



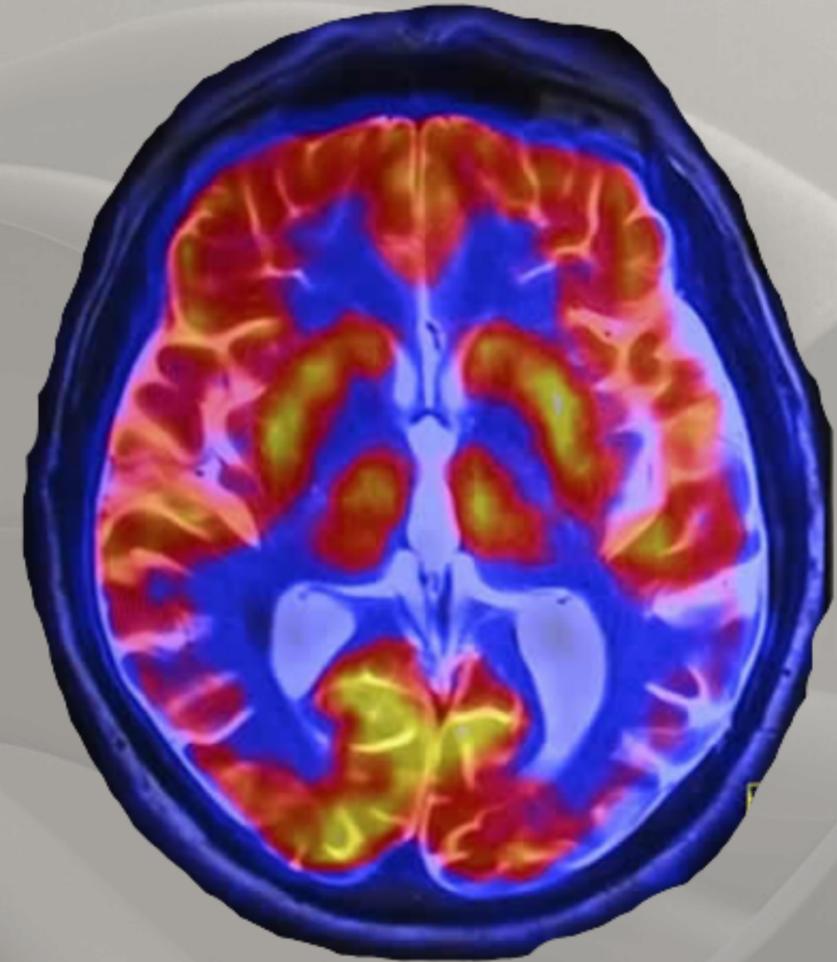
**EMILY COOK**

Founder, FOUND

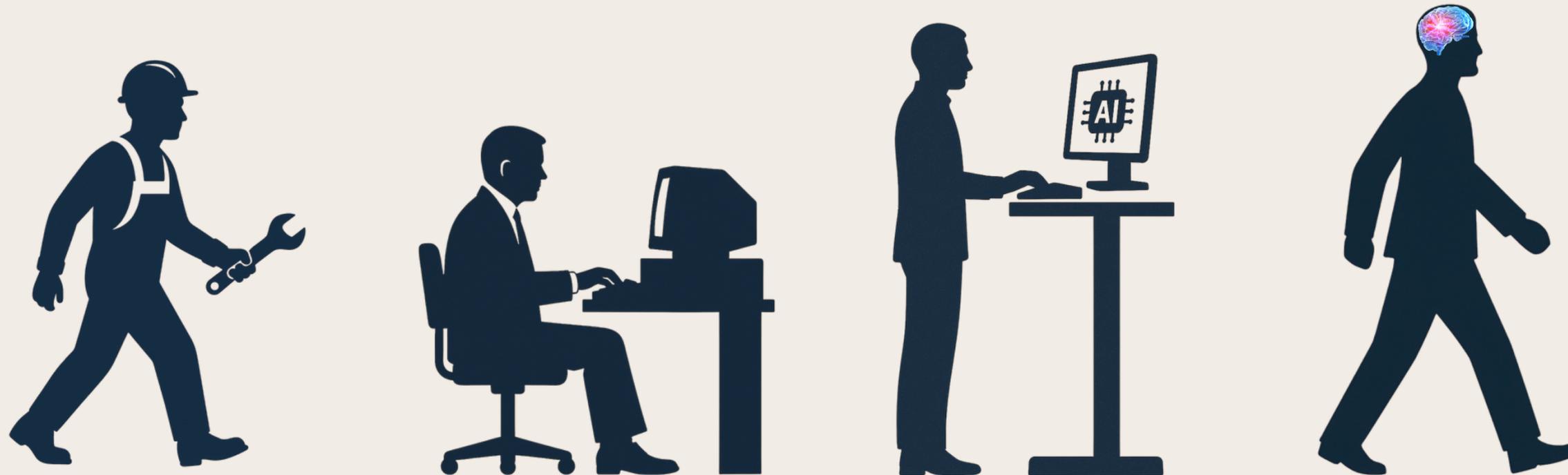
# Leveraging Neuroscience to Optimise Brain Capital

