

From: Barnaby Marsh <[REDACTED]>

To: Deepak Chopra <[REDACTED]>

Cc: Jeff Epstein <jeevacation@gmail.com>

Subject: Re: Chopra Challenge

Date: Fri, 12 Aug 2016 01:03:36 +0000

Attachments: Chopra_Challenge.docx

I made a few edits (attached), and more work would be needed to identify possible judges, find publication outlets, etc

On Thu, Aug 11, 2016 at 8:37 PM, Deepak Chopra <[REDACTED]> wrote:

Can you do a draft ?

[REDACTED]
Carlsbad, CA 92009

[The Chopra Foundation](#)



[*Super Genes: Unlock the Astonishing Power of Your DNA for Optimum Health and Wellbeing*](#)

From: Barnaby Marsh <[REDACTED]>

Sent: Thursday, August 11, 2016 8:29:58 PM

To: Deepak Chopra

Cc: Jeff Epstein

Subject: Re: Chopra Challenge

My quick reactions:

- 1) Eliminate the word "holistic" here
- 2) Criteria for winning need to be tightened; "best" needs to be clarified more
- 3) 3 prizes, at \$1,000, \$2,000, and \$5,000.
- 4) Needs sample list of judges (at least 3, not more than 6)
- 5) Submissions in essay form, can be used for publication, debates, etc.
- 6) Who announces the prizes? Where? In person, or over what media?
- 7) Who are the key media people to interview winners?

On Thu, Aug 11, 2016 at 5:16 PM, Deepak Chopra <[REDACTED]> wrote:

I landed in San Diego a couple hours ago and did a first draft on your suggestion Jeff !

The challenge should come from someone other than me . A non profit I think . Please read revise/ edit and let me know your thoughts . Again thanks for this brilliant idea.