



Earning a return on investment in the United Kingdom for each and every stakeholder requires a fundamental departure from entrenched traditional "remedial" models.

To achieve this aim we need to address the productivity gap .

As a country collectively we spend 100 billion pounds annually on education and training alone , When overlapping health issues are factored in that figure balloons . We intend to demonstrate we have a cheaper and better solution to a problem the state is not solving optimally .

In simplified terms our solution treats the brain as a spatial-intelligence engine rather than a flawed data-entry terminal.. This methodology is not merely a memory tool but a cognitive substrate or framework designed to facilitate radical change in tandem with AI.

Our focus is the end user and we are 100% outcome orientated .

The Market

In an environment where the state captures 10 and 20% of total taxable income for education and health—the retail market is effectively crowded out—a viable strategy combines both carrot and stick. We are confident we can deliver better outcomes for less. While an existing common law duty of care effectively requires state institutions not to kick the can down the road by using the "Deny, Delay, Depose" framework.² *Phelps*

Discrimination Based On Gender

Women are verbal, men are visual. In reality the split sits around 60/40. The split is not binary and is likely widened by cultural norms. The 40% of women and girls who lean towards the visual spatial in the current system are a demographic without a voice. If we are to rebalance the education system back towards fairness and results based outcomes we need change.

The Mechanical Argument For Visual Encoding Revolves Around Expanding The Context Window

Memory is only the beginning of the story. The core value lies in the mechanical advantages of cognitive offloading:

1. **Internalization:** Properly encoded Visual information persists 7 times longer in memory
2. **Expanding the Context Window:** The "human context window"—the finite amount of complexity a mind can process before reasoning collapses—is mechanically expanded. When we internalize more data and retain it longer, we "buy time" for higher-order connection and reflection.
3. **The Human-AI "Cognitive College":** 1BL facilitates a future where humans and AI operate as integrated units. By offloading low-level storage to mechanical visual structures, the human intellect is **freed up** to focus on intuition, mystery, and complex synthesis, while the AI manages the pragmatic, "static" data processing.

Macro-Economic Realities: Navigating the British Market

In the UK, the state is the primary client. Current fiscal data reveals that 10.3% of total managed expenditure is dedicated to education, and 20.9% to health. For the individual taxpayer, this represents a significant portion of their "pre-paid" services.

Functional Category	Expenditure (£bn)	% of Total Public Spending	Individual Tax Equivalent (£ per £100 tax paid)
Health Services (NHS)	241.8	20.9%	£20.90
Education	118.7	10.3%	£10.30
Welfare (Social Protection)	246.1	21.3%	£21.30

Table 1: Functional breakdown of UK public spending (2024/25).

This high-tax environment creates a "crowding out" effect.⁶ Consumers have limited discretionary income for private retail solutions because employment income already accounts for 72% of household income, much of which is deducted for state services.⁸

Consequently, monetization must focus on capturing these pre-allocated state funds via B2G pathways.

Institutional Obstruction

Systemic resistance is codified as "Deny, Delay, Depose":

- **Deny:** Refusing diagnostic assessments to keep liabilities off the balance sheet. In the dyslexia sector it has been estimated that up to 80% of students leave school without a diagnosis. A policy which is penny wise and pound foolish . Creating a hidden drag on the economy .¹
- **Delay:** Implementing multi-year waitlists—up to eight years for ADHD in some regions—as a fiscal management tool.¹²
- **Depose/Defend:** Using administrative and legal barriers to protect the status quo, such as the 2025 "Right to Choose" restrictions that cap private provider referrals.¹²

1BL solves a problem that institutions either don't know exists or refuse to accept: the catastrophic failure of traditional "hard work" theories to support a neurodiverse population in an AI-driven economy.⁵ Asking a dyslexic screened out too early from education to prove him or herself by starting at the bottom of an organization performing filling, sorting and alphabetizing tasks is only going to have one logical outcome . Assigning a new recruit with ASD to a public facing role is only going to one logical outcome . Hiring someone with ADHD into an organizational role is only going to have one logical outcome.¹

Neutralizing Bad Actors

"Bad actors" in the UK manifest as incumbent technology vendors and procurement gatekeepers who benefit from "vendor lock-in".¹⁵ These interests block adoption of solutions that work in practice but not in their proprietary theories.

