

An Introduction By The Developer

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SUMMARY KEYWORDS

bootleggers, grit, contrarian, baptists, numerate, minded, drugs, shaken, swan, early 2020s, status quo, dollar industry, develop, viable alternative, smart, crucially, alzheimer, goliath, prohibition, communicated



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We were founded last year to develop a viable alternative to smart drugs. Smart drugs, if you don't know they boost attention, focus, they boost working memory.



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It's a multi billion dollar industry and this is very much a David and Goliath story, but we thought we had a shot.



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If we could develop a product that was 10X better for a tenth of the price and crucially, it would have to be drug free



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You can think of us as ethical biohackers



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Now, we'd hit most of our goals by the early 2020s but we were we're starting to run out of money , we didn't have enough money to, to launch properly and then Coronavirus



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The back swan that is Coronavirus, stops the world from turning .



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Being, contrarians we believe you should never let a good crisis go to waste. We saw this as an opportunity , a chance for fresh start ...



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We decided to spin out a new venture called scripts



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Scripz would give away \$10,000 of free software to



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anybody who is on the ADHD spectrum, anybody who is on dyslexia spectrum, \$5,000 of courseware .



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We would like to make 25 courses available to anybody with early onset Alzheimer's or a family history of early onset Alzheimer's



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The final 25 courses, we want to give those away to anybody who is like us contrarian, who believes that the status quo needs to be shaken up.



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That there must be a better way of doing things than having a having a lecturer stand up and machine gun information at people.



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I think the Nobel Carl Wyman said it best when he said there's a 1000 studies that show that current way we doing things is not the best way .To explain underlying principles, let alone get people to record the basic, basic facts that are being communicated.



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Who are we looking for



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People who are humble, open minded, conscientious, curious .



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We're looking for people with a grit and growth mindset, at least enough grit to get through a three hour course



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We are looking for those of you , who believe that you can teach an old dog new tricks.



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The mind , the brain is plastic. It's not just children, it's adults as well. but you have to be open minded enough to try, to put in a little bit of effort.



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We're looking for the numerate but you don't need to be a math professor.



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We are looking for people who are engaged with the wider world, at the moment we not looking for a super narrow focus,



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We are looking for smart but we are not looking for rocket surgeons.



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For us, this is about bootleggers and Baptists. It's about prohibition.



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During Prohibition, only two groups were happy about alcohol being banned and wanted to see the status quo continue.



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The first group, the Baptists. it was their idea. there belief that drink was immoral



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... and bootleggers who were making a small fortune



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Now our view, anytime the Bootleggers and Baptists are on the same page there is something simply deeply, fundamentally wrong with the system and it needs shaking up