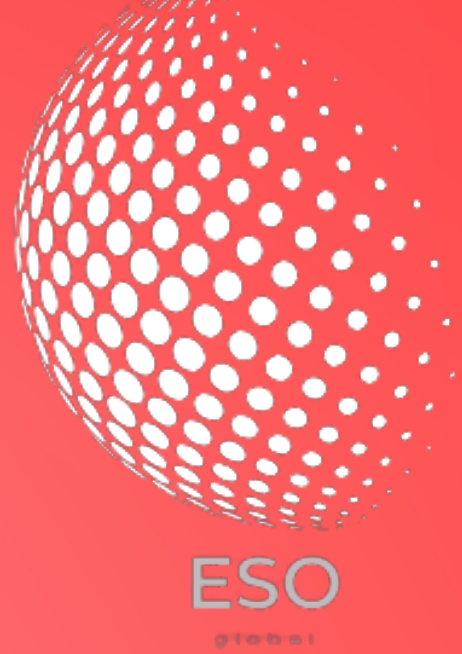


Eso Global Mission 2026

Defeating the new
norm in engalnd and
beyond





Problem

2026

The country is in the midst of a homelessness emergency, with London suffering the most extreme pressures. The capital accounts for 56% of all homeless households in England. London Councils estimates that one in 50 Londoners are homeless and living in temporary accommodation organised by their local borough.

Councils spent £2.287298 billion on providing temporary accommodation for homeless households between April 2023 and March 2024. This figure includes the cost to local authorities of administering temporary accommodation, (£161 million across England).

The allocated budget for homelessness in 2025 is 600 million pounds, as the housing crisis threatens to bankrupt London boroughs, allegedly! This has now been boosted by an additional £300 million pounds.

The number of homeless Londoners requiring temporary accommodation has reached the highest level ever recorded – 183,000

Drug and alcohol overdose continued to be the leading cause of death among unhoused individuals in 2023, accounting for 45% of all deaths. Overdose was the leading cause of death among males and females, and among White, Latino, Black, Asian, and American Indian/Alaska Native people experiencing homelessness.

For instance, Crisis estimates that £1.9 billion would be needed to completely eradicate homelessness in the UK.

Defeating the
new norm in
England and
beyond

Feyisolakassim.com



Solution

2026

Although it's a physical occurrence, homelessness is a state of mind; many suffering have been abandoned by life, the army, government or their very selves. Mental health improvement starts with physical wellbeing and a transformation in nutrition character, persons and lifestyle.

Drug and alcohol programs are outdated, we have doctors talking to us about health with over sized guts, We have therapist advising us who have alot more on their plate than they can handle.

Transformation: A center that allows you to experince real food, better living, and education!

Saunas, steam bath, food re-nutrition, fasting and mental rewiring and a place to re-discover your purpose.

Defeating the
new norm in
engalnd and
beyond

Feyisolakassim.com



Market Opportunity

2026

Homelessness is at an all-time high, Drug abuse is at an all-time high, and the lack of food regulation is at an all-time high.

There are a multitude of committed services at the forefront of homelessness, including Acton Concern Centre, Emmaus, BOB (Build on Belief), Upper Room, Street Link, and St Mungo's.

While most of these organizations focus on feeding, clothing and providing accommodation for service users, i believe a total detox and mental rewiring needs to be implemented into any form of reform initiatives.

Homeless people need alot more than food, clothes, handouts and inconsistency; they need transformation, a physical reconfiguration. Homelessness is a state of mind, not having a comfort or a based routine does a lot of damage to patterns.

Defeating the
new norm in
engalnd and
beyond

How do you rebuild the broken ?

Feyisolakassim.com



Product

2026

6 week sauna program

Sauna heat can help increase blood flow in the body and deliver oxygen to muscles to aid in the recovery process. Sauna bathing can also improve sleep by triggering the release of endorphins in the brain. Endorphins help reduce stress and anxiety, promote relaxation and regulate circadian rhythms.

Defeating the new norm in engalnd and beyond

A refeguration of food

The Effect of prolonged fasting on a human being's psychological Health; in just a 3-day fast, cravings, habits, moods and brain patterns may change. Fasting tends to directly tackle (depression, anxiety, and fatigue) the turning point usually takes place in the 40th hour a change of the energy substrates from serum glucose to ketone, which suggests that the changes in psychological states are related to physiological factors.

Brain transformation

Neuroplasticity is the brain's ability to change and adapt due to experience. It is an umbrella term referring to the brain's ability to change, reorganize, or grow neural networks. This can involve functional changes by creating new neurons and building new networks.



2026

Traction

In a 30-day detox program, candidates must undergo an intense change in food, environment, and consumption.

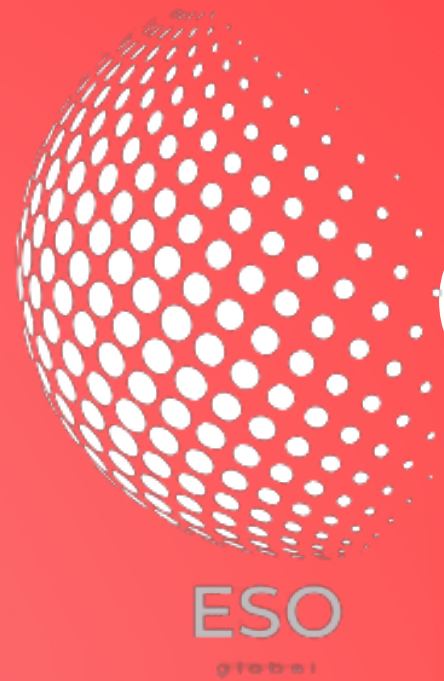
Isolated in our safe house (Paradise Residency), with an emphasis on gut transformation taking place. Research suggests that the digestive-systems activity may affect cognition (thinking skills and memory)

72-hour/120-hour and 240-hour fast diets will be prescribed with the aim to break strongholds, habits, bondages and diseases with a whole renewal of the gut and the central nervous system.

A successful project like this can only be achieved independently!

Defeating the
new norm in
engalnd and
beyond

Feyisolakassim.com



2026

Go-to-Market Strategy

Develop a cohesive brand identity that reflects Individualism, exclusivity, and transformation. Invest in research, professional branding, website design, and marketing materials to establish credibility and appeal to sponsors target clients and partners.

Partnering with government bodies, councils, doctors, and health advocates that are invested in personal transformation.

Create a database of 100,000 homeless people: Postcodes, local of living (sleeping), habits, diets, risk levels, compliance levels.

Defeating the
new norm in
England and
beyond

Feyisolakassim.com



Team

2026



Feyisola kassim
Head of corporate
partnership



Martina Meyer
Brain health doctor



Adam Millican
Software engineer and Ai
expert

Defeating the
new norm in
engalnd and
beyond

Feyisolakassim.com



2026

Ask

£350,000

Defeating the
new norm in
England and
beyond

Feyisolakassim.com



FEYISOLAKASSIM.COM

Thank You

Feyisolakassim.com

ESO