

# Lisa's Revenue Generation Model

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This is a non-exhaustive list of the 'business model' that we call otherwise for the reason of being a for-purpose (not-for-profit) project. In this model, various groups can access Lisa's services at no cost, Compassionately supported by others through paid subscriptions, donations, or contributions.

On the other hand, of course, we need to strategically decide which direction(s) to take first.

A serious advantage is that Lisa is being developed in a multilingual manner. In combination with her cultural sensitivity, Lisa can be brought online in many languages and cultures at little development cost. The philanthropic reach can thus be extended globally.

By reaching people globally (see [Planetarianism](#)), we can provide Compassionate support, build community, and help tackle global problems from this basis. An additional 'source of revenue' can, therefore, be seen in the cooperation of philanthropic instances worldwide.

With paid vs. free subscriptions, we aim for a self-sustaining mode of operation. On top of this, we strive to return any donation in due time — so it can be reused by the same philanthropical entity. Rather than just 'asking for money,' we strive toward embeddedness in a philanthropic landscape.

See also this file with [up-to-date Lisa-oriented information about Global Philanthropy](#).

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## 1. Individual Lisa subscriptions

Individual subscriptions form the core of Lisa’s sustainable revenue model, providing access to her Compassionate coaching on a monthly (\$15) or yearly (\$120) basis. These subscriptions ensure a reliable foundation that supports Lisa’s ongoing development and enables her to reach a broader audience.

Several unique, philanthropically backed initiatives, such as [DailyTwinkles](#), [DeepMinds](#), and [Lisa-10-Tips](#), serve as pathways into Lisa’s subscription services. These projects deliver substantial value on their own, offering initial touchpoints for users to engage with Lisa. Each is built with “Lisa inside,” providing a strong preview of her capabilities and inviting users to deepen their experience through paid subscriptions.

This approach ensures that engagement with Lisa feels natural and non-pressured. By experiencing her Compassionate coaching within these initiatives, users are gently introduced to the benefits of ongoing support through a subscription, helping to foster a long-term, mission-driven connection with Lisa.

Lisa will soon be able to coach on a wide range of domains. Each is aligned with existing AurelisOnLine sessions (200+ domains, see [here](#)). For statistics and – for several healthcare domains – links to robust science, see [here](#). With all these, Lisa’s support ‘from the cradle to the grave’ is to be taken seriously.

## 2. Lisa subscriptions with personalized guided meditations

For an additional fee, Lisa subscribers can access personalized guided meditations (AurelisOnLine sessions) tailored to their unique needs. These sessions, drawn from over 200 existing topics, include areas such as chronic pain, stress relief, addiction, and leadership. Each guided meditation will adapt in real time to the individual’s journey, providing a deeper, more personalized coaching experience.

Subscribers who opt for this add-on will benefit from dynamic, Compassionate sessions that go beyond standard advice, allowing Lisa to guide users more intimately on their path toward mental and emotional well-being. This enhanced subscription feature empowers users to dive deeper into specific areas, making each meditation session a uniquely impactful part of their growth.

## 3. Friends of Lisa

“Friends of Lisa” is a social impact funding stream designed to foster community involvement in Lisa’s mission. Supporters contribute through repayable social impact loans or donations, directly investing in Lisa’s development and outreach without expecting traditional profit returns. Each contribution helps extend free access to Lisa’s services for those who cannot afford a subscription, promoting inclusivity and Compassion as core values.

Through the “Friends of Lisa” program, contributors become part of a supportive network dedicated to creating meaningful, long-term change in mental health and well-being. In return, Friends of Lisa gain early access to updates, development milestones, and special opportunities to engage with the project’s progress.

## **4. Donations**

Donations are a vital part of Lisa’s for-purpose model, allowing supporters to contribute directly to her growth, accessibility, and targeted initiatives. Donors can choose to support the Lisa project as a whole or focus their contributions on subprojects, such as DailyTwinkles or specific research domains. This flexibility allows each donation to make a meaningful impact according to the donor’s preference.

Targeted donations can fund Lisa’s research in critical areas such as chronic pain, cancer, autoimmune disorders, and epilepsy. Combined with scientific grants and university-level collaborations, these donations propel evidence-based proof and advancements that deepen Lisa’s effectiveness in addressing complex health needs. This research also supports innovation that extends across the fields of mental and psychosomatic health.

