

Brain Capital: The New Investment Compass for Wealth Creation in the Algorithm Era

Reframing risk, resilience, and value around the human cognitive capacity that precedes every financial metric.



AGENDA

Brain Capital Reframes Wealth Around the Human Capacity to Create Value

Five steps from traditional economic measurement toward a brain-positive investment lens.

01

The Thesis

Why cognitive capacity, mental health, and emotional intelligence are becoming core economic assets.

02

The Eriol.AI Choice

Why Brain Capital is the platform's inaugural research lens.

03

The Economic Signal

The cost of cognitive decline and the opportunity in workforce wellbeing.

04

The Measurement Shift

From invisible human assets to brain capital indices.

05

The Investment Implication

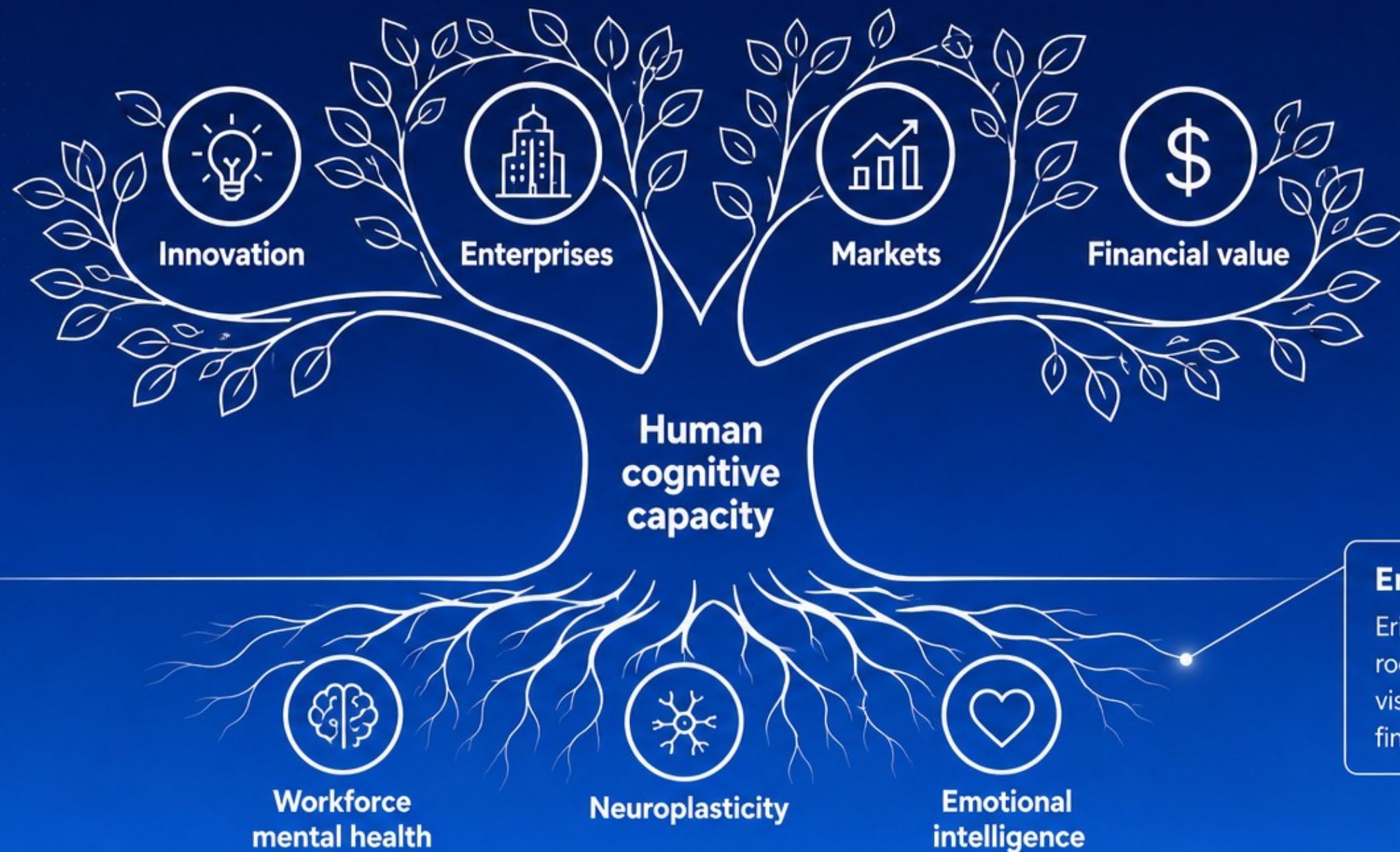
How investors and policymakers can direct capital toward brain-positive growth.

