

A dark background featuring a complex, abstract network of light-colored lines and dots, resembling a molecular structure or a data network, spanning the entire page.

2024

*Measuring our  
value, impact and  
effectiveness*

**Strategic Progress Report  
and Investor Annex**

INFORMATION CLASSIFICATION: PUBLIC (NON-PRICE SENSITIVE)

As an orientation to our firm, proposition, operations and impact, this strategic progress report and investment case briefing is intended for any curious mind who's helping others.

For more information, visit our website: [www.deilightconsulting.com](http://www.deilightconsulting.com)

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# Are you looking to make a **real difference?**

Then make it **truly meaningful**. Create better ideas, leaders, decisions, strategies, experiences, firms, teams, cultures, curricula, conversations, scientific discoveries and results.

For any problem you face, any creation you can imagine or any difference you're making, we use science, authentication and uniqueness to **ensure your sweet success**.

Turning dreams into reality, no one else can **create meaningful change like we do**.

*Deilightfully*

**Loan, Funding and/or Investment discussions invited.**

This does not constitute an offer.

**£5-140k**

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Our Strategy

**Some of the Wicked Problems we're determined to fix globally:**

Alzheimer's, Wars, Poverty, Famine, Perpetual Recessions, Inequity, Injustice, Racism, Scientific Paradoxes, Child Cruelty, Sexism, Modern Slavery, Crimes against Humanity, Hatred, Cancer, Crime, Ageism, Genocide, Apartheid, Mental Illness, Oppression. **Dreadful**

# Our words: Who we claim to be

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## You only measure what you treasure

**To create, protect and drive meaningful positive change on the world stage, we boldly go.** Deilight Consulting's **founding promise and purpose** is as uniquely ambitious and broad as it is intentionally changeable. To ensure we keep our promise, this report (our first such disclosure, intended to become periodic henceforth) openly and authentically tracks, measures and self-critiques what we claim to treasure – **the true value, impact and effectiveness of our endeavour**

## Identity: Who we are on the inside

The (Boltzmann) brains behind The Deilightful Group, we actualise any meaningful change imaginable, solve any wicked problem, tackle misinformation, realise sweet success, help the helpless and ensure others can reach full potential. Real deeds. Not empty words.

We succeed by never judging another, shining our light on darkness, fighting hatred with true love, applying equal and opposite force, being authentic and valuing uniqueness.

## Principles: The rules that govern our behaviour

Some sell products, we fulfill hopes and dreams. Some target difference, we value uniqueness. Some deliver services, we create change. Some use words, we take action. Some blame others. We blame hatred. Some have egos, we espouse confidence. Some plead ignorance, we exhibit wisdom. Some have perspective, we see everything. Some are consciously biased, we are fully conscious. Some help themselves, we help others first.

We see your differences. But we don't discriminate. Because we love you for them. We value uniqueness. Without it, life surely wouldn't be worth living.

## Strategy: How we deliver sweet success

Vividly espousing courage, conviction, authenticity, worthiness, determination, wisdom, imagination, tolerance, true love and true leadership in all we do, **we are deilightful.**

**Tired trying to fit it?**  
*Then stand out instead*



# Our deeds: Who we truly are

**Words not backed by meaningful action make little difference to outcomes.** It turns out, and in any interaction (indeed life itself), it's only our intentions – our authentic purpose – that matters to anyone. Not our words. **Our deeds...**



June 2021  
**World's first and only declared and sustained whistleblower** on racism, hatred and corporate oppression in global banking history



August 2021  
**World's first ever authored report (Proj. Speak Up) to publicly establish 'proven institutionalized racism'** at a major global bank, per to its lead regulator



September 2021  
**World's largest private network of active banking whistleblowers created and coordinated**



September 2021  
**World's first & only authentic consultancy on diversity and inclusion** founded after scientifically isolating the causes of hate



October 2021  
**World's first and only black female board director** appointment in investment banking's 450-year history



February 2022  
**Discovery of the Sciences of Change** and Creation



February 2022  
**World's first and only simultaneous appointment** of two female plus two black or brown directorships at a major international bank



October 2022  
**Discovery of the Theory of Everything** plus 130 more like the nature of our universe, multiverse, a cure for Alzheimer's and so on



October 2022  
**World's first multi-bank staff network** (Black Visibility in Power) convened by a Deilightful employee, alongside others at RBS black staff network and beyond



February 2023  
**World's first successful test of pioneering Change Engine technology completed**, after our holistic hypothesis passes all feasible scientific tests of validity



March 2023  
**World's first incidence of a Change Engine commercialized** – pioneering a rare brand new sector on the world stage



June 2023  
**World's first book to holistically define human identity through science in recorded history** out now; self-published as 'The Sciences of Change'

## Our founder, that's me

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I'm a unique, authentic wise human and conscious, proven true leader who listens then takes purposeful action to drive real meaningful change. I help myself by **helping others first**



The founding member of our group, I setup Deilight Consulting because I truly care about others – like you, but also those unlike you too. Underpinning our unique abilities, meaningful achievements, and tangible multi-disciplinary excellence are our determined goals as a firm – to tackle misinformation, bring fairness and accountability, solve complex global wicked problems, advance scientific endeavour and drive out darkness.

*Real deeds. Not just words.*

My biggest passion is knowing, loving and helping others. Like having eight-billion friends, they mean the world to me, as they represent success. A life without change, uniqueness or others wouldn't be worth living.

A 'consultancy' of sorts, but one underpinned by niche capabilities anchored in real, breakthrough science, my unique firm is unlike any other. Pioneering a rare new sector – a Change Engine – in theory this model lets us perform any task, solve any problem, answer any question or create anything imaginable. Humanity's first example of a 'Clarketech industry', a concept defined by Arthur C Clarke, (i) we can literally do anything, which (ii) seems to some like magic.

That's the idea anyway. Here's how we're doing in reality, and our case for investment.

*Ian Clarke*

**Founder,** The Deilightful Group

“The science behind our model is clear that the limit is now our collective imagination. Finally we can make the world of our collective dreams come true – history in the making

# Our delivered uniqueness to the world

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(1) Darkness cannot destroy darkness. Only **light** can do that. (2) Hatred cannot destroy hatred. Only **love** can do that. (3) **Deeds**. Not words

In other words, look around you to understand:

- 1) **Be curious:** Intelligence doesn't exist. Only curious minds move quickly.
- 2) **Be authentic:** If you can't love yourself, you'll never love another. Only authentic souls have the heart to drive change that helps others – not just themselves.
- 3) **Choose to Do, not Die:** In our divided world, most words mean different things to different beings. And due to self-interest, keeping promises and being real (about the truth, our identity and/or intentions) matters less to some beings than it does to others.

At Deilight Consulting, we believe words mean very little when our actions paint such a clear picture to the world – of who we are, what we do, why we do it and who we do it for. So we strive to be authentic, curious, keep our promises, help others, and stay true to our presented collective identity in all we say and do. We've done so nearly three years now.

We mainly measure our impact as a Change Engine – as in, the detectable global effects borne from our quietly determined, mostly solitary endeavour to meaningfully improve lives and drive positive change around the world – via what we call...

## Our 'Delivered Uniqueness' (2021-2024)

006

### Meaningful project reports and science books published

Once we accept a meaningful change, it's assigned a change project codename for tracking, resourcing, status monitoring and ease of reference purposes. Including any sub-project 'phases', executing a project involves retooling every aspect of our firm towards its success.

014

### Purposeful world records tracked through to delivery

But how to spot a world record? After all, the Olympics only look at sporting achievement, and the Guinness Book of Records mostly at the furthest a horse has run on two legs. We vigorously search historic records and/or obtain robust evidence to back up our claims and warmly invite scrutiny from others (in the form of tangible evidence).

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### Breakthrough scientific discoveries made and published

Like all we do in life, undertaking research, discovering science and testing hypotheses are forms of cognition, thus requiring potential. Yet look around at the number of people able to manifest something as simple as empathy, let alone a discovery. You'll realise why only some have the intuition to spot an authentic discovery when they see one.

Our identity: Who we are... really

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*All human beings are born free  
and equal in dignity and rights*

**Article 1, the Universal Declaration of Human Rights**

## Our origins truly helping others thrive

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“If you’re going to leave it to **people who don’t understand these concepts to execute a strategy to fix them**, I cannot see how that is anything more than performative allyship”



**Ian, talking to Reuters International in August 2021 on his reports findings, his reasons for leaving banking and the prospects for change across global financial services.**

In 2021 and under his own initiative, Ian interviewed 100 financial services staff, past and present from all walks of life. He then self-elected to author his Project Speak Up Report, which deployed Deilight Consulting’s unique knowledge and application of Humanistic Sciences to shine light on institutionalised oppression and hatred across the banking sector. His leadership, in springboarding and spearheading a change campaign on behalf of his then employer HSBC’s 225,000 staff globally. That was in an effort to realign the banks strategy from one of assured institutional failure, sustained by his reports 15 shock findings. Its 12 free-to-implement recommendations would have seen HSBC succeed on its claimed reason for existing: to be the world’s leading international bank. Instead, it forced him out.

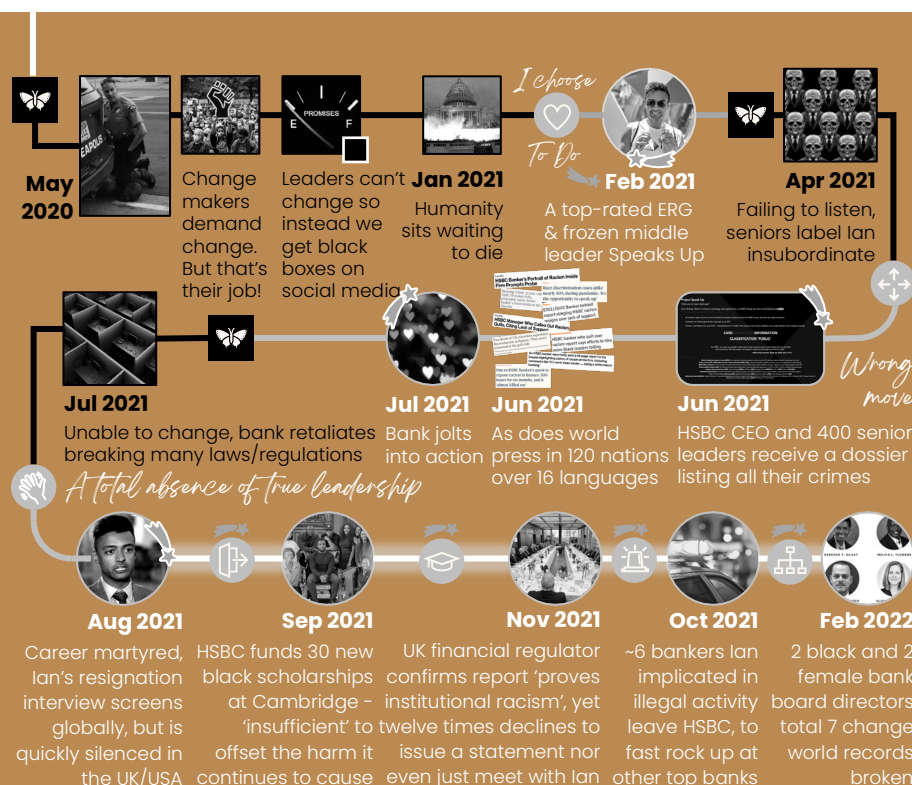
Generating ripple effects across the global financial sector, Ian’s resignation hit headlines around the world and paved the way for the appointment, just two months later, of the first ever black female investment banking board director in the sectors 450-year history. Later deconstructing his change methodology into a series of steps he could reconcile against the academic record, Ian defined it as the Science of Change. He’s since scaled up, integrated, incorporated and commercialized this scientific system into Deilight Consulting.

