field of neuroentrepreneurship by offering brain science backed:

Personality Tests

For self better self awareness and for a better understanding of human behavior

Courses

Providing simplified and actionable steps to show the user how to implement neuroscience in business

AI Startup Simulator

Synced with the courses and personality tests. Serving as a neuroscience based startup companion/mentor

Neoteq AI Description

How it works?

You input your personality details and startup context.

Engage in simulated scenarios and discussions with the chatbot.

Receive AI-generated + neuroscience insights.

Iterate and refine your approach based on the chatbot's feedback.

Benefits:

24/7/365 access to entrepreneurial guidance.

Rapid problem-solving and decision-making support.

Improved team management through psychological/behavioral insights.

Reduced risk of costly mistakes.

(Future) Courses

The list is not exhaustive. Its purpose is to show what kind of courses Neoteq offers/will offer

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*

Personality Tests

Offered in collaboration with
PrinciplesYou by Ray Dalio.

They are developed by leading
psychologists like Dr. Adam Grant,
Dr. Brian Little and Dr. John Golden.

At the end of your evaluation you
will better understand:

- your personality
- what other personalities you share things in common with (the least and the most)
- how you prefer to think
- how you engage with others
- how you (are likely to) act in different situations



**Understand yourself.
Understand others.
Help others understand you.**



MISSION

Helping startups use brain science in daily activities for improved performance



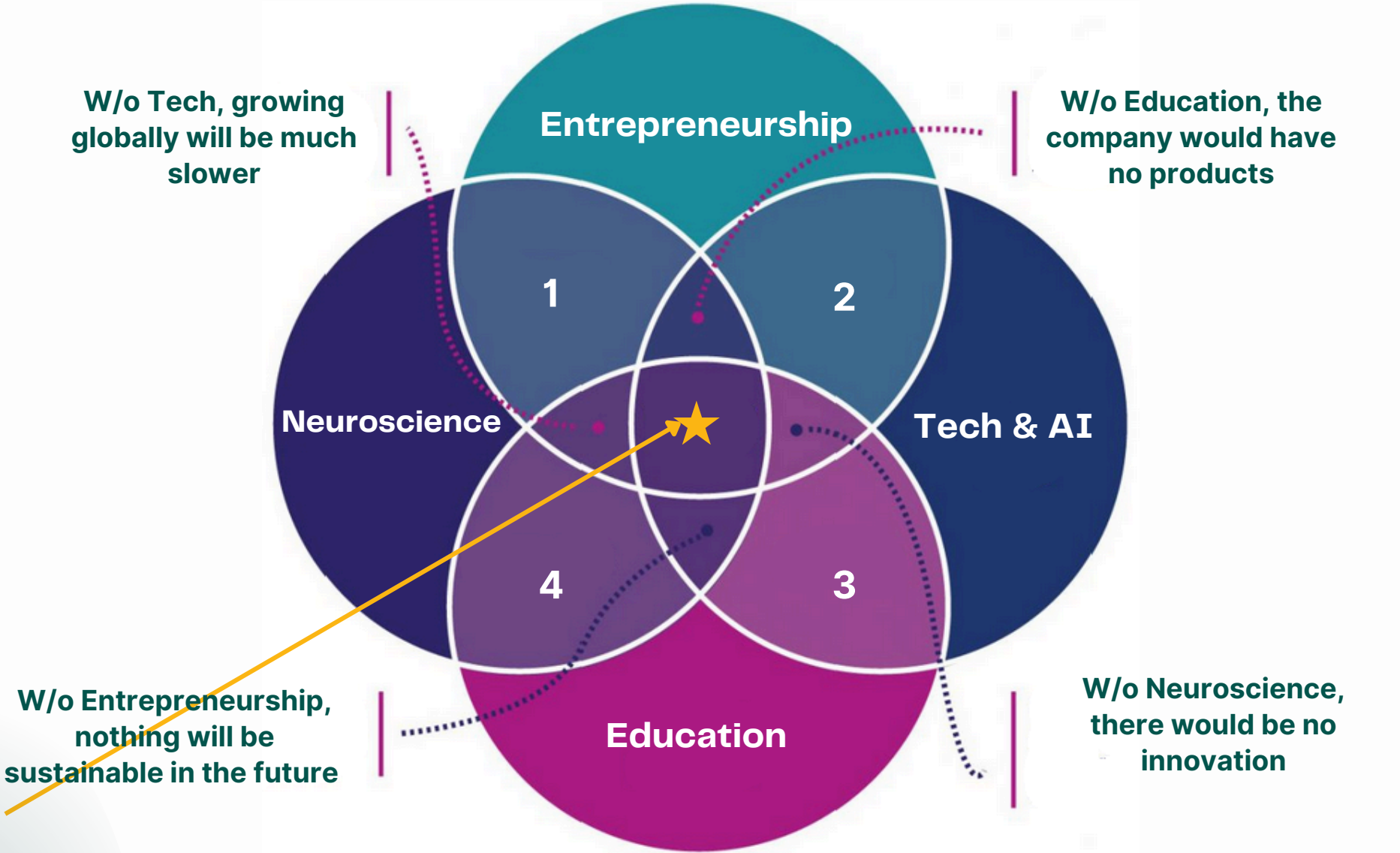
SOCIAL MISSION

Impacting 1 billion lives by 2040



VISION

Building the field of neuroentrepreneurship and thought leadership in it



Market Opportunity

Global EdTech

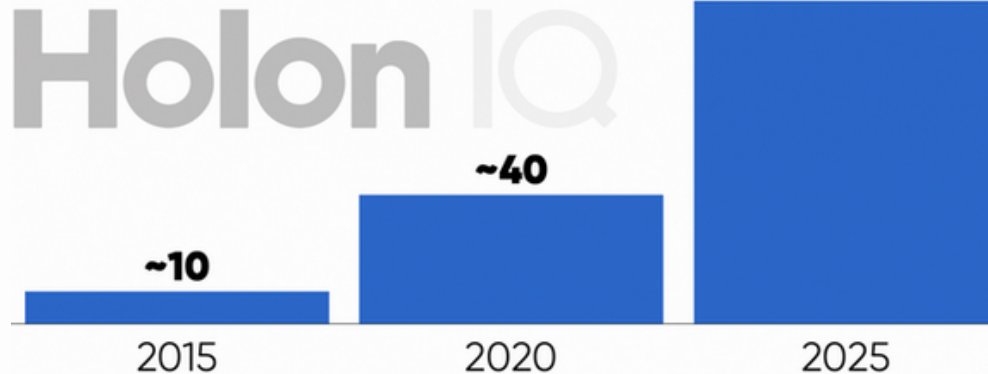


HOLONIQ. EDTECH IN 10 CHARTS

Holon IQ

Listed Education Companies > \$1B Market Cap

Number of Public/Listed Education and Training Companies around the world with a Market Cap > \$1B USD



