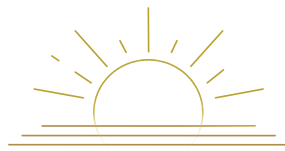


ESTD



2025

NEXT HORIZON SOCIETY

WHITE-PAPER

Purpose: Tackle the root problems of modern life (loneliness, declining mental health, and purposelessness) by rebuilding connection, discipline, and real-world outcomes. Connection is key.

Who we serve: Students, early-career builders and people not satisfied with their corporate jobs who feel stuck and want to trade distraction for focus, health, and meaningful results, together with others who share the same drive.

What we do when starting the community:

- Weekly Councils: commitments, feedback, momentum.
- Quarterly Build Sprint: ship one tangible milestone per member or team.
- Foundations Track: simple, science-based routines for sleep, training, nutrition, and focus

Values in action:

- Weekly Councils: Connection through shared progress and accountability.
- Quarterly Build Sprint: Turning integrity and focus into tangible results.
- Foundations Track: Building health and discipline as a baseline for growth.

What this creates: Belonging, clarity of purpose, professional networks, shipped projects, and credible paths to financial freedom and career growth.

Near-term products and spaces: Start with a science-based and results-driven program. Expand to live events, retreats, and shared workspaces as cohorts mature.

Operating principles: Agency. Contribution. Equity. Transparency. Accountability.

Member profile and entry criteria

- Who this is for: ambitious students and early-career builders who want focus, health, and meaningful results.
- Entry criteria: agency builders, contribution mindset, radical honesty, health-first baseline; selection emphasizes fit with core values and bias to action.
- Commitment expectations: weekly council attendance and visible contribution standards.

Signature programs overview

- What they achieve: share trustworthy, relevant science and practice. Turn evidence into simple actions. Reduce noise. Make living a healthy, disciplined life easier.
- 30-Day Next Horizon Challenge: daily actions and accountability as an on-ramp for prospective members and audience growth.
- 4-week Focus Program: one topic at a time. Curated science, decision guides, and scripts that remove friction and enable consistent action.

The core values NHSC runs on:

- Our main goal is to grow and solve problems together. We do that as a collective: sharing challenges and multiplying wins.
- Through mentoring and critically questioning each other, we clarify the path ahead of us, working out meaningful actions to get there.
- We stand for honesty and integrity. Truth matters more than comfort, oversimplification and attention.
- We know that much of today's depression and purposelessness comes from connection, which is why we put authentic connection in the center.
- We recognize health as the foundation. Aligning mind, body and soul creates energy and clarity to grow.