



OUR INVITATION

To all who receive this information, thank you for taking the time to read through the following pages. **Sharing our vision with you is truly an honor and we are grateful for your time, energy, and consideration.**

We are inviting you to join us on an epic adventure toward a more colorful, creative, and conscious future. **It is because of your unique style of flow and specific skills that we offer you this opportunity to come collaborate with us!**

Our intention is to form powerful partnerships with people and organizations who connect with our mission, vision, and values and wish to provide support by **partnering, advising and investing in our collective dreams.**



WELCOME TO **THE FLOW LAB**

The Flow Lab is a novel concept for accelerating human evolution through **curiosity, creativity, and community.**

It is a "citizen-science" based laboratory and a playground for experimenting with methods of **expanding human consciousness** and playing with practices that **prime people for flow.**


We are a growing community of professional artists, musicians, athletes, coaches, entrepreneurs, scientists, shamans, holistic healers, wellness providers, therapists, and flow fanatics that are co-creating a culture of **collaboration, exploration, and innovation.**

OUR MISSION

Empower everyone to explore their consciousness in order to **elevate the human experience.**



OUR VALUES



We seek **coherence** with each other and the natural harmony of nature.

We know that we don't know everything and strive to **learn** from one another.

We are committed to **creativity and artistic expression**.

We believe **collaboration** is our greatest tool and openly share what we know.

We are creating a **culture of connection between science and spirituality**.

We **play** to keep the game going.

We are **diligent** in our own practice.

OUR VISION: A WORLD IN FLOW



OUR WHY

Albert Einstein

“**We cannot solve our problems with the same thinking we used when we created them.**”

We recognize that **the greatest threat to our planet and species is our outdated "operating system."**

With ever increasing numbers of those struggling with mental and physical disorders, it is no secret that our consumer culture, based on "winners and losers", is no longer serving us. **Our current state of collective consciousness is desperately in need of a radical reboot.**

If we wish to stick around as a species, then we must learn to play the "infinite game" in which there are no winners and losers. **We simply play to keep the game going.**

By taking this concept to heart, we can create a new culture centered around cooperation rather than competition. **Only through collaboration, exploration, and innovation, can we keep the game going.**



OUR JOURNEY

The first Flow Lab began in 2020 as part of a unique **experiment in the art and science of self-actualization.**

The original experiment was designed to **find the most fun and playful practices for developing mastery over every aspect of the "self" in order to fulfill ones highest potential.**

It didn't take long for a small group of curious creatives to come together and design a **safe space for open experimentation.**

The goal was **to merge science and spirituality by melding modern and mystical methodologies together in order to find a formula for upgrading human consciousness.**

Because we believe **FUN** and **FLOW** are the most intrinsically motivating experiences, we imagined the perfect **experiential learning environment** as both a **laboratory and a playground** all in one. This idea evolved quickly and soon became known as **The Flow Lab.**

After successfully testing this crazy concept in Costa Rica and Colorado in 2021, it became obvious that there were a lot more **magical minds and brilliant beings** with their own set of skills and unique styles of flow.

So we decided to start **collecting these geniuses** and collaborating with them as much as possible in order to **co-create a world in flow.**



OUR COMMUNITY

Our current community consists of **professional artists, musicians, athletes, coaches, entrepreneurs, scientists, shamans, holistic healers, wellness providers, and therapists.**

Now we will be expanding our reach to a more mainstream audience by **making The Flow Lab accessible to everyone. We will start by targeting aspiring creators and innovators in the 20-50 year old age range with the goal of expanding our reach to all.**

By providing the most fun and playful platform for personal development and community connection, **we plan to attract an audience that is more interested in learning, growing, exploring and playing, rather than just personal performance and productivity.**

Involving our community is the most important aspect of our plan because we can only achieve our vision with **everyone participating and collaborating.**



OUR MODEL

We are currently constructing a model and theoretical framework for conducting our own research based upon the collective works of positive psychologists Abraham Maslow and Mihaly Csikszentmihalyi, along with other renowned scientists. These scholars gave us mountains of literature dedicated to topics such as **consciousness, creativity, play and peak experiences.**

Csikszentmihalyi can be credited with coining the term "**flow**" and using it to describe "an optimal state of consciousness where we feel our best and perform our best." He also established defining characteristics for flow and "proximal conditions" for a flow state to occur.