**** Expansions are planned from Year 5 to new industries and audiences:
1) wearables. 2) students. 3) sports. 4) parenting.**

From Year 10 - Neoteq will also become a VC fund backing world-class entrepreneurs with audacious goals and meaningful missions, at their earliest stages. **

Business Model

B2B Pricing (Depending on the Company's Size)

Monthly Subscriptions @ \$83-\$830/company
Yearly Subscription @ \$1.000-\$10.000/company
(for the AI app, courses and personality tests)

Traction

Or Milestones

-
- **Reached a collaboration agreement with PrinciplesUs by Ray Dalio**
 - **The founder constantly becomes more technical**
 - **Products + webpage built**
 - **Launched on YouTube & Product Hunt**
 - **Conducted interviews**
 - **1 customer**
 - **Switched from Consumer to B2B**
 - **Switched from purely EdTech to EdTech mixed with AI**
-

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 products 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; courses available 24/7/365; personality and goal assessments for customized UX and learning; AI simulator for business scenarios (dynamic; 100% startup focused; RAG synced; further user-authorized integrations with frequently used apps).

Competitors Chart

Company Name	EdTech Company	Brain Science Content	Business Content	Mixing Both & Focused On Startups	Personality Tests	Personality Based AI Scenario Simulator
Neoteq	✓	✓	✓	✓	✓	✓
Coursera	✓	✓	✓			
Reforge	✓	✓	✓			
Masterclass	✓	✓	✓			
Skillshare	✓	✓	✓			
Udemy	✓	✓	✓			

**** Compared to a generic LLM: the Neoteq AI is 100% focused on startups; provides neuroscience insights; evolves alongside the user; is RAG synced with the courses and persoanality tests and allows further app-integrations ****

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 "anonymity"• the founder's 1st tech startup• 1st time raising VC funds• limited network
Opportunities	Threats
<ul style="list-style-type: none">• better customer service• untapped market/blue ocean• potential for thought leadership• further expansions	<ul style="list-style-type: none">• competitors' reprofilation• skepticism from clients• resistance to try an unconventional approach• clients' lack of awareness

