

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 mission reflects the founder's enduring purpose— to relieve suffering.

To this end Zengar® commits to excellence in:

---

## A. SAFETY

- i NeurOptimal® respects the natural processes of the brain, never requiring externally determined goals or alterations in activity.
- ii No external stimuli 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® hardware will meet or exceed international safety standards. Certification will be sought in standards relevant for its distribution.
- viii NeurOptimal® software will be developed in accordance with the highest available technological standards of its platform(s).

---

## B. ACCESSIBILITY

- i NeurOptimal®'s availability will align with the Zengar® founders' belief that every individual has a right to information about their own brain. Hence, outside expertise will not be required.
- ii NeurOptimal® will be offered in different configurations and packages to better meet the individual needs of consumers.
- iii Any adult with the ability to hear should be able to operate the system independently.
- iv Though simple, education will be provided to assure correct use of equipment.
- v While NeurOptimal® makes a wonderful addition to many other endeavors, it will be complete unto itself, not requiring any additional procedure, knowledge, embellishments, and so on.

---

## C. TECHNOLOGICAL RELEVANCE

- i Zengar® 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 selecting and distributing hardware.

---

## D. INTEGRITY

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

---

## E. QUALITY

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

---

## F. SUPPORT

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

---

## G. COMMUNITY

- i Zengar® is a family business and the Zengar® team is very much a family. Its Representatives, Instructors and various consultants form the extended Zengar® family and our users and Trainers are our broader Zengar® family yet again.
- i We commit to the support and well-being of our community, both as a collective and as the individuals who comprise it.