# EXECUTIVE DYSFUNCTION

## Investor Overview

V2 – November 5th 2026



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# Project Overview

Executive Dysfunction is an organization mandated to **mitigate the risks of cognitive bipolarization (toxic relationships) on humanity**. This is not a small undertaking, and the project will include multiple revenue streams.

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## HOLISTIC THEORIES

**Information to Impact Change**

Why does abuse happen? Why do they hate me so much? Why was my dad mean to me?

Why is there an impending war coming? Why does it seem like all the joy has been sucked out of the world? …..And….. how do we fix it?

The knowledge of how these things fit together became very apparent to me while working on this project, once explained - you will also be able to see this clearly. In holistic theories we utilize science, psychology, sociology, religion and historical pattern analysis to explain why abuse happens. **We cannot solve a problem we are unwilling to see.**

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## QUANTIFYING ABUSE APP

**Measurement means control**

The QA application will be designed to measure abuse **by analysing communications in high conflict interactions**. The communications will be analyzed based on the trifecta of abuse (Blame, Demean and Threat) as introduced in the report – Quantifying Abuse.

The QA application will be provided in 2 versions specific to the clients needs.

**B2C** will be a **FREE** Application (this is a hard line for me) which will allow consumers to upload communications materials and have them analyzed to produce the metrics of abuse.

**B2PS** will be a more advanced application which grant real time access to civilian data (with appropriate compliance processes) and metrics to assist authorities in their assessment in high conflict cases.

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## THE LABEL

**Gear with a purpose**

The label is a Print-on-demand clothing line designed to **connect feminines' (both male and female) who have had their lives impacted by abuse or generational trauma.** More than just sweet gear, the clothing line is designed to help abuse victims find each other in the wild. As explored in Holistic Theories – many abuse victims are forced into isolation which has significant detrimental impacts to mental health.

The clothing line is closely tied to the messages in Holistic Theories and will be available across all of the workstreams.

# Investment Requested

Executive Dysfunction is requesting an initial investment of 1M.

This initial investment will be split between the three components of the project (**Holistic Theories -250K; Quantifying Abuse – 500K**; **The Label – 250K**), with the bulk of the funding facilitating the development of the application – Quantifying Abuse.

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## Holistic Theories

Holistic theories will utilize 250K of the funding provided. This funding will accommodate formalizing the content, protecting the content, and distributing it as broadly as possible to facilitate mass awareness.

| Holistic Theories | |
|---|---|
| Advertising & Media | $100,000.00 |
| Communications and Events | $75,000.00 |
| Publications | $25,000.00 |
| Regulation and Legal | $20,000.00 |
| Security | $20,000.00 |
| Buffer | $10,000.00 |
| | $250,000.00 |

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| Quantifying Abuse Application | |
|---|---|
| Advertising & Media | $50,000.00 |
| Project Ambsassadors | $150,000.00 |
| Application Development | $250,000.00 |
| Regulation and Legal | $20,000.00 |
| Project Debt | $20,000.00 |
| | $10,000.00 |
| | $500,000.00 |

## Quantifying Abuse App

Quantifying Abuse will be the priority in this project and thus will take the bulk of the resources (saving the babies is more important than explaining why they need to be saved).

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## The Label

The clothing line will be intertwined into the components of the project, facilitating sales on multiple different streams & driving consumers towards both the clothing as well as the content.

The clothing line will be advertised at

| The Label | |
|---|---|
| Advertising & Media | $150,000.00 |
| Communications and Events | $50,000.00 |
| Regulation and Legal | $20,000.00 |
| Buffer | $30,000.00 |
| | $250,000.00 |

# Problems & Solutions

### Executive Dysfunction – Holistic Theories

**Humanitarian Problem:** Ignorance to the patterns of generational trauma, and mass gaslighting, is causing a detrimental cognitive bipolarization of society which is the source of many of the societal issues we are dealing with today. **Holistic theories will explain how the feminine energy benefits society and what the risks are when it is not around. When its demeaned until it has no voice, and how this is impacting mass ethics.**

*"Recent data shows rising male loneliness, with 15.3% of U.S. men reporting no close friends, young men (18–24) being 52% more likely to feel lonely than female peers, and loneliness increasing mortality risk by 26%."*[1]

*"This study encompassed 747 participants, the largest cohort ever studied for narcissistic traits. It found that while there's a drop in narcissism around age forty, older generations start out with a higher degree of narcissism than younger ones. Boomers specifically scored high in the "defensiveness" or "hypersensitivity" category".*[2]

