

brainey

synchronize the world
together

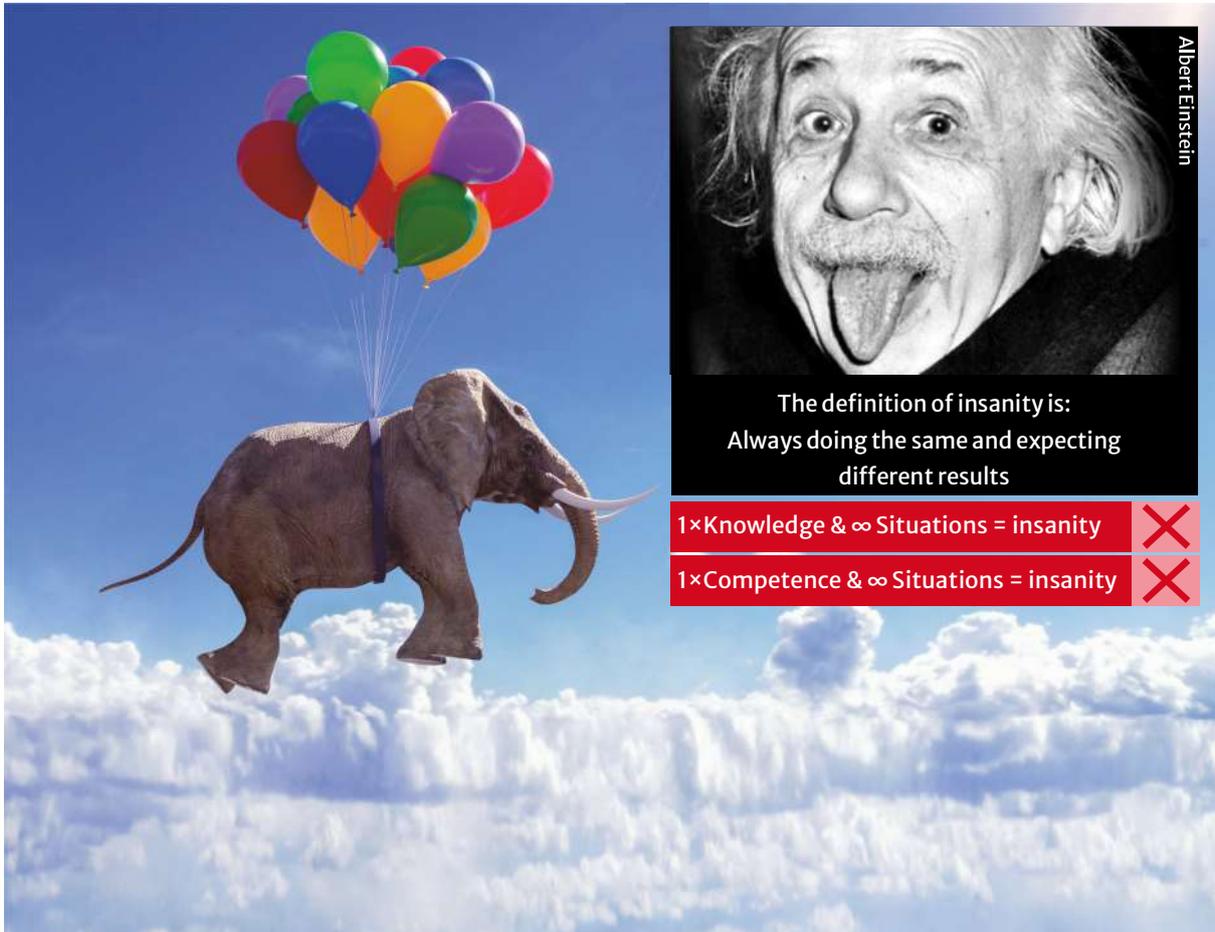
Sharing competence & knowledge on demand
Brain your world!



Mastery & effective force is a basic necessity of survival

Competence and knowledge on demand – the proof of brain

Performance, effectivity and success is a result of autonomous life



∞ (Competence & Knowledge) & ∞ Situations = Success!