Team

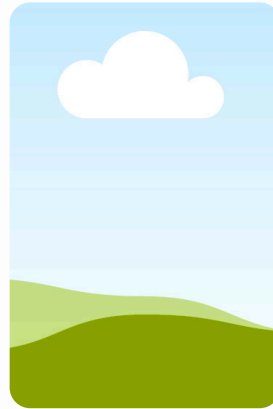


Tiberius Dinu

Co-Founder & CEO

In charge of growth, vision and business development.
(can also code and cover neuroscience-related topics).
(Studied entrepreneurial mindset for ~10.000h and neuroscience for ~1.000h)

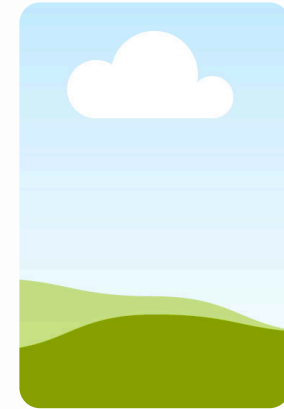
Future aspirations: still a founder but also a thought leader in neuroentrepreneurship, VC investor, philanthropist and mentor.



(To be recruited)

Co-Founder & CTO

The CTO will play a crucial role as her expertise will be essential for leading the tech side of the company; delivering high-quality user experiences for Neoteq's digital products and the improvement of the AI business simulator.

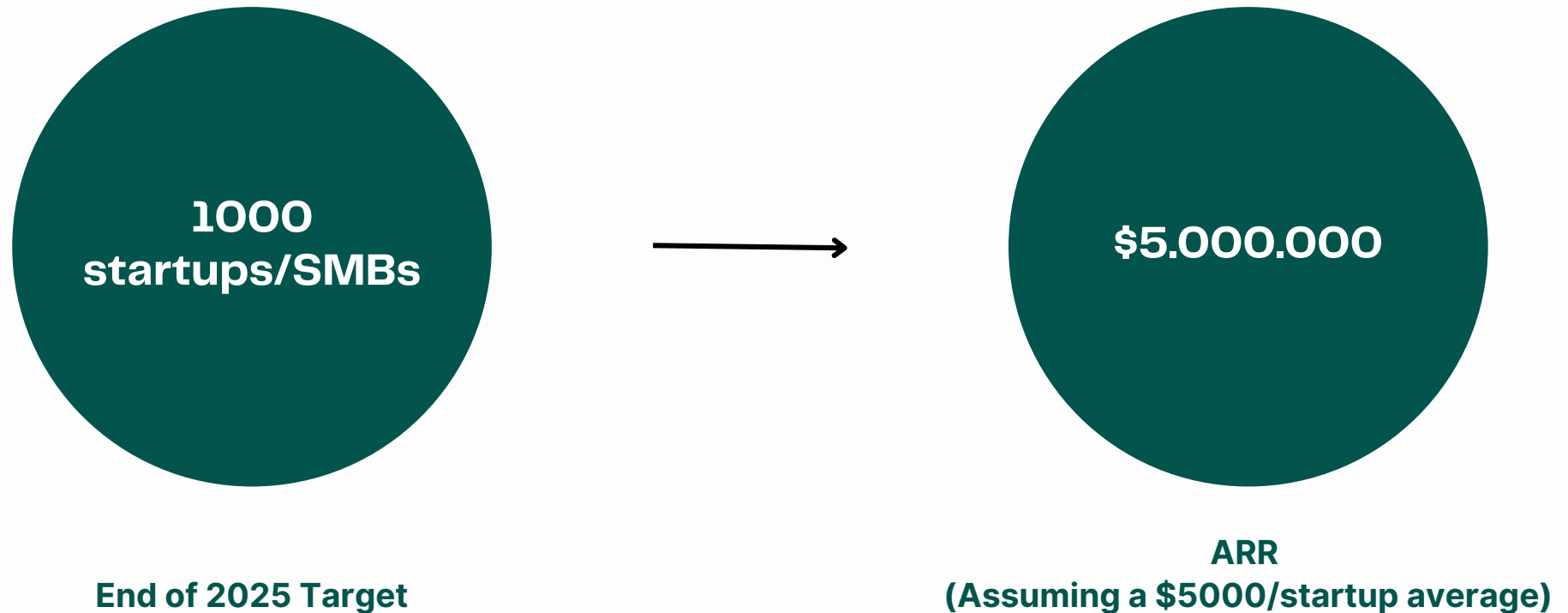


(To be recruited)

Co-Founder & CSO

Provided that Neoteq is a neuroscience based startup, the CSO will play a role just as important as the other co-founders. Her research and expertise on the brain will serve as foundation for this company.

Financials





[Visit Website](#)

[Join Waiting List](#)

[Book a Call](#)