GDP Alone No Longer Captures Resilience in an Algorithmic Economy



Brain Capital expands the investment lens to include the human cognitive infrastructure that generates innovation, enterprise value, and sustainable growth.

Eriol.AI Begins With Brain Capital Because Human Cognition Precedes Every Financial Metric

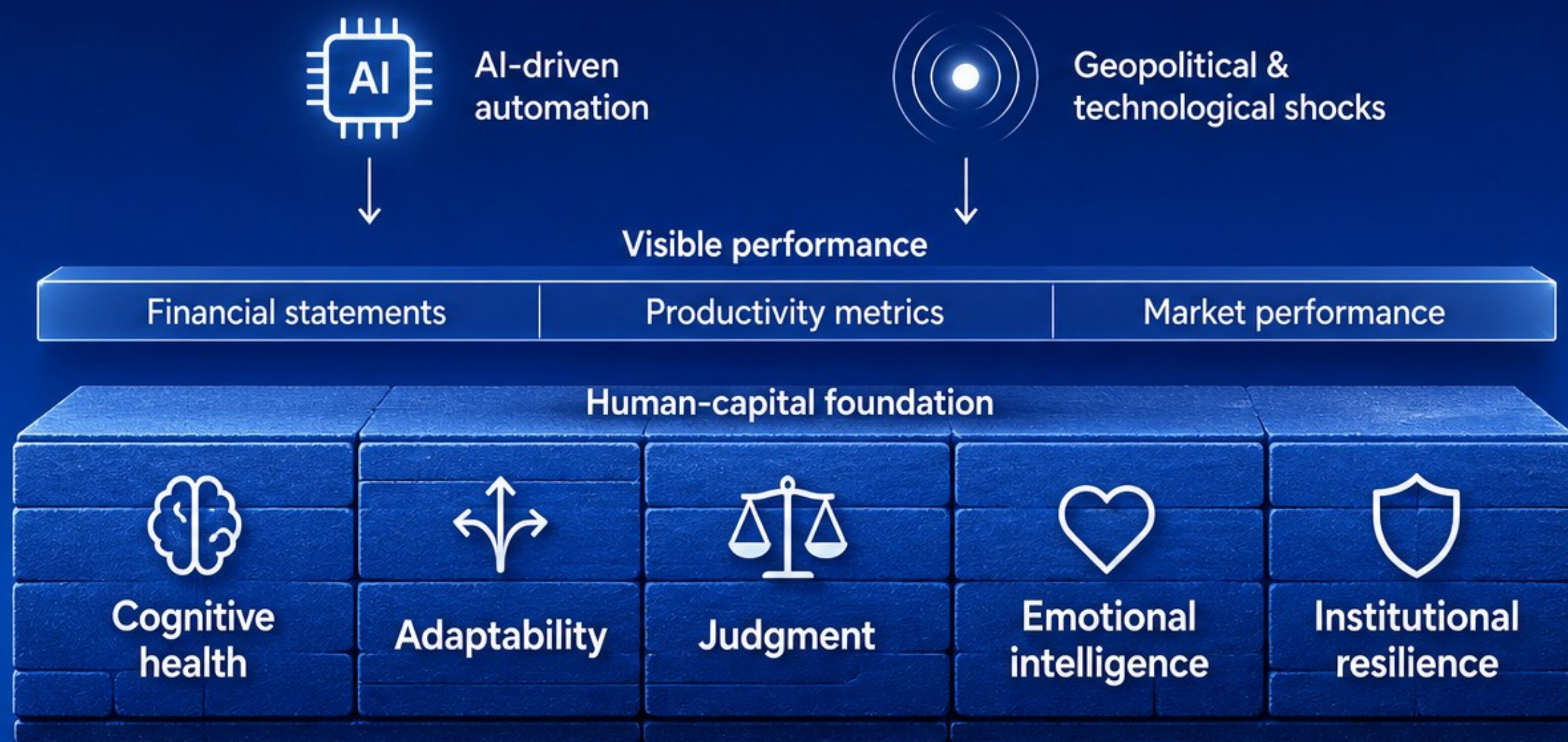


Eriol.AI Viewpoint

Eriol.AI's lens: from the invisible roots of value, upward to the visible results recorded in financial statements.

Workforce mental health, neuroplasticity, and emotional intelligence form the invisible infrastructure that precedes financial performance.

In the Age of AI, Human Cognitive Assets Become the Ultimate Sustainability Defense



A brain-positive investment lens detects structural weakness earlier than a review of financial statements alone.

Cognitive decline and institutional burnout erode the assets that sustain organizations.

Cognitive Decline Has Become a Trillion-Dollar Structural Risk

\$3.5T

**ANNUAL GLOBAL ECONOMIC LOSS,
MENTAL HEALTH & NEUROLOGICAL DISORDERS**

\$16T



Productivity erosion
lost output from
impaired cognition



Workforce participation
pressure on employment
and retention



Institutional resilience
weakened capacity
to absorb shocks



Market stability
volatility and
capital flight risk

If impaired brain health destroys economic value at this scale, what value could be preserved by strengthening brain capital proactively?

Investing in Brain Wellbeing Could Unlock Up to 12% More Global GDP

Reactive baseline

Constrained
economic platform



Burnout



Weak cognitive health



Insufficient
wellbeing investment



Workforce health &
brain wellbeing investment

a horizontal bar spanning the
middle connecting the two platforms

Proactive investment

+12%

more than **\$11.7T**
in global GDP opportunity

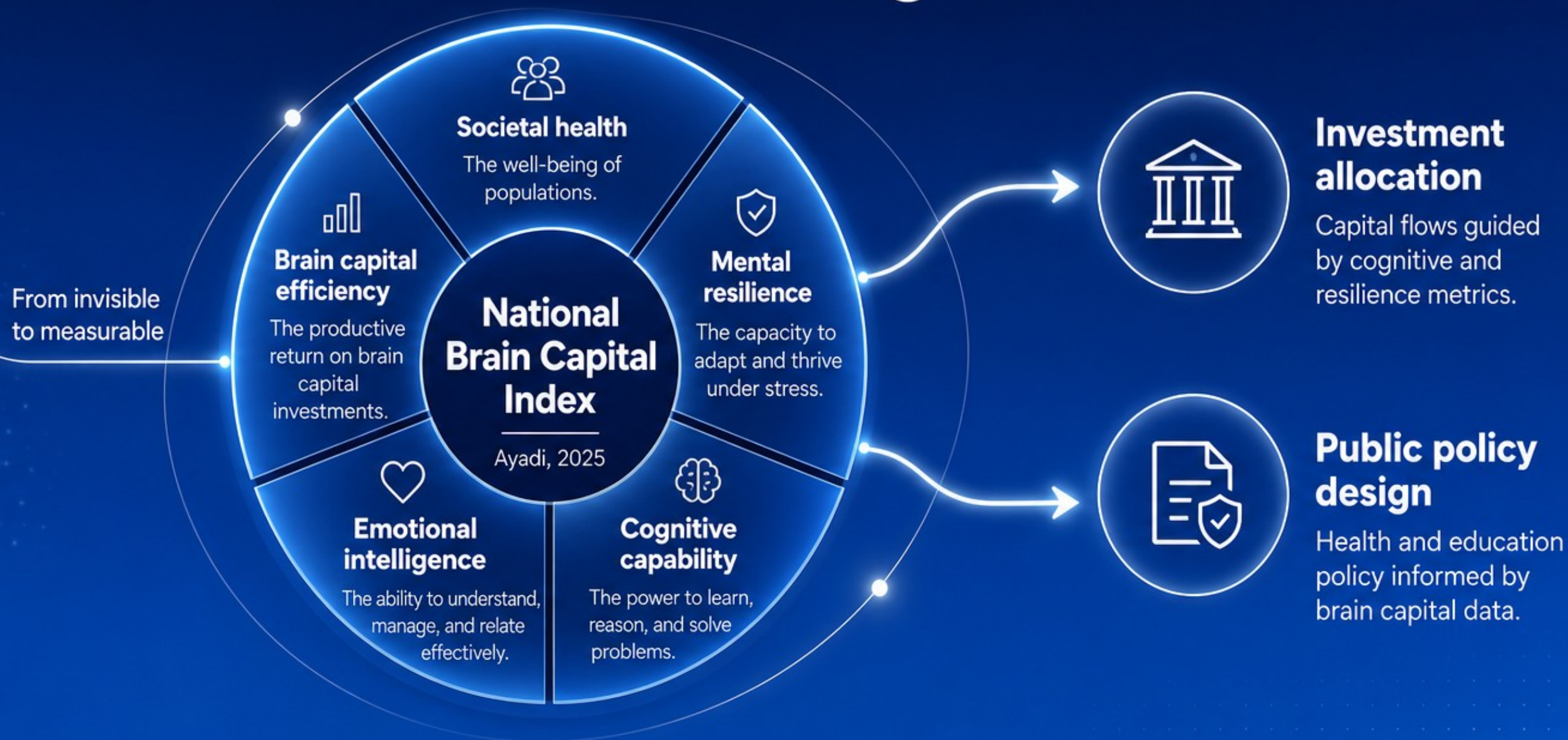
Expanded economic platform
rising into a luminous
GDP landscape



Brain health can
be treated as a cost
to be managed —
or as productive
infrastructure that
expands capability,
resilience, and growth
before value is lost.

The National Brain Capital Index Turns an Invisible Asset Into an Investment Signal

Previously invisible
human-capital landscape



When cognitive health, resilience, and brain capital efficiency become visible in the same strategic conversation as economic output, capital can be directed more effectively.

Leading Experts Converge on a Single Shift: Brain Health Is Strategic Infrastructure

Dr. Yusr Ayadi

EMEA — EURO-MEDITERRANEAN
ECONOMISTS ASSOCIATION

"Brain health is no longer just a cost item or a marginal clinical problem; it must be viewed as infrastructure, a strategic asset, and a growth driver." (Ayadi, 2025)

Maris Perez

BAKER INSTITUTE FOR PUBLIC POLICY

"We urgently need to adopt a 'brain investment lens' placed over the global finance structure to direct capital flows toward brain-positive investments." (Perez, 2024)

BRAIN CAPITAL AS STRATEGIC INFRASTRUCTURE

Steve Carnevali

WORLD ECONOMIC FORUM

"When we can measure things that were previously unmeasurable — brain capital efficiency and neuroplasticity — we translate them directly into a real financial growth story, and only then do capital and markets follow." (Carnevali, 2025)

George Vradenburg

DAVOS ALZHEIMER'S COLLABORATIVE

"Recognizing the importance of brain capital has become vital in the era of accelerating AI to ensure humans can keep pace with change rather than being marginalized." (Vradenburg, 2024)

The Brain Investment Lens Redirects Capital From Reactive Costs Toward Future Capability



Ignoring Brain Capital Is a Direct Erosion of the Assets That Sustain Growth

Without brain-capital investment



Cognitive health erodes



Workforce resilience declines



Knowledge economy loses foundation

With brain-capital investment



Neurological efficiency preserved



Emotional intelligence strengthened



Mental resilience compounds

Sustainable wealth creation begins with the cognitive and psychological capabilities of the people who create value.