∞ Competence & Knowledge is done by the brain or easily shared by **Brainey** – the mixed reality (Competence) & virtuality (knowledge) assistant

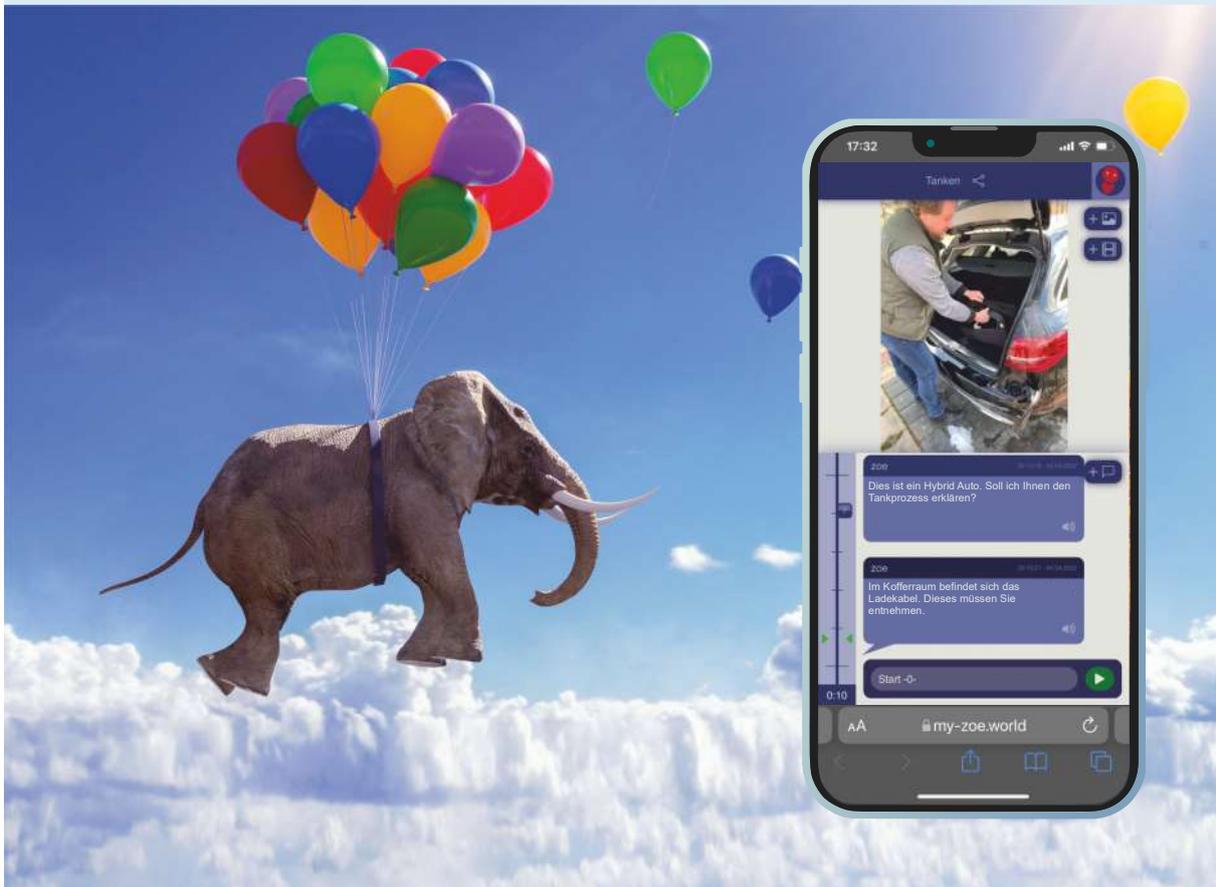
A correct correlation (synchronization) between thinking (knowledge) and competence (operation, interaction) in relation to the situation is understandingful, the expression of mastery of the situation. The proof of the brain and autonomy.

You find a complete scientific description in the Appendix

Brain the world by braining things – Brainey does it for you!

