

Zengar Institute Inc.'s mission is to create, deliver and support the most effective and safe brain training system available in the world today. The purpose of this endeavor reflects the mission of its founders— to relieve suffering.

To this end Zengar<sup>®</sup> commits to excellence in:

## A. SAFETY

- (i) NeurOptimal<sup>®</sup> will never require a brain to meet externally determined goals.
- (ii) No external stimulus will ever be introduced to alter the brain's activity.
- (iii) No diagnosis will be required.
- (iv) No external decisions, and hence modifications, in training will be required.
- (v) No specialist expertise will be required to run Sessions.
- (vi) No conscious effort on the part of the Client, will be required.
- (vii) NeurOptimal<sup>®</sup> hardware will meet or exceed international safety standards. Certification will be sought in standards relevant for its distribution.
- (viii) NeurOptimal<sup>®</sup> software will be developed in accordance with the highest available technological standards of its platform/s.

## B. ACCESSIBILITY

- (i) NeurOptimal<sup>®</sup>'s availability will be congruent with the Zengar<sup>®</sup> Founders' belief that every individual has a right to information about his/her own brain. Hence, outside expertise will not be required.
- (ii) NeurOptimal<sup>®</sup> will be offered in different configurations and packages, to better meet the individual needs of consumers.
- (iii) Any self-determining, hearing adult should be able to operate the equipment.
- (iv) Though simple, education will be provided to assure correct use of equipment.
- (v) While NeurOptimal<sup>®</sup> makes a wonderful addition to many other endeavors, it will be complete unto itself, not requiring any additional procedure, knowledge, embellishment and so on.

## C. TECHNOLOGICAL RELEVANCE

- (i) Zengar<sup>®</sup> will invest significant portions of its funds to stay technologically up to date with its hardware and software.
- (ii) Backward compatibility will be assured for reasonable time periods to allow maximal useful life for purchased equipment.
- (iii) Forward compatibility will be a key factor in distribution hardware selection.

## D. INTEGRITY

- (i) Zengar<sup>®</sup> will show the utmost integrity in the development of its products.
- (ii) Zengar<sup>®</sup> will meet the highest standards of integrity in representation of its products to others.
- (iii) Zengar<sup>®</sup> will interact with its customers and suppliers with honesty, integrity and respect.

## E. QUALITY

- (i) Zengar<sup>®</sup> commits to offering the highest quality product possible.
- (ii) The quality of Zengar<sup>®</sup>'s product will be matched by the quality of its staff and Representatives around the world.

## F. SUPPORT

- (i) Zengar<sup>®</sup> commits to offering its staff, consultants and Representatives the support they need to provide their own excellent service.
- (ii) Zengar<sup>®</sup> commits to providing its customers with the most cutting-edge and competent support possible for the use of its products.

## G. COMMUNITY

- (i) Zengar<sup>®</sup> is a family business and the Zengar<sup>®</sup> team is very much a family. Our Representatives, Instructors and various consultants form our extended Zengar<sup>®</sup> family and our users and Trainers are our broader Zengar<sup>®</sup> family yet again. We commit to the support and well-being of our community, both as a community and as the individuals that comprise it.