

Greetings,

My name is Ryan Merlin and I am a doctoral student at Claremont Graduate University in Southern California and researcher of the [Center for Neuroeconomics Studies](#). My research team and I are doing a leading-edge neuroscience study of entrepreneurs and another participant in the study has referred you as a prime candidate to participate in this research. We are studying the rare individuals like you who produce tangible innovations and establish new businesses. The study is fairly easy and is on the leading edge of science, biology, psychology, and human achievement. I really hope you are willing to spend a few minutes to contribute.

This study is funded by the [Kauffman Foundation for Entrepreneurship](#) .

There are two parts to this study:

1. A brief 15-20 minute survey designed to collect information pertaining to your personality type, beliefs, personal outlook, style of social interaction, and level of success; and
2. A collection of some of your saliva to look for several gene variants we think might be related to entrepreneurship (collection container provided with return postage pre-paid).

Both parts of the study are completely confidential. There will be no way for me or my team to connect your answers or gene variants to your name or other personal information. You will be assigned a random code for your data and a secure website to answer the survey.

Requirements to participate in the study:

1. Must be an entrepreneur or have produced tangible innovations (patents, new business models, founding multiple companies).
2. If you know anyone who fits the description, please invite them to contribute to the study as well.

How to participate:

1. Visit <http://entrepreneur neuroscience.org> and enter the password, "cns". This will lead them to a secure website with a consent form.
2. Or contact Ryan at merlin@neuroeconomicstudies.org

Top 3 things we love about our research study!

1. Participants are asked to send a saliva sample so that we can search for genes associated with human innovation.
2. If interested, entrepreneurs can request to receive information on their own 5 gene variants we are studying.
3. Participant identity will remain anonymous and confidential and no genes we are studying are associated with disease.

This study was approved by the Institutional Review Board at Claremont Graduate University. You will be asked to provide written informed consent before we can enroll you in the study. There is no compensation, but if you would like to receive a copy of your gene variants or get a report on what we find overall (available in about one year), please include your email address in the online survey and we will send you the findings. We hope that this study will further the understanding of how entrepreneurs drive innovation, where they come from, and what factors make them successful.

Our research team would be thrilled if you would be willing to help refer entrepreneurs to the study, ultimately advancing our knowledge of such important people in the success of our society.

Many thanks,

Ryan Merlin - merlin@neuroeconomicstudies.org

Paul J. Zak Ph.D. - paul@neuroeconomicstudies.org