**FOUND**

*Would you bet*  
**millions on this brain?**



**FOUND**

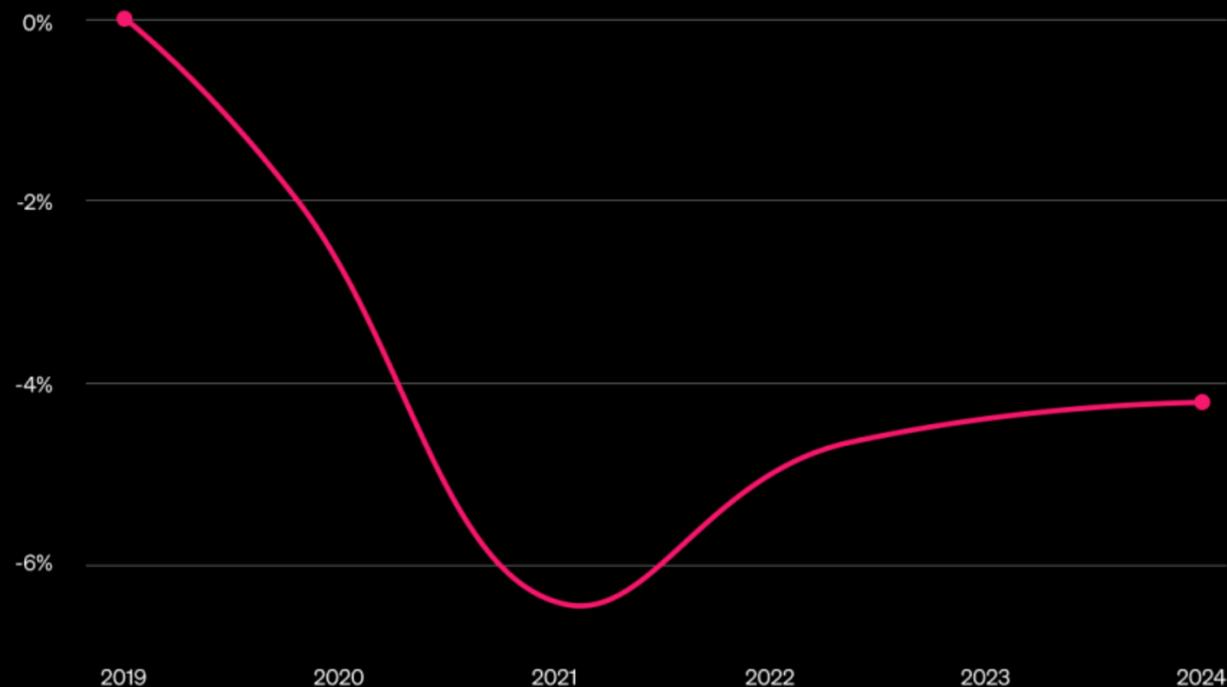


Performance was  
measured in *hours*.



Performance is measured  
by *quality of thinking*.

## Workplace performance indicators



Workplace performance has *declined* across key indicators since 2019.

Source: BetterUp Labs analysed behavioural data from 410,000+ employees (2019–2025) using the Whole Person (WPM) assessment.

