

Bruce Wayne Meleski of Neuroception360

Speaker1: [00:00:04.77] This is the Investor Connect podcast program. I'm Hall Martin and the host of the show in which we interview Angel Investors, venture capital, family offices, private equity, many other investors for early stage and growth companies. I hope you enjoy this episode. Hello, this is Hall Martin of Investor Connect here with Bruce Wayne Meleski, executive director at Neuroception360. Neuroception360 helps individuals achieve their prime brain performance through mine integration aim to be the premier light, color and vibration system for mental wellbeing. LCD is a broad set of measurable and body techniques that can help create quick shifts. In one state of mind, techniques used neuroplasticity to train new neural pathways that result in calmer emotions, greater awareness and a new perception of one's environment. One signature technique mind alive experience creates a state of ultimate relaxation. A series of these sessions quickly emerges a new state of resilience and a novel mine integration pathway. Bruce, thank you for joining us.

Speaker2: [00:01:02.31] Thank you for having me. Paul, good to see you.

Speaker1: [00:01:05.04] Good to see you as well. So what was your background before doing this? What was your previous work?

Speaker2: [00:01:11.19] Well, I've always been involved with human performance. I worked extensively with the elite athletes on the physical side. You know, in the in the 80s and 90s, I used to train over 400 thousand elite athletes training sessions on a platform software platform. And I've always been involved with helping people get better, feeling better, feeling better. And about about 10 years ago, I shifted my gears into looking at sleep and sleep, led me to the brain. And then I had my own I had my own bout of insomnia, which was just a horrible experience. I did a traditional approach looking at medication such as Ambien and so forth. And it was that that experience that said, I can do better than this. And so that's that's sort of where it started.

Speaker1: [00:02:03.30] Great. Well, let's talk about the state of investing in the neuroscience space. There's a lot going on there. What do you tell investors to do before they write that check into a neuroscience company?

Speaker2: [00:02:13.02] Well, I understand the environment. It's a very hot topic. And there's a lot of different types of devices, sort of single solo functional devices. In the beginning, I really looked a lot at sleep. And that was when, you know, before Fitbit took over, there was a product called my Zio that raised a lot of money, did a great job, but it didn't really fit the mobility and the flexibility that the market wanted. So there were a lot of really good products that come into the neuroscience space, but they don't catch on for a variety of different reasons.

Speaker1: [00:02:50.56] Great. And so what distinguishes a good company in this space from a not so great company? Is that the technology? Is it the business model? What do you think is a winning combination?

Speaker2: [00:03:00.36] Well, I think it's definitely the acquisition model. How are you going? How are you going to require your patients or your clients? A lot of a lot of devices and apps. So you get into a, you know, large down downloads. There's there's apps out there that are quite simple, like calm and and pray and all different types of things that modulate the nervous system. And those can can be very effective. But but I think they're they're not as robust as what the what the requirements are in neuroscience. So so the thing about neuroscience in my mind that investors should know is that it's the brain is very complex. Sleep is very complex. It's not a one hit wonder. Very rarely does one thing, one aspect of sleep or brain health or something. You know, that's one of the reasons with when you look at Alzheimer's and memory and those types of things, you know, having medications isn't the most effective. It's a lifestyle change. It's a multifaceted type of approach that has shown the best results in getting memory improvements. And so that that's really what I'd recommend. Look at it in the escape of a whole all the other tools that are out there and also the systems that are out there and that and that's what we've been looking at. The the the nervous systems, you know, like if you think of of exercise, a lot of people know about more about exercise. You know, you've got a robotic exercise, you've got strength training, you've got flexibility. You've got, you know, certain categories of exercise and how they've sort of matured into the market. Well, I think the same things exist in in the neuroscience space, but they're not as well understood by the consumer. So you've got memory types of things. You've got relaxation types of tools. So you've got to know which what the device you're looking at, where it's playing, what the competitors are. And it's a very, very rapidly evolving space.

Speaker1: [00:04:58.38] It seems like there's a lot of new new technology on the marketplace and wearables. The Apple Watch and the Amazon and all those things had tools for measuring your condition. How effective do you think those are in the current format?

Speaker2: [00:05:12.00] Well, you know, those you know, the Apple Watch. That's that's one of the premier ones for sure. We like it for the medical record aspects of it. So the environment. Logging into that type of environment, you know, we see that as an important, important element in terms of deciding what what's the best thing for a given individual? You know, it's somewhat sometimes it's a trial and error type of thing. So what you want to make sure that it has a broad use of my mind. Broad application. Great.

Speaker1: [00:05:42.43] And so what's the challenge in developing apps for this space? You talked about acquisition models of customers, but what's the technical challenge you see coming up?

