

# Genes & Entrepreneurs

## INFORMATION SHEET

Center for  
Neuroeconomics  
Studies



**You** are being asked to participate in this leading edge research project because you are an entrepreneur. This study is part of our doctoral research and we would be honored to have your input and participation.

### What?

This study is looking at the brain basis for human innovation, by way of genetics and personality factors. Your contribution will potentially help to allow identification of future innovators and influence further efforts to foster the capabilities of these individuals.

### How?

Participation is simple and involves completion of a short survey and providing a saliva sample (for genetic testing), requiring only about 15-25 minutes. While there is no "compensation" for your contribution, you will have the option to receive a copy of your personal genome of the factors we are analyzing upon completion of the study.

### What If...?

There are no risks to you as a participant as your identity and privacy is a top priority and will be kept strictly confidential and not revealed to the researchers or made public in any way. All data will be stored using an identity masking code randomly assigned to your response. Genetic testing is easy and only involves a non-invasive saliva sample. Testing only involves genes related to decision making and are unrelated to any known diseases.

If you have any questions or if you would like additional information about this research, please contact us at (909) 607-0030 or email us at [ryan@neuroeconomicstudies.org](mailto:ryan@neuroeconomicstudies.org) or [amos@neuroeconomicstudies.org](mailto:amos@neuroeconomicstudies.org).

Thank you for contributing to our leading edge study,

**Amos & Ryan**



**CLICK HERE**  
to participate   
(Password: CNS)

This study has been approved by the CGU Institutional Review Board and is funded by the Kauffman Foundation