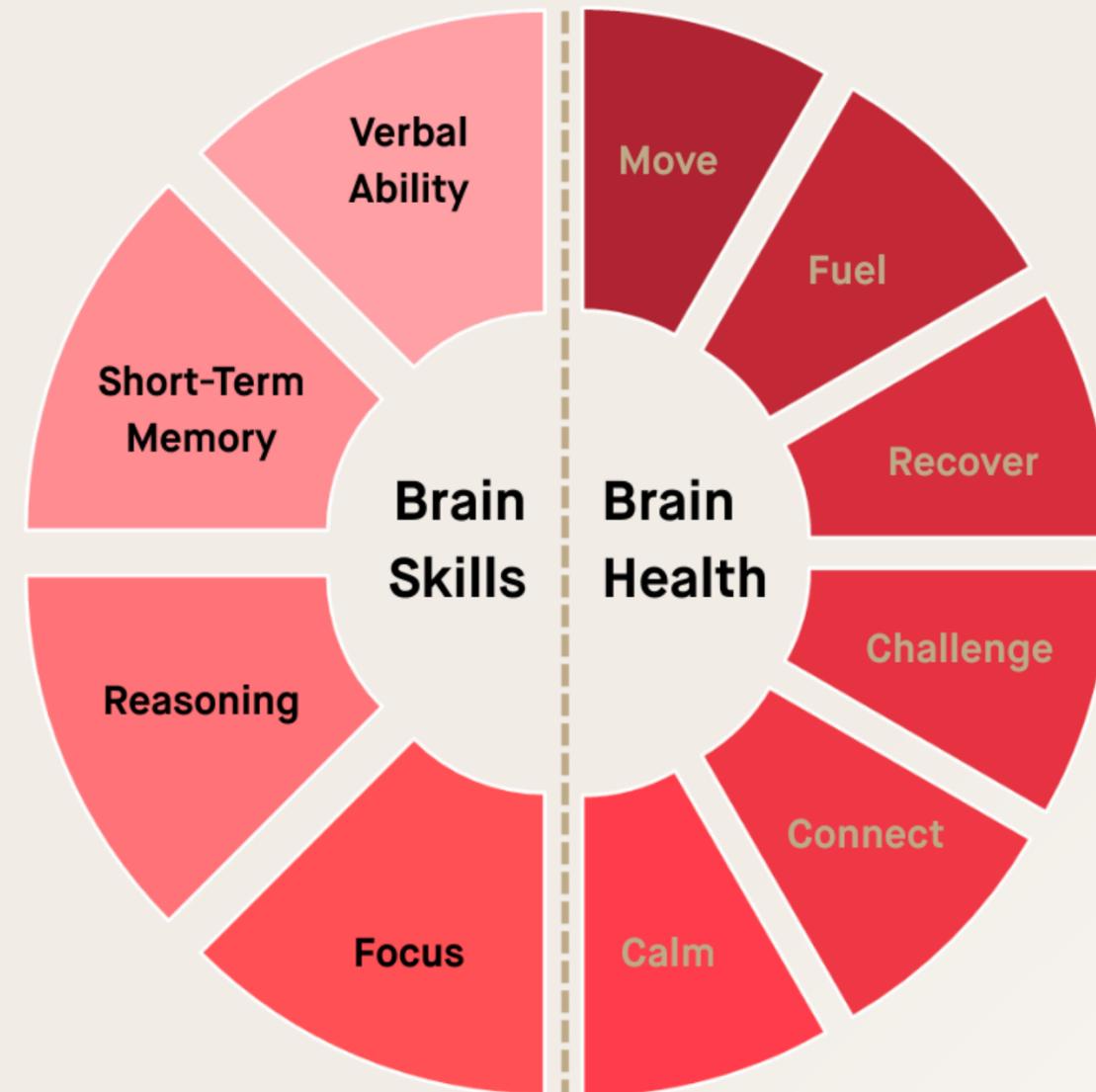
**FOUND**

**What isn't measured,**  
*gets left to chance.*



*It's time to treat*  
**Brain Capital** *as*  
*a strategic priority.*

## FOUND BRAIN CAPITAL FRAMEWORK



The Brain Capital concept was originally developed by Harris A. Eyre, MD, PhD, and collaborators as part of global policy and economic research (Eyre et al., 2021). Found applies this framework to high-performance professionals adapted for practical application in the workplace.