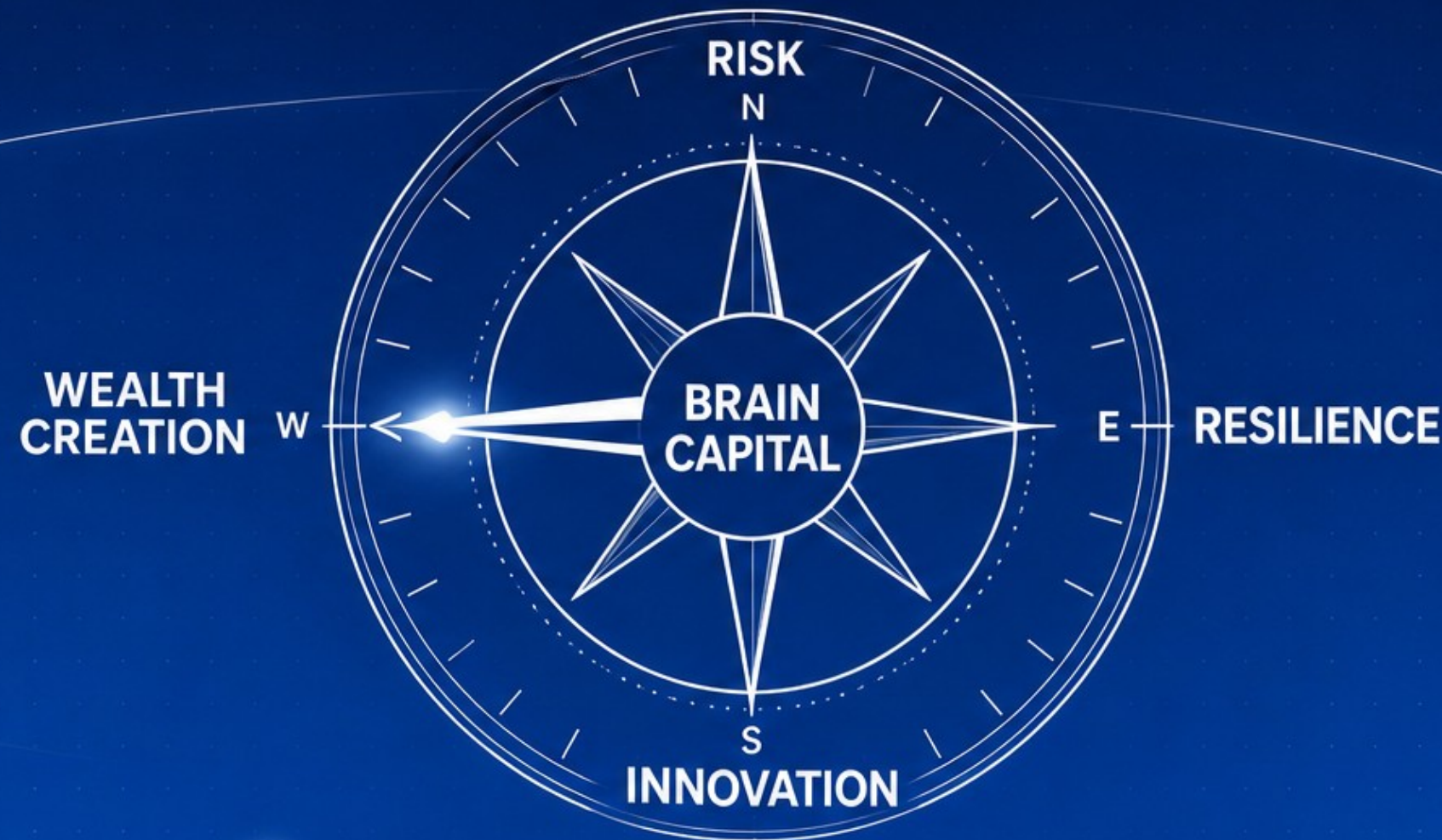
Direct erosion of capital assets



Primary line of defense for sustainable growth

Eriol.AI's First Research Begins Where Sustainable Wealth Actually Begins

- **Outcomes:** stronger institutions, resilient markets, responsible AI, sustainable wealth.



Brain Capital is the new investment compass for the algorithm era: measure the human cognitive and psychological infrastructure beneath economic performance, recognize its role in creating value, and direct capital toward strengthening it.

- **Foundation:** human cognitive capacity, mental health, neuroplasticity, emotional intelligence, resilience.