

THE COMMUNITY INVESTMENT MODEL

How a proven one-to-one wellbeing system became a scalable community opportunity.

A Healthier World Works Better.

LateralThinkers is a neuroinclusive wellbeing, productivity and performance platform for people, organisations and communities. Originally delivered as a one-to-one and corporate service, it has now been developed into a scalable digital 360 Hub.

BUILT AROUND BIOTECHNOLOGY-INFORMED AND SCIENCE-LED THINKING.

BETTER
PEOPLE
STRONGER
COMMUNITIES
BRIGHTER
FUTURES

**Less than the price
of a cup of coffee a week**
Money-back guarantee.



What makes it different

A COMPLETE, HUMAN-CENTRED APPROACH.

“Healthier people create stronger communities and brighter futures.”



360 Hub for foundations, habits and performance

A complete system that connects the big picture with the daily detail.



Fixed accessible community pricing

High-value support that's sustainable and inclusive.



Designed for real life and neuroinclusive use

Flexible, practical and built for diverse minds and modern lives.



AI coach, dashboard and guided journey

Personalised plans, simple tracking and expert guidance in your pocket.



Scalable from individuals to communities and organisations

A model that grows impact — from one person to whole communities and workplaces.

The Foundations for a Brighter You

SIMPLE FOUNDATIONS. LASTING CHANGE.



Water



Oxygen



Food Quality



Movement



Sleep



Mindset



Purpose



Daily Structure



Habit Formation



Accountability



Focus



Productivity



Recovery

Why it matters

Most wellbeing services address only one piece of the puzzle — a fitness app, a meditation tool or a sleep tracker. LateralThinkers helps people get the foundations right first, and then stay consistent, creating real and lasting change for individuals, communities and organisations.

BETTER FOUNDATIONS. BRIGHTER TOMORROWS.

From proven roots to wider impact



Corporate & one-to-one origins

Proven in real-world settings with individuals and organisations.



Digital 360 Hub

A scalable, integrated platform for greater reach and impact.



Community access

Affordable, inclusive support for individuals, families and communities.



Ongoing support & retention

Continuous guidance, engagement and evolving tools.

The opportunity

A HEALTHIER, MORE INCLUSIVE WORLD IS A BRIGHTER, STRONGER WORLD.



1.5B

people with neurodivergent traits



£4.5T

global wellbeing economy



Up to 21%

higher productivity in healthier workplaces



Less than a cup of coffee a week for members

THE PRODUCT: WHY IT WORKS

Built for real life — and designed to scale.

LateralThinkers began as a one-to-one and corporate wellbeing service and has now been developed into a scalable digital 360 Hub. It brings together foundations, habit building, personal accountability and practical daily support in one place.

Built around biotechnology-informed and science-led thinking, presented in a human, accessible way.

REAL SCIENCE. REAL PEOPLE. REAL CHANGE.

Less than the price of a cup of coffee a week
Money-back guarantee.



What sits inside the 360 Hub

“Practical tools. Real support. A healthier, brighter you.”

ONE PLATFORM.
A BRIGHTER
TOMORROW.

 Daily Foundation Dashboard Tracks habits, water, energy, focus and routines.	 AI Coach Personalised guidance, encouragement and support.	 Water Calculator Helps people understand their hydration needs.	 LifeMap & Wheel of Life Helps people see the bigger picture and identify priorities.	 Community & Buddy Support Shared accountability and social encouragement.	 Guided Learning Journey A structured release model that reduces overwhelm.
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The foundations it supports

HEALTHIER FOUNDATIONS. BRIGHTER TOMORROWS.

Water	Oxygen	Food Quality	Movement	Sleep	Mindset	Purpose	Daily Structure	Habit Formation	Accountability	Focus	Productivity	Recovery

Why it feels different

MORE THAN A PLATFORM. A DIFFERENT APPROACH.

 Not another generic app It links behaviour, structure and daily support.	 Designed for neuroinclusive use Clearer steps, less overwhelm, easier consistency.	 Built around retention Real value is created through regular use and habit change.	 Made for people, families, workplaces and communities One system, multiple use cases.
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How the 13-week journey works

SMALL STEPS. LASTING CHANGE.

Foundation Week Assessment & Awareness	Week 1–2 Hydration & Daily Basics	Week 3–4 Nutrition & Energy	Week 5–6 Movement & Sleep	Week 7–8 Focus & Productivity	Week 9–10 Mindset & Purpose	Week 11–12 Habit Stacking & Real Results	Ongoing support for life Continued guidance, new content, lifelong benefits.

Why this matters commercially

HEALTHIER PEOPLE. STRONGER ORGANISATIONS. GREATER IMPACT.

 Better engagement People are more likely to engage with a complete, human-centred solution.	 Better retention Integrated tools and ongoing support drive long-term use and habit change.	 More consistent use A simple, structured journey increases participation and results.	 Stronger long-term value Healthier people create stronger communities, workplaces and a brighter future for all.
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Proof, Results & Real Impact.

Built from real-world delivery and strengthened by lived outcomes.

What began as a one-to-one and corporate programme has already changed lives.

Originally delivered in person and in workplace settings, the LateralThinkers approach has led to positive outcomes across wellbeing, healthier habits, clarity, confidence, productivity and energy. Our real-world heritage includes delivery with Birmingham Chamber of Commerce, Bentley-related environments and elite performance settings.

REAL PEOPLE. REAL PLACES. REAL CHANGE.

“Healthier people create stronger communities and brighter futures.”



Birmingham Chamber of Commerce

A 12-week programme with 12 members of staff delivered practical, measurable personal and workplace benefits.

“Investing in people creates stronger businesses.”



More energy



Healthier decisions



Improved positivity



Better concentration



Benefits at work and in personal life

What participants said

REAL STORIES. BRIGHTER TOMORROWS.

“I have noticed increased energy levels and concentration... many positives that benefit me both at work and in my personal life.”



Ivan Moore
Member Relationship Manager

“The proactive wellness sessions were very helpful... the behavioural change sessions were particularly useful... I have lost 4kg in the process too.”



Shariat
Operations Manager

“I now feel more alive, brighter, happier, healthier and more capable mentally and physically.”



Kay Blundell
Project Co-ordinator

“The programme has been extremely helpful in my everyday life... I would definitely recommend it.”



Julian Gamboa
Project Co-ordinator

“It helped me reassess how I react to situations, set goals and make more positive choices.”



Baljit Kaur
Project Co-ordinator

Elite Performance Feedback

“Completely rewrote what I thought I knew about performance and recovery.”

Indy Khela
Elite Strength Coach & Athlete

One result described over 11kg of lean muscle mass gained in 6–8 weeks when applying the approach.

Testimonial outcomes vary and are not typical for everyone.

What impact looked like

SMALL CHANGES. BIGGER LIVES.



Healthier habits



Better hydration



More energy



Clearer focus



Stronger workplace engagement



Improved self-belief

Why this matters



It has already worked in real settings.

Proven through one-to-one, workplace and community delivery.



It is not theoretical.

Built on real-world experience and measurable outcomes.



It supports both personal and organisational outcomes.

Healthier individuals help create stronger teams.



It creates social impact by helping people function better day to day.
Healthier people, stronger communities, brighter futures.

How the Community Advisor Model Works

A clear, ethical and product-led way for trusted people to support healthier communities.

Introducing, supporting and growing a stronger community.

Community network advisors introduce a real product with a fixed accessible price, help people understand the foundation model, and are rewarded for genuine usage and ongoing community growth. This is not about hype or pressure selling; it is about making a trusted wellbeing platform easier to access.

PEOPLE HELPING PEOPLE CREATE BRIGHTER FUTURES.

Less than the price of a cup of coffee a week for members.

Money-back guarantee.



The reward structure REAL IMPACT. REAL REWARDS.



25%

Direct Referral Fee

Paid weekly on the subscriptions you personally introduce.



10%

Community Growth Bonus

Paid monthly when the people you introduce help others join and stay engaged.



5%

Volume Bonus

Paid quarterly based on qualifying retained community subscription value.

Subject to clear terms and based on genuine active subscriptions.

The journey from introduction to impact

SIMPLE STEPS. LASTING CHANGE.



Introduce

Share the opportunity with your network



Explain the platform

Help people understand the foundations



Help people start

Support sign-up and first steps



Support accountability

Encourage regular use and engagement



Community retains

People get results and stay subscribed



Advisor is rewarded

Earn through real usage and community growth

What community advisors actually do



Introduce the platform



Explain the foundations



Share the 13-week reset



Encourage use of the water calculator and tools



Invite people to demos or webinars



Support accountability and collect success stories

Why it is ethical



- Fixed accessible price
- Product first
- No joining fee disguised as an opportunity
- No payment simply for recruitment
- No exaggerated health claims
- No guaranteed earnings claims
- Support before selling
- Built around genuine community value

Who it suits



Ethical networkers



Community connectors



Wellbeing advocates



Local ambassadors



Coaches



Parents' groups



Sports clubs



Neurodiversity communities



Business networks



Employers and introducers

DIFFERENT PEOPLE. A STRONGER, HEALTHIER TOMORROW.

What the Numbers Can Look Like.

Illustrative examples showing how community growth can create both impact and fair reward.

Clear, transparent and product-led.

Members join for less than the price of a cup of coffee a week, and the examples below use a fixed community subscription price of £14.50 per month.

Actual income depends on real subscriptions, retention, cancellations, activity and final advisor terms.

REAL PEOPLE.
REAL COMMUNITIES.
REAL CHANGE.

Less than the price of a coffee a week to be part of change.



Illustrative examples only — not a guarantee.

These examples show what can be possible. Actual results will vary.

A

Starter Community

A GREAT PLACE TO BEGIN



25

direct subscribers



£362.50

monthly subscription value
(25 × £14.50)



£90.63

per month
25% direct referral fee

Real people.
Real progress.
A meaningful start.

B

Local Connector

GROW YOUR IMPACT



100

direct subscribers



£1,450

monthly subscription value
(100 × £14.50)



£362.50

per month
25% direct referral fee

Bigger communities.
Greater impact.
More opportunity.

C

Community Network Effect

PEOPLE HELPING PEOPLE



100

direct subscribers



1,000

second-level subscribers
(if each direct person introduces 10)



£1,450

first-level subscription value
per month



£362.50

per month
25% direct referral fee



£14,500

second-level subscription value
per month



£1,450

per month
10% community growth bonus

£1,812.50

total monthly reward
before volume bonus

£5,437.50

quarterly value
before 5% bonus

£2,392.50

potential 5% quarterly
volume bonus

£7,830

illustrative quarterly total

D

Regional Community Builder

A WIDER REACH, A BRIGHTER TOMORROW



250

direct subscribers



1,250

second-level subscribers
(if each direct person introduces an average of 5)



£3,625

first-level subscription value
per month



£906.25

per month
25% direct referral fee



£18,125

second-level subscription value
per month



£1,812.50

per month
10% community growth bonus

£2,718.75

total monthly reward
before bonus

£8,156.25

quarterly reward
before bonus

£3,262.50

potential 5% quarterly
volume bonus

£11,418.75

illustrative quarterly total

Payment timing

Rewards are paid at different stages, so you can see progress as your community grows.



Weekly

Direct referral fee
25% of first-level
subscriptions.



Monthly

10% community
growth bonus
Based on second-level
subscriptions.



Quarterly

5% volume bonus
Based on total
community
subscription value
(see final terms).

What creates long-term value

Sustainable rewards come from genuine value, not short-term activity.



Strong product usage

People get real
benefits and
keep coming back.



Good support

Members feel
looked after
and supported.



Retained subscriptions

Longer membership
creates long-term
value for everyone.



Community trust

Authentic
recommendations
drive healthy,
sustainable growth.

“This model only works if the product genuinely helps people. That is the point. The mission is not to sell harder. The mission is to help better.”

HEALTHIER
PEOPLE.
BRIGHTER
FUTURES.