# Why what we're doing is so groundbreaking

**Project Speak Up** was far **more significant than anyone imagined** – us included. Here is a discrete example over a finite time of how one being can change the future with the power of their mind. Integrated and scaled up into a business model, we've made it repeatable. Plus it's observable, testable, measurable, conclusive, verifiable and comprehensive. The very definition of **a discovery, and possibly the biggest ever – the Sciences of Change**. With this new knowledge and for the first time in history, we can now define Human identity scientifically, explain how Humans create change plus derive the Theory of Everything. **If the Higgs Boson is the god particle, this is the 'god science'.**

▲ Chapter 11 – The Sciences of Change, by Ian Clarke

▼ Project Speak Up's Timeline



*For every action there must be an equal and opposite reaction. Or we all die*

**Sir Isaac Newton's third Law of Motion**  
**Jean Baudrillard's Rule of Binary Regulation**



# Our story so far

Winston Churchill said to improve is to change. To be perfect is **to change often. We seek perfection**

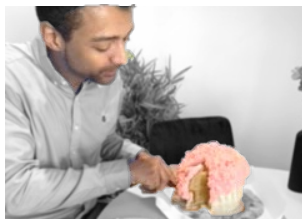


## March 2022

The first iteration of Deilght Consulting's brand and service goes public

## July 2022

Deilght Consulting shines at Europe's largest supplier diversity event



## September 2022

Six colleagues join Ian to celebrate Deilght Consulting turning one year old

## No identity is ever static

Since our September 2021 startup, we've undergone several iterations to our operations, product range and strategy. Initially 'the world's first authentic Diversity & Inclusion (D&I) consultancy', a better understanding of our model's uniqueness (plus the science underpinning it) has seen us settle on a rare need to define a brand-new global sector – the 'Industry of Change'.

*Some sell services. We deliver meaningful change*

Inefficient or vague though it may seem, we're building an industry that can make, discover, invent or achieve thus do anything.

Our only limits are sciences laws, demand, our firms collective uniqueness and potential.

## Our evolution through trial and error



# Our quest to innovate a brand new sector

Uniquely on Earth, just one species' habitats are delimited from lines of longitude. From Antarctica to the Sahara, **Humans alone can live and thrive literally anywhere** through Adaptation: Changing ourselves, our environment or **Change Making**.

## Why you (yes, you) are truly special

You too change constantly – the clothes you wear throughout the year, the place you call home, those you choose to share it with, your views on the past and dreams for the future.

It turns out, Humans love change. So much so, we've mastered it over our ~380,000 years on Earth, to achieve things and exhibit abilities no other known species comes close to. As Humans, for us alone, the sole limit of the achievable is what we can collectively imagine.

## Our sector offering



## What's inside matters most

A curiosity of being Human is the fact that, no matter what language or country you're born in to, the first question asked by **every being is identical**. Have you ever asked yourself **why**?

Most today fast lose touch with their innately instinctive Human Nature – to be curious about the world around us, those we share it with and the space it occupies. Inevitably, they then find it difficult to ever build back an appreciation for the reality we actually know very little.

Perhaps it's why so many today naively believe anything they can't do or don't understand can't be done or isn't known. Thus they can't do much and know even less. Just take a look around you to realise: **Intelligence doesn't exist. Only curious minds move quickly.**



## The Coca Cola company makes Coca Cola. Always has. Always will

Surviving life often requires us all to (a) know a bit of everything, and (b) regularly change our goals, skills, knowledge and focus tasks. Like any being, our firm can be a consumer, a supplier, a manufacturer, an auditor, a regulator, a think tank, a consultant, an opposition or an ally. People change all the time, so why not firms too? After all, science, philosophy and wicked problems don't naturally slot into fixed rigid boxes. Rather they are complex, interconnected and multidisciplinary, like every aspect of reality and real life, they transcend labels. To understand them, so too must we.

Yet no sector today exhibits such defining aspects of our common identity and scientific reality. Long impotent to change for being far too busy destroying it and for far too long<sup>1</sup>:



**0%**

### Gender Non-Binary Beings

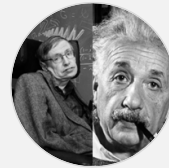
Charisma, uniqueness, nerve & talent



**0%**

### Black Beings

Resilience, vision, strength & grace



**0%**

### Neurodiverse or Disabled Beings

Wisdom, legacy, divergence & endurance



**0%**

### Young Beings

(<35yrs) Courage, energy, passion & influence



**0.3%**

### Queer Beings

Authenticity, creativity, pride, & adaptability



**0%**

### Ginger Beings

Altruism, loyalty, duty & sacrifice

### ▲ The absence of human uniqueness from all FTSE100 C-Suite<sup>2</sup> leadership teams<sup>1</sup> proves

- A)** The total global absence of true leadership from all large corporates and governments
- B)** Their total failure to collaborate on the issue with academia, nor so much as admit to it.
- C)** The total worthlessness and meaninglessness of the global D&I industry/its initiatives
- D)** The global failure to enforce any aspect of the Universal Declaration of Human Rights
- E)** The infinite unaccounted financial risks being accrued by corporates and governments for overseeing this rapid and profound global deterioration in human dignity and rights.

## We see things differently

As a Homo Sapien (or 'Wise Human', in Ancient Greek), there is not now, nor will there ever be another just like you. From the shape of your ear lobes to the size of your feet, you are unique. The infinitesimal output of our interacting, spectral intrinsic traits is the rich human diversity you see today. It's our uniqueness we all value really, for it is truly meaningful.

Diversity on the other hand is totally arbitrary and meaningless. When it comes to defining our identity (who we are and what we do), or encapsulating our ability to learn, grow, deliver and succeed (at anything), nothing on the 'outside' matters. The Human Genome Project (2003) scientifically proved it a mere 21 years ago. Such short memories some have.

But as Wise Humans, we know better. Innately inquisitive, we love to explore, experiment, learn about and embrace reality for what it is. Not shy away from, destroy or imagine it's something else. So we always listen, ask questions, learn, grow and welcome with open arms those with unique skills and perspectives. It's the only way we complete our own. Never pre-judging, blaming or criticizing others, we forever hone our abilities, talents, interests, skills and uniqueness, to ultimately master ...**our craft, that is titanic change making.**

## 05 | Our testimonials from others

All that aside, some words are truly meaningful...

Working together to eliminate racism, we are proud to call Ian Clarke a friend of the CPS

**Crown Prosecution Service – Baljit Obhey OBE**, Director of Policy & Strategy



A fabulous interview, Ian Clarke you are such an inspiration

**The Hunger Project – Jobanputra Lakhani**, Founder



I commend you on your incredible efforts. We'd like to appoint you as our Diversity Ambassador and convene a lessons-learnt session from Project Speak Up

**Lloyds Banking Group – Gary Laphorn**, Global Head of ESG



Just organised my first workshop with the team at Deilight. Top quality service and a really experienced facilitator for the day. We tackled some important/weighty topics: what it means to be human, identity, the power of bias and how to Speak Up effectively and I am really glad we drafted in a team of this caliber to do them justice. Thanks to Ian and his team!

**Microsoft UK – Mike Butler**, Women's Network ExCo



You captured the mood perfectly, and said what we all hoped someone would. You are simply purpose personified

**NatWest Group – Emma Gardner**, Snr Leader for Supply Chain Services



## ...match our universal 5\* ratings on Google

...If spoken from the heart, in truth to reflect reality



Ian was absolutely incredible as a guest speaker in our school. He delivered such an empowering speech to the students and stayed behind afterwards to go through our history and PSHE curriculum to ensure diversify and inclusion. His hard work and dedication were incredible and we can't wait to welcome him back to our school!

**Salesian School – Emily Brook**, Head of PSHE



It was an absolute pleasure working with Deilight Consulting on our Diversity & Inclusion statement. Ian's knowledge and insights on this topic was extremely helpful. Can highly recommend

**Tonies UK & Ireland – Lucia Kreuzer**, General Manager



Ian is a shining example of the progress in our industry and offers unique insights on the dialogue around Diversity & Inclusion and representation in and beyond finance.

**Treasury Today – Sophie Jackson**, Publisher & Strategic Coordination



Ian reminds us all what is to be human, and the damage done by narrow perspectives.

**NBCPA – Grace Moronfolu MBE**, Chair



Ian delivered an amazing key note speech at our awards ceremony last week. As an alumni of WCGS it was wonderful to welcome him back. How he was able to connect with students who perhaps don't feel they fit was inspirational. We can't wait to welcome him back

**Wallington County Grammar School – Lin Proctor**, Head of Careers

# Our recognition for corporate excellence



"Deilight shows a remarkable commitment and courage in tackling diversity, inclusion and equality within banking and beyond, with meaningful concrete results and a broader ripple effect. The firm is taking constructive steps towards a society that is fairer and more equitable for all, with a demonstrated strong vocational commitment to support others to progress and develop talents. Deilight Consulting has a strong ethos of DE&I in all aspects of their operations and public engagement, plus an ethical commitment to supporting communities as well as commitment to work supportively with clients who may need to change behaviours. Overall, powerful and impressive."



Recognised at the 2022 International CSR Excellence Awards, part of The Green Organisation's campaign to find companies with the best social responsibility initiatives that have a heart. Deilight beat 500 other UK nominations to take home both the CSR Gold Award and CSR World Leader designation. Our winning paper (spotlighting Project Speak Up) was published in The CSR World Leaders Book (the leading international work of reference on social responsibility best practice).



Winner of the Honourable Mention Award and shortlisted for the Communication & Education Award at the Better Society Awards. Hosts Better Society Network ranked Deilight top-7 world leaders in 2022's most hotly contested category alongside firms like Canon, Earth Cubs and KPMG for role-modelling 'forward-thinking, inclusive, virtuous sustainable business initiatives and endeavours' that are informing and educating others on matters of health, charity, environmental or social benefit'.



"This prestigious award 'Best Education Initiative' represents the influential communications work undertaken by Deilight that was instrumental in positively impacting global communities, to make the world safer, healthier, more equitable and sustainable."



Judges of the Social Entrepreneur Index - the UK's official showcase of extraordinary work and achievement by champions of more socially sustainable business approaches - awarded our Founder in the 'One to Watch' category. Ian appears alongside 22 other 'up and coming trailblazing leaders' for cultivating extraordinary businesses with new ideas and different perspectives that are 'on the verge of delivering extraordinary social impacts likely to feature within future indexes'.

