

DUBAI: TRANSFORMATION CAPITAL OF THE WORLD
UNLOCKING ULTIMATE PERFORMANCE

10X HOLISTIC EXCELLENCE FOR SMART PERFORMANCE
IN A HEALTHY & HAPPY ENVIRONMENT

IN 2017 YEAR OF GIVING:
GIVE HAPPINESS - **GAIN 10X EXCELLENCE**

0 BUDGET & FOREVER PROFIT-GENERATING

INTRO AND VALUE PROPOSITION

THE OPPORTUNITY TO POSITION DUBAI AT THE FOREFRONT OF A
DISRUPTIVE TYPE OF INDUSTRY: TRANSFORMATION.

10 X EXCELLENCE TRANSFORMATION.
HOLISTIC STATE-SHIFTING TECH FOR ULTIMATE PERFORMANCE.
SCANNING AND ENHANCING HAPPINESS, INNOVATION, GENIUS AND HEALTH.

TRANSFORMATION: THE UNLOCKING OF ULTIMATE HUMAN PERFORMANCE.
DUBAI: RENOWNED FOR ITS LEADERSHIP, INNOVATION AND UNIQUENESS;
MAKING IT THE PERFECT CATALYST FOR TRANSFORMATION.

NO OTHER CITY IN THE WORLD HAS DEVELOPED AT THE PACE DUBAI HAS:
VIBRANT, EXCITING, THE NOW AND THE FUTURE; **DUBAI IS ALREADY THE**
PERFECT EXAMPLE OF TRANSFORMATION: DUBAI IS X-STASIS.

"THE FUTURE BELONGS TO THOSE WHO
AFFECT **RADICAL CHANGES**, NOT THOSE
WHO MAKE MINOR, GRADUAL
IMPROVEMENTS."

"WE ARE A YOUNG AND ENERGETIC
GOVERNMENT WHO **WANT TO BE**
LEADERS IN DISRUPTIVE INNOVATION
AND TECHNOLOGY."



EMPATHY + CREATIVITY + PRODUCTIVITY = INNOVATION

THE MOST IMPORTANT SKILLS IN LIFE, ACCORDING
TO THE GENIUSES AND BILLIONAIRES.

MANY ARTISTS, WRITERS, SCIENTISTS AND INVENTORS - INCLUDING BEETHOVEN, RICHARD WAGNER, WALTER SCOTT, SALVADOR DALÍ, THOMAS EDISON, NIKOLA TESLA, ISAAC NEWTON, LARRY PAGE, ELON MUSK, RICHARD BRANSON — HAVE CREDITED THIS APPROACH WITH ENHANCING THEIR CREATIVITY.



44 PERCENT OF ALL U.S. COMPANIES WILL OFFER STATE-SHIFTING TECH IN 2017: "CORPORATE MINDFULNESS PROGRAMS GROW IN POPULARITY." *NATIONAL BUSINESS GROUP ON HEALTH AND FIDELITY.*



AETNA ESTIMATES **\$5,000 USD PER PERSON PER YEAR IN GAINS** (\$2,000 HEALTHCARE, \$3,000 IN PRODUCTIVITY). *JOE PINSKER, "CORPORATIONS' NEWEST PRODUCTIVITY HACK: MEDITATION."*



500% INCREASE IN PRODUCTIVITY OF TOP EXECUTIVES THROUGH **SPORADIC** USE OF STATE-SHIFTING TECH. *10-YEAR STUDY; MCKINSEY*



800% INCREASE IN PRODUCTIVITY THROUGH **SYSTEMATIC** STATE-SHIFTING TECH TRAINING IMPLEMENTED WITH GOOGLE, NIKE, CISCO, AND OTHERS. *FLOW GENOME PROJECT*



BEYOND 10X = OVER 1,000% IMPROVEMENT IN PRODUCTIVITY WITH HOLISTIC STATE-SHIFTING TECH, A DETAILED PLAN FOR A GLOBAL VISION

