

# Neurohacker Collective



# A Rare Opportunity



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A large, dense crowd of people in a public space, with a bright light source illuminating the center of the crowd.

A Major New Space Is Opening Up.

It includes things like Nootropics.

HUFFPOST SCIENCE

THE BLOG

## Will 'Smart Drugs' Soon Sweep the Nation?

04/17/2015 06:23 pm ET | Updated Jun 17, 2015

THE NOO NOO THING

I tried Silicon Valley's favorite 'brain-enhancing' drugs

ALTERNET

## Here Come the Smart Drugs: Biohacking, Nootropics and the Urge to Excel

*Move over, Adderall, there are some new substances in town.*

theguardian

Health & wellbeing

The drugs do work: my life on brain enhancers



and technologies like trans-cranial stimulation and brain-machine interface.

## Thync review: Where we just say yes to a drug-like, brain-zapping wearable

Will Shanklin | July 28, 2015



### Neuronetics Closes \$34 Million in Series F Financing with GE Ventures and Current Investors

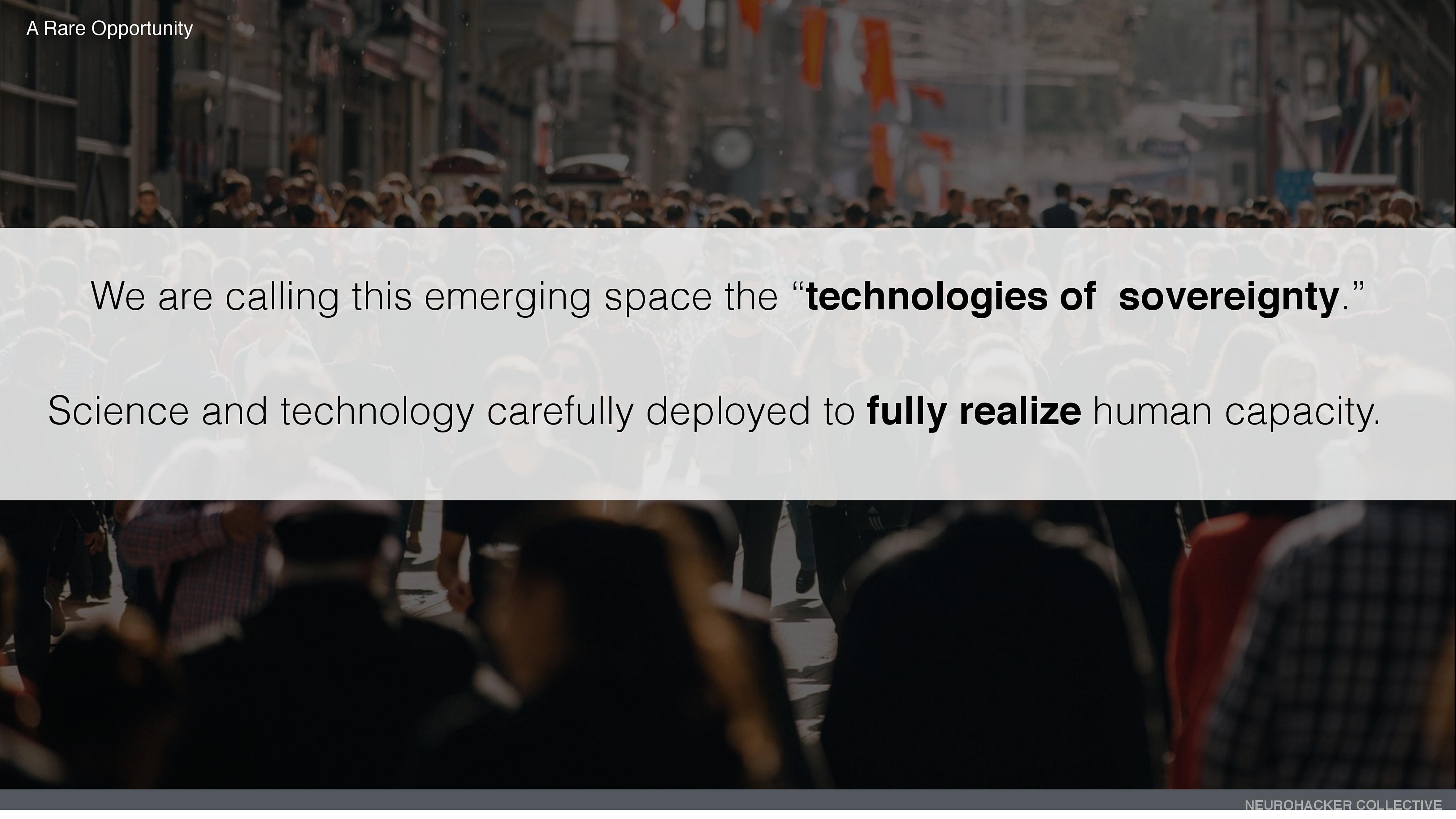
*Additional investment will help fund the company's growing commercial development and plans to initiate a new clinical study of NeuroStar TMS Therapy in adolescent patients with Major Depressive Disorder (MDD)*