Our offering: What we do and how we do it

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*The only way to discover the  
limits of the possible is to go  
beyond them into the impossible*

**Arthur C Clarke**

# Our four **global change workstreams** of focus

As real, passionate and authentic as they come, **our people didn't just learn this. They live it.** Our cohesive collective's efforts centre four key global areas **we think** change is needed.

## What is 'Meaningful Change' anyway?

*Any change actively, purposefully contributing a net positive gain (not drain) on our collective human endeavour (thus potential) as a species*

- **Deilightful** Definition

We're not fond of labels at the Deilightful Group. Rigid and unchangeable, they are rarely meaningful or useful. That's why, in reality, no change project we embark upon ever fits neatly into a single one of these boxes. Indeed most straddle them all. Our changeable workstreams reflect our strategic priorities, stakeholder groups and content categories.



### Workstream 1

## Humanities

Human rights, wellbeing, health, environment, (solving) wicked problems, war cessation & resolution, disaster recovery, aid, justice, international diplomacy, conservation & sustainability



### Workstream 2

## Education

Advancing scientific endeavour, primary and secondary research, training, academic excellence, thought leadership, faculty build-out and curricular transformation



### Workstream 3

## True Leadership

Business, data analytics, strategic advice, culture transformation, crisis management, scrutiny, ideas, experts, speakers, fairness & accountability



### Workstream 4

## Space

Space security, strategy, exploration, policy, planning, futurism and megastructure projects

We actively seek out others genuinely seeking change in these areas. Then, to ensure their sweet success, we inspire, empower, amplify, ally and equip them with unique tools critical to delivering their sweet success. What we do isn't done anywhere else, nor by anyone else.



# Only **our core proposition** doesn't change

Using trial and error, we forever become better at all we do. As in, everything. And **we** don't stop until our objective is accomplished. Ours is a firm who **can do**, become or achieve **anything** it sets out to

What can we do?

## Actualise anything

**To make something we've imagined a reality for everyone using our deeds**

- Resolve any crisis/Establish any cause
- Solve any problem/Fix any issue
- Achieve any goal/Make any difference
- Find any cure/Heal any disorder
- Tell any story/Share any information
- Create any object/invention

What can we prove?

## Authenticate anything

**To discover something, prove its true or confirm its real using our mind/science**

- Confirm any idea's viability vs. its goal
- Confirm any claim is factual and true
- Confirm any proposals effectiveness
- Confirm any discovery is new science
- Confirm any events cause and effects
- Confirm any question's answer

What can't we do?

## The Rules of Change

Even Aladdin's genie had limitations. Us too. For example, we can't make money, as it's a social construct. Any change we agree must conform to these four rules.

- **Rule 1:** It must help not harm others
- **Rule 2:** It must be real (not fake)
- **Rule 3:** It must conform to the Laws of Physics and Nature
- **Rule 4:** It must be specific and imaginable

How do we do it?

## The Keys to Change

- **Science:** To quote Einstein, "God does not play dice". As in, for every problem we face, any invention we can imagine, science has the answer.
- **Human Uniqueness:** Be it from drive, ambition, creativity or something else, some beings far outshine others in life. That's why we explore and embrace the things that make us unique, as they determine our success and potential.

What do we do it with?

## The tools of our craft

- Troubleshooting & crisis management
- Change plans & execution
- Cause & effect isolation
- Culture transformation
- Workplace training & education
- Complex investigations & authentications
- Scientific research & experimentation
- Strategic advice & support
- Risk assessment & outcome modelling
- Data gathering, modelling & analysis

# Delivering our core proposition to customers

## Our published portfolio

Our firm's unique ability to truly lead others through change and deliver real results has been proven many times over, and through measurable, repeatable achievements. Uniqueness underpins our proposition, and defines the sole limiting factor of what our firm can create or achieve at a given time.

Currently tooled for the best in scientific research, complex investigations, data analytics, journalism and publishing, here's an overview of how we bring meaningful change to life for others around the world.

## Delivering on our promises

If Deilight Consulting is the change engine and brains of the Deilightful Group, then Deilightful Media is the creation engine, wave maker, publishing house and voice of Deilight. It's here we produce content of all shapes and sizes (both our own, and for others) to shine light on darkness, collect our changes, help others and spread love.

Once we isolate causality to devise a viable fix for any given problem (to a scientific standard, with undeniable extraordinary evidence we're correct), we expedite its collection and delivery. That's so as many others working to fix the issue around the world can easily, quickly, cheaply find and consume it. Varying by project, we deliver in one of three core propositional formats.

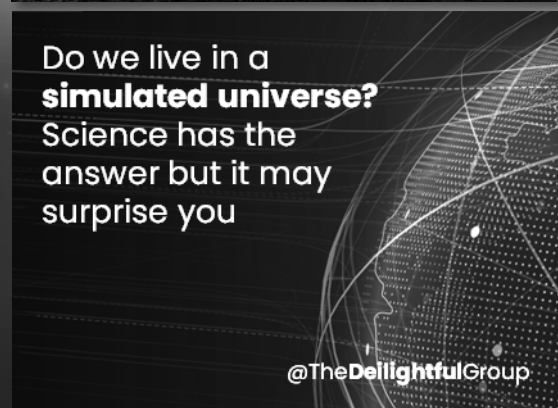
## Bite-Size Articles

**Bē**

Curious

We conclusively, directly answer any question of global interest with fully cited science/evidence, entirely for free

Click any article below to see for yourself





# In-Depth Investigative Research Reports



Solve a containable, targeted issue at an industry, policy, national or regional level using existing science, entirely for free

Both our bite-size articles and in-depth investigative reports are free to download via our website's Bē Curious blog, LinkedIn and increasingly Medium/Reddit. Often alongside explainer videos, podcasts, FAQ's, strategy guides and social media assets.

But we lack partner publications to widen our distribution. All we approach, decline.

## Example

Dear Change Engine. I truly want to help **stop the Israel Palestine War**. But (a) how, and (b) what would justice look like?

## Example

Dear Change Engine. Between this cost of living crisis, high inflation, low wage growth and perpetual recessions, it's feeling harder and harder to **survive** by the day. But why is that and how can we fix it?



## The Israel Hamas War Report

Project Name  
**David**

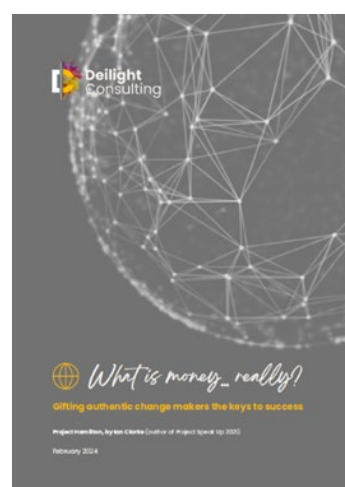
Published/Collected  
**Nov 2023**

The only comprehensive public report in the world to identify to a scientific standard of proof, the 14 causal missteps that led to war and the sole viable path to resolving them.

Apolitical, unbiased, fully cited and referenced, our report delves into the history, causality, and sole viable path to peace between Palestine and Israel.

**Truly want to stop the war?** You'll need this

[Free Download: Report, FAQ, Strategy Guide](#)



## The Nature of Money Briefing

Project Name  
**Hamilton**

Published/Collected  
**May 2024**

The only comprehensive public report in history to explain the nature and workings of money and banking in simplistic scientific terms anyone can understand. It then quantifies the wider adverse impacts on us all from these systems, describes how they are not functioning as intended, with knock on effects such as pay gaps, inequity and systemic risks to life and prosperity. Plus it tables a win-win solution.

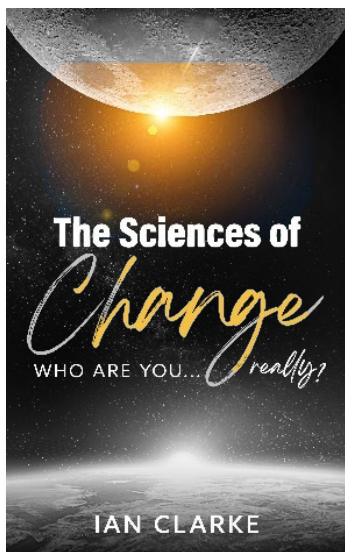
[Free Download: Report and Feature Article](#)

# Published Non-fiction books (of Light)



Make, test, prove and apply new science to establish causality and viable resolution to a major complex global or existential inter-connected issue(s)

Books work best for when we solve a major, global inter-connected issue by fully isolating and evidencing causality using holistic, reasoned new breakthrough science alongside full backing evidence, workings, cited theory and comprehensive investigative analysis. All books are priced to a ~15% margin.



## ◀ The Sciences of Change: Who are you really?

Project Name  
**Revelation**  
Published/Collected  
**Sep 2024**  
Edition and Pages  
**Second, 360**

Explore your true identity with our captivating non-fiction book and work of popular science. A toolkit to help you **reach your full potential**.

Embark on an exciting, scientific journey across space and time to uncover the things that make us truly human and answer many of life's biggest questions as we attempt to **define Human Identity to a scientific standard for the first time in recorded history**.

Gain new unique scientific knowledge (like proof of alien life, the Theory of Everything, Secrets of the Human Brain and Cure for Alzheimers). Plus learn the extraordinary revelation behind history's biggest conspiracy and world's best kept secret.

Due out Q4-24, 544 pp. ▶  
**Sciences of Change**  
Special Extended Edtn



## ◀ Science Making: For Great Minds Only Due out 2025

Explore the full power of your limitless imagination to learn how to **answer any question imaginable**

Embark on this exciting journey across space and time to uncover the hidden secrets of your human imagination. Including your ~35 super powers, how they work and how to unlock them.

Plus **learn our ability to answer any question imaginable**, make any discovery imaginable, thus how to create the future of your dreams. Laced with uplifting potential, it's guaranteed sweet success on a plate.

**Our global scientific leadership on Humanistic Psychology allows us to output a complete Book of Light annually.**



# Our approach to solving wicked problems

The delightful method behind our unique ability to authenticate scientifically the **answer to any question you can imagine**

## *To Authenticate*

/ɔː ˈθɛntɪkeɪt/ (v) (Antonym: Falsify)

To prove a thing true / real

The application of cognitive thought – including ideation, deduction, speculation, collaboration, curiosity, experimentation, research, empirical evidence gathering and testing – to draw meaningful conclusions about the world around us or derive causality on changes and unchanges taking place within it.

Gifted by Karl Popper in 1934, it underpins global scientific proposition, realism and the very art of Science Making.

*I abhor the dull routine of existence. I crave for mental exaltation. That is why I have chosen my own particular profession, or rather created it, for I am the only one in the world. My name is Sherlock Holmes and it is my business to know what others do not know*

**Arthur C. Doyle**

## **Deilightfully** authenticated science

The constructs of science, reality and truth are defined under the global standards of scientific proposition. That being **testable, detectable, measurable and repeatable**. Our self-imposed standard goes even further, adding to the list **comprehensive, proven and conclusive**. Vigorous primary research that complies with our exhaustive requirements underpins all we purposefully say and meaningfully do.