"OUR VISION IS THAT WE BECOME
ONE OF THE BEST GOVERNMENTS
IN PROVIDING QUALITY
SERVICES, NURTURING CREATIVE
MINDS, BUILDING NATIONAL
TALENT, **INNOVATING SOLUTIONS
AND ADOPTING INTERNATIONAL
BEST PRACTICES.**"

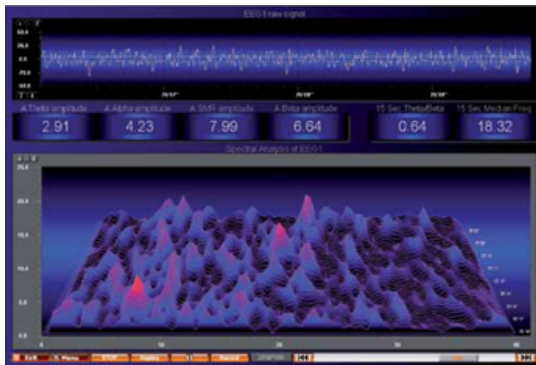


BEYOND SPORADIC, BEYOND SYSTEMATIC...

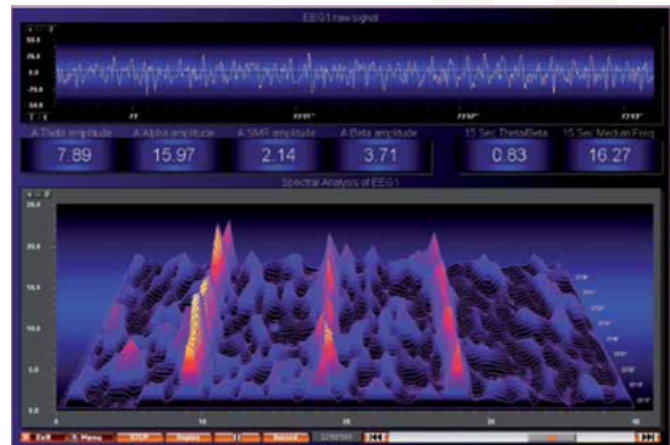
HOLISTIC TRANSFORMATION: DIGITAL & PHYSICAL STATE-SHIFTING TECH



NASA, FORTUNE 500 COMPANIES AND THE GLOBAL ELITE USE ON-DEMAND STATE-SHIFTING TECH



BRAIN FREQUENCY
CHANGES AFTER 20
MINUTES



0 BUDGET, FOREVER PROFIT-POSITIVE, IMMEDIATE IMPLEMENTATION



MEETING & EXCEEDING ALL TOP OBJECTIVES: EXCELLENCE, HAPPINESS, 10X, 2017 YEAR OF GIVING AND MANY OTHERS



HIGHER-RATE, PREMIUM-USE OF EXISTING INFRASTRUCTURE IN A TRANSFORMATION ECONOMY



DIRECT, IMMEDIATE, EXPERIENTIAL, HOLISTIC, NATURAL AND SAFE TECH & TECHNIQUES; FOR YOUNG AND OLD, NOVICE AND EXPERT

USED BY THE LEADERS & TOP PERFORMERS GLOBALLY

UAE LEADERS' VISION:



"NO MATTER HOW MANY BUILDINGS, FOUNDATIONS, SCHOOLS AND HOSPITALS WE BUILD, OR HOW MANY BRIDGES WE RAISE, ALL THESE ARE MATERIAL ENTITIES. **THE REAL SPIRIT BEHIND THE PROGRESS IS THE HUMAN SPIRIT, THE ABLE MAN WITH HIS INTELLECT AND CAPABILITIES.**"

"PROGRESS AND RENAISSANCE IS NOT MEASURED BY BUILDINGS OF CEMENT AND STEEL BUT BY **DEVELOPING PEOPLE AND EVERYTHING THAT MAKES THE CITIZEN HAPPY AND SECURES HIM A DECENT LIFE.**"

"THE JOB OF GOVERNMENTS IS TO CREATE THE ENVIRONMENT IN WHICH PEOPLE CAN ACHIEVE THEIR HAPPINESS. **YES, THE GOVERNMENT'S JOB IS TO ACHIEVE HAPPINESS**".