### Venture Capital News: Cervel Neurotech Secures \$14.1M

2013-04-23

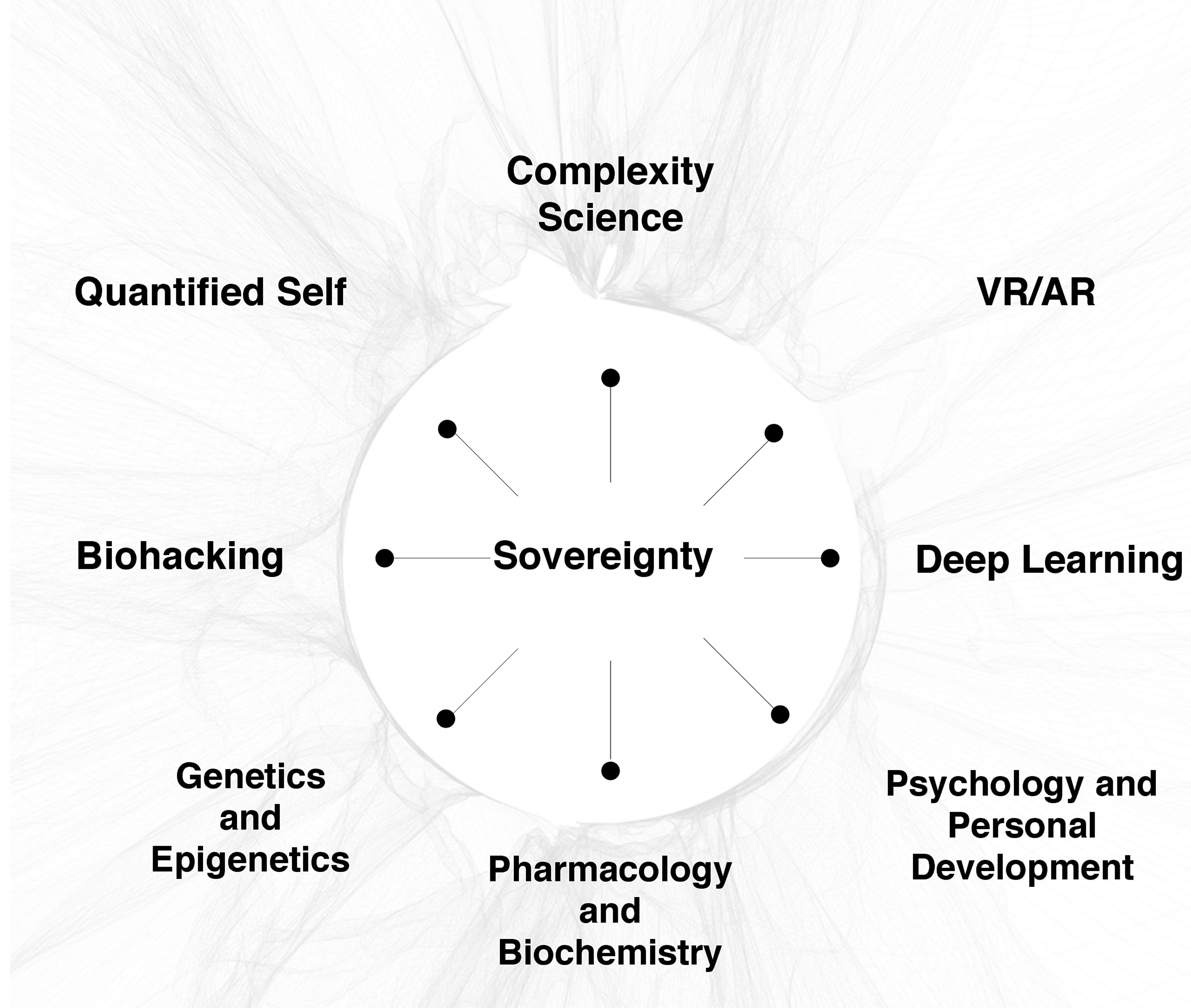
Thync is launching its mood-altering headset today, letting you find a state of calm or boost your energy with controls on your smartphone.