Make millions of things easy | One thing easy for millions

Brainey – Realize autonomous success by intuitive mixed-reality assistance



If your ability to act and reach successful outcomes is important to you, then you've come to the right place!

No matter if you have countless things for other people to do or one thing that millions should be able to do, Brainey is here for you.

If it is important to you that people can do everything successfully, then Brainey can easily manage it for you, much easier and way more efficient than anything you have known so far!

Brainey records every necessary step as a mixed-reality assistant – while handling any

imaginable thing or process – and can be shared and played on demand. Thus, everyone gets the necessary competence & knowledge automatically. We name this to „brain“ things.

To „brain“ a thing or process is the only way to make individuals autonomous and successful! Clearly, a brained thing or process is much smarter and more efficient than everything available to date.

We thought it's now time to make it easy – for everyone, everywhere, everything at any time.

no dream!



Brain – Competence & knowledge for everything on demand

Automate competence & knowledge on demand

Brainey synchronizes competence & knowledge- the brain technology



If you deal with people who need to reliably complete various processes, or if people need instruction how to use your products, then we have a very simple method for you how to "automate" this in the future. It will result in reduced stress and minimized error rates.

You can use it to reduce your stress and that of others to a minimum. Lengthy, repetitive and annoying conversations, misunderstandings, mistakes and inability to act are now a thing of the past.

Replace - on demand - cumbersome and time-consuming operating instructions, training sessions, individual instructions, support tasks, tutorials, explanatory videos and much more.

It doesn't matter whether it's about countless individual tasks or people who need competence and knowledge: In the future you will be able to do it in just a few minutes.

It only takes seconds: You show "Brainey" how to do something and "Brainey" can then pass it on to anyone, at any time, anywhere.

"Brainey" is made by people for people and is much easier to use than anything else you have come across. In addition, a Brainey is recorded in seconds and it is immediately available worldwide via any end device (mobile and desktop) with a web browser.

If you give us 5 minutes of your time, we will show you how you can save valuable time with "Brainey" in the future.

the truth

Brain for everything:
Competence & knowledge
on demand.

Competence & knowledge...

- transfer
- automation
- documentation
- on demand

Areas of application:

- Home & Office
- Management
- Organization
- Support
- Marketing
- Trading
- Administration
- Distribution
- QM/QS

Brainey: Make things
easy for you & everyone



Simply scan this
QR Code and explore!



Autonomy realized by competence & knowledge on demand

Brainey – the universal web-based mixed-reality assistant



create on demand **rec**

share on demand



barrier-free play



Everything that is „brained“ can be
successfully handled by everyone.



Brain for everything is competence & knowledge on demand, realized by mixed-reality assistance. Now you can do this within seconds:

create on demand **rec**

Simply record one or more videos or pictures and add instructions. That's done in seconds.

share on demand



Share your Brainey as a web link, in an organization system, as QR code (can be attached to any kind of object), as e-mail, sms etc. to everyone.

play on demand



Everyone can play a Brainey, at any any time, everywhere whenever it is needed.

✓ Barrier-free on every digital web device (smartphone etc.). Web-based, no code, no programming.

Best practice based on latest scientific evidence:

Mixed-reality & unified media for autonomous mastery and competence, for everyone in every situation & activity.

Brain every imaginable task (thing) – and everyone can do it!



Brain (create) complete competence & knowledge systems



Brainey loves to brain things and processes.

Brain all the things in the world, in every imaginable field, like maintenance, emergency, procedures, documentation, machine instructions, trainings, guidance systems etc. to organize: Facilities, machines, technologies, mechanics, cooking, people etc.

Competence & knowledge on demand – Brain for everyone!

Competence of Brainey:

Unifying: tutorial, video, picture, text, speech, instructions, software, chatbot, todo (check) list, podcast etc.

Higher efficiency than: training, education, explanation, documentation, digitization, information, guidance systems etc.

Can be used in: trading, support, organization, do it yourself, recipe, industry, smart home, knowledge transfer etc.