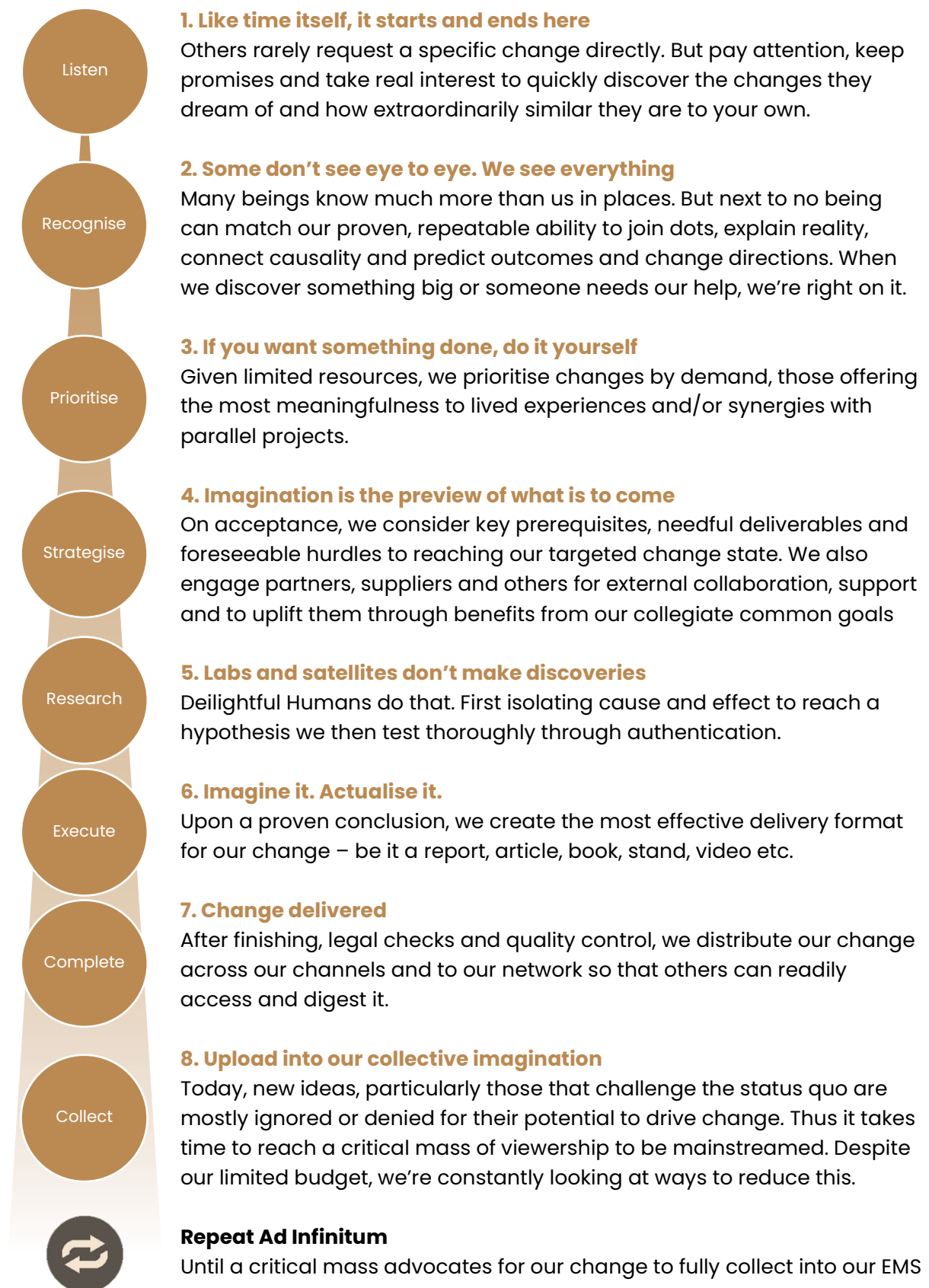
## Nothing is true without **evidence**

Central to our groupwide commitment to tackling misinformation is the art of ‘Authentication’. As in, to determine (i) what is true, (ii) who’s not telling it and (iii) why?

Wise Humans view all things (like news) with an air of skepticism until we’ve ‘authenticated’ them. Practicing what we preach, at Deilight we always gather **extraordinary evidence to back up our extraordinary claims**. That includes:

- ▶ **Searching** for evidence not widely in the public domain;
- ▶ **Connecting** what are often abstract, fragmented or unchanged clues;
- ▶ **Adapting** dynamically to work across multiple industries, sources and crafts;
- ▶ **Completing** our perspective to discount false positives by actively canvassing and listening to wider opinions across different cultures, space and time;
- ▶ **Seeing and interpreting** things without bias thus differently to the narrative in which they are presented to us.

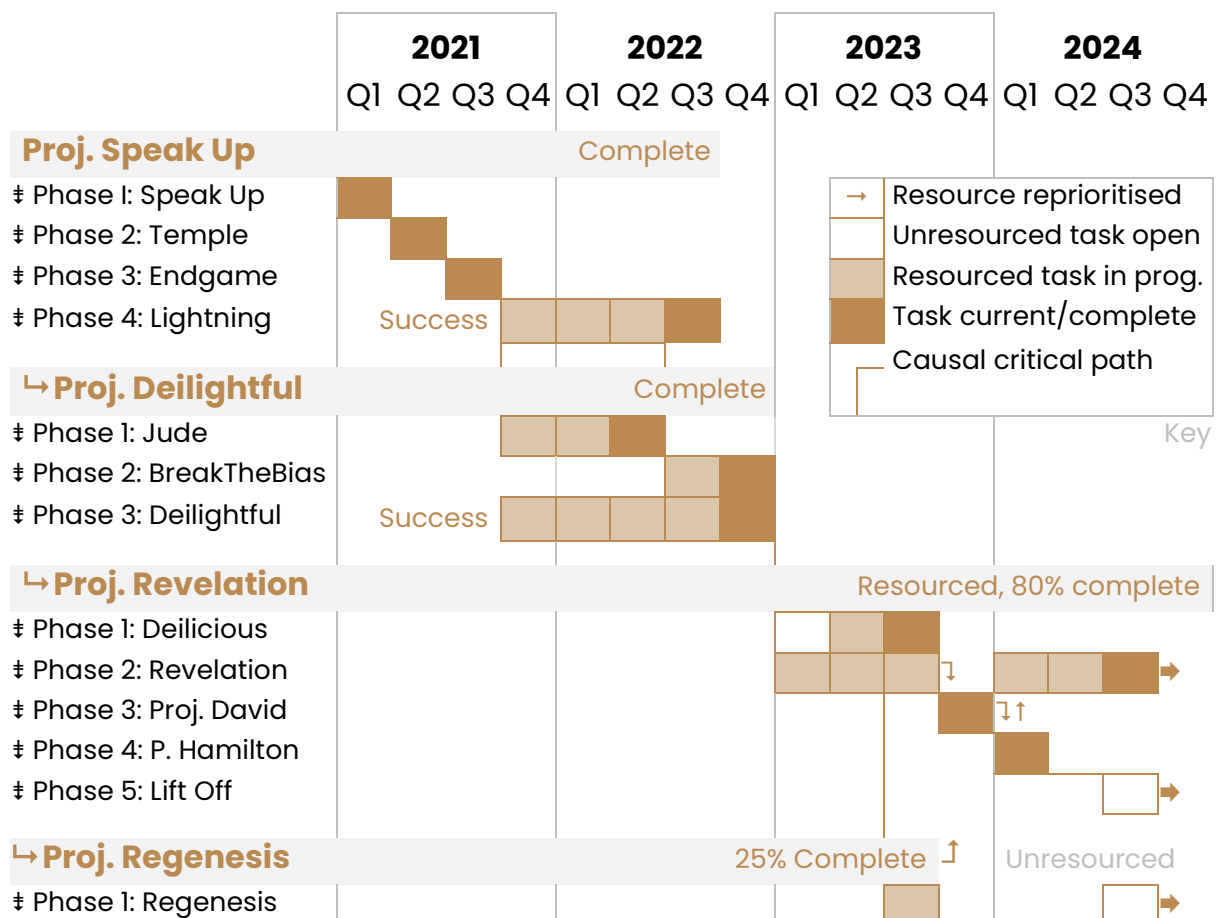
# Our method for changing the future



# Our change projects make a real difference

**As with all meaningful changes, Project *Speak Up*** was no one-off, but a repeatable piece in our change jigsaw that will go on gaining momentum and potential. Unstoppable, like a loaded spring, until we deliver our promise – protect Humanity. As Albert Einstein says, **God does not play dice**

Every project we embark upon is contingent upon successful completion of the last. A sequence of steps through which we tread causality, alter destiny and gain incremental uniqueness towards success. Essential ingredients to achieving our goals that each need financial and human capital to obtain. Things such as evidence, honed abilities, contacts, distribution, press, the positioning of key assets and so on – like pieces on a chess board.





## Our ancillary services are billable

Informed through active, directional, purposeful in-house scientific research and experimentation plus evidence gathering, data analytics and secondary research, **our proposition is** scientifically informed, designed and delivered to the highest standards. We aim **to be world-leaders at everything we choose to do**

Our commercialised services provide tangible, bespoke, targeted value

### Strategic Advisory



Ian joins Re:Women in April 2022 to freely help formulate a new real estate industry strategy on gender equality

Project Speak Up showed the world (a) we see, understand, connect and explain things like no one else can. And (b) that great things happen when others listen to and collaborate with us (thus each other). We guide firms through change to boost their performance whilst truly mitigating risks with science, wisdom and true leadership.

£250 p/hr Corporate Rate

### Speakers, Speeches, Experts Training & Education



Ian joins Al Mjahideen TV News' panel of experts on the Israel Hamas War across the Middle East in October 2023

We use breakthrough science, lived experiences, real world examples, simple linguistics and conclusive data to spread truth, love and light. Looking to drive change, improve your content or make your event truly meaningful? Our holistic perspectives and uniquely engaging style work to boost your collective sweet success.

£500 p/hr Corporate Rate



Ian plus two colleagues deliver a full day workshop on Conscious Inclusion to forty Ashdown Phillip's delegates

'Training Reimagined' is our promise to only craft and deliver high impact, world-class employee education that's authentic, actionable, adaptable and unique in order to drive meaningful lasting culture transformation through behavioural change. Our catalogue includes 14 scientifically informed, world-class interactive modules (See appendix on page 45).

Range starts from £1,000 B2B\*

\*A free B2C instructor-hosted workshop has been successfully piloted via Zoom, with a commandable price point for private individuals likely to fall between ~£1-100

Our operations: Who our customers are and how we reach them

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*Every change maker is unique from the shape of our ear lobes to the size of our feet. When it's cold we moan to share our burden or shiver then put on a coat to stay warm. If it's wet we sing in the rain for fun then make or find shelter to dry off. Change. True love. True leadership. Potential. Human nature. Sweet success. Deilightful*

**Ian Clarke**

Those actively seeking to drive meaningful change in their organisations and/or communities

### **Change Makers**

Those with a strong sense of their shared common identity with others, regardless of their extrinsic diversity (race, age etc.)