In his outline of the flow model, Csikszentmihalyi concludes by asking the question, "**Is it possible to restructure standard settings for activities (e.g., jobs, schools, neighborhoods, family interactions, and so on) in such a way as to increase the flow experiences they can provide?**"

By conducting our own research into optimizing the human experience, we intend to answer this question as well as discover more methods, practices, and interventions for **restructuring our world in order to harness flow and upgrade our collective consciousness.**



OUR STRATEGY

Our Strategy is simple because it is **already backed by science and builds upon basic biology while incorporating ancient wisdom and spiritual teachings.**

If we want to transform our lives for the better, then we must find the most **intrinsically motivating methods for achieving self-mastery.**

We believe these methods must be directly linked to our instincts in order to remain meaningful and motivating. The most primal instincts we have are ingrained in our nervous systems and equally accessible to everyone. **Breathing, eating, sleeping, moving, creating, and playing are our strongest desires and therefore key drivers in our quest for our highest selves.**

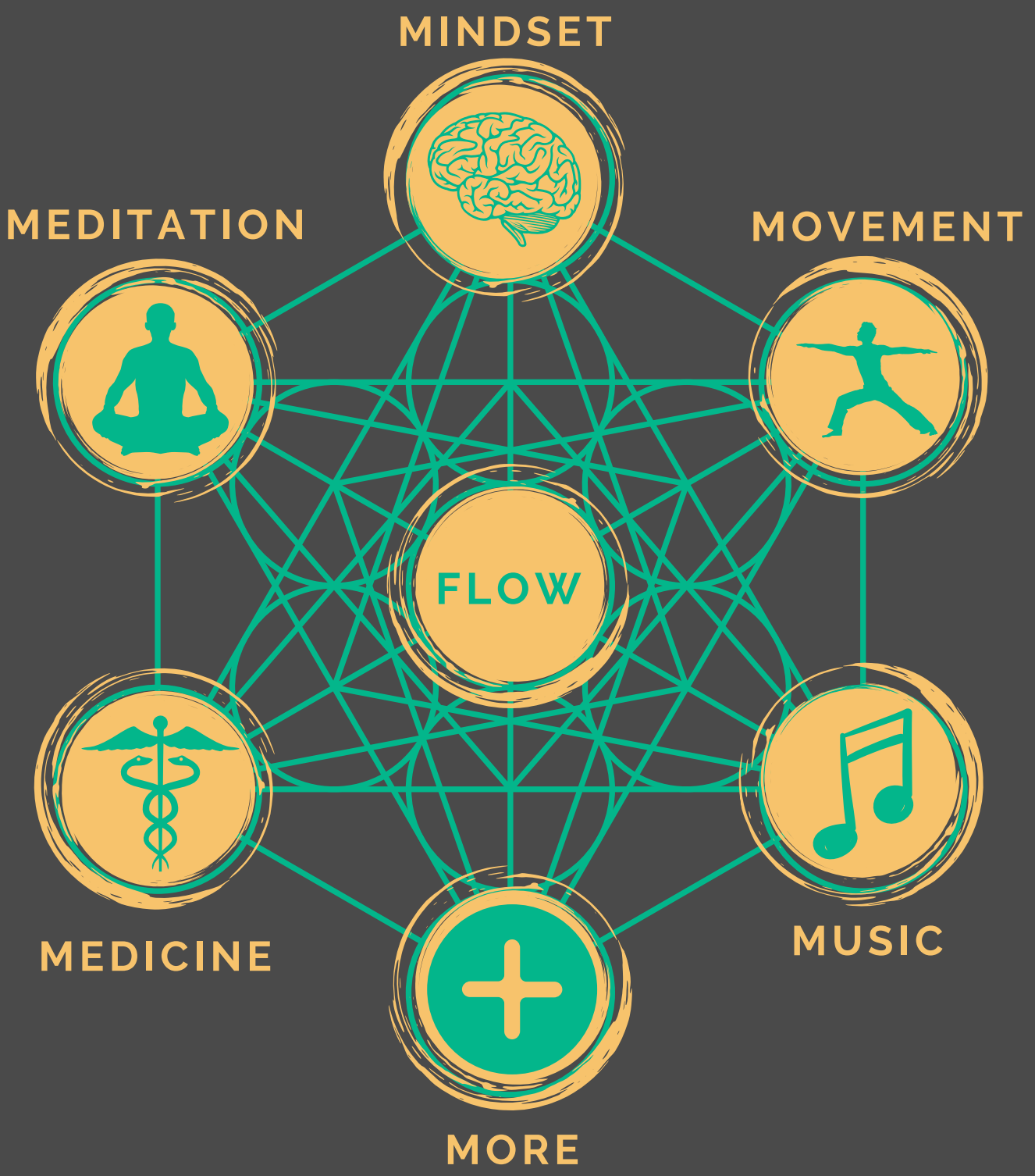
Using these evolutionary drivers, **we can empower everyone to playfully explore and experience first-hand how it feels to fully harness our hardware and upgrade our software.**

By experimenting with many different methods, **we have found a few favorites which are free for everyone and fundamental for reprogramming our lives.**



OUR METHODS

Even though we have found five main methods, we are excited to continue experimenting and finding more.





OUR STYLE

Instead of claiming to have all the answers and promise people the perfect program for achieving peak performance, **we are selling products that promote experimentation and self-exploration in order to help people create their own unique flow formula.**

While other companies cater to customers that want the fast track to transformation, **we are providing education and empowering everyone to playfully explore their own mind, body, and spirit and design a more fulfilling lifestyle.**

What really sets us apart from other organizations is our **deep desire to make flow fun and promote play as the most productive practice for upgrading one's potential.**

We are also community-driven and devoted to **group flow and team dynamics** instead of individual effort and personal achievements.