



'100 BILLION SPARKS OF HOPE.'

THE HUMAN BRAIN HAS AROUND 100 BILLION NEURONS, THE FUNDAMENTAL UNITS OF THE BRAIN AND THE NERVOUS SYSTEM.

NEURONS ARE RESPONSIBLE FOR CARRYING INFORMATION THROUGHOUT THE HUMAN BODY. USING ELECTRICAL AND CHEMICAL SIGNALS, THEY HELP COORDINATE ALL OF THE NECESSARY FUNCTIONS OF LIFE.

THIS IDEA BOTH HIGHLIGHTS THE IMPORTANCE OF UNITED BRAIN BUT ALSO ACTS AS A MAJOR DONATION DRIVE.

MOST CHARITIES HAVE BEEN AFFECTED BY COVID. THEY ARE ALL RAMPING UP THEIR NEED FOR DONATIONS.

PEOPLE CAN ONLY GIVE SO MUCH.

JUST TO ASK FOR MONEY IS NOT ENOUGH. IT IS IMPORTANT THAT PEOPLE GET MORE OUT OF IT THAN A GOOD FEELING.

THIS IDEA DOES JUST THAT, BUT IN A VERY DIFFERENT WAY.

THERE IS A TOUCH OF HUMOR INVOLVED. THERE IS RELEVANCE AND A REAL DIFFERENCE IN THE APPROACH.

THE BRAIN IS ABOUT IMAGINATION. THIS IDEA CAPTURES THAT.

THE BRAIN IS ABOUT POTENTIAL. THIS IDEA HAS BUCKETS OF IT.

THE BRAIN IS ABOUT CRAZY. YES, THIS IDEA IS THAT, BUT IN A GOOD WAY.

THE IDEA IS SIMPLE. WE SELL NEURONS.

THE GOAL IS TO SELL 100 BILLION NEURONS AT A PENNY A NEURON.

PEOPLE CAN BUY AS MANY, OR AS FEW AS THEY LIKE.

IF ALL 100 BILLION ARE SOLD, IT WOULD BRING IN 1 BILLION DOLLARS.

EVERY TIME A NEURON IS SOLD, IT LIGHTS UP ON THE WEBSITE.

IT IS ALWAYS LIGHTING UP, SPARKING NEW LIFE CONSTANTLY.

AND SPARKING NEW HOPE FOR ALL.

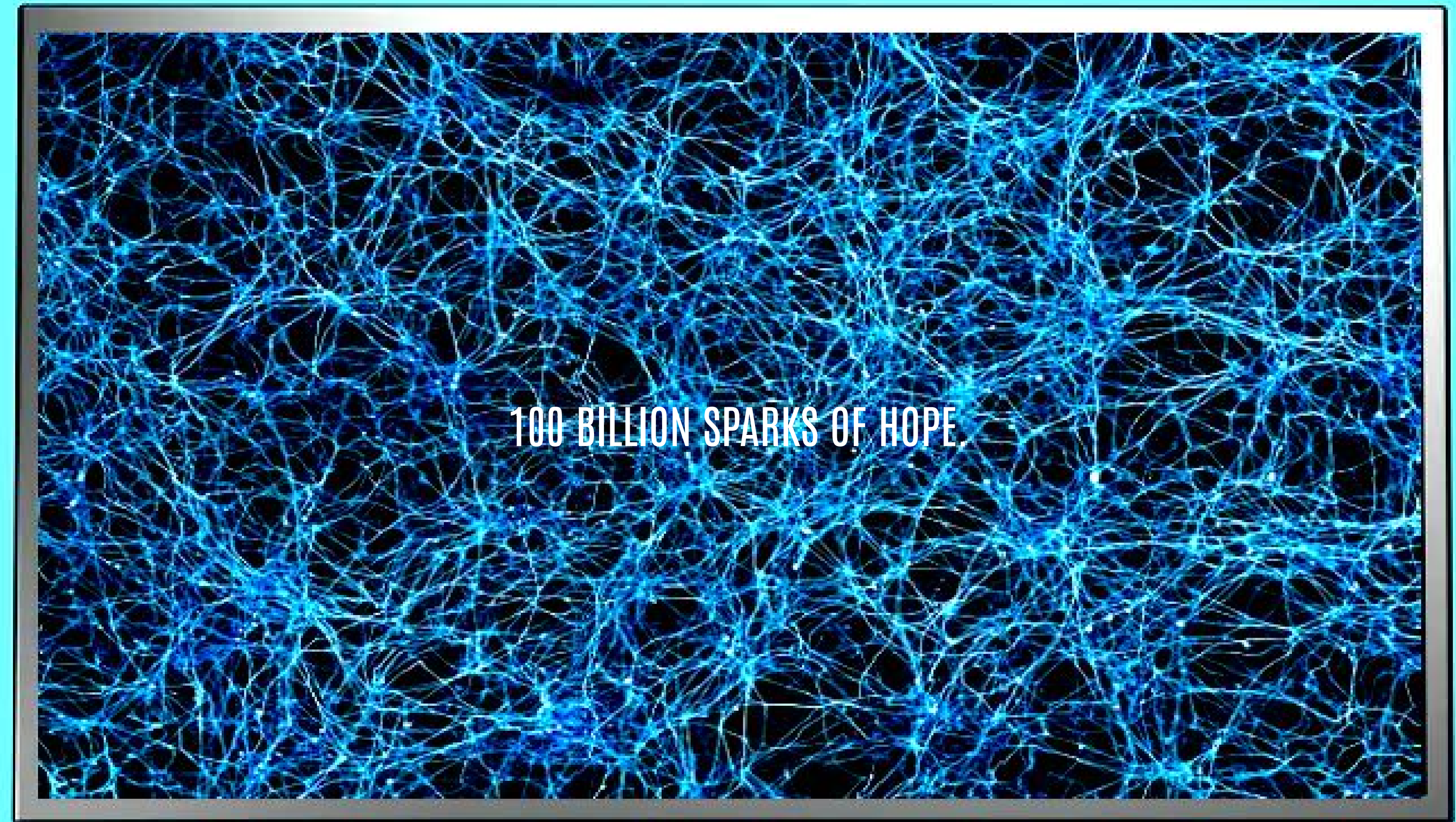
A UB WEBSITE WOULD BE CREATED WHERE NEURONS ARE SOLD.