**FOUND**

# A practical framework for neuroscience-based change.



## 01 Awareness

*You can't improve what you can't see*

---

## 02 Clarity

*Find & focus on performance bottlenecks*

---

## 03 Enablement

*Making change practical for teams*

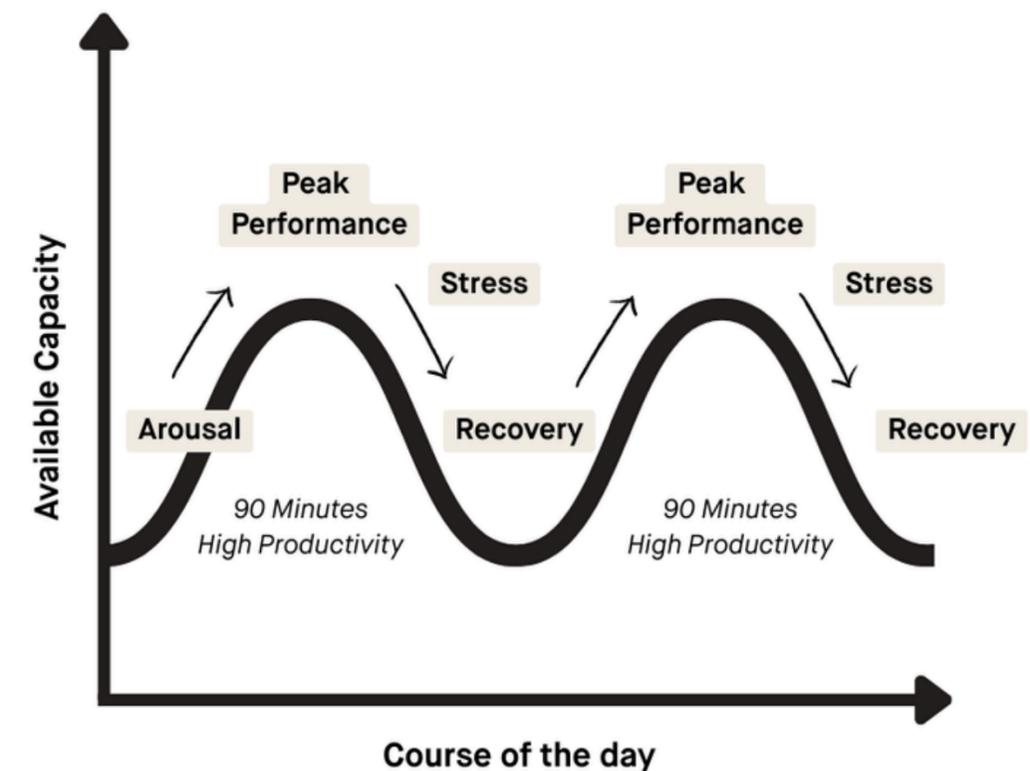


# Protect Deep Work

## 90-minute Focus Cycles

Align with your ultradian rhythms.  
Block out the noise.

## Ultradian Rhythm Cycles



Source: Dr. Kleitman (professor at the University of Chicago, pioneered much of the research on circadian & ultradian rhythms).