"THOSE WHO TAKE THE LEAD TAKE IT BY DOING THREE THINGS. FIRST, **SCIENCE** TO BE ABLE TO MANOEUVRE; SECOND, **KNOWLEDGE** TO BE ABLE TO HEAVILY INVEST IN EDUCATION; AND THIRD, A VERY WISE LEADERSHIP WITH A **CLEAR VISION AND A ROADMAP** TO THE RIGHT DIRECTION."

"WE HAVE TO ENSURE THE NEW GENERATION IS **EQUIPPED WITH KNOWLEDGE AND SCIENCE** SO THEY CAN REPRESENT OUR COMPETITIVE ADVANTAGE IN FRONT OF THE WHOLE WORLD. OUR ONLY CHOICE IS QUALITY."



USED BY THE LEADERS & TOP PERFORMERS GLOBALLY

UAE LEADERS' VISION:



"SUCCEEDING IN BECOMING THE BEST GOVERNMENT IN THE WORLD REQUIRES ALL OF US TO ADOPT A CULTURE OF **CREATIVE DISRUPTION**, ALLOWING NOT ONLY OUR TOOLS AND SYSTEMS TO BE ENHANCED, BUT ALSO **OUR MINDSETS, TO BE REVAMPED, UPGRADED** AND OPEN TO EMBRACING DISRUPTION."

"WE WANT TO ACHIEVE REAL, IMPACTFUL AND **10X HAPPINESS** OUTCOMES FOR SOCIETY AND ESTABLISH A UNICORN GOVERNMENT THAT BECOMES A **PLATFORM TO DELIVER MOON SHOTS**."

"WE WANT GOVERNMENT DEPARTMENTS TO **STEP OUT OF THE WORK ROUTINE. A PERSON'S IDEAS ARE LIMITLESS**. WE HAVE TO PLAN FOR THE FUTURE, AND THROUGH THIS PLANNING OUR NATION WAS LESS IMPACTED BY THE DROP IN OIL PRICES."

"THE MAIN JOB FOR THE GOVERNMENT IS TO CREATE HAPPINESS. IN 2011, THE UN ENCOURAGED THE MEMBER COUNTRIES TO LOOK AT HAPPINESS FOR **A HOLISTIC APPROACH FOR DEVELOPMENT**."

"THE ROLE OF THE GOVERNMENT IS TO **CREATE AN ENVIRONMENT WHERE PEOPLE CAN FLOURISH - CAN REACH THEIR POTENTIAL - AND CHOOSE TO BE HAPPY**. FOR US IN THE UAE, HAPPINESS IS VERY IMPORTANT."



A VISION WITHOUT A PLAN IS A WISH

10X EXCELLENCE:

A PLAN FOR THE ULTIMATE TRANSFORMATION



**"CROWDSOURCING PROVED TO BE
A SUCCESSFUL WAY TO OBTAIN
COLLABORATIVE IDEAS."**

DESIGNATE DUBAI AS THE GLOBAL TRANSFORMATION CAPITAL



OPEN SOURCE THE RESEARCH

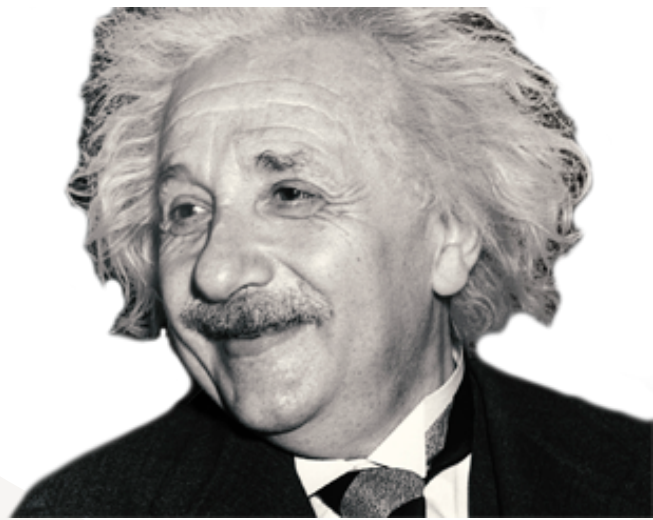


CROWD SOURCE THE EXPERTISE



DEMOCRATIZE THE INFRASTRUCTURE ACCESS

**"NO PROBLEM CAN BE SOLVED
WITH THE SAME LEVEL OF
CONSCIOUSNESS THAT
CREATED IT."**



HOW?

