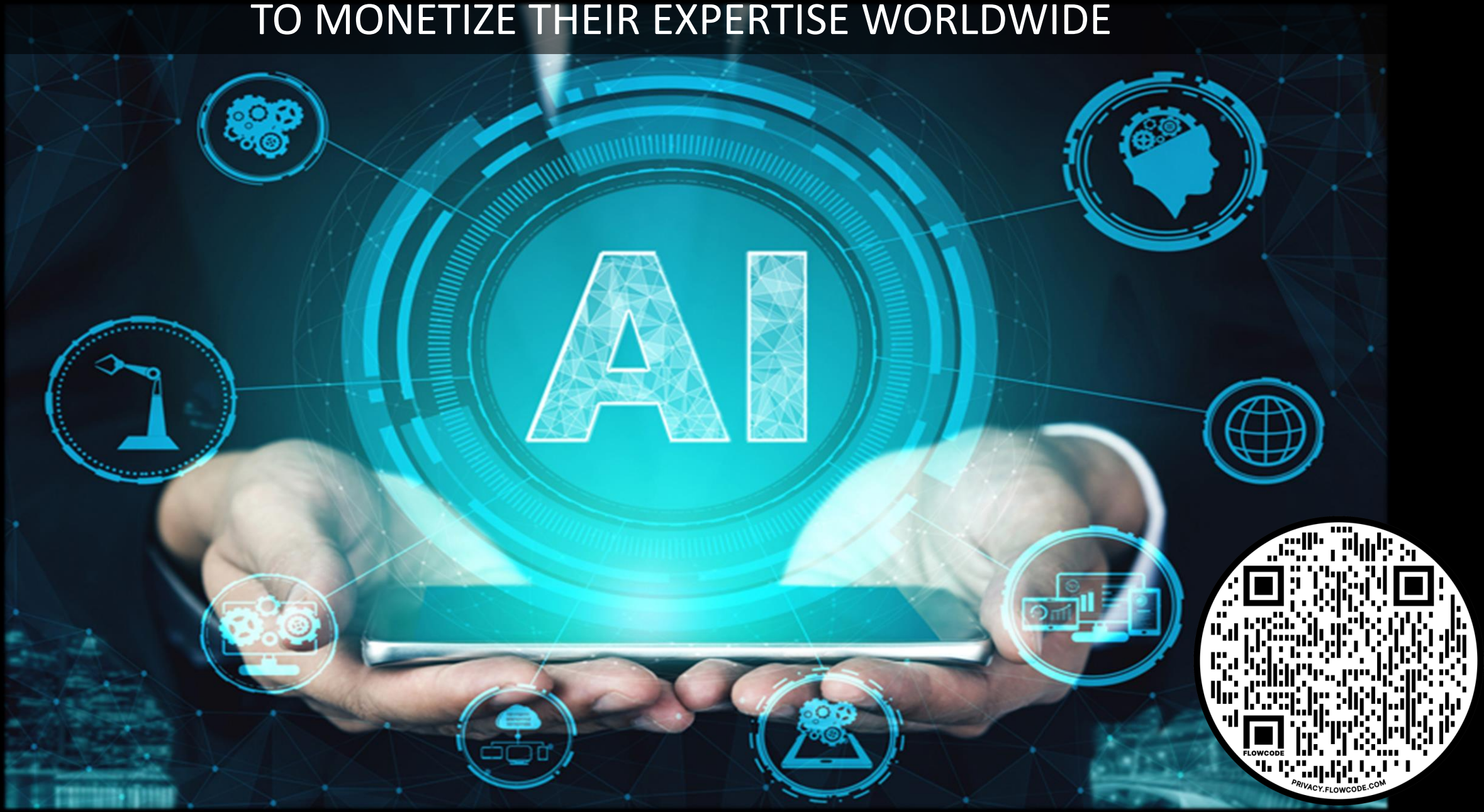


AI-DRIVEN PLATFORM FOR THOUGHT LEADERS TO MONETIZE THEIR EXPERTISE WORLDWIDE





SHIFT IN EDUCATION... HAPPENING NOW!