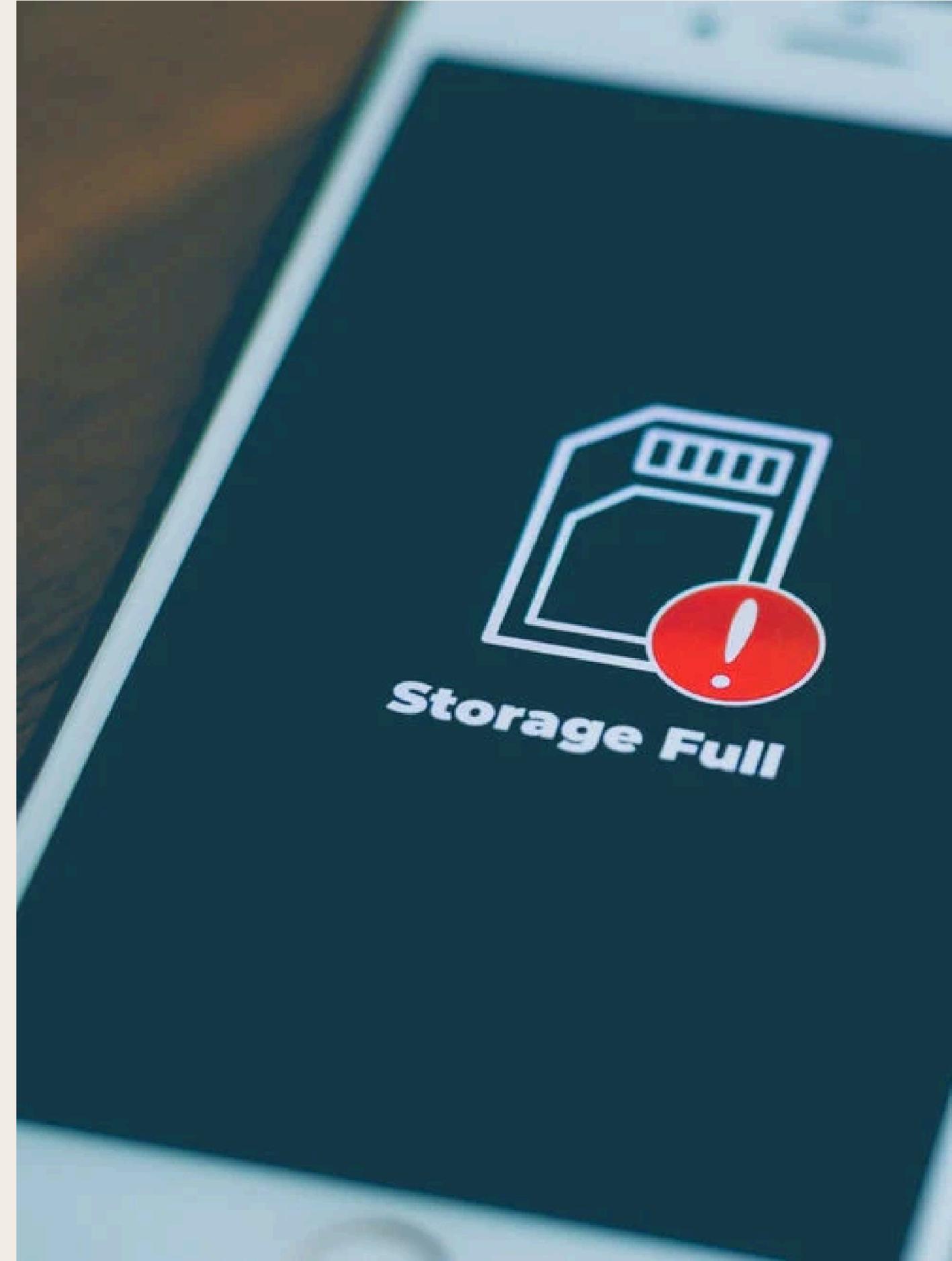


# Reduce Cognitive Load

---

## Manage Bandwidth

The main contributors: complexity, time pressure, task switching.