0 BUDGET, % TO THE GOVERNMENT OF DUBAI FROM THE ON-LINE SALES OF LEVEL 1 ITEMS, INCLUDING % TO ENABLE LEVEL 2 IMPLEMENTATION AND GENERATE STRUCTURED SALES UNDER LEVEL 2.

LEVEL 1:

1) INFORM AND INSPIRE: A SCREENING OF THE MOVIE, THE CONNECTED UNIVERSE, WILL BE GIVEN AS GIFT TO THE “FRIENDS OF HAPPINESS” LEADERS IN THE GIVING CAMPAIGN:



PERFORM AN ACT OF KINDNESS, SHARE ONLINE, AND RECEIVE A GIFT OF A SCREENING OF THE CONNECTED UNIVERSE FILM THAT EXPLAINS THE LEADING-EDGE SCIENCE OF HOW WE ARE ALL INTERCONNECTED: WWW.THECONNECTEDUNIVERSEFILM.COM

BEYOND THE CONNECTED UNIVERSE MOVIE, THERE IS AN EXPANDED 13-PART CONNECTED UNIVERSE SERIES IN DEVELOPMENT. THIS MULTI-FACETED SERIES WILL FEATURE PRACTICAL WAYS FOR PEOPLE AND COMMUNITIES TO CONNECT AND EVOLVE IN NUMEROUS AREAS TO REACH THEIR HIGHEST POTENTIAL.

2) THE ROADMAP TO HAPPINESS: ONLINE COURSES, BASED ON THE TOOLS AND TECHNIQUES THAT ARE USED BY SOME OF THE WORLD'S TOP ATHLETES AND COMPANIES (SUCH AS GOOGLE AND CISCO), AND THE US NAVY SEALS, PROVIDING THE ROADMAP TO FEELING YOUR BEST AND PERFORMING YOUR BEST.

WWW.FLOWGENOMEPROJECT.COM

3) A REAL-TIME “HEATMAP” OF GIVING/HAPPINESS: CREATED BY PEOPLE POSTING ACTS OF GIVING AND BIOFEEDBACK FROM GLOBALLY CREDIBLE TOOLS, INCLUDING THOSE THAT HAVE TRANSFORMED 5 MILLION+ LIVES IN MORE THAN 100 COUNTRIES; TO MEASURE AND ENHANCE HAPPINESS, AND REDUCE STRESS, DEPRESSION, AND ANXIETY. THESE BIOFEEDBACK TECHNOLOGIES CAN ALSO BE USED TO MEASURE NON-TANGIBLE ACTS OF GIVING.

[DUE TO THEIR ADVANCED NATURE, A LIST OF THE CONTACTLESS SOFTWARE-ONLY SOLUTIONS, GOING BEYOND THE TECH REFERENCED BELOW, CAN BE PROVIDED UNDER AN NDA].

WWW.HEARTMATH.COM | WWW.CHOOSEMUSE.COM

LEVEL 2:

1) INFORM AND INSPIRE: BEYOND THE CONNECTED UNIVERSE MOVIE, THERE IS AN EXPANDED 13-PART CONNECTED UNIVERSE SERIES IN DEVELOPMENT. THIS MULTI-FACETED SERIES WILL FEATURE PRACTICAL WAYS FOR PEOPLE AND COMMUNITIES TO CONNECT AND EVOLVE IN NUMEROUS AREAS TO REACH THEIR HIGHEST POTENTIAL.

2) THE HOLISTIC ROADMAP TO HAPPINESS: DIGITAL AND PHYSICAL INFRASTRUCTURE, ENCOMPASSING TOOLS, STANDARDS, SOP, CERTIFICATION FOR F&B OUTLETS, HOTELS, SPAS, ENTERTAINMENT FACILITIES FOR HOLISTIC HEALTH AND HAPPINESS. HOLISTIC FOOD, HEALTH-SUSTAINING AND LIFESTYLE SUGGESTIONS WITH GPS ORIENTATION AND BIOFEEDBACK TRACKING, BASED ON 20+ YEARS GLOBAL RESEARCH AND DUBAI VALIDATION AT THE HOLISTIC HEALING MEDICAL CENTRE, PROVIDING THE ROADMAP TO FEELING YOUR BEST AND PERFORMING YOUR BEST.

WWW.HEALTHHOLISTIC.COM

3) A REAL-TIME “HEATMAP” OF GIVING/HAPPINESS/HOLISTIC LIFESTYLE: CREATED BY PEOPLE PERFORMING ACTS OF GIVING AND FOLLOWING HOLISTIC LIFESTYLE WITH BIOFEEDBACK FROM GLOBALLY CREDIBLE TOOLS, INCLUDING THOSE THAT HAVE TRANSFORMED 5 MILLION+ LIVES IN MORE THAN 100 COUNTRIES; TO MEASURE AND ENHANCE HAPPINESS, AND REDUCE STRESS, DEPRESSION, AND ANXIETY. THESE BIOFEEDBACK TECHNOLOGIES CAN ALSO BE USED TO MEASURE NON-TANGIBLE ACTS OF GIVING.

[DUE TO THEIR ADVANCED NATURE, A LIST OF THE CONTACTLESS SOFTWARE-ONLY SOLUTIONS, GOING BEYOND THE TECH REFERENCED BELOW, CAN BE PROVIDED UNDER AN NDA].

WWW.HEARTMATH.COM | WWW.CHOOSEMUSE.COM

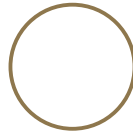
THE VISION

HUMAN POTENTIAL NEEDS A HOME, A CITY WHERE DEVELOPMENT AND INNOVATION GO HAND IN HAND.

DUBAI CAN BE THAT GIFT TO THE WORLD, USING THE MOST ADVANCED TECHNOLOGY AND IDEAS BROUGHT TOGETHER BY HOLISTIC, A COMPANY WITH ITS ROOTS AND HEART IN DUBAI.

VALIDATING PARTNER CASE STUDIES:

FACIAL RECOGNITION: A SINGLE RUSSIAN 20+ YEAR-OLD
OUTPERFORMS GOOGLE AND 100+ TEAMS



SUSPECT RECOGNITION: US \$5 BILLION SECURITY PROGRAM
OUTPERFORMED 92X BY A RUSSIAN SCIENTIST AT THE 2014
OLYMPICS => RELEVANCE FOR DUBAI EXPO 2020



IT: 10 WINS IN 16 YEARS BY THE RUSSIAN PROGRAMMERS,
COMPETING AGAINST HARVARD, MIT AND OVER 100 TEAMS FROM
THE REST OF THE WORLD IN THE MOST PRESTIGIOUS IT CONTEST
[HTTPS://ICPC.BAYLOR.EDU/](https://icpc.baylor.edu/)



SOCIAL MEDIA: A SINGLE 20+ YEAR-OLD RUSSIAN OUTPERFORMS
FACEBOOK IN EUROPE BY DEVELOPING EUROPE'S LARGEST
SOCIAL NETWORK, AND OUTPERFORMS GOOGLE GLOBALLY IN
DEVELOPING A COMPREHENSIVE MESSAGING PLATFORM



APPLIED PHYSICS: A SINGLE RUSSIAN WINS A PENTAGON
COMPETITION TO DEVELOP A RADAR FOR DETECTING STEALTH
PLANES (BY USING THE SAME LOGIC, HE APPLIED IN A
REVOLUTIONARY EMOTION RECOGNITION ALGORITHM). THIS
DISCOVERY WAS VALIDATED BY A NOBEL LAUREATE IN PHYSICS.