As we reported back in October, the Los Gatos-based startup has raised \$13 million to change your mood using electrical stimulation. Unfortunately, we weren't able to try on the headset (or even see it) when the startup was ready to talk about its financing.

A large, dense crowd of people is gathered in what appears to be a public square or market. In the background, several red lanterns are hanging from the eaves of a building, creating a festive atmosphere. The people are dressed in a variety of styles, suggesting a diverse group. The overall scene is one of a busy, crowded public space.

We are calling this emerging space the “**technologies of sovereignty**.”

Science and technology carefully deployed to **fully realize** human capacity.



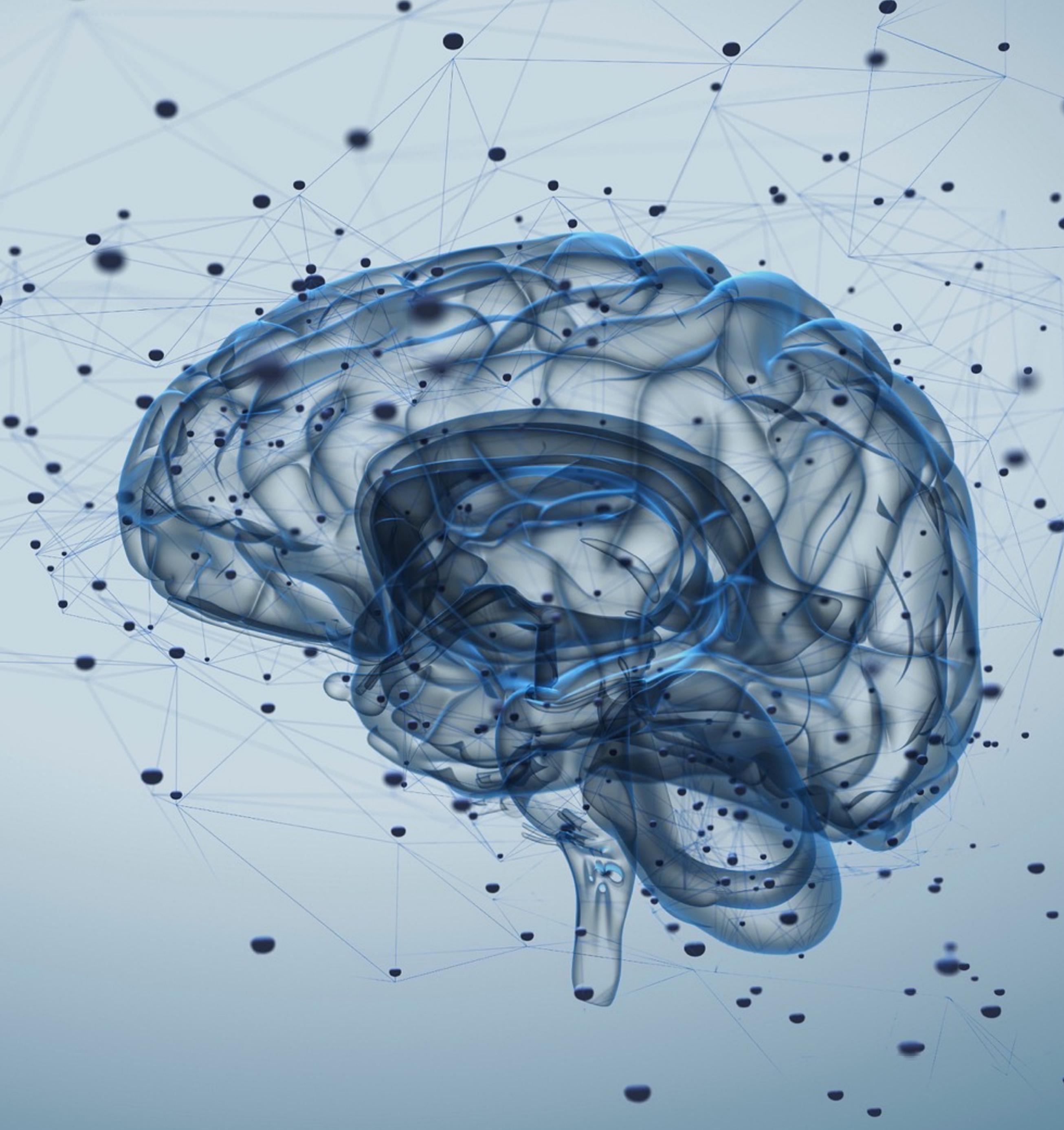
## This new space demands a new approach to science