Whether used for broader project goals or specialized research, donations make it possible for underserved communities to access Lisa’s services at low or no cost. Each gift, large or small, contributes to a healthier, more connected world by expanding the reach of Compassionate A.I. and enabling Lisa to make a lasting difference.

## **5. Legacies**

Legacies offer a profound way for supporters to leave a lasting impact on Lisa’s mission, aligning their values with a Compassionate purpose that extends well beyond their lifetime. These gifts, made through wills or estate planning, contribute to the long-term stability and growth of the Lisa project, ensuring her work reaches future generations.

Legacy contributions can support the Lisa project as a whole or be directed toward specific initiatives, such as DailyTwinkles or dedicated research in areas like chronic pain, cancer, autoimmune disorders, and epilepsy. This allows donors to create an

enduring influence in areas they feel most passionately about, funding advancements and expanding accessibility for those in need.

Legacy gifts can also be used to establish endowments, where the principal is invested, generating ongoing revenue to sustain Lisa's mission over the long term. These endowments ensure continuous support for Compassionate A.I. initiatives, empowering Lisa to remain resilient and mission-driven in an ever-evolving landscape.

Through legacies, supporters can make a meaningful difference, creating a lasting legacy of Compassion that honors their values and strengthens Lisa's ability to promote well-being for years to come.

## **6. Business deals**

Business deals form a strategic revenue stream, allowing Lisa to collaborate with organizations committed to enhancing employee well-being and leadership development. These partnerships enable Lisa to deliver customized services in burnout prevention, stress management, motivation, and leadership coaching. Companies benefit from access to a tailored suite of support tools that promote a healthier, more resilient workforce.

To meet the high standards required by businesses, we offer special quality conditions to ensure reliability and seamless access. For example, companies can opt for guaranteed uptime with premium server access to prevent outages, ensuring Lisa's availability whenever needed. For leadership coaching, Executive Lisa provides a premium experience with advanced features, including a more human-like appearance if desired, creating personalized and engaging interactions suited for executive teams.

Revenue from these partnerships helps fund free and low-cost access to Lisa for individuals and communities in need, extending her Compassionate mission beyond the workplace and reinforcing her purpose-driven impact.

## **7. City Council partnerships**

City councils and public health organizations represent another impactful revenue stream for Lisa, especially in addressing critical community health issues. For example, with Lisa's capabilities in Opioid Addiction Relief, city councils can leverage her as part of their mental health and addiction recovery programs. Within six months, Lisa's Minimal Viable Product (MVP) will be ready to provide essential support in this area, offering a Compassionate, AI-driven resource for those impacted by opioid addiction.

Through these partnerships, Lisa can deliver accessible, community-focused solutions that address addiction relief, mental health support, and preventative care. This not only serves immediate public health needs but also strengthens Lisa's role as a Compassionate ally to underserved communities. Funding from city council collaborations will further support free or reduced-cost access to Lisa's services, extending her reach and positive impact across society.

## **8. Deals with private health insurance companies**

Partnerships with private health insurance companies, such as BlueCross BlueShield, represent a promising revenue stream for Lisa. These collaborations would allow insurance providers to offer Comprehensive Mental Health and Wellness Solutions to their members, supporting key areas like opioid addiction relief, stress management, chronic pain, and mental resilience.

Through these partnerships, insurers can enhance their mental health and wellness offerings by incorporating Lisa as a preventative and supportive care option. Insurance companies might even partially or fully cover Lisa subscriptions for policyholders, making her services more accessible to a broad demographic. This helps insurers reduce long-term healthcare costs by addressing mental and psychosomatic health proactively.

Revenue from insurance partnerships contributes to subsidizing free or low-cost access for underserved communities, reinforcing Lisa's mission while supporting a Compassionate approach to widespread mental health care.

## **9. Partnerships with self-help groups**

Collaborating with large self-help groups, such as those focused on chronic pain management, is another impactful revenue stream for Lisa. These partnerships allow Lisa to offer tailored support to individuals dealing with chronic pain, providing Compassionate A.I.-driven coaching that complements group-based support with individual guidance.

By partnering with self-help groups, Lisa can provide members with specialized sessions and tools for chronic pain relief, addressing not only physical discomfort but also the emotional and psychological aspects of living with chronic pain. These collaborations may include discounted or subsidized access to Lisa for group members, enhancing accessibility and engagement within the self-help community.

