



Geniam

Consciousness in
The Genetic Age

Executive Overview

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Geniam, Inc.

- Will develop and market genetic upgrades for enhancing consciousness
- Feasible with current technology
- Outer limit of demand = \$40 B

Mission

The background of the slide is a complex digital environment. At the top, the word "Mission" is written in a bold, yellow, sans-serif font. Below it, a large, glowing profile of a human head is shown in profile, facing right. The interior of the head is filled with a dense network of colorful lines and nodes, representing neural activity or cognitive processes. The head is set against a backdrop of a dark, grid-like structure that resembles a server room or a data center, with various lights and patterns. The overall color palette is dominated by blues, greens, and purples, with bright highlights and a sense of depth and movement.

Leverage recent advances in cognitive science and genetic engineering to produce permanent higher states of consciousness.

Enrich humanity's cognitive resources to create a brighter and more sustainable future.

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Extraordinary Opportunity

“Talk to any biologist right now and you will hear a level of excitement that comes only from the emergence of something truly groundbreaking...

If the evolution from giant mainframes to personal computers forever changed technology, CRISPR promises to do something similar for genetics...

The potential is enormous...”

– TIME Magazine, July 4, 2016

CRISPR

- Allows scientists to edit DNA like programming a computer
- Tremendous improvement in DNA editing speed, ease, cost and accuracy
- Monumental landmark in the history of biological research
- Impact on human civilization being compared to the steam engine and the transistor





CRISPR Revolution

“The discovery of the century.”

Bloomberg

“DNA editing will remake the world.”

Wired

“The potential is enormous.”

TIME

“This revolutionary gene editing tool could change the world.”

NBC News

“The gene-editing tool’s potential to upend science is dizzying.”

Vox

“CRISPR really will change the world forever.”

ScienceAlert



Global Trends



- Genetic engineering industry is exploding
- Genetic engineering companies raised \$15 billion globally in last 2 years
- China has taken the lead





CRISPR Start-Ups

Company	Value
Editas Medicine	\$900 M
Crispr Therapeutics	\$440 M
Intellia Therapeutics	\$900 M
Parker Institute (Sean Parker)	\$250 M

Discovery of the century = Opportunity of the century



Business Summary

- New breakthroughs in genetic engineering and cognitive science can produce sustainable higher states of consciousness
- The outer limit of U.S. demand is \$40 billion
 - 42 million consumers
- Initial sales estimate = \$240 million
 - 240,000 early adopters
- R&D required is comparatively small
 - Robust business model
 - Significant potential ROI



New Forms of Wealth



Genetic capital will create value in a myriad of applications across agriculture, health, energy, industry and human cognition (cognitive capital).



Cognitive capital measures an individual's free, unbound conscious awareness in present time. It is the source of all cognitive talents including creativity, focus, mental acuity, compassion, and motivation.



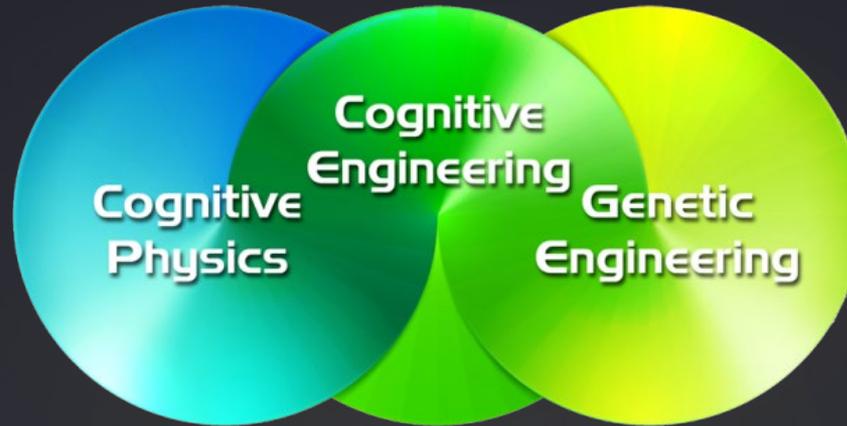
Cognitive Economics



- The world today is shifting into a knowledge economy where cognitive capital is the prime currency.
- In the 21st Century, the ability to marshal this precious resource for creative problem solving will determine the economic mobility of individuals and the wealth of nations.



Cognitive Engineering



Cognitive Physics

New science which reveals fundamental discoveries about the nature of awareness and its interactions with human neurology

Cognitive Engineering

Revolutionary new technology for generating sustainable higher states of awareness

Genetic Engineering

Genetic upgrade strategies for optimizing the brain's neurological substrates for cognition