EVERYTIME SOMEONE DONATES, A NEURON LIGHTS UP.

E.G IF SOMEONE BUYS \$10 WORTH, 100 NEURONS WOULD LIGHT UP.

IT IS A UNIQUE WAY TO MAKE THIS INCLUSIVE. ANYONE CAN AFFORD TO GET INVOLVED - EVEN ONE PENNY CAN BUY A NEURON.

THE SITE, JUST LIKE THE BRAIN WOULD ALWAYS BE ACTIVE, LIGHTING UP ALL THE TIME.





# SEE HOW SMART YOU ARE. BUY SOME NEURONS.

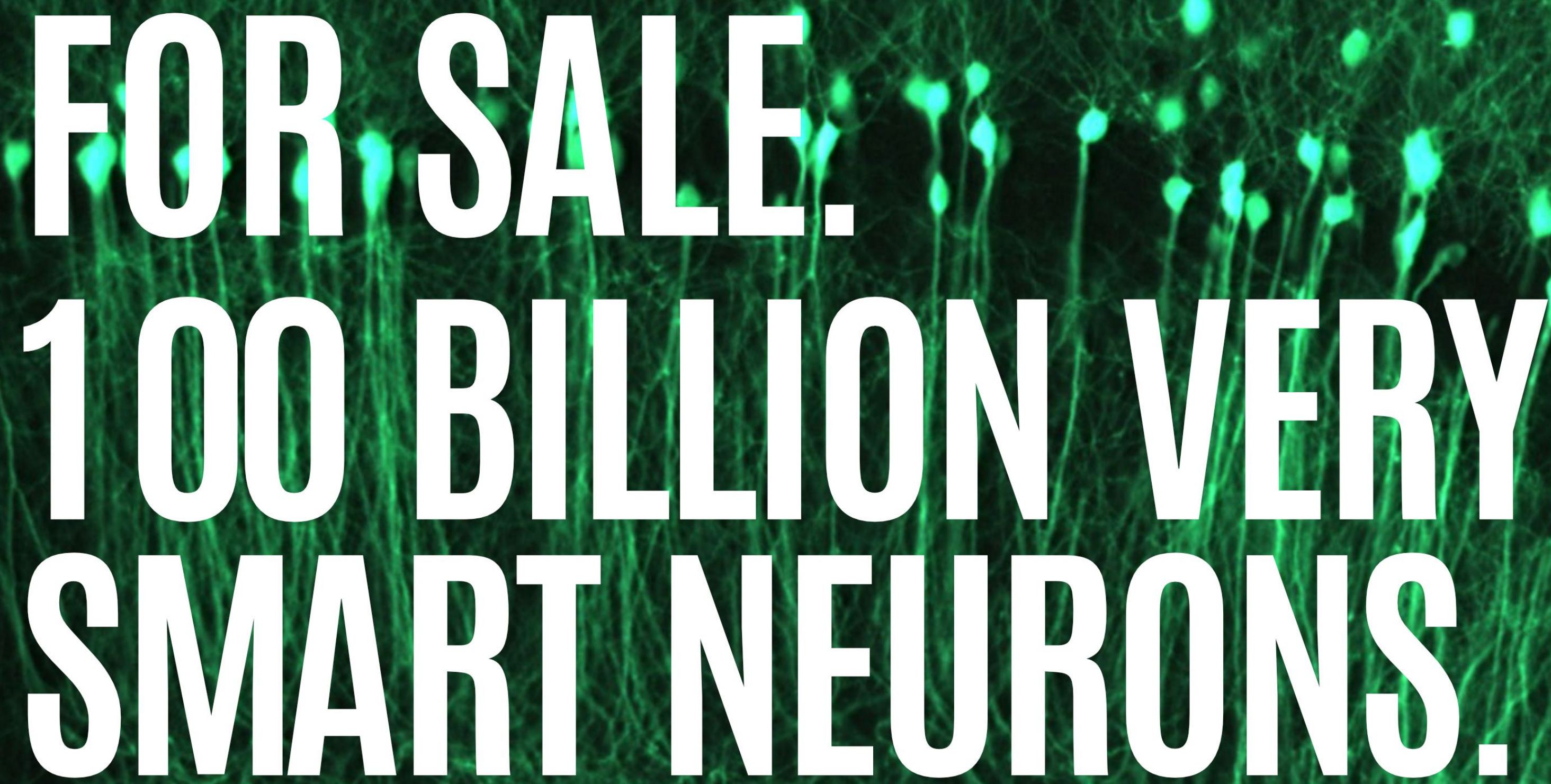
The human brain has around 100 billion neurons or cells. With that many, things can go wrong and unfortunately they do. To date, there are over 160 conditions that can affect the brain. That's 160 conditions that need research and a lot of it. United Brain is the only organisation in the world that covers every known brain concern. To help, we're selling neurons. 100 billion of them. Just a penny a neuron. You can buy as many or as few as you like. We can't guarantee they'll make you smarter, but we can guarantee they will make you feel a whole lot better. They're all on our website. Every time you buy a neuron, you will light up someone's world. [unitedbrainassociation.org](http://unitedbrainassociation.org)

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# A FEW PENNIES CAN BUY YOU SOME PIECE OF MIND.