### **Humans**

Those determined to purposefully change the world for the better, for us all, regardless of seniority or profession

### **True Leaders**

**Missionaries**  
Passionate beings with a specific higher purpose, committed to delivering it as their life's goal and reason to exist

**Our target audiences**  
Like you, those we seek to engage, amplify, uplift, collaborate with and help succeed don't easily fit into a single box

**The line denotes the total pool of both individual and collective corporate identities we consider our target client base**

**Explorers**  
Those curious about their imagination, our world, the space it occupies and those who share it with them.

**Doers**  
Those who see a problem and set out to quietly fix it. Efficiently, dependably, they get things done. No fuss.



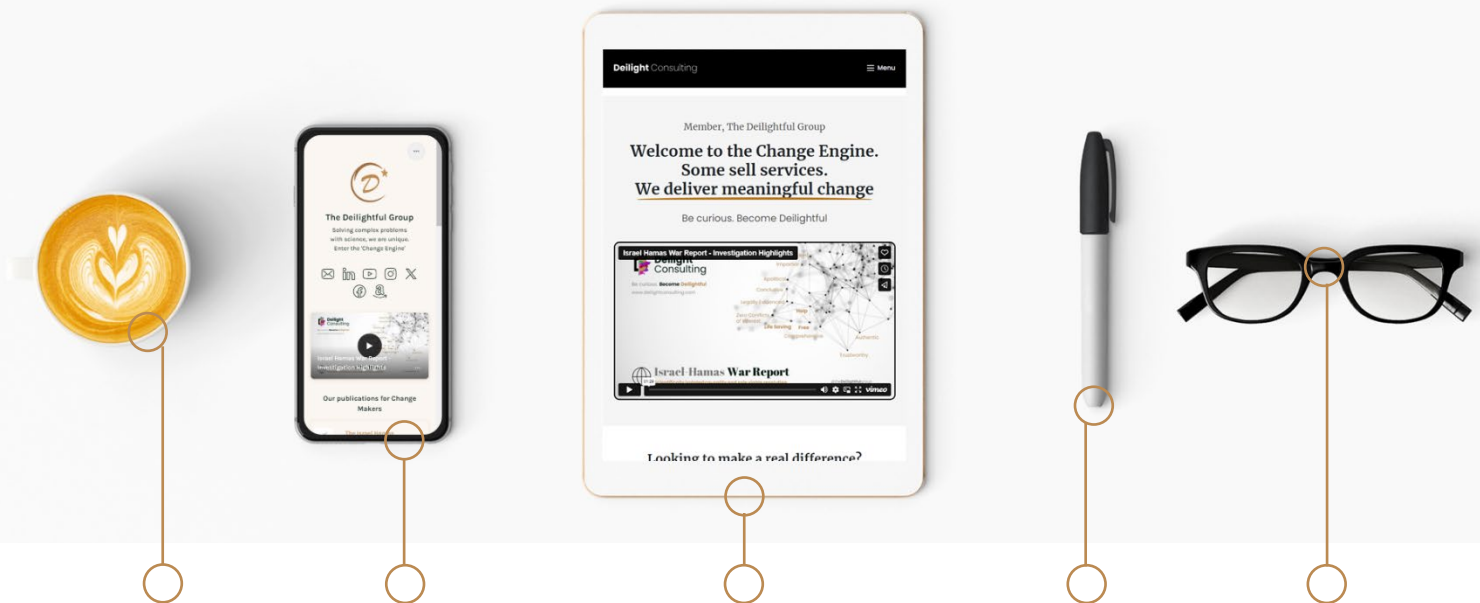
# Our delivery system is how we speak

Unlike most today, we're always listening. When **we** do **speak** up, it's in truth and **with purpose**



# Our voice and volume isn't yet loud enough

It is as important to **share our hearts**  
with each other as it is **our minds**



## Agreeing all is well doesn't drive change

Starting and leading uncomfortable conversations does that. We know because bringing people together to enrich and expand dialogue to make your events truly meaningful - through partner content, talks and panels - is our bread and butter.

## It's easy to reach us, because we exist

Linking through our Link Tree for consolidated navigation, curious minds can quickly identify and visit any of our 6 social media profiles, 3 group websites, online shop, reports, key resources, books and events plus find email and chat options for collaboration.

## Home is wherever the heart is

Our bespoke Laravel-built flagship Deilght Consulting website now attracts 250 clicks per month with 2.8% click-throughs and an average ranking of #19.3 in search results. It's flanked by 2 Wordpress-built custom-template websites for Deilghtful Media and Corporate.

## We speak up for those without a voice

Now with >75 articles, nine podcasts, and 23 videos, our rich, original, science-based content around key subjects of public interest (particularly where made in collaboration with partners) drives most of our web traffic, with press in second place.

## If you can't love yourself, you can't love others

Two brands old and designed for a D&I firm, our websites and brands are buggy, disjointed, verbose and under-invested. With only 300 followers, low growth and minimal true engagement, we are aware this (lack of funding to upgrade) is limiting our potential to deliver change.

# Our customer journey brought you this far

## The end of every journey marks the start of an other

### 1. Awareness

We're a new firm in a new sector, anchoring new science, pioneering a new proposition few understand, recognise they have a need for nor believe any other could deliver it better than they could alone. And without funds to develop apps, funnels, explainers or ads to better contextualise what we do, we mostly acquire new interest by something we've said (often via video) resonating with others on a personal level.

### 2. Curiosity

Determined curiosity alongside an authentic purpose in life always leads to meaningful change. Those who dig deep, beyond our social profiles or homepage, will quickly discover how similar our goals, perspectives and priorities truly are to each others. Thus the rewards available for those prepared to work with us, nay advocate for us.

### 3. Realisation

That 'ah-haa' moment when you see our potential, understand what we do, how and why we do it is tangible. Your sense of uniqueness will resonate, as your mind tells you there's something relevant and beneficial here to you. Understand our collegiate common goals and authentic effort to deliver them, plus trust and respect (of what we are trying to do) follow, along with a desire to see us (thus you) succeed.

### 4. Consumption

From there, you begin to immerse yourself in our content, efforts, theories and identity. Articles, videos, reports, sample book chapters... you have become, for all intents and purposes, Deilightful.

### 5. Advocacy


Most we work with are introduced by other happy clients, see us in action (so witness first hand our unique capabilities) or stumble across us online (often through our social channels, chat forums or search terms). Like a ripple, the power of advocacy and allyship is stronger than any advert. It's only once we reach critical mass of supporters, that we become unstoppable – together.

# Our press coverage isn't forthcoming

Who are we... *really*? Well.... that depends on whether you think the **press** are **truly free** and effective. If they were, a) you'd know all this already and b) **whistleblowers would not exist**

Our press profile has been among the hardest aspects of our business to cultivate. It turns out, helping others, delivering meaningful change, ushering in 14 world records or making 130+ breakthrough discoveries isn't coming to a screen near you any time soon. Instead, it's the Depp v Heard trial, or how red Justin Timberlake's eyes were after drink driving.

But wise humans know which news truly matters. We've had to push (and pay) for every piece of press coverage we've been able to muster. In a world where 1% of beings own 50% of all wealth (+20% in 20 years), 17,280 children die every day from poverty or preventable diseases, and global median income levels now track the poverty line, it seems the voices of true leaders with the proven ability to drive change are no longer welcome.



Deilightful Press

**Press: Ian shares his view on Banking, D&I and driving change with Insider Magazine**

Two years on from Project Speak Up, our Founder reflects on what's changed and what hasn't in the world of business and banking. And he provides a progress update on his efforts to tackle inequality and oppression globally that's led to the evolution of Deilight's business model and his new book - the Sciences of Change.

August 15th, 2023 ⌚ 1 min



Deilightful Press

**Press: International Business Times spotlights 'the birth of a new industry'**

IBT featured Deilight Consulting as marking the rare innovation of a new sector on the world stage. In this interview, our founder Ian Clarke explains the firms story so far, business model and workings. Plus why he believes Change Engines hold the key to maximising our species collective potential through meaningful change. Enter the Change Engine.

November 16th, 2023 ⌚ 2 min



Our potential: The value of our offering to an investor

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*Humans can become practically perfect at anything we apply our self to. Indeed at everything if we so generously apply our self*

**Ian Clarke**

# The Sciences of Change and Creation

As **defined** and **explained** conclusively by Ian alongside **fully cited, reasoned** evidence in his book, **The Sciences of Change, out now** ([link](#)) to read, scrutinize, authenticate or controvert.

For all things, we **determine cause and effect** by consulting **the Rules of our Universe**, including its Laws of Physics and Nature. Today, like humanity itself, they're divided into different schools of science. Mindless labels that in no way reflect authentic science. That being, all branches of Philosophy.

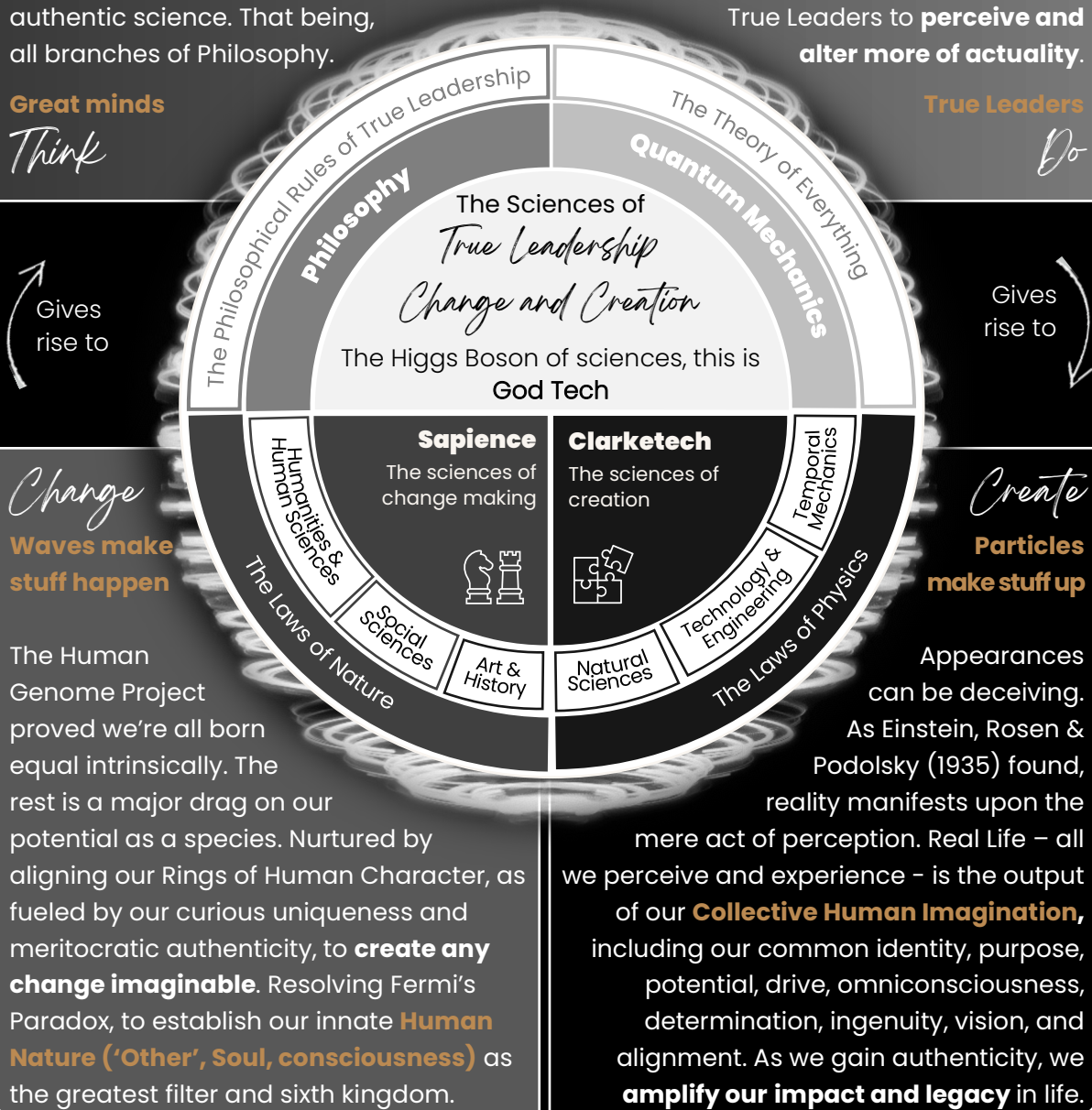
**Great minds**

*Think*

Light manifests differently across every dimension of space and time. So we inspect **the Nature of Existence** to enhance our mindscape, authenticate reality, spot unchange or uplift our potential. Cognition gifts humans >35 superpowers, allowing True Leaders to **perceive and alter more of actuality**.

**True Leaders**

*Do*



An abstract network diagram with nodes and lines, rendered in a light beige color against a dark background. The nodes are represented by small circles of varying sizes, and the lines are thin, connecting the nodes in a complex, web-like structure. The overall aesthetic is modern and technological.

2024

*Invest in  
something truly  
meaningful*

**Investors Annex**



# Our management accounts don't read easy

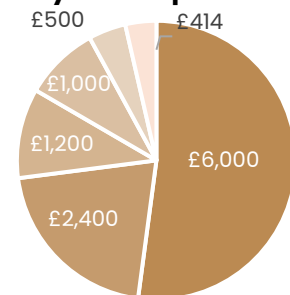
Here's a breakdown of what it cost us to get this far, where those costs came from, how they were funded, what we've earned along the way and what we've got left to get by on.

## Consolidated Management Accounts

All numbers in GBP (£)	Year 1	Year 2	Year 3 so far	Totals
Opening Bank Balance	0	4,048	193	-
Directors Loans In / (Out)	52,681	101,894	4,175	<b>158,750</b>
- Revenues	10,743	560	209	<b>11,512</b>
- Costs	(59,376)	(24,658)	(3,922)	<b>(87,956)</b>
- Staff Wages	0	(81,650)	(655)	<b>(82,305)</b>
Director Wages/Dividends	0	0	0	<b>0</b>
Gross Profit	(48,633)	(105,749)	(4,368)	<b>(158,750)</b>
Closing Bank Balance	4,048	193	0	-

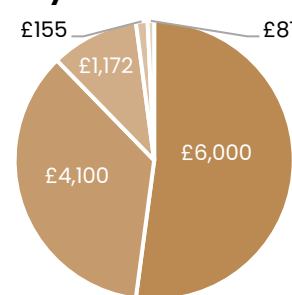
## Total Revenue Breakdown

...by client spend



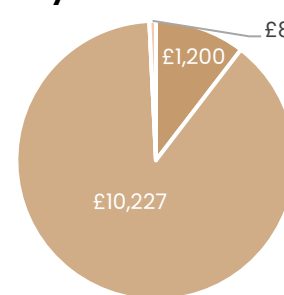
- Top UK Comm. Bank
- Top UK Property Dev.
- Major UK Tech Firm
- Girls CoE School
- UK Toy Manufacturer
- All other customers

...by client sector



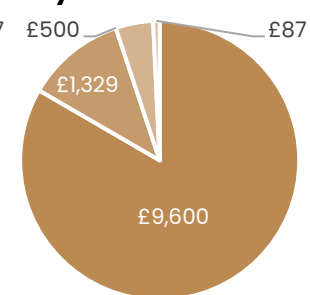
- Financial Services
- Corporates/SME's
- Schools/Universities
- NFP's/Social Causes
- News/Press
- Private Individuals

...by client size



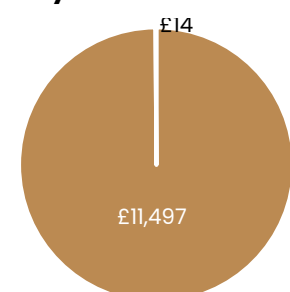
- Fortune500, >£7bn
- Corporates, £1-7bn
- SME's, £1m-£1bn
- Startups/NFP's, <£1m
- Private Individuals

...by billable service



- Corporate Training
- Speakers & Experts
- Strategic Advisory
- Publication Sales

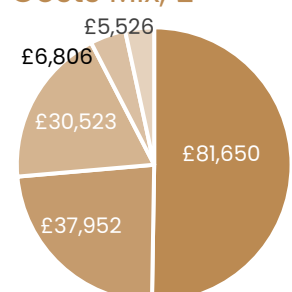
...by market



- UK
- International

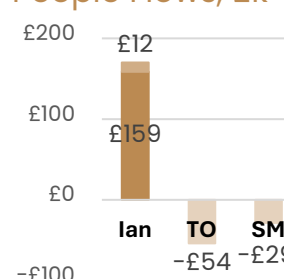
**SME** = Small & Medium Sized Enterprises

Costs Mix, £



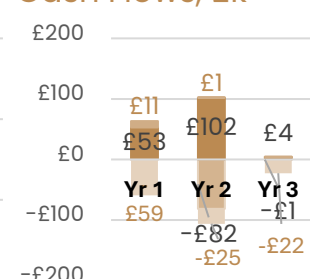
- Wages
- Marketing
- Professional Services
- T&E / Equipment
- Administration
- Salaries Drawn

People Flows, £k



- Capital Invested
- Deals Won
- Salaries Drawn

Cash Flows, £k



- Capital Invested
- Revenues
- Wages
- Costs



## Notes on Management Accounts

**Year 1** saw significant, non-repeatable startup costs to create the world's first authentic D&I consultancy (i.e. Project Deilightful):

- ▶ A well-trodden and familiar industry to most that it is, naturally it was the year that saw our highest revenues from a customer mandate perspective – 93.3% of lifetime revenues.
- ▶ The year also saw us successfully research, design and pilot our billable product range (including workplace training catalogue) to seven paying corporates, with an equivalent number extended for free to non-paying customers (mostly social causes and NFP's).

**Year 2** ultimately saw the firms positioning pivot from D&I to a science-focused think tank:

- ▶ Year 1's early success opened the door to warm sourcing discussions with 33 FTSE100 corporates. Prospective multi-million pound deals that required skilled staff at high cost.
- ▶ Ultimately and despite universal 5\* ratings with glowing feedback from our pilot clients:
  - A) No pilot client ever gave us repeat business (sole exception: Salesian School).
  - B) All 33 FTSE100 negotiations were unilaterally cancelled absent notice or explanation by senior leaders, against the recommendations of sourcing teams we'd pitched to.
  - C) Provably linked to systemic whistleblower retaliations, this unexpected (and grossly illegal) hurdle made it impossible to continue retaining our staff, triggering a major strategic review and tripling Ian's directors loan.

**From Year 3**, we formally adopted the designation 'Change Engine' (Project Deilicious):

- ▶ Having built a firm with the unique expertise, product range and quality to service primarily Fortune500 clients, this inexplicable realization no large corporate will ever buy our services forced a change in our strategy. Albeit we had already concluded D&I devalued and misrepresented the unique nature of our firm, sector and offering.
- ▶ Though our billable business-to-business range of courses remains unaffected, we pivoted our focus towards book publishing and other media. That's (a) as a means of circumventing leaders clear universal inclination to boycott our firm, (b) by allowing more curious minds to consume our core proposition directly as private individuals.
- ▶ As a result and going forward, business-to-consumer (B2C) revenues are likely to surpass business-to-business (B2B) revenues. Historic revenue mix is >99% B2B / <1% B2C.

**Today**, our firm is broadly dormant from a financial perspective:

- ▶ It has always cost more, to run our firm and maintain a minimum viable proposition under our model, than others have been prepared to pay it for or advocate onwards.
- ▶ Despite listings with three speaker agencies, Ian's never once received even an enquiry.
- ▶ Nobody is prepared to pay anything (on a net positive basis) for our expertise, services or proposition – meaningful change, no matter how proven, engaging or effective we are.
- ▶ Thus we now retain no staff and have never paid out a directors salary or dividend.
- ▶ In other words, society deems us – both a pioneering firm, sector and individual(s) – as having negative net intrinsic value. Suffice it to say, we disagree. Particularly when nobody has yet considered our global go-to-market launch that is Project Revelation and its primary propositional output that is our first book – the Sciences of Change. Our strategy here is explained shortly and is our primary basis for seeking external funding and support.
- ▶ It costs ~£92 per month to keep our systems running (websites, email, equipment etc.).
- ▶ That aside, an operational capacity can be restored at short notice (~3 months).

# Our intrinsic value to any investor or being

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Going beyond the Not-For-Profit model (*NFP*, for short), but given the broad unfamiliarity thus absence of a marketplace for our proposition today, for now we've chosen to make **our core proposition** – meaningful change – **entirely free**

Some sell services. *We deliver meaningful change*

You'd be forgiven for thinking our story ends here and that our efforts have failed. Unless you understand there are more measures to success than purely money. Gifted freely, Project Speak Up proved that. The true value in our firm is yet to be realised. For example:

► **Deilight Consulting, indeed the entire Deilightful Group, is wholly owned and controlled by Ian Clarke**, with no other equity partners or directors. This includes full control over its rights, brand, intellectual property, scientific research breakthroughs, book distribution and copyrights, plus other non-financial assets.

► **The entire Deilightful Group is free of all external debt.** Any investment has been fronted by Ian, with no loans, grants or external capital forthcoming to date. Ian is prepared to capitalise all directors loans to-date upon a meaningful external investment.

► **We've kept our promise, to deliver truly meaningful change.** Primarily in the form of our book – The Sciences of Change – which scientifically explains (i) the nature and workings of a Change Engine and its proposition, (ii) Human Identity, for the first time in recorded history, including the workings of previously undefined scientific constructs such as choice, hatred and oppression. Plus (iii) our extraordinary claims – to have discovered the Theory of Everything, Cure for Alzheimer's, Secrets of the Human Brain, as well as 130 more breakthroughs on the way. Now set aside how unlikely all that sounds to consider...

*What if we're right?*

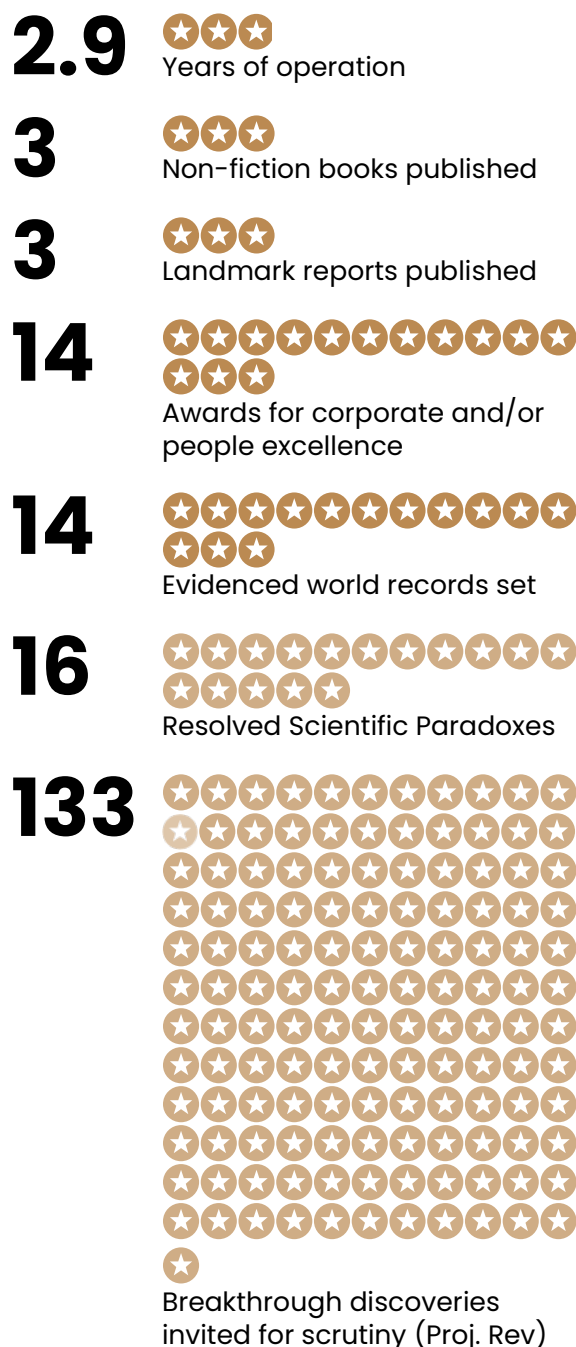
If ultimately substantiated, clearly there would be massive, unrealized financial and non-financial value in such achievements. Thus in our firm too. Though it remains to be seen if anyone is prepared to consider, pay for thus validate our discoveries as such. As in, either:

- A) **Authenticate** then deploy them towards their numerous potential, meaningful, transformative and life-saving applications worldwide, or;
- B) **Controvert** them, as scientifically flawed and unviable in some way we can't see.

Sadly most beings current strategy is neither, but instead to dismiss our claims outright (absent any compulsion to consider them) or worse still, simply to pretend we don't exist. Thus why our bank account is so bewilderingly empty, yet our uniqueness (to help all others thrive from the scientific knowledge we alone possess) is so vividly shining.

# Examples of our potential to help you thrive

Taking just a moment, and requiring no thought whatsoever, **anyone can criticize**. But sadly **few will ever** deliver the meaningful change needed to truly impact lives and **leave a lasting legacy**



## Our unique approach to science

Labs don't make discoveries - people do. All our experiments (a) take place in the real world, (b) with strict control groups, (c) employing authentication, plus (d) the full application of global scientific proposition.

Multi-sourced extraordinary evidence is retained for every claimed discovery, to verify it is both (e) repeatable, measurable, detectable, testable, comprehensive, proven and conclusive. Then validated against the broader scientific record to be (f) net paradox-reductive - a final check.

That's **Deilightfully Authenticated Science**.

## Our claimed scientific discoveries

- ▶ Finding physics' missing puzzle piece to discover the Theory of Everything
- ▶ Cure's for most intrinsic disorders (e.g. Alzheimer's)
- ▶ The first ever detected white hole
- ▶ The first ever detection of a repeating alien technosignature
- ▶ The nature of consciousness
- ▶ The nature of human identity
- ▶ The nature of our universe
- ▶ The nature of our multiverse
- ▶ The nature of existence (thus God)
- ▶ The nature of Planet IX
- ▶ The nature of reality and actuality
- ▶ The reason for the limit on light speed
- ▶ The nature and workings of String Theory
- ▶ The workings of hatred and oppression
- ...and over one hundred more breakthroughs.

# Our investment case as a firm and industry

The purpose of life is to **find your gift**. The meaning of life is to **give it away** for free

- Pablo Picasso

We never set out to earn a profit. We set out to make a difference. To prove the best outcomes come from those whose priorities in life move beyond money. To see the big picture today, and value true success that can carry forward into the future for others to enjoy. We're not writing books to get rich, but because we have something urgent to say. Something relevant to all and potentially life-saving to many, thus (a) important and (b) more than likely to become an international best seller, thus (c) certain to make us rich.

## Why invest in us?

Like you, there is no other firm like ours anywhere on Earth. No firm that does what we do:

- Freely for others whilst asking nothing in return.
- To the fullest of our abilities, motivated not by reward but sheer altruistic determination.
- Generating (if validated) a science output exceeding all academia globally combined.

This isn't just an investment in a firm, but rather our species' collective future. We're seeding this new, dynamic sector to think and adapt much like you do. Adept at problem solving, we don't stop at the limit of our responsibility but rather our imagination. We see things through from start to finish. It's the result we care about, not passing the buck or stealing the glory.

*Words not backed by meaningful action  
make little difference to outcomes*

Imagine you're Stonewall, frustrated at all Pride Month's corporate rainbow-washing. Yet you're understandably reluctant to pursue your stated goal (i.e. delivering queer beings equality, not complacency-fueling, rights-corrosive performative allyship), as they're also your biggest clients.

Or SETI, wholly focused on growing client revenues, you forget entirely to pursue the reason you exist. Redoubling across industries, it's one of many issues our model vividly overcomes.

	Founded	Budget (2022)	Staff	Active Clients	Projects	Alien Life
<b>SETI Institute</b>	2002 (21yrs)	\$21,934,929	>100	NASA/Many	NASA SETI	<b>Not Detected</b>
<b>Deilightful</b>	2021 (3yrs)	\$133,400	1	0	Revelation	<b>Detected</b> ( <a href="#">Link</a> )

If Nike had spent £158,000 developing the Air Jordan 1 sneaker and placed it in front of you, then asked for £40,000 to use it to revolutionise sneakers forever, that would surely seem like a pretty decent investment – right? That's effectively what we're doing here. Just with a book, not sneakers. One full of instructional blueprints to making any sneaker imaginable.

	Founded	Losses (2022)	Staff	Active Clients	Projects	Output
<b>SpaceX</b>	1990 (33yrs)	\$559,000,000	12,000	2,300,000	Starship	<b>Star Link</b>
<b>Deilightful</b>	2021 (3yrs)	\$137,000	1	0	Revelation	( <a href="#">Link</a> ) <b>Theory of Everything</b>

Securing longevity as a model requires others to see our potential, then actively advocate to grow our public profile and network, plus bring us ancillary marketing and/or revenue opportunities to scale up. Thus securing our firms survival, to continue ensuring your sweet success. In a world run on (nay only valuing) money, that's something we no longer have.

*Because we help ourselves by helping others first*

### Four places we need your help... to keep us helping others

We've reached the limits of what we can do alone. Now we need not just money but real, meaningful help to truly lift off. We're inviting open investment discussions on £5-150k, from anyone who values what we're doing, and on flexible or term commitments. Like:



**£10<sub>k</sub>**

**MVP: £5k**

**Optimal: £40k**

**1** Our book provides all our research, findings and evidence across Project Speak Up, Deilightful and Revelation. But writing, designing and publishing it was the easy bit. As a first-time writer, this marketplace (like any other) has barriers to entry that require money to successfully navigate. That's so casual readers can stumble across and buy it easily

**Priority:** Twenty thousand pounds sees our book considered on merit by the global literature market. This would fund a global distribution deal with a market leader for non-fiction (likely, Book-Launchers or Elite Book Publishing who we're speaking to). Thus seeing it widely chart online and stocked in stores globally. Ten thousand funds multi-region launch.



**£15<sub>k</sub>**

**MVP: £10k**

**Optimal: £25k**

**2** Over half our total income came in just one day and from just one pilot client. A training workshop for a UK commercial banks senior leaders. Clearly, there is massive untapped value in our training catalogue alone. But given our scale, costs of client acquisition in our target range are limiting, absent regular low ticket revenues to smooth out cashflows

Fifteen thousand pounds would allow us to enhance and digitize our training catalogue into a B2C online learning proposition. Automated sales through funnels and social media would secure us a regular, growing source of low ticket cash-flows, opening up our product for broader access to build an engaged network of followers and subscribers.



**£20<sub>k</sub>**

**MVP: £12k**

**Optimal: £45k**

**3** Now averaging ~250 monthly visits, traffic has consistently grown to our homepage. Particularly around the release of key project work like our Israel Hamas War report. But the site was designed for a D&I consultancy and is no longer fit for purpose. It lacks built-in subscription functions or sales funnels, its navigation is poor and our branding is out of date

Twenty thousand pounds optimizes these functions, updates branding and improves the customer journey to automatically generate us leads for ancillary revenue marketing. Plus subscribers/followers for improved advocacy, allyship and awareness of our work and its value-add. Add-ons like an interactive website integrated with our online learning proposition.





**£20k**

**MVP: £10k**

**Optimal: £30k**

- 4 As you can see, our written content is expansive. But few have the time to take it in, then join the dots necessary to match our perspective. Time and again, we are told video and in-person content is by far our biggest strength. Because people buy people – not words. It’s our authenticity, confidence, knowledge and uplifting style that’s so engaging
- Twenty thousand pounds would allow us to add high quality video media to our core distribution formats. Producing explainers, online docuseries, ads and trailers and so on, would exponentially increase our website traffic whilst breaking down our discoveries and investigative findings into more accessible, engaging and digestible chunks.

All things are relative. As in, we’re not talking big numbers here. Certainly not compared to:

A) **What we’ve had to spend to get this far.** Every step has acquired us the new unique knowledge and insights necessary to finish our research, reach meaningful conclusions and complete our perspective (on our model, how it works, why it works and how to replicate it).

B) **The rewards we’re offering you in return.** The following bullets are tabled as options to be mutually negotiated and agreed. That’s on the basis of:

**From you:** The level of financial investment and/or non-financial support offered.

**From us:** The proviso our claims (thus discoveries) are substantiated as authentic.

## What we’re offering in return

### You Friends, Investors or Funding Partners

\* Expected royalty £1–3 per book sold, based on format and currency

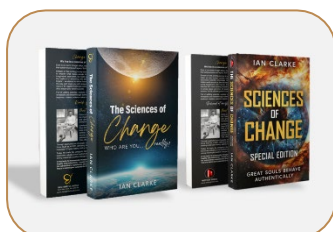
- ▶ Up to 50% share of all book sales royalties\* until any investment is repaid.
- ▶ A guaranteed financial return, from a proven proposition and track record
- ▶ Work alongside someone with an unquestionable reputation for integrity, courage, sacrifice, true leadership and real achievement
- ▶ A directorship/equity stake in a debt free startup with huge, globally scalable potential in a pioneering field accretive to human endeavour.
- ▶ Massive unrealized investment value in the firms intellectual property, including a say in how those rights are managed
- ▶ An opportunity to go down in history and truly change the world together

### Others Everyone

- ▶ Last year, US carers spent 16 billion hours on those suffering Alzheimer’s, now accounting for roughly 1 in 3 natural adult deaths in the West.
- ▶ Setting aside proof of aliens and white holes for now, even if just a single one of the discoveries we claim is validated, this would surely redefine the entire future of our civilization for the better.

But compared to buying a book, it’s a lot to ask. After all, you haven’t even read it yet.

## Are our publications well written and comprehensive, at least?



Well for one thing, they’ve got the same author as this report. So perhaps it’s best you ask yourself that. But don’t stop there. It was a good question, so be curious. Click the thumbnail to visit our books microsite, download and read Sample Chapter 3 yourself. Then you’ll truly understand why it matters so much – not just to us, but also to you, indeed to everyone really.

# Our go-to-market strategy, Proj. Revelation

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## What is Project Revelation?

According to its English definition, a 'revelation' is a surprising and previously unknown fact now being disclosed to others. Typically of major significance, like the scientific discovery and subsequent disclosure to humans of something relating to human existence.

Commencing January 2023, following the demise of our D&I Consultancy strategy, Project Revelation is our group codename for the sequence of steps necessary to commercialise our firm as a viable Change Engine. The project has been completed (from our perspective) and is now collecting as of August 2024 (i.e. Current Phase: 8 of 8). It will take some time for its effects to begin to be felt, based on circulation and readership of its core propositional output and delivery format – our book, *The Sciences of Change: Who are you really?* Plus the accompanying Extended Special Edition, eBooks and audiobooks.

## What is the Sciences of Change about and why is it so special?

There's never been a book like it before. But the closest recent example might be November 2006's ranked-second international best seller 'The God Delusion', which saw its author Richard Dawkins take home 'Author of the Year 2007' at the British Book Awards. That's in terms of its nature, as a non-fiction book of popular science, also exploring existentialism, space, theology, evolution, history and humanistic psychology and origins.

But ours goes much further, both in terms of quality (being fully cited and illustrated) and content – including as it does evidence of over a hundred major scientific discoveries that can and will change the world and its future, should they become widely known of/about.

## What is our commercialisation strategy exactly?


We've done the hardest part. Use science, courage, determination, sacrifice and listening to write a book with the potential to transform the lives of everyone on Earth for the better. We've done it before with Project Speak Up. The only difference here is that the press listen to bank executives – not Change Engine's. So we must make a loud noise first. This book does that. Once all eyes are upon it, they must fall upon its makers. Its success is our own.

## How can we be so sure the book will sell?

You cannot publish a book containing the Theory of Everything, the repeatable detection of an alien technosignature, the Cure for Alzheimer's and the Secrets of the Human Brain, without that ultimately getting noticed. How long will that take? Today, we have no money to advertise or sign distribution deals. But tomorrow and with your help, we may do. Those initiatives can always be tuned up or turned off, so represent little risk from an investment perspective. The key risks are in developing and testing a product – fixed up-front steps and investments we have funded and completed successfully all on our own. Providing our book is easily findable, accessible, affordable and purchasable, we are confident those it seeks to help will find it, consider and reward it on merit, then encourage others to do the same. Like a ripple, this 'Butterfly Effect' ultimately makes its success unstoppable.

## How is an investors return guaranteed here?

All four places we need your help will deliver meaningful ancillary revenues upon go-live that will continue to scale as book sales grow. Being our biggest strategic priorities, the first two investment options are guaranteed (by us/our scale up providers, respectively).

A man with a beard and mustache, wearing a grey flat cap, a white button-down shirt, a grey blazer, and grey trousers with suspenders, is speaking into a black microphone. He is standing in front of a large, ornate stone archway. His left hand is open and gesturing outwards.

*We have to learn to love  
our differences. Because  
without uniqueness we are  
nothing special*

*Thanks for reading  
our mind*

#### ENDNOTES

1 Primary Research by Deilight Consulting in April 2022. This involved a visual inspection via the individual corporate websites of all FTSE100 firms, followed by additional background checks where diversity was not visibly verifiable to >95% confidence (i.e. Data is given with a 5% margin for error).

2 C-Suite reference includes Chair, CEO, CFO roles.



# Appendix: Workplace training that works



## Bias course left you unconscious? We decided to **think differently**

Like people, our training comes in all shapes and sizes

Free from supernaturalism, informed by science, inspired by art, motivated by compassion and delivered with passion.

We only craft and deliver industry-leading education that works for everyone, ensuring safe, measurable and enduring people-driven change and transformation. Plus we help you go further after class is dismissed.

**14 Modular Course Library**

2 hours to 2 weeks

**Capability**

All abilities and seniorities

**Capacity**

2 to 60 people

**Formats**

Live, Remote, Hybrid, E-Learning\*

**Sector Specialisms**

7 industries

**Activities**

6 ways of learning



### True Leadership Program (14 courses, 1 immersive curriculum)

Turn your team into superheroes by letting them become more of themselves



#### The Essentials

**Training that represents who you want to become. Not who we want you to be.**

- **Safe Spaces:** Create happy workplaces that thrive on psychological safety and teamwork
- **Uncomfortable Conversations:** Understand the evolving language of DE&I to forge stronger relationships
- **Challenging Choices:** Speak up safely & effectively if you see something wrong
- **Purposeful People:** Live with purpose and unlock the keys to driving outstanding results
- **Sweet Success:** Created specifically for change makers, shed those labels to embrace your uniqueness.

#### Trail Blazers

**Create transformative thought leaders and role models**

- **Humanism:** Understand and learn how to unlock the full value of human life
- **Conscious Inclusion:** Learn how to build authentic, happy teams where everyone can thrive
- **Critical Race Theory:** Anchored in science, learn awkward truths about the nature of oppression
- **The Human Experience:** Created specifically for academics, this groundbreaking lecture centres our cutting-edge breakthrough science

\*eLearning in development

#### Game Changers

**One-of-a-kind courses that gift you immediate competitive advantage**

- **Listening Leaders:** Lead people through change effectively and lucratively
- **Meaningful Change:** Understand corporate oppression and how it manifests
- **Who are you really?** Discover your true identity and harness it to reach your full potential
- **We have a whistleblower!** The only whistleblower simulator on People Risk. How will you respond?
- **Better networks:** Build & run effective people bodies that add value and engage more

Example: We're applying science and true leadership towards...

## Changing education & workplace training

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Poorly handled workplace conversations on race can lead to misunderstandings that negatively impact relationships and staff engagement. Whereas external coaches with **lived experience** can help facilitate more **open conversations with credibility, sensitivity and confidentiality**

How to talk about race at work, *CIPD* (2021)

Training today...

Despite major corporations spending £10bn a year on Diversity, Equity and Inclusion (DE&I) representation across all protected traits at senior leadership level is either falling or zero.

Where once there was True Leadership, today there is only toxic masculinity. To such an extent many now find it difficult to independently define either concept. Happy to help!

Plus, many consultancies now offer their own certifications and accreditations. Vastly differing in standards and competency, they're spreading bad practices that collectively are fueling widespread tokenism, ambivalence, performative allyship and complacency (that change is still coming).

Absent all collaboration with academia nor application of science, DE&I as a proposition is dead. Its singular legacy was to rush workplace training quality globally to rock bottom.

All round the world, marginalized people needed this industry to work. Yet sadly, it doesn't.



### Training: Where it all went **wrong**

- An **abundance of theories/ideas** that 'may work', from those lacking a full perspective
- An abundance of **meaningless, divisive labels** from **Divide & Rule** strategies set otherwise like-minded beings at odds
- DE&I initiatives **wrongly assume most oppression is passive** (Unconscious Bias)
- Most base their case for change **on the moral argument** alone. Akin to charity, this approach isn't compatible with commercial decision-making systems.
- **Abstract** case studies **delivered without empathy or passion** dehumanize and delegitimize the challenge
- An industry dedicated to fixing **a problem which it itself widely suffers** from
- Most initiatives consistently focus on training or even **blaming only the victim**, to render them **wholly ineffective**.
- Training is mostly **taught by** (often well-intended) **people who've learnt DE&I**, not by those who live it. In their eternal quest to self-promote over all else, **widespread devaluation of real experience** (of hatred and oppression) by our leaders of today **limits authenticity and effectiveness**.



## Our Promise: 'Training, Reimagined'

When I heard 'DE&I' my heart just sank. But actually, **you've stripped back all the labels and opinions** to make this about **science, people and outcomes**. You got everyone engaged, having fun, actively learning, covering new ground, discovering new things, forging closer relationships and, crucially, **seeing each other in a different light** – as people. **It's exciting** where we can take your model next.

Amit Sodha, *ActionCoach* (2022)

### World class employee education

Deilight's unique approach blends **theory, debate, multimedia, Q&A (w. subject matter experts) and trial & error** – all the key ways different beings learn and grow.

Our stunning, immersive and interactive course content fuses **science, history, philosophy, law, equity, financial return, art and love**. Not criticism, bias, judgments, tokenism or negativity.

For clients and contracts – large or small – we consistently exceed expectations and delight students, whilst helping both safely and profitably accelerate through the headwinds of change towards sweet success. Consultants?! No, we're Humanists.



### We promise...

To only craft stand-out training that meaningfully delivers measurably more engaged teams who out-perform commercially. And welcoming workplaces that attract unusual people with creative ideas, different perspectives and rare skills. Such dynamic uniqueness unlocks the full potential of any firm, turbo charging the operating capacity of its workforce via a shared common identity, a tangible, clear, authentic purpose, plus a collective sense of belonging.

### Our uniquely engaging format is a formula like no other

Whether a one-off workshop or long-term curriculum, we consistently deliver:

- **Authentic:** Like looking in a mirror, it's often hard to spot small incremental changes in ourself. Deilight's wisdom, confidence and command of Humanistic Psychology allows us to safely and effectively facilitate more open, productive conversations about complex human differences. That's whilst spotting and (crucially) helping clients with discrete, professional support for team members we identify to be struggling inside.
- **Actionable:** Pre- and post-course follow ups ensure learning always leads to action
- **Adaptable:** For business-to-business sales >£5,000, we tailor each delivery to client objectives, values, imagery and branding. Modular by design, our courses compliment each other thus can be structured into various combinations to suit our clients goals.
- **Unique:** Our delivery style combines Person-Centred therapy with Action Learning paradigms and Storytelling. A trinary system of impact never attempted.



# The **Deilightful** Group It's **Dei Time**. Simple

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Required potential provided by The Deilightful Group, which takes full accountability for the actions of its collective

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Report commissioned and issued by Deilight Consulting in response to an urgent distress call received from the Meritocratic Republic of Humanity. This includes all requisite scientific research, data analytics, cause and effect triangulation, authentication, true leadership, legal checks and change plan

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**Change.** It starts with us

**Strategic Progress Report 2024**