It can be created by everyone, used by everyone, everywhere at any time – Easily created (recorded), shared and played.

It is based on a new smart contracting business model that enables everyone to earn money by creating and/or sharing Brainneys.

The easiest and most efficient way to complete one's tasks.

zoe Life Success Factory
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Brained tasks will be done successfully
Brain every imaginable task easily!
Intuitively executable for everyone!



Barrier-free, no code, no programming, running on each web device.

Which is your first task to brain?



Brain your objects to make success possible for everyone, everywhere, everything, at any time. That is competence & knowledge on demand

This is a brained object:

A brained object provides a QR Code or NFC that links to a Brainey – the complete competence & knowledge to properly handle this object (thing) is available on demand, usable for everyone (or for a limited group, if necessary).

(For barcodes it is possible to bridge them to a Brainey, too)

That's how you do it: Record a Brainey, print QR Code or print NFC, put it on the object. The object is now brained!

Restricted Groups: Specified groups and its members (restricted, closed groups).

Brained objects: The easiest and most efficient way to synchronize competence & knowledge!

Nothing is more successful!

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Everything that is „brained“ can be handled successfully! Create your world of brained objects



Easy: Make a Brainey, print QR or NFC, put it on the object.

Which object are you going to brain?



A brained product knows everything about itself. It can explain everyone how to interact with it, can guide interested persons through a customer journey etc.

This is an intelligent product:

If you want „intelligent“ brained products, you can use either a QR code or NFC. Or you can use the Barcode to create a bridge to a Brainey.

In case of a bridge, the user can scan the barcode from the Brainey platform and will then get guidance, instructions or informaton about the product on demand.

Brained products are „intelligent“, can be influenced, sell themselves, provide support, guide customers through warranty procedures or a customer journey, etc.

Nothing can be more successful.

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A „brained“ product is easily sold & handled The world of brained products



A brained product can include:

- ✓ User manual
- ✓ Error correction
- ✓ „Brained“ support
- ✓ Shop system
- ✓ Recipes
- ✓ Link to consumables
- ✓ Warranty procedures
- ✓ Safety instructions
- ✓ Provide transparency concerning production
- ✓ And many more possibilities...

**Give brain to your customers!
Realize your success.**

Which of your products should be brained?



Competence & knowledge on demand – brain the object and realize a perfect organization.

Competence of Brainey:

Organization means synchronized interactions, competence and understanding.

An easy „Dashboard“ as a PDF, as a website or as a „Main Brainey“ enables comprehensive self-organization.

Every task, routine, process or object can become brained. You can do this at once or step by step.

This results in a highly efficient clear organization, every human can get his/her job done successfully.

That's also possible for public administrations or government organizations serving their population, for companies serving their customers, as guiding system, simply for everything!

The easiest and most efficient way to get jobs done successfully.

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Brain: Competence & knowledge on demand

Brained organization: Liveable, safe & successful – for everyone!

Brained Organization A-Z: Vehicle fleet, heating unit



- A brained organization:**
- ✓ Brained actions & tasks
 - ✓ Brained objects
 - ✓ Brained trainings
 - ✓ Brained routine jobs

Where do you want to begin?



Starting offer to become a partner

Start now:

We've done our job, now we want to do the next job together with you! Let's use Brainey to realize opportunities for you and to make the world a better place by providing brain to your products, your objects, your employees, your customers, your organization etc.

We made it easy for you. For the beginning, we offer Starter Packages.

Brained organizations are intelligent, can order themselves, are highly efficient and are ready for the future!

Nothing can be more successful.