1 TRILLION BY 2027



Analysis

2020: 250 BILLION





dash digital



PHASE 1 BETA TESTING

- **DASH DIGITAL:**
AI Driven Platform
- Beta Testing:
Limitless Lab
- 6-12 months

PHASE 2 INDUSTRY SHIFT

- WHITE LABEL Platform
- Market and Sell productization to thought leaders, coaches, and other IP distribution
- Office Optimizer sales for clinics, offices etc.



Problem & Value Proposition – PHASE 1

Problem: C-suite leaders, executives, professionals etc. have self-imposed limitations about their true potential.

VP: The Limitless Lab empowers them to overcome this problem (the Peter Principle) so they can redefine their success and reach their full potential through self-optimization.

Beta: through Dash Digital, Dr. Mike's Limitless Lab Course will reach and monetize a wider audience effectively.



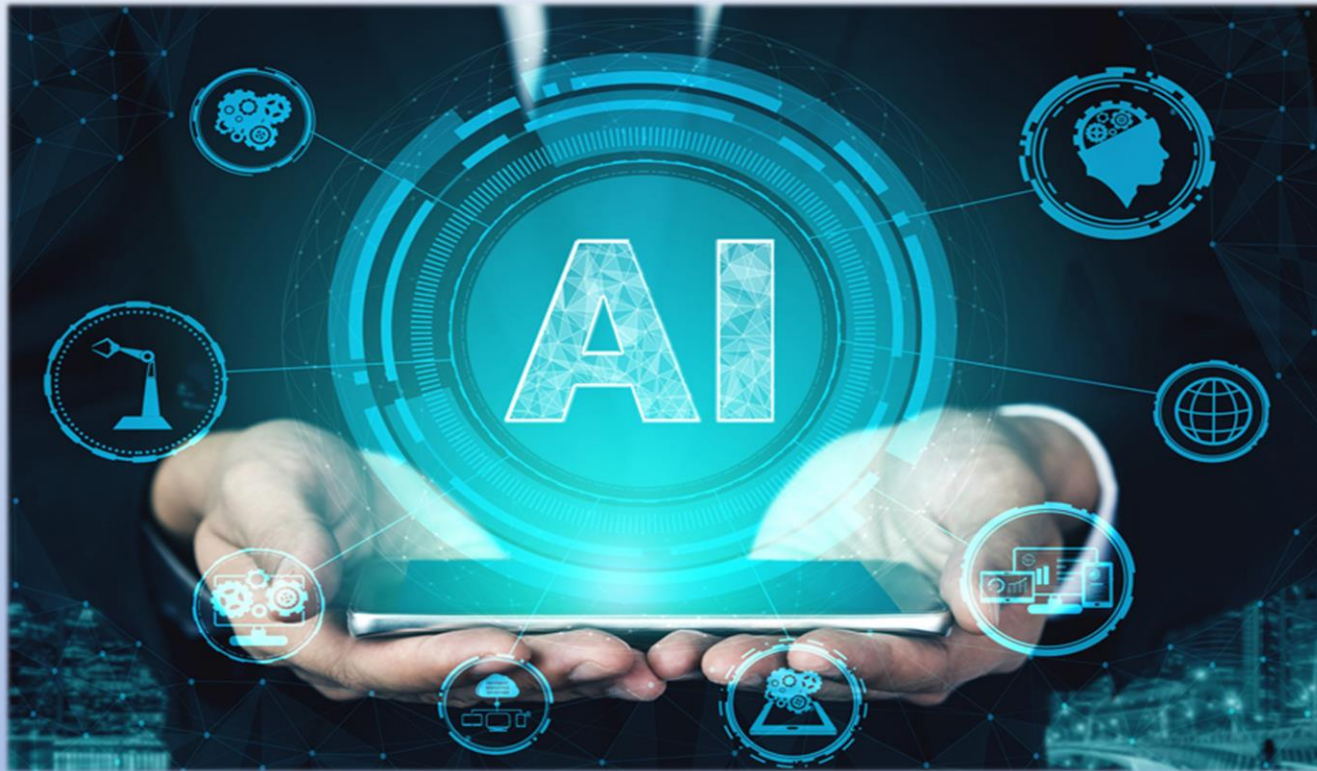
Welcome to Dr. Mike's

LIMITLESS LAB

12 weeks to Maximum
Performance through
Self-Optimization



Problem & Value Proposition – PHASE 2



Problem: Thought leaders seek to maximize their expertise but lack the platform or structure to effectively monetize and productize their knowledge.

VP: Dash Digital provides an innovative, AI-driven, custom platform to target the market, engage, monetize, deliver knowledge/product, and create lifetime loyal customers in a community.

Management Team



Josef Reed
Digital Transformation &
Technology Leader
[Bio and Resume](#)



Dr. Mike Van Thielen, PhD
Biohacking, Peak
Performance & Self-
Optimization
[Credentials](#)

Underlying Magic (How are we different?)

- **Personalized marketing tactics** using personality types, data pools, platform scraping, public forum authority, and other social engineering efforts.
- **AI Memory** – the cornerstone of knowledgebase monetization.
- **Automated** knowledgebase collection and distribution.



Detailed info: [click here.](#)

Competitive Analysis

- Gary Brecka, Dave Asprey, Tony Robbins, and many coaches /thought leaders in same/similar niche.
