



THE ECONOMIC CASE

Human friction is already in the P&L.

People arrive carrying a human state. The environment acts back. What moves through that loop shapes behavior, execution and financial outcomes.

These costs are rarely one budget line. They are fragmented across functions, normalized into operating plans and absorbed in earnings.

THE HUMAN-STATE ECONOMIC LOOP



MindGlitter creates an earlier intervention point inside the loop - supporting individual agency while helping organizations see where conditions may need attention.

WHERE THE LEAKAGE HIDES

- **Labor.** absence, presenteeism, overtime, preventable errors and inconsistent execution.
- **Talent.** regrettable turnover, recruiting, onboarding and lost training investment.
- **Risk.** claims, safety exposure, conflict escalation and service recovery.
- **Revenue.** conversion friction, customer inconsistency, weakened loyalty and retention.
- **Capacity.** manager and leadership time redirected from growth to repeated firefighting.

THE INVESTMENT THESIS

MindGlitter is a margin-protection and cost-avoidance strategy delivered through brief, contextual interventions. The economic case is not a promise to eliminate burnout; it is the opportunity to interrupt preventable friction before it compounds.

THE OPERATIONAL LEVER

CONTEXT

TRANSITION

MINDGLITTER

CHOICE

A permissioned signal identifies a consequential transition. A MindGlitter moment offers relevant support. The individual chooses whether and how to engage.

WHAT THE ENTERPRISE LICENSES

- **Methodology.** maps consequential transitions and intervention opportunities.
- **Context intelligence.** selects relevant moments by environment, time, workflow and permissioned preference.
- **Delivery architecture.** works across mobile, events, physical portals and enterprise surfaces.
- **Measurement framework.** tests aggregate engagement and business hypotheses without exposing private reflection.

C-SUITE PROOF DISCIPLINE

- Select a transition with a visible operating consequence.
- Establish a baseline and cost or performance proxy.
- Pilot with voluntary use and explicit privacy boundaries.
- Compare leading signals with lagging outcomes.
- Expand only where evidence supports value.

OUTCOMES TO TEST

Absenteeism, turnover, safety or error patterns, customer experience, conversion, retention, training transfer, AI adoption and leadership effectiveness. Outcomes remain hypotheses until validated in context.

TRUST + OWNERSHIP

No individual emotional scoring or employer access to private reflections. Leaders see aggregate patterns, not private content. MindGlitter retains its IP, technology, methodology, content, brand and roadmap.

Where is preventable human friction already eroding value - and what would it be worth to interrupt the loop earlier?