Call us!
+49 7452 60051 -100

Send this order to:
info@my-zoe.world

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Become Brainey partner with us! The world of Brainey Partners



Brainey starter package:

- ✓ Organization license
- ✓ Starting best practice training
- ✓ Realizing opportunities consulting
- ✓ Creating organization group
- ✓ Consulting hotline (10 calls)

	one-time EUR	monthly EUR	Quantity
Starter Package	5.000,00	50,00	1

Organization Group (Restricted / Security groups, can record Braineys)

5	Groups	1.200,00	60,00
10	Groups	2.000,00	100,00
100	Groups	15.000,00	750,00
1000	Groups	60.000,00	3.000,00

User can share & play Braineys (if they are in a group, they can also record)

5	Users	600,00	15,00
10	Users	1.000,00	28,00
100	Users	7.500,00	130,00
1000	Users	30.000,00	800,00

Number of Braineys (max. 100MB/Brainey)

10	Braineys	500,00	5,00
100	Braineys	4.000,00	45,00
1000	Braineys	30.000,00	350,00

Braineys worldwide for everyone open

1	Brainey	400,00	30,00
10	Braineys	2500,00	150,00

Datacenter Fee (monthly billing according to the number of accesses/Brainey)

0-5000	per Brainey play	0,05
5000+	per Brainey play	0,03

Firma/Company:

Name:

Phone:

E-Mail:

Datum/date Unterschrift/signature



Synchronize the world together, enable a boost!

Become a world enabler:

Brain the competence & knowledge of interactions, which is needed everywhere, from everyone at any time. Therefore the potential for Brainey is endless, never ending. Everything: technology, operation, team, organization, etc. is planned to boost brain into the whole world.

Brainey is only the beginning for all other possibilities of what the technology is able to do. In the future Brainey is able to control machines and to infer logically. It unifies everything where brained controlling and synchronization is needed.

Boost Brainey for everyone and everything for free. This is the next scale step. Therefore we want to invite you to be an enabler to brain the world – become a strategic partner!

Let's talk!
+49 7452 60051 -100

Get more info
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Enable faster synchronization – let's spread brain into the world

Strategic partnership



Boost Brainey for everyone

- ✓ State of the Art – Brain on demand
- ✓ Sharing of competence
- ✓ Sharing of knowledge
- ✓ Include further business models
- ✓ Include further technologies

The potential of the technology behind Brainey is endless. Today Brainey revolutionized sharing of competence & knowledge to humans. In future Brainey does this to machines. Autonomous, brained, logical thinking machi-

nes will interact healthily with humans. Let us boost the potential of Brainey – be part to make a brained world. As strategic partner or investor speed up the synchronization for your, our, and everyone's success!

The potential (only Germany)

- > 60 Million humans
- > 5 Million organizations
- > 10 Million products
- > 1 Billion objects
- > 1 Billion tasks



I want to boost the possibilities as a partner

Organizations that will provide the technology for themselves and for further development. You get an unlimited license. The fee is between 50k EUR – 200k EUR plus DC fee.

I want to boost the success in the world as an investor

The investment range is between 50k EUR – 4M EUR.

Firma/Company:	Name:
	Phone:
	E-Mail:
	Datum/date Unterschrift/signature



Mastery & competence are key factors for efficient results and future possibilities of organizations.

The scientific background of „Brainey“ technology has been established based on numerous empirical studies and research efforts conducted by Prof. Dr. Johannes Keller and his team. The exploration of flow-experiences (at work) as well as the physiological mechanisms associated with a state of flow have been particularly important.

Prof. Keller is among the best-known and most respected researchers worldwide in this field.

In line with the fact that the human mind and body is limited both cognitively and physiologically, it is important to discover conditions and mechanisms that lead to overload and poor results, as well as to dissatisfaction and limited success. Prof. Keller's research indicates that seemingly small changes in processes can bring about considerable success.

The application and implementation of these scientific insights has now been standardized and you can easily use the available tools for your business. Book your work satisfaction & performance package now.

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Organization analysis of mastery & competence Boost – work satisfaction & performance



Prof. Dr. Johannes Keller

- „Work satisfaction package“
- ✓ Surveys all employees
 - ✓ Advanced scientific analyses
 - ✓ Scientific optimizations
 - ✓ Realize Flow & satisfaction
 - ✓ Boost efficiency

The experience of mastery (authority) and competence is a well-documented determinant of employees' motivation, satisfaction and performance at work and a buffer against absenteeism and turnover. Implementing Brainey's in the work process is specifically targeting employees' mastery and competence and thus a significant treatment approach to foster work climate and performance. In order

to realize a truly holistic approach in process optimization, a systematic assessment of employees' experiences at work as well as motivation and satisfaction is a very valuable and relevant component of meaningful change management.