Speaker2: [00:05:54.94] Well, the technical challenges are being solved, you know, dramatically. There's so many different types of sensors. A lot of these are types of sensing technologies. And that is just taken off over the last 20 years since I started following this. So you've got sensors becoming smaller and smaller and more powerful and so forth. So that's that's I think that's another consideration when you're looking at this space. Is this is this a vast area of sensor technology evolving or is it something that's pretty stable and is going to and it's really into customer acquisition mode? We saw that in sleep, you know, from from you know, as those tools to measure sleep came out, you know, they got smaller and better. But what research showed was that they weren't as accurate. Sometimes, you know, the measurement. So and people got obsessed with the idea of measuring things and rather than improving things in sleep in particular, there was a research out that showed that those people who are measuring sleep on a nightly basis, using any type of worry more about their sleep, because they're always concerned about how did I do last night? Was it better or was it worse? And that and that can add to the anxiety and impact, you know, poor sleep. So so it can be counterproductive in some cases. So you've got to get to what are the solutions? How are you going to change change the types of things. So there's a vibration. Watch where I just I just got it. And then and it's it's designed to, you know, interact with the environment and a vibration type of way and it would be used. So if you were deaf, you know, this type of technology, you could actually understand a

person and hear people talk as this type of technology evolves. But David Eagleman in Stanford, he's introduced a product that's in a locked watch format. I took it because I wanted my my innate system to improve the way that interacts. It doesn't measure anything. It doesn't doesn't really measure anything. It shows you another dimension of interacting with the environment, primarily vibration.

Speaker1: [00:08:08.45] I got you. So let's talk about the neural ception 360. What is that platform all about and how does it work?

Speaker2: [00:08:14.69] Well, neuro ception 360 is focused on the emotional brain, primarily emotional, making the brain commer, making the brain a more emotional resilient. And deals with the stress stress areas of the mind. That's an area that's evolved very rapidly in the last 25 to 30 years in terms of of a theory called the poly bagel theory, which really says that the body is is the. The part of the body is what determines how the mind reacts to the world much more so than the mind. So you have the cognitive aspects of the mind, but it's really big in body signalling that can change that. So that's what we've improved. We've improved the system to develop a common neural pathways, a more emotional balance, greater awareness, and ultimately it creates new perspectives for the individual. And that's what gives them the ability to to enjoy life, be happier and be more productive.

Speaker1: [00:09:20.64] So what's the challenge in starting a business in this neuroscience sector in particular for neural ception? 360, what are you up against?

Speaker2: [00:09:27.57] Well, you know, are we have the tools right now. We have the elements of different devices. So we are in the process of moving to the into the systems level. Our challenge right now is to move into a system level. We are redirecting our marketing from more of a clinical model to a retreat model. So in twenty twenty one, we will be offering executive retreats. We're going to be offering for physicians and business executives, you know, three and five day retreats that are immersive experience. So if you want to get into an ultra relaxation state and that starts to shift a whole bunch of cascading behavioral changes and emotional changes. So that that's that's the challenge for us. We're actually looking at purchasing some property. We may actually purchase a property to do this and create a healing center around the technologies that we're developing.

Speaker1: [00:10:27.00] Right. And so has Reception 360. What's the future roadmap for that? Is that going to be made into a general platform or is it going to be a special event type experience? But what do you see going in the long term?

Speaker2: [00:10:43.34] We see it going as into a platform, into a neuro balance platform, and a lot of different tools can help balance that neuroplastic platform. So we're creating sort of the neurophysiology of mental well-being. We're creating a laboratory that can measure different things, determine which techniques and which types of approaches are most effective for you, and really become the premier offer for tying into a balanced, holistic, calm, emotional state will be great.

Speaker1: [00:11:22.56] Well, in the last few years that we have here, what else should we cover that we haven't?

Speaker2: [00:11:25.77] Well, I'd like to offer any of your investors will be doing some seminars. This is a retreat seminar this week, this later this year, and offer them an opportunity to look for that, because this is a way to really understand the state will have a number of different types of scientists and physicians in the space at these retreats. So that's an opportunity to learn and experience because these are experiential types of retreats where you really experience something, you learn some stuff, but you learn more about yourself from the inside out.

Speaker1: [00:12:01.02] Right. Well, how best listeners to get back in touch with you?

Speaker2: [00:12:03.78] Well, the best way to get a hold of me is my main website right now. Is Mind Alive Now, Dotcom, that is our technique. Mind alive now, dotcom. And you can email me at Dr. Mount Dremiel at my life now dot com. Or you can give me a call at five one, two, four three one eight five three one three.

Speaker1: [00:12:27.60] We'll put those in the show notes. I want to thank you for joining us today and hope to have you back for a follow up soon.

Speaker2: [00:12:33.00] Thanks. I'll talk to you later.

Speaker3: [00:12:35.49] Investor Canek helps investors interested in startup funding. In this podcast series Experience, investors share their experience and advice. You can learn more at Investor Connect, Doug. Paul Martin is the director of investor Canek, which is a 523 non-profit dedicated to the education of investors for early stage funding, all opinions expressed by Hall and podcast guests are solely their own opinions and do not reflect the opinion of Investor Connect. This podcast is for informational purposes only and should not be relied upon as a basis for investment decisions.