- Josef Reed - shift of education (2017 at John's Hopkins Applied Physics Lab)
- recently designed a solution, ready for beta-testing...



Business Model

PHASE 1

- Limitless Lab – Pricing model
- Retail Course: \$10k per 12 Weeks - \$3k, \$5k, 7.5k ramp ups
- Income from subscriptions, community, affiliate income, knowledgebase tiers.

PHASE 2

- Sell AI Platform to thought leaders, coaches, clinics, offices etc.
- \$150K lease/year
- Monthly residual income

Go to Market

PHASE 1

- Proprietary personalization techniques & usual marketing efforts for defined ICPs.
- Pre-Launch Activities: build excitement with teaser content, countdowns, and early adopter specials.

PHASE 2

- Use key metrics from Limitless Lab for validation marketing techniques.
- Marketing efforts shift from single course to “university” platform.
- Office Optimizer resales.

Projections

COHORT	# OF STUDENTS	COST / STUDENT	TOTAL
COHORT 1	10	\$ 3,000	\$ 30,000
COHORT 2	15	\$ 5,000	\$ 75,000
COHORT 3	15	\$ 7,500	\$ 112,500
COHORT 4	20	\$ 7,500	\$ 150,000
COHORT 5 - 8	20	\$ 10,000	\$ 800,000

Year 1 = 1,167,500 Year 2 = \$3,502,500 Year 3 = \$7,005,500

Status & Timeline

- Dr. Mike VT spent 2 years establishing credibility, branding, and expanding inner circle / network within coaching/mentor community & healthcare/wellness.
- Dash Digital spent the last year designing the system / platform for coaches and is ready to execute.

Funds Needed for Phase 1 - \$100K

- 6-Month Timeline
- \$15,000 at signing for startup costs and tools
- \$50,000 for minimal salaries for first 3 months
- Operational costs for continued coursework and community development
- Initiate growth through new revenue streams

Investors

PHASE 1: BETA TESTING

- TOTAL \$100K
- 12% return
- 6-12 month start
repayment

PHASE 2: SHIFT INDUSTRY

- In 6-12 months: Valuation
- Amount needed TBD
- Early adopters:
% ownership / Stock

THANK YOU FOR YOUR CONSIDERATION!