The package includes survey of all employees, scientific analysis, steps for boosting.

	one-time EUR	Quantity
Starter Package	4.000,00	1
No. of Employees		
10 employees	1.000,00	
100 employees	8.000,00	
1000 employees	50.000,00	
Targeted specific recommendations for process optimization		
<= 30 employees	2.000,00	

Start now, call us!
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Send this order to:
info@my-zoe.world

Firma/Company:

Name:

Phone:

E-Mail:

Datum/date Unterschrift/signature



Appendix



Good to
know!

The company: zoe – the Greek word for „holistic life“

Don't dream about life – let dreams become true

We made it! Easy!



zoe implementation team



Hi fellow human!

Let us tell you something about zoe LSF and the team. Only a few of us are "nerds" but all of us are humans just like you!

One mission unites us: We are fed up with ever new technologies and procedures making life more and more complicated every day. We see people who no longer have a clue what they are supposed to do, we see problems where none should be and we see justifications for failures as routine activities almost everyone is engaging in.

The barriers in our world are getting bigger and bigger, exclusion of people becomes normality. Accordingly, mistakes, misunderstandings, anger and war are daily business. We want a world where people don't have to spend a lifetime learning, but can live successfully for their whole lives – meaningful, with good feelings – a holistic life, that's what the Greek word „zoe“ means.

That's why we've been so insane and worked very hard on technologies that will make a real change and will synchronize brains and understanding on demand in real time – Brainey is such a simple technology which is so effective that it's hard to believe.

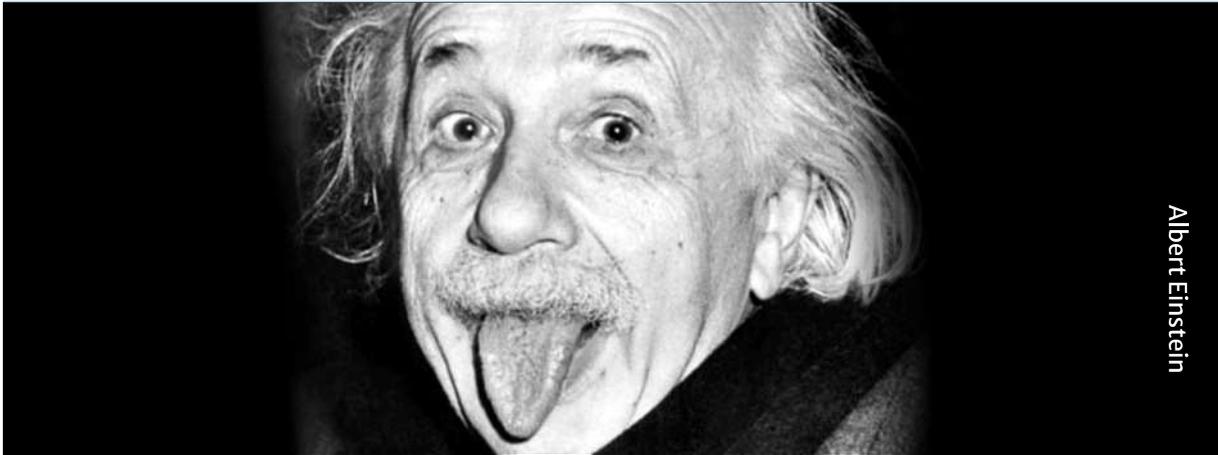
Now it's time to brain the world – a simple synchronized world is no longer a dream! Become a Brainey Partner, make it true with us, together with everyone else – we brain the world together!

Your zoe team



Competence and knowledge on demand – the proof of brain

Performance, effectivity and success is a result of autonomous life



Albert Einstein

The definition of insanity is:
Always doing the same and expecting different results

Thinking = Knowledge = Theory (Virtuality)

Thinking is a virtual quantitative ability of the brain. Thinking about a knowledge is pure theory, the impact in practice (real life) is nothing else than a waste of energy and time while always doing the same (thinking about a knowledge). This is the definition of a "circle of death" or the proof of insanity. (Computers are intelligent „thinking“ machines, humans need mastery – a result of understanding. This results in autonomy)

Knowledge transfer: Wikipedia, manuals, technology systems, text, books, school, video, picture, ERP, etc.

Operate = Competence = Practice (Reality)

Competence is a physical & virtual ability of body and brain. Operating with a competence is pure practice, the impact in practice (real life) is nothing else than a waste of

energy and time while always doing the same (operating with a competence). This is the proof of insanity. (Machines are operating, humans need mastery – a result of understanding. This results in autonomy)

Competence transfer: Training, doing, practice

Competence & Knowledge + Situation = Brain (Mixed Virtuality & Reality)

Only a correct correlation (synchronization) between thinking (knowledge), competence (operation, interaction) in relation to the situation is understandingful, the expression of mastery of the situation. The proof of brain and autonomy.

Competence & knowledge transfer: Brainey, training & education

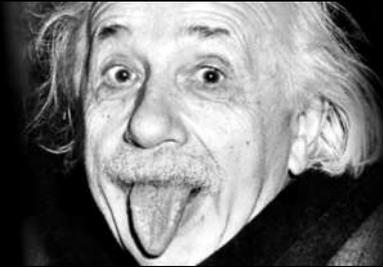
Proof of brain is: Competence & Knowledge on demand

Autonomous life needs mastery based on understanding

Understanding is a „mechanical“ process of brain

Appendix the knowledge and the process of understanding

Albert Einstein



**The definition of insanity is :
Always doing the same and
expecting different results.**

Prof. Dr. Johannes Keller



**To do something understandingly
it requires understanding.
Everything else ends in insanity.**

Human thinking has always been in the interest of humans for a variety of reasons. That's also true for Lea Kelbsch and Prof. Johannes Keller. For more than 25 years they conducted research from different directions with many different teams, their results led to today's state of the art in various areas.

In cooperation they brought all their knowledge together into a technology for humans, adapted to human physiological and psychological abilities. We owe today's complete basic understanding to the research on human cognition and flow on which we can build a successful future. We owe the possibilities of technology and the possibility of a "healthy technology" to research on the physical changes and relationships reflecting the operation of nature.

In science it is well known for quite some time that thinking as well as autonomy must be rooted in a mechanical process. For a long time attempts were made to reproduce this process using quantitative mathematical methods (computerized algorithms, AI). It was only in the

1990s that people became aware that these are rule-based restrictive procedures that can never reproduce emergent operational processes. Although abilities based on these methods are becoming more and more precise, emergent operational changes, a so-called rethinking, is not possible in the form in which a human being can do this. Unfortunately, the term intelligence was confused with understanding. This led people into forced situations and a lack of understanding of themselves.

The problem behind was the necessity to identify a formalization, since a general understanding requires a certain framework in order to be able to express it precisely.

Only with the appropriate technology could a formalization take place in a logical form, which now leads to completely new possibilities, both technological & interpersonal. The exact mechanics of how thinking & understanding comes about can be described & ideal technological solutions for this can be provided & implemented. ZoeLifeSuccessFactory was founded.

Understanding is a „mechanical“ process of brain

Appendix the knowledge and the process of understanding

On the basis of nature, it's "functionality" or better expressed it's operation, we identified a formalization of an operational logical. This formalization opened up new insights (creating more and more possibilities). With the help of this and the research results, the mechanics of understanding could be determined and logically defined.

The „behavior“ of the brain can be observed with fMRI or electron microscopy and we know that perception leads to physiological changes in the brain. Physiologically, logical constructions are formed in the brain through perception. The basis for awareness, understanding and autonomy. The mechanics of the brain.

Based on this groundbreaking knowledge, simple, logical processes can be developed, ideally tailored to people & their physiological abilities. This will lead to a new understanding (synchronization) of life & create new possibilities of life.

In dealing with one's own skills and understanding, as well as that of other people, the following understanding generally expresses the operators.

The action and a comprehensive understanding of a person is always based on the following basic components:

K - **K**nowing something, Identifying logical Operators relevant in a moment (specific situation, parallel dimension, current status) or over time (process, serial dimension, changes).

H - knowing **H**ow (interlinks, interconnections - the knowledge of the „behavior“ (interaction) of involved operators.

E - knowing how to **E**xecute (theoretical competence to interact within the situation to achieve an imagined result).

O - **O**peration in Reality (the real operation, individual knowledge to interact applied to a situation)

One KHEO package means understanding for a situation or a sequence of changes and the impact on other objects or organisms resulting in further changes (synchronization).

Psychologically and physiologically, a person always needs the appropriate KHEO packages in order to be able to act successfully. In order to measure this accordingly over the duration of time within the living space, a logical measurement could be formalized, the factors from the operators **I**ntegrity (life-friendliness), **E**conomy (life possibility), **F**unctionality (result certainty), **O**rganization (synchronization of individual results around life cycles in which everyone can individually record their success to be able to synchronize. That's the IEFO logic. PFC is the virtual future-looking logic, considering interactions and related changes as well as the resulting new (emerging) situations. PFC stands for **P**ast, **P**resence, **C**hange, **F**uture.

Brainey is the first simple technology that masters these fundamentals and combines all these factors without a human having to think about it when using it. As a mixed reality assistant, Brainey helps people gain understanding and competence for action on demand.

Brainey will automatically continue to expand in the future, can also learn and understand in the background. This is life-opening, life-securing. Let's boost life together!

Understanding is a „mechanical“ process of the brain

Abstract, the conclusion



It is the understanding that there is a recurring basic function of nature. It is the natural process we successfully act within, due to the natural operation of our brain – the process of understanding every day in a form adapted to nature (competence & knowledge). On this basis we can interact.

What we logically learn from this course:

1. In nature, in reality everything is a process. One step follows another.

If we reverse Einstein's theorem it would be insanity to think that we would get a different result doing the same process over and over. That's why we can be sure the effect will never change.

This is nature and its operation. In contrast to a law, operation is the instruction how something can be achieved. A law states what I must not achieve. One opens, the other closes down.

2. Everything we can see and touch in nature, as well as everything we can think and touch in our minds is based on operational natural processes. To think that it could be different would again be the definition of insanity according to Einstein.

3. Understanding, knowledge, competence, etc. describe how an intelligent or understanding, autonomous being interacts with its environment in the operational process.

Accordingly, understanding, knowledge and competence is a process that creates this – also a process. To think that could be different would be insanity again as per Einstein.

4. Everything we can perceive and grasp in a moment is an intermediate result of the operational process of nature. Accordingly, it is only available and perceptible because an operation is taking place, which we cannot perceive at this moment. We can perceive the operation through the change within time. The change is the process by which the corresponding steps can be placed.

My Zoe has the fundamental understanding of describing the operation of nature as well as understanding the processes for interaction etc. Explained and written down step by step, there are now tools that implement this one-to-one interaction.

To think that this could be different or the basic processes would change, would again be insanity according to Einstein.

 touch to download & learn more!

Example Braineys

Tie knot



App installation



Assembling
(Garden chair)



Braineys can be used for any imaginable interaction: cooking, repairs, in support, education, guiding, training, health care, customer guidance etc.

Brainey - Partner



<https://www.my-zoe.world/treeview¶m2=355600>

get in touch



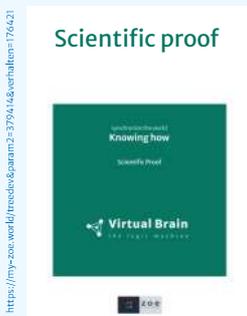
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Knowing

Scientific proof



Natural humanity

LON science



Humanity today



zoe understanding