*"During the last decades, new forms of men's rights activism have emerged, commonly referred to as the 'manosphere'. This loosely connected, misogynistic online movement particularly attracts young men. Its shared ideology is the Red Pill, a neoconservative ideology that adopts essentialist notions of gender and sexuality, and selectively employs evolutionary psychology to support male supremacy."*[3]

**Solution:** Facilitating mass awareness of the dynamics of relationships, generational trauma, and domestic abuse will:

1. Identify maladaptive behaviours so they can be monitored and tracked
2. Provide feminine with information that can help them make better decisions in relationships
3. Build confidence in the feminine population (whom have been demeaned for hundreds of years)

### Executive Dysfunction - Quantifying Abuse Application

**Business Problem:** Emotional Abuse has a detrimental impact on resources inside and outside the workplace.

*"Domestic abuse has a profound impact on professionals and the workplace, with significant costs borne by individuals, employers, and society. The total economic impact of spousal violence in Canada alone is estimated at $7.4 billion annually."*[4]

*"Workplace abuse, including harassment, violence, and bullying, is a widespread and increasing issue in the Canadian market, with reports suggesting that up to 70% of workers have experienced some form of it in recent years. Incidents of workplace violence and harassment are rising, with a 22% increase in reported cases in federally regulated sectors in 2022 compared to 2021."*

**Solution:** Measurement of abuse through data will reduce risk by setting limitations to control behaviour

### Executive Dysfunction - the Label

**Humanitarian Problem:** Emotional Abuse, and generational trauma, socially isolates victims from their families and communities.

*"Abusive partners will often try to isolate their victim, i.e. limit their access to those close to them in order to weaken them psychologically. The victim ends up cut off from the relationships that fuel their inner strength, provide validation and support, and could help them to see their situation more clearly. In addition to isolation, social restriction can also take the form of exclusion, i.e. a partner may deliberately exclude the victim from certain social circles where the victim should normally be welcome (family, a circle of friends, etc.), often by manipulating the members of those circles against the victim. The abuser may even use this exclusion in his emotional manipulation later on, to stir up particularly painful feelings of humiliation and rejection in the victim. The victim then risks self-exclusion to avoid feeling these emotions... which will also contribute to her isolation, in a particularly vicious circle. Social restriction enables the aggressor to become the victim's only point of reference, amplifying their hold on them"*[5]

**Solution:** The label provides a non-intrusive way for victims to identify themselves to others in large social settings; facilitating community amongst abuse victims.

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[1] https://www.bing.com/search?q=male+loneliness+epidemic+statistics
[2] https://www.scarymommy.com/boomers-more-narcissistic-than-millennials-study-says
[3] https://awspntest.apa.org/record/2024-13317-001
[4] https://www.justice.gc.ca/eng/rp-pr/cj-jp/fv-vf/rr12_7/p0.html
[5] https://sosviolenceconjugale.ca/en/articles/8-tactics-of-psychological-violence-used-by-abusers-in-intimate-relationships

## Quantifying Abuse App

The IPO for the Quantifying abuse application will be market towards domestic abuse victims within the Canadian market.

### Projected Growth

Intimate partner violence statistics are difficult to calculate as many cases go unreported. For the purposes of this assessment however, we will be using statistics Canada numbers[6], which is 128K/year.

**Domestic Violence Prevention Services Market**

- **North American TAM:** $8.1 billion (2023)
- **CAGR:** 5.2% (2023-2028)
- **Source:** IBISWorld, Statista

Due to the lack of comparable options in this market (this application will be based on proprietary information, which is not available elsewhere) for this calculation we are assuming 80% participation from domestic abuse victims annually – **which is 102K annually (or 8533/month).** Estimations include a **steady increase at 2.5% per month** until this figure is reached, which is a conservative metric for growth in these circumstances.

**Notes**

- **the existence of this system will likely have an impact on how many domestic abuse victims report (thus increasing this metric)**
- **This system can also be applied into other markets, including school systems (controlling bullying), and workplaces (workplace violence)**

Once this market share is reached in Canada, the system will be launched within the United States. **This point is estimated for the Label in November 2029, and for Quantifying Abuse in August 2030.**

There was no comparable metric for total number of domestic abuse victims in the USA that could be located, so for the calculation of the market in the USA, we will be utilizing the Canadian number adjusted for population. As the USA population is 8x the Canadian market, we will be utilizing (128 x 8) 1.02 Million. Utilizing the same metric for use (80%), this figure is reduced to 819K. This results in 68K/month.

[6] https://www150.statcan.gc.ca/n1/daily-quotidien/251028/dq251028a-eng.htm