Tactical Entry Pathways

To bypass these gatekeepers, 1BL must utilize three specific financial and technical levers:

1. **Direct-to-User Funding (Personal Budgets):** Market to the ~638,000 families with Education, Health and Care Plans (EHCPs).¹⁷ These families can receive "Direct Payments" to buy services themselves, bypassing institutional committees entirely.¹⁹
2. **Middleware Standards:** Utilizing government-mandated standards like GP Connect and FHIR to bypass the proprietary gatekeepers of legacy databases.¹⁵
3. **Innovation Partnerships:** Targeting the £5 million research challenges and Contracts for Innovation (formerly SBRI) specifically designed to accelerate dementia and ADHD diagnostics.²¹

Phelps The Legal Option

When institutional adoption is blocked by bad-faith actors, the *Phelps case law* provides the mechanism for forcing change through the threat of class-action style litigation.²³

Establishing Educational Negligence

Providing a mechanism to resist pressure . The landmark case of *Phelps v Hillingdon LBC* established that local education authorities (LEAs) can be held vicariously liable for the professional negligence of their staff, including psychologists and teachers.

- **Duty of Care:** Establish that a professional relationship creates a duty to identify conditions like dyslexia or ADHD.²³
- **Breach (The Bolam Test):** Prove that failing to adopt proven mechanical visual encoding tools when traditional models are failing constitutes a breach of professional standards.²³
- **Recognizable Loss:** Failures lead to reduced achievement and loss of future earnings, creating a massive aggregate liability. A claim for loss of earning will be based on peer groups and can run into the millions over a lifetime . Looked at another way this is loss of potential tax revenue for the state . While retroactive litigation may never get off the ground or drag out for 20 years or more . A loss of tax revenue begins today beginning with each child that is thrown under the bus ².

Group Litigation Orders (GLO)

Ultimately GLO are about treating people fairly . Failure to behave reasonably should be corrected not encouraged by state actors . By framing the failure to diagnose the "Hidden 80%" as a systemic breach, a Group Litigation Order (GLO) can be used to manage thousands of claims simultaneously. This acts as a "forcing function," compelling the state institutions to fund more efficient solutions to avoid the catastrophic liability costs of the status quo.²⁵

The Roadmap to 1 Billion Lives

To achieve the mission while successfully navigating the UK state market, the following strategic imperatives must be integrated:

1. **Pitch the "Context Window" Advantage:** Explain that "hard work" works in theory, but mechanical visual encoding works in practice by creating the mental capacity to backstop hard work. Cognitive offloading is required for meta processing. Meta processing is defined here as unpacking, connecting, reflecting and applying. In this model AI is used as co pilot not as a copy and paste substitute.
2. **Weaponize the 2026 Study:** Use the qualitative data from the 1BL Study to define a new evidence-based standard for "reasonable care".⁵
3. **Monetize "Systemic Efficiency":** Sell "Budget Impact Mitigation" to Integrated Care Boards (ICBs) by demonstrating how visual encoding reduces the £17 billion in avoidable lifetime costs associated with ADHD.¹²
4. **Deploy Phelps Forcing Function:** Use the threat of a GLO for the undiagnosed population to break the institutional cycle of "Deny, Delay, Depose".¹¹

The UK state is a "system on trial". By utilizing *Phelps* we can break the cycle of institutional inertia, and disruptors can ensure that some of the 15% plus of funds currently being missallocated to inefficient models is redirected to the cognitive tools that actually work in practice not in theory.

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