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The mind/brain/body system is unspeakably complex. This has frustrated most previous ventures in this direction (ask big pharma).

We are developing a new approach to multi-causal systemic enhancement that is able to navigate the complexity of this domain.

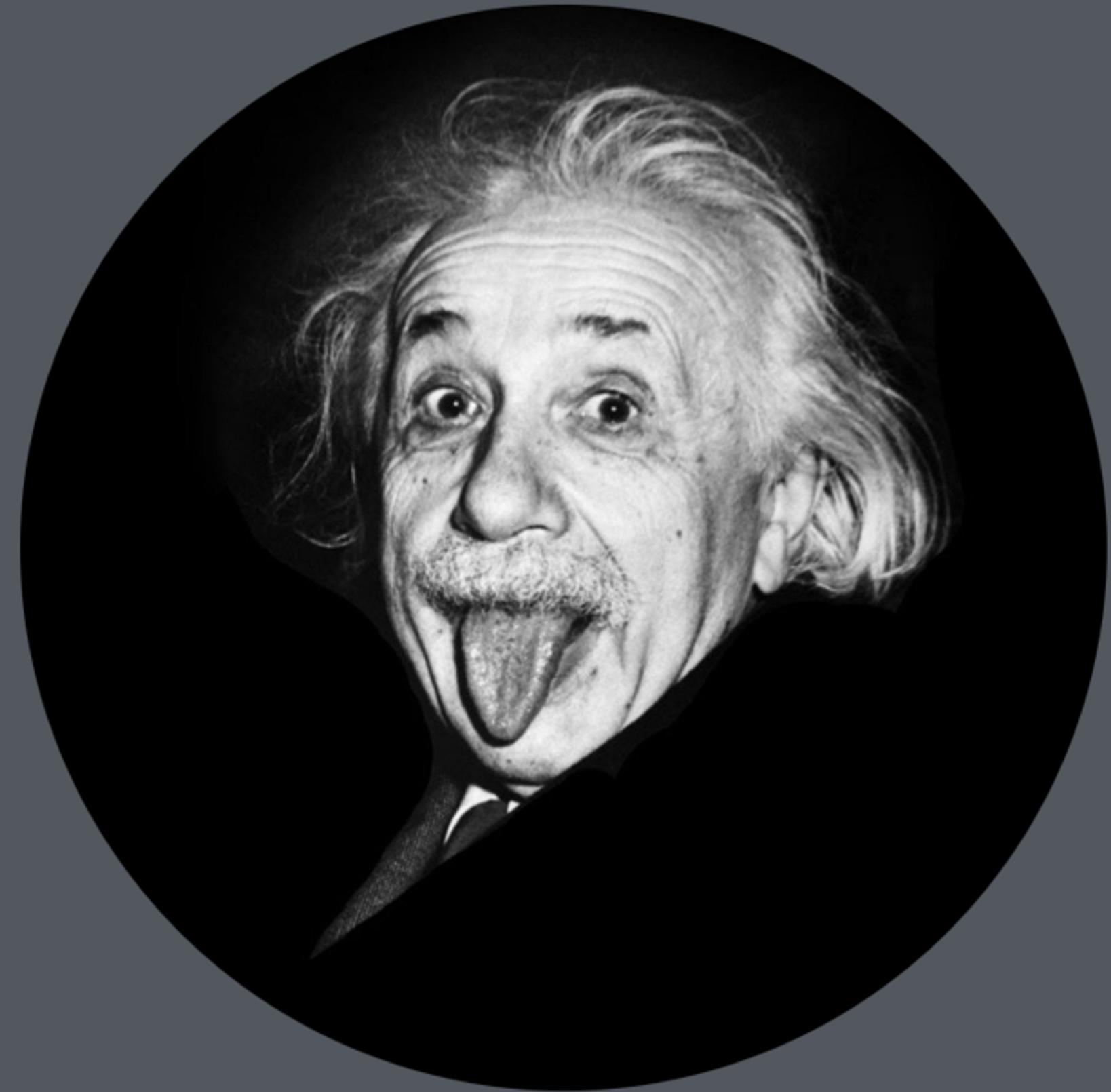
This gives us a unique and powerful ability to efficiently and effectively deliver on the promise of these “technologies of sovereignty”