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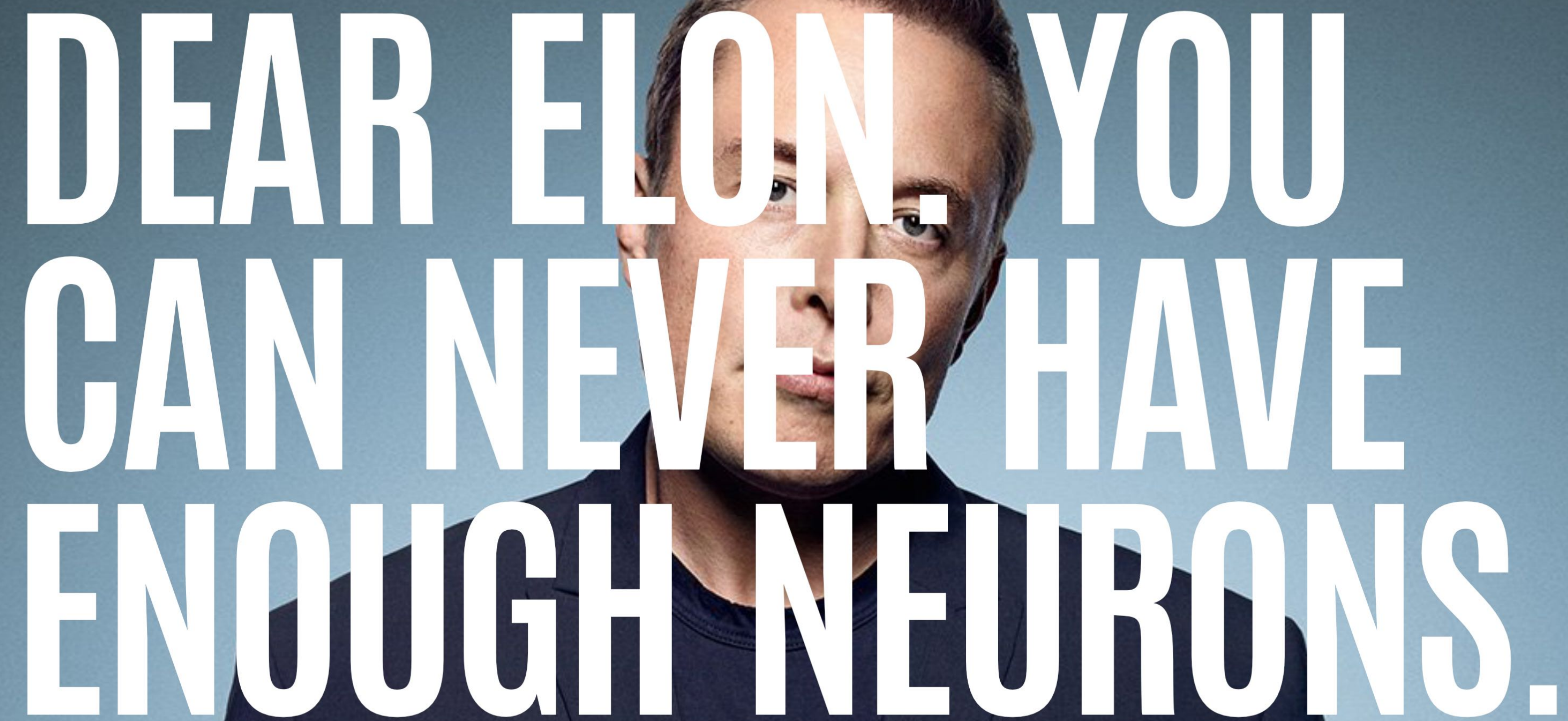
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ASSOCIATION



# FOR SALE. 100 BILLION VERY SMART NEURONS.

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# DEAR ELON, YOU CAN NEVER HAVE ENOUGH NEURONS.

The human brain has around 100 billion neurons or cells. With that many, things can go wrong and unfortunately they do. Even in some of the best brains in the world. To date, there are over 160 conditions that can affect the brain. United Brain is the only organisation in the world that covers every known brain concern. To help, we're selling neurons. 100 billion of them. Just a penny a neuron. You can buy as many or as few as you like. We can't guarantee they'll make you smarter, but we can guarantee they will make you feel a whole lot better. They're all on our website. Every time you buy a neuron, you will light up someone's world. [unitedbrainassociation.org](http://unitedbrainassociation.org)

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# DEAR BILL. YES, EVEN YOU COULD BE SMARTER.

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THE FILM IS A FASCINATING AND MESMERISING JOURNEY THROUGH THE NEURON ARCHITECTURE OF THE BRAIN. AS WE TRAVEL THROUGH THIS MAZE, WE SEE A CONSTANT BARRAGE OF ELECTRICAL SPARKS.

THE CAMERA CONTINUES TO MOVE THROUGH THE LABYRINTH OF NEURONS AND COMES OUT THE OTHER SIDE TO REVEAL A FACE LOOKING AT THE CAMERA.

SUPER THE WEBSITE URL AND THE LOGO



100 BILLION SPARKS OF HOPE.

ANNCR

THE HUMAN BRAIN.

OVER 100 BILLION NEURONS CREATING TRILLIONS OF DIFFERENT CONNECTIONS THAT ARE THE BASIS OF EVERYTHING WE DO, THINK AND FEEL.

WITH THAT MUCH GOING ON, IT'S NOT GOING TO RUN PERFECTLY ALL THE TIME.

IN FACT THERE ISN'T A PERSON ON THIS PLANET WHOSE BRAIN WON'T BE AFFECTED AT SOME POINT IN THEIR LIFE.

UNITED BRAIN IS THE ONLY ASSOCIATION THAT SUPPORTS EVERY KNOWN BRAIN CONDITION.

160 OF THEM.

TO HELP THEM ALL, WE'RE SELLING NEURONS.

100 BILLION. FOR JUST A PENNY A NEURON.

BUYING NEURONS COULD BE THE SMARTEST THING YOU'LL EVER DO.

TO GET YOUR NEURONS GO TO [UNITEDBRAINASSOCIATION.ORG](http://UNITEDBRAINASSOCIATION.ORG)