# Cognitive Reset

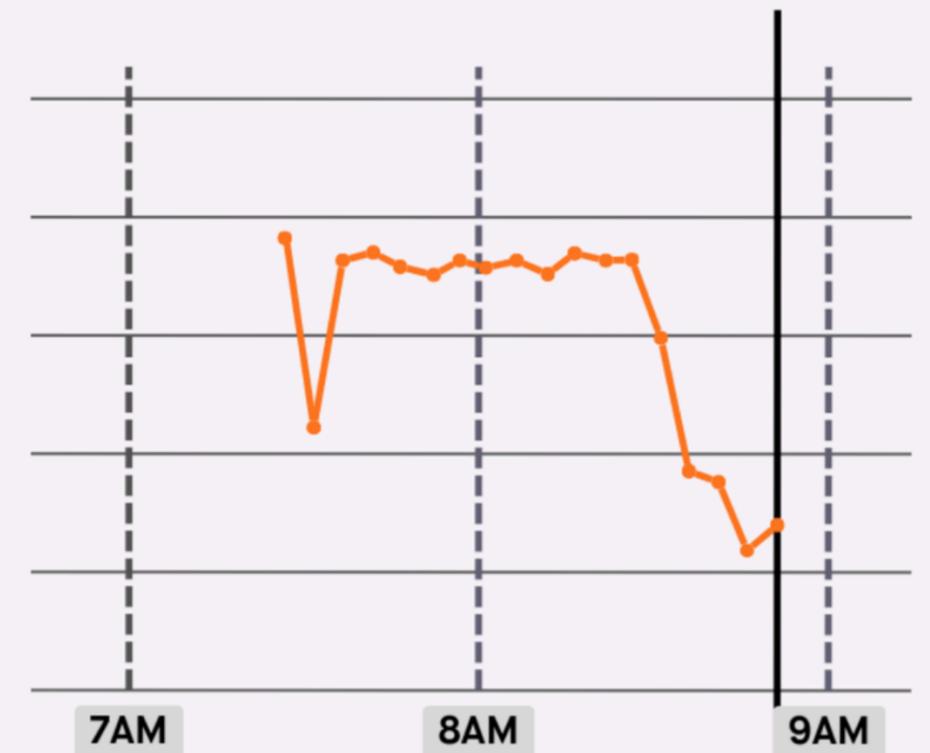
## Parasympathetic System

2-minute reset: 4:6 breathing to reduce stress.

08:46AM - 08:51AM

### Focused Breathing

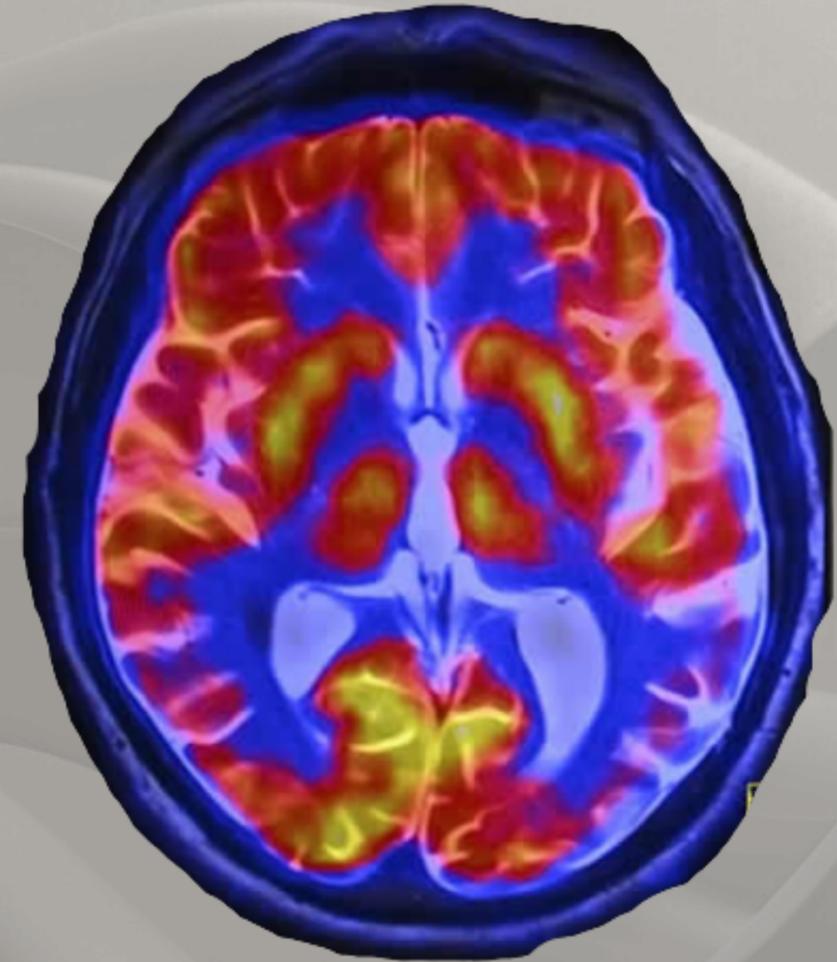
Your cognitive stress decreased by 37%





**What is your**  
*one action?*

*Would you bet*  
**millions on this brain?**



**FOUND**



**EMILY COOK**

Founder, FOUND

**READY TO INVEST IN YOUR  
MOST VALUABLE ASSET?**



Let's connect.

**FOUND**