# We call it Neurohacking

Empowered individuals working together to responsibly upgrade our conscious experience.





We are entrepreneurs, technologists, visionaries, community creators, futurists, storytellers, scientists.

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We Are Neurohackers.



### **Jordan Greenhall:**

Entrepreneur, visionary. Three companies, three exits. He took DivX from inception to IPO. Now he wants to do something really big.



### **Shawn Ramer, Ph.D.:**

Former SVP in big pharma. Expert in drug discovery, development, & information technologies. He is leading the way in formalizing our science and our software.



### **Daniel Schmachtenberger:**

The consummate polymath. If neurohacking is the sistine chapel, he is our Michelangelo.



### **James Schmachtenberger:**

Entrepreneur, movement maker. With a dozen startups under his belt, he is the heart of the collective.



### **Venessa Miemis:**

Futurist, media theorist, network weaver. She is convening the neurohackers and shaping the movement.

## **Our approach is a *product engine***

Our approach is fundamentally new and gives rise to novel products across a diverse number of use cases and with a number of different technologies.



# Our first product: Qualia

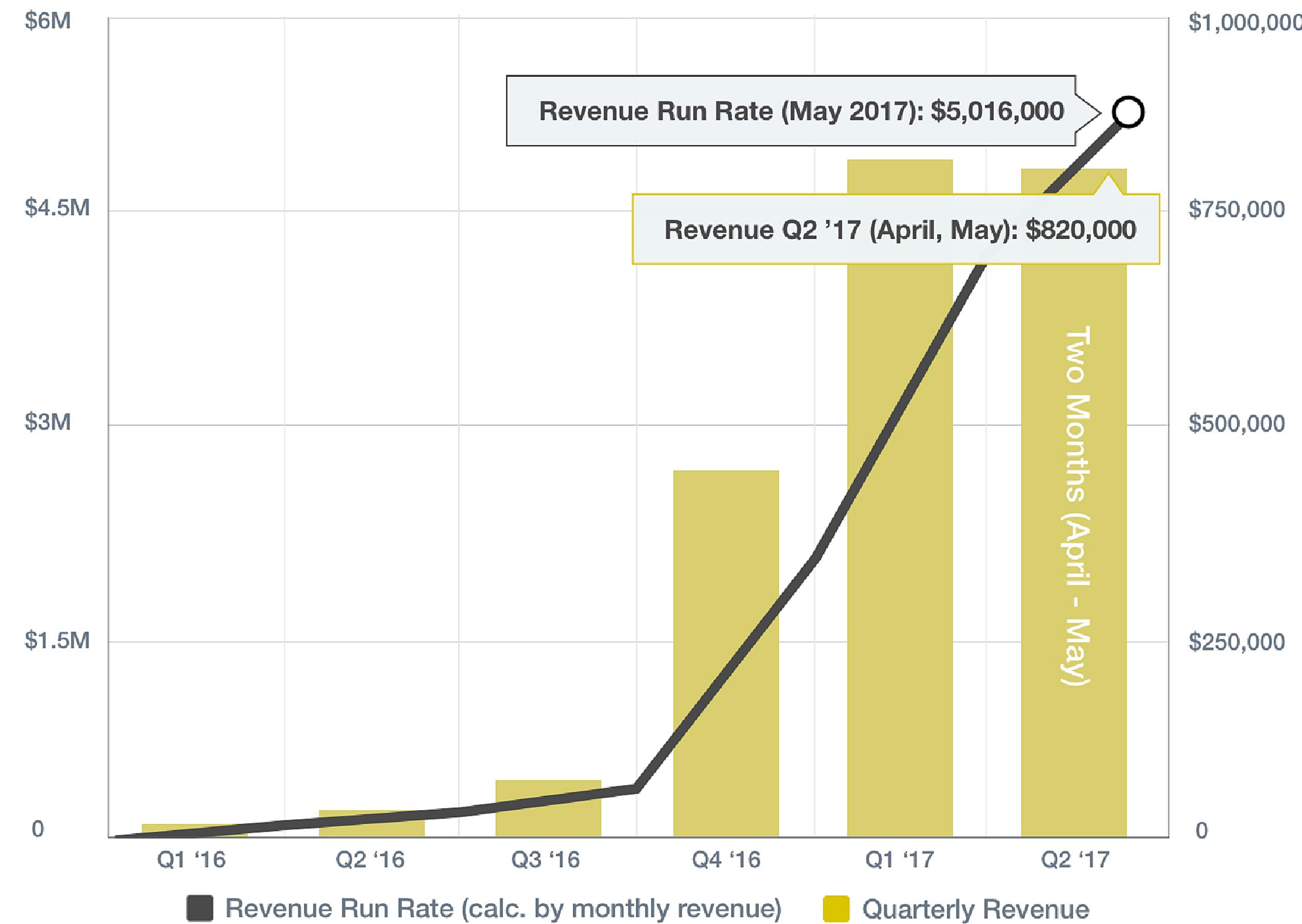
An Invitation to Sovereignty

We began in nootropics with our flagship: Qualia

- A whole system approach: permaculture for the mind
- proved the science
- established product/brand leadership
- generating resources to expand



