



Hypothesis: All people can be well.

We believe mental wellness occurs when body, mind, and spirit are aligned in an interior environment of health and clarity. The Optimal Being program research study will illuminate pathways that can support many in aligning and realizing the best path for them. Your contributions can make this program a reality. The next individual supported could be someone you know, someone you love.

Why is this research project important? 450 million people suffer globally from mental or neurological disorders (WHO), and the crisis is expanding. Current solutions are incomplete. Medication and therapy can help manage the symptoms of mental illness, but most patients are told there is no cure and they should expect to take medication for life. Additionally, nearly two-thirds of people with a known mental disorder never seek help from a health professional.

Vision: We envision the world knowing with certainty that health and well-being are possible. Our research is meant to bring about acceptance of innovations that support people in making optimal choices for their health and well-being.

What we have: A psychiatrist is prepared to conduct the research study in partnership with Journey's Dream and the Optimal Being Program.

The Optimal Being program: Hundreds of thousands of dollars were invested in creating and testing a program for executives and their teams to live as their optimal selves, leading to fulfilling and joyous lives. The program is now being migrated to support all people in all walks of life; including those struggling with mental health challenges. The key outcome of the program enables a person to shed judgments, and awaken within them an intuitive guidance system that rests within all human beings. A transformation from struggle to living a fulfilling life is possible.

What we desire: Our hope is that 1,000s of people can find a path to trusting their inner guidance system, and how it can support their well-being. This principal was key for Mark, our co-founder, as it led him to discover the best doctors, optimal medications, nutrients, and ultimately an approach that brought him to restored health and well-being.

What we need: \$100K to launch the study, plus an estimated \$5M over a 4-year period for multiple phases reaching 400 to 1,000 people. Funds will be used to hire researcher(s), and pay teams to establish protocols, identify participants, deliver the program, conduct the study, measure outcomes, and document and publish findings.

Who will benefit: The initial study will begin with 10-15 participants and expand to 100 over the next two years, and further to 400-1,000 over several years. We anticipate a physician will order lab work and provide medical evaluations before, during and after the Optimal Being program is delivered. This will provide us with important metrics that are necessary to improve our programs and continue research. After the impact is proven, and program refined, we anticipate employing technology that will lower the cost to deliver the program and enable availability on a global scale. Participants will be tracked over time to ensure lasting success.