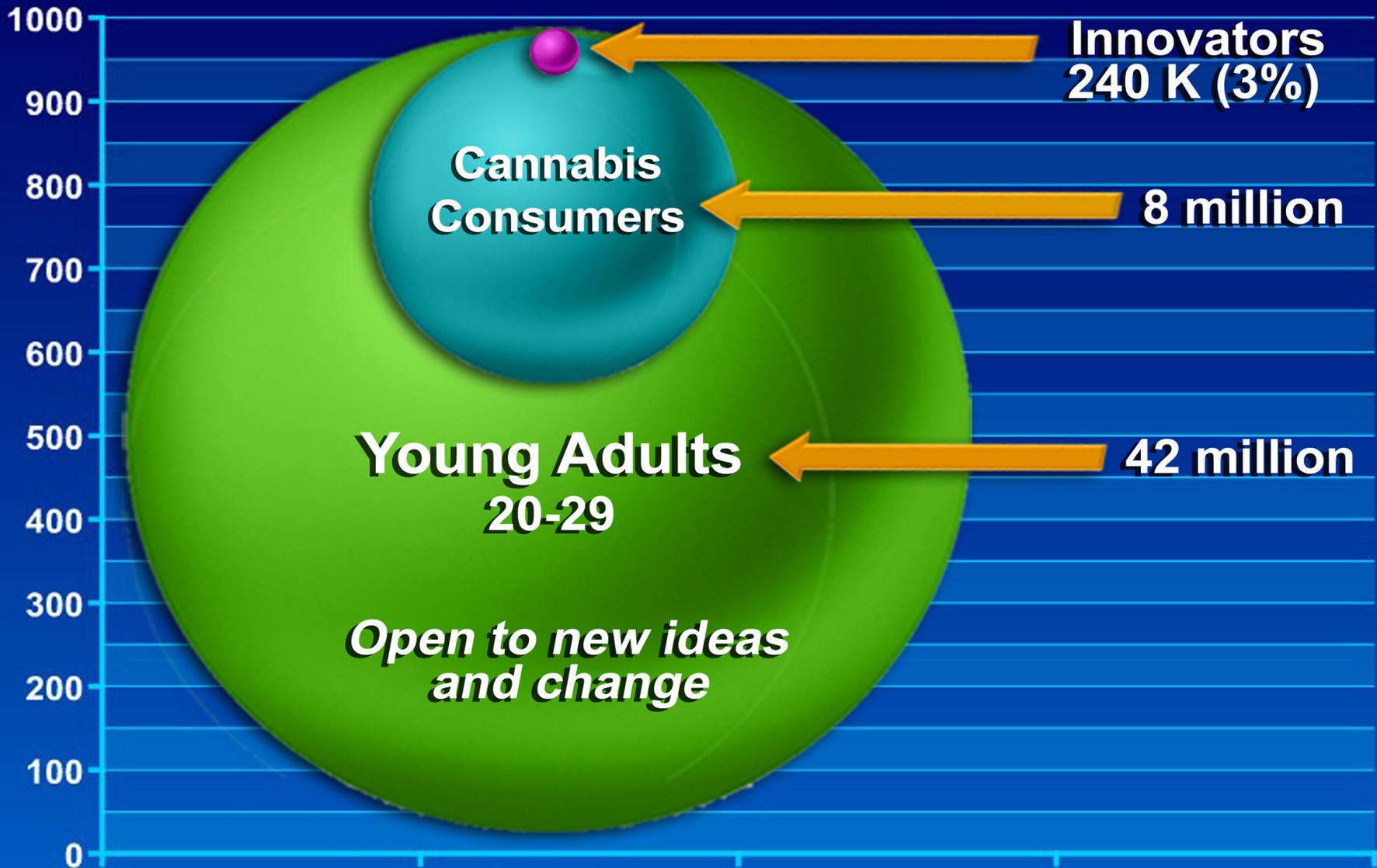


Consciousness Enhancer Market Requirements

- Permanent higher awareness
- Zero chemical toxicity
- Affordable
- Manageable
- Scalable to higher states
- Reversible
- No side-effects
- Virtually undetectable
- Legal



Cognitive Engineering Market Forecast





Early Revenue

- Top 3% of young cannabis enthusiasts will be early innovators for consciousness engineering
 - Most progressive, intelligent, well-educated, successful and affluent individuals
 - 240,000 people
 - Average premium-quality cannabis consumer spends \$1000 per year
 - 240,000 innovators
- X \$1000 genetic upgrade
= \$240 million

Source: TIME magazine

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Life Cycle Revenue



Volume	240 K	1040 K	2720 K	2720 K	1280 K
Revenue	\$240 M	\$1.4 B	\$2.7 B	\$2.7 B	\$1.2 B
Total Revenue					\$8.0 B



Business Advantages

Business Factor	Cannabis	Genetics
Federal legal status	Schedule 1	Legal
Banking	Many obstacles	Open
Tax deductions	No	Yes
Mainstream investors	Schedule 1 issues	Open
Prices	Falling	Rising
Competition	Intensifying	Distant
Market stage	Consolidating	Emerging
Technology stage	Mature	New
Interstate commerce	No	Yes



Service Delivery



- Gene therapies are buttressed by comprehensive education, counseling and community support programs
 - Prepare individuals for genetic enhancement
 - Support them in achieving their goals
 - Revenue-bearing services



Company Status

- Early stage
- Building board
- Gathering advisors
- Forming strategic alliances
- Enabling technologies in place



Conclusions

- Opportunity of the century
- Exciting new technology
- Vast market
- Head start
- Low R&D
- Large potential returns



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A new generation
is awakening.