# It is working.



## WHATS NEXT:

### Expanding sales channels:

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- **Wholesale:** we generated our first wholesale accounts in Q1 (~\$10k) and are now pursing several major accounts. Wholesale will ultimately break into two categories. Normal retailers like grocery and big box stores will grow revenue. Doctor and Psychiatrist offices will help move the science and enable new product categories.
- **International:** all sales so far have been exclusively within the United States. Selling into other countries requires navigating local regulatory requirements at the product and marketing level. We expect to begin delivery into Canada in Q2 and to expand into the rest of the world through the 2017 calendar year.

## WHATS NEXT:

### Near future products:

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- 10X improved “5-hour energy”
- Anti-anxiety formulation
- Mainstream cognitive enhancement
- Next-level cognitive enhancement
- 4-type “personalized” stack
- “Productive euphoria”
- Enhanced chocolate

- In development
- In development
- In development
- In development
- In R&D
- In R&D
- In R&D

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**As we continue to build the trusted brand in the space, optimize our marketing channels and streamline our manufacturing processes, our “product engine” begins to kick in for high growth.**

## FUTURE PRODUCTS:

We will ultimately be providing a huge array of solutions:

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- Anxiety
- Sleep
- Creativity
- Depression
- Mindfulness
- **Longevity**
- And many more

- Nutraceuticals
- Transcranial Stim
- Virtual Reality
- Acoustic
- Biofeedback
- Epigenetic intervention
- And many more

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**Our approach is extremely broad in potential. We can deliver valuable products for many of the most important and challenging aspects of the human experience.**