

From: Jean-Francois Gariépy [REDACTED]

To: "jeffrey E." <jeevacation@gmail.com>

Subject: Re: NEURO.tv, Book editing and The Moral Signal

Date: Fri, 10 Oct 2014 17:57:56 +0000

Thanks for the quick response, I'll need 2 days to generate and package what we have up to now, talk to you then!

On Friday, October 10, 2014, jeffrey E. <jeevacation@gmail.com> wrote:
please send me some examples of the show and a trailer

On Fri, Oct 10, 2014 at 12:27 PM, Jean-Francois Gariépy [REDACTED] wrote:
Dear Mr. Epstein,

Things are going well at NEURO.tv and we are now finalizing the publication of the already-filmed episodes up to January when Season 2 will begin. Among the big news, two of our guests of this year, Edvard and May-Britt Moser, have been awarded the Nobel Prize in Medicine last week for their discovery of grid cells in the hippocampus. On my side, I have been included in the Top 100 listing of public science educators on social media by the journal Science. VelaSusan Park, our new vice-president and host for Season 2, will be sending you a complete report of our first year's activities.

Today, I am writing to you for a separate subject matter. I am planning to launch a company in book editing which will be the first of its kind, using high-quality movie trailers of the style that is only known in Hollywood, to promote books about science or inspired by science (including realistic science fiction). My plan is to establish a system that, unlike the traditional publishing industry, allows writers to gain decent royalties on their book, by selecting the best authors and letting them handle most of the process of revisions up to publication. My first non-fiction book, The Moral Signal, will be the pillar allowing me to obtain an initial stream of income, and a series of fiction books written by myself will then extend the concepts presented in the first book. On a horizon of 10 years, I believe there will be interest in transforming the book series into a movie, because it explores subjects that will be readily understandable by the general public and that have important implications for modern human decision-making.

The Moral Signal explores the phenomenon of phenotypic revolutions, a special type of inversion of the life cycle of an organism, that, as far as we know, happened only once on Earth, 3.6 billion years ago, an event which led to the appearance of DNA from a previous life form referred to as the RNA life form. The book explores the theory behind these events and pulls relevant conclusions that apply to our understanding of embedded replicator systems (including, for instance, memes which are believed to be units of culture that replicate from brain to brain in human societies). The first chapters have now been reviewed by leading experts in the fields of chemistry, quantum physics, neuroscience and evolutionary biology, including the father of the most recent and widely adhered-to version of the RNA-world theory. The comments are very positive and people are amazed at how important my conclusions are for enlightening us on the interaction between the genes and their phenotype (the ensemble of stuff that genes produce). The comments coming from general public readers is that the book is highly moving and very understandable.

The book is also being reviewed by multiple copy-editors to embellish and enrich the language. I believe it has a potential for selling up to a million copies in the upcoming two decades, and that the fiction series has an even greater potential.

I would like to know if you would be interested in contributing an initial investment in the company. My goal here is different from our previous interaction with NEURO.tv – my aim is that you would obtain a return on investment many folds above the initial amount committed. Having access to some resources,

including potentially one part-time employee for marketing, will allow me to fully concentrate on finalizing the writing, and my goal is that this will result in a very unique book that will capture people's imagination for the decades to come. The income generated by the book will then allow me to concentrate on finding new talents to expand the catalog of books being offered.

If you are interested, there are many ways in which you could contribute. This could take the form of owning parts of the company, or parts of the book's royalties, which will be big since the book will be sold with the royalty levels of a self-published book.

Let me know if any of this is of interest to you and I can then send you a detailed document describing my business plan, and a list of the opportunities we could agree on, as well as a draft of some chapters of the book.

Best regards,

Jean-François Gariépy
Postdoctoral Researcher
Duke Institute for Brain Sciences
Duke University

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please note

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