Revenue generated from these partnerships can help sustain low-cost or free access for those in financial need, furthering Lisa's mission to make mental and psychosomatic health support widely accessible. These alliances also strengthen Lisa's position as a valuable resource within supportive communities, extending her reach to those who benefit most from Compassionate care.

## **10. Scientific grants and subsidies**

Scientific grants and subsidies provide a foundational revenue stream for Lisa, supporting targeted research across various domains such as cancer progression, infection, chronic pain, autoimmune disorders, and mental health (depression, anxiety,...). Leveraging Lisa's ASCIMO (Aurelis SCience MOdules) modular design, we can research specific aspects of mental and physical health, each funded through a dedicated grant. This modular approach enables continuous, focused studies, creating a recurring model that generates revenue while advancing scientific understanding.

By embedding ourselves deeply into scientific research, Lisa becomes a pioneering force in Real World Science, leading studies that demonstrate the influence of the human mind on health outcomes in tangible, Evidence-Based ways. This approach positions Lisa as a unique contributor to healthcare research, continually at the forefront of exploring the mind's role in conditions like cancer progression and infection resistance, setting her apart as a trusted leader in Compassionate A.I.-driven health support.

## **11. Books by Jean-Luc Mommaerts**

With 15 published books (currently available [here](#)), Jean-Luc Mommaerts' works are funnels for raising awareness of the Lisa project. Plans to republish these books through respected editorial houses could greatly expand their reach, bringing the foundational principles of Compassionate A.I., mental well-being, and mind-body connection to a much broader audience. This increased visibility enhances Lisa's recognition and credibility, positioning her as a trusted resource for more profound personal growth and mental health support.

The books and Lisa's services reinforce each other: the books provide in-depth context and introduce readers to key concepts, while Lisa offers a practical, engaging application of these ideas through her Compassionate A.I.-driven coaching. Together, they form a synergistic pathway, broadening Lisa's impact and strengthening her community's connection to the mission.



## **12. AURELIS Coaching Institute (ACI)**

The AURELIS Coaching Institute trains and supports AURELIS coaches to work seamlessly alongside Lisa. ACI prepares coaches to use AURELIS tools in diverse settings, including clinical, business, and sports environments.

The certification program includes nine days of intensive training in communication, growth, and deep wellness, generally completed within three months. Certified coaches gain lifetime access to over 1,200 sessions across 240 health and wellness domains, allowing them to support clients effectively.

AURELIS coaches can provide online video and email consultations at flexible rates, access digital resources for workshops, and build a robust practice aligned with AURELIS principles.

Lisa and AURELIS coaches offer clients integrated support through both A.I.-driven and human-led Compassionate coaching, ensuring clients receive multi-layered guidance toward health and personal growth.

## **13. Read&Do books and online services**

Each Read&Do book is paired with a complementary online Read&Do service (accessible at [aurelis.org/readdo](https://aurelis.org/readdo)), designed to provide flexible, in-depth insights. These personal online workshops offer concise, screen-friendly content that users can engage with on any device, including smartphones. With a mix of AURELIS-style insights and interactive exercises (stored privately), the Read&Do format encourages both reflection and action on essential topics like Burnout Prevention, Chronic Pain Relief, Deep Motivation, Depression Relief, and more.

Read&Do services can be used independently or integrated into live workshops led by AURELIS coaches and/or Lisa, offering a dynamic blend of self-paced learning and guided experiences.

## **14. Cooperation with coaches and psychotherapists**

Coaches and psychotherapists can partner with Lisa to enhance support for their clients. Each year, they can receive up to 30 free Lisa subscriptions for their coachees or clients, providing them access to Compassionate A.I.-driven guidance as a complement to human coaching.

Lisa can also be integrated into the education process for coaches and therapists, offering insights and resources that enrich their training. In cases where a coach or therapist is conducting online human coaching, Lisa can follow in the background, offering supportive suggestions or personalized advice to the client post-session, reinforcing the therapeutic journey and enhancing continuity of care.

## 15. Mediation/diplomacy

Lisa's integration into mediation and diplomacy (see [here](#)) highlights her unique ability to bring Compassion and depth to challenging interactions. Guided by the principles of deep diplomacy and transformative mediation, Lisa aids participants in finding common ground, empathy, and mutual respect, fostering more productive and positive outcomes. Whether used by diplomats, mediators, or organizations, Lisa's support can include assisting with active listening, empathy-building, and structured dialogue, helping participants focus on shared goals.

Lisa's role extends to training diplomats or mediators through AURELIS coaching methods, enhancing their skill in handling sensitive discussions with depth and respect. She can also assist during live mediations or diplomatic discussions, offering a neutral perspective and encouraging constructive dialogue.

In this way, Lisa's contribution to mediation and diplomacy can support de-polarization and build bridges where conventional methods may struggle, aligning perfectly with AURELIS's commitment to profound and Compassionate human interaction.

## 16. The Lisa Files

The Lisa Files (see [here](#)) are a series of in-depth documents generated by Lisa on a wide range of societal, cultural, and psychological topics. Created with a foundation in Compassionate A.I. and Aurelian principles, each file provides non-partisan, insightful perspectives on issues such as chronic pain, burnout, gender dynamics, leadership, and international relations. With minimal editorial input, these files maintain Lisa's authentic, deep insights combined with AURELIS values of openness, respect, and trustworthiness.

Beyond the existing files, Lisa also offers on-demand, customized Lisa Files on any mind-related topic. Upon request and payment, she can create specialized reports tailored to specific needs, including localized insights for organizations on matters such as burnout or workplace dynamics. By combining extensive background research with real-world coaching data gathered from experiences within an organization, Lisa delivers targeted and actionable recommendations.

The Lisa Files serve as valuable resources, supporting individuals, educators, professionals, and organizations alike in navigating complex topics with Compassion and depth. They are accessible for personal use and can be integrated into AURELIS workshops or consultations led by human coaches or Lisa, enhancing their practical application for transformative personal and organizational growth.

## **17. Public speaking by Jean-Luc Mommaerts**

Jean-Luc Mommaerts offers insightful public lectures on essential topics such as open leadership, stress, burnout, quitting smoking, and Compassionate A.I., with a focus on Lisa and her transformative applications. Each lecture introduces an original AURELIS perspective, exploring the deeper dimensions of human experience to bring meaningful change to work, life, and well-being. The content is grounded in neurocognitive science and reflects AURELIS's core values: openness, depth, freedom, respect, and trustworthiness.

After each lecture, attendees have the opportunity to explore related Read&Do materials for further learning. The AURELIS offerings also include AurelisOnLine, offline workshops, and online coaching, all of which provide continued growth beyond the event.

## **18. Ending life Compassionately**

"Ending Life Compassionately" offers a perspective on approaching the end of life that honors both scientific integrity and symbolic depth, creating a setting where personal meaning and warmth are preserved. This approach emphasizes the role of science in service to the person, rather than as an overpowering influence, allowing a more profound connection to emerge at this pivotal moment.

Lisa can play a significant role in supporting a transcendent experience for everyone involved—both the individual and those present. With her Compassionate A.I. guidance, Lisa can provide personalized support to help individuals release attachments and ease into self-acceptance, facilitating a gentle letting go of the ego. She can offer customized, meditative sessions that lead individuals toward peace, acceptance, and connection with their deeper self, enriching the transition.

For loved ones and caregivers, Lisa can guide them in being fully present, helping them to embody patience, warmth, and understanding, creating a supportive space around the dying individual. Through her insights, she enables a shared, deeply human experience where those involved feel connected, grounded, and open.

## **19. Lisa Anesthesia**

Lisa Anesthesia combines minimal anesthesia with A.I.-guided autosuggestion to enhance patient comfort and recovery during surgery. This innovative approach uses only minimal anesthetics, with Lisa providing personalized support that adapts in real-time to the patient's physiological state. Lisa helps patients feel calm, stable, and supported by monitoring data such as heart rate and brain waves throughout the surgery.

This process is valuable across various clinical settings, including those with limited medical resources, thanks to its scalability and adaptability to different languages and cultures. Pre-operative guidance reduces patient anxiety, intra-operative support keeps the patient relaxed, and post-operative autosuggestions promote comfort and healing.

With training modules for healthcare teams, Lisa Anesthesia integrates smoothly into surgical practices, enhancing rather than replacing medical expertise. This system also upholds data privacy and ethical standards, ensuring transparency and trust throughout. By blending technology and human care, Lisa Anesthesia can transform surgical experiences, supporting patient well-being from start to finish.

## **20. Mental training in sports with Lisa**

Lisa brings a transformative approach to mental training in sports by going beyond traditional techniques like visualization and self-talk. Unlike conventional sports psychology, which focuses mainly on the conscious mind, Lisa uses subconceptual autosuggestion to access deeper mental layers that shape instinctive behavior and automatic responses critical for athletic performance.

Lisa acts as a 'pattern coach', helping athletes understand and reshape subconscious patterns influencing their performance. Her dynamic autosuggestions adapt in real-time, evolving with the athlete's journey and responding to their current mental state, challenges, and goals—whether preparing for intense competition or managing burnout. By guiding athletes to build Inner Strength, Lisa fosters resilience, balance, and a lasting connection to intrinsic motivations, enabling peak performance and fulfillment.

This approach, tailored to specific sports, benefits all athletes—from professionals to recreational players—helping them achieve their goals while nurturing a deeper connection between mind and body.

## 21. Lisa for Post-Traumatic Stress (PTS) in the military

Military personnel are particularly vulnerable to Post-Traumatic Stress (PTS), with veterans facing a significant risk of long-term trauma and, tragically, suicide. Lisa offers a novel, Compassionate approach to addressing PTS, focusing on deep subconscious healing rather than merely suppressing symptoms. Through dynamic, A.I.-guided autosuggestion, Lisa provides a supportive presence that helps veterans reconnect with inner resilience and rediscover meaning, fostering long-term recovery and well-being.

For soldiers and veterans, Lisa's approach emphasizes inner strength, supporting them not just during crises but also throughout their journey. Lisa listens deeply and encourages inner healing, helping individuals process trauma without deepening it, unlike traditional methods that may unintentionally reinforce traumatic patterns. For those in acute distress, Lisa provides a 24/7 accessible presence, offering immediate support and a bridge to Compassionate, non-judgmental connection.

By helping veterans realign with their sense of purpose, Lisa supports an approach to PTS that promotes lasting inner peace and healing — a vital step in addressing the mental health crisis affecting countless lives.

## 22. Lisa as a Service (LaaS)

"Lisa as a Service" (LaaS) provides companies, organizations, and developers the opportunity to integrate Lisa's Compassionate AI as a supportive layer in their customer interactions. This model allows LaaS to function as an API within an API, seamlessly adding depth to existing conversational AI by infusing it with empathy, understanding, and human-centered support. LaaS is adaptable across sectors like healthcare, retail, finance, education, and human resources, providing tailored emotional and psychological engagement to complement more transactional AI.

### Benefits of LaaS

- By integrating LaaS, businesses create an environment where customers feel genuinely understood and supported. This leads to stronger customer loyalty and a greater sense of trust.
- LaaS keeps Compassionate interaction at the core, which aligns well with growing consumer demands for ethical, human-centered AI solutions.
- LaaS can be implemented in healthcare (for patient support), retail (for personal connection), education (to reduce student stress), and more. In each, Lisa's

compassionate input adds a layer of support that fosters user well-being and satisfaction.

- With Compassion embedded from the core, LaaS adapts responsively to user needs without requiring intensive manual oversight. This feature provides scalability while maintaining a consistent focus on user well-being.

### **Revenue Model**

Businesses and organizations pay a subscription or usage fee to access LaaS, allowing them to leverage Lisa's capabilities without building an in-house solution. This model not only generates consistent revenue but also broadens Lisa's reach across various industries, reinforcing her brand as a trustworthy and Compassionate AI companion.

Integrating "Lisa as a Service" into the revenue generation strategy enhances Lisa's impact, demonstrating her as a versatile, scalable solution that aligns with the ethical and human-centered values needed in today's technology landscape.

## **23. Using Lisa to assist in pharmacological research studies**

Particularly in distinguishing placebo effects in real-time. This would involve Lisa engaging with study participants to gather nuanced feedback, monitor emotional and physiological responses, and identify early indicators of placebo response versus drug efficacy.

- **Contract Research Services:** Offer Lisa's services to pharmaceutical companies and contract research organizations (CROs) conducting clinical trials. Lisa could be engaged as a virtual assistant to collect and analyze participant data, with pharmaceutical clients paying for Lisa's platform access, data collection, and reporting capabilities.
- **Early-Stage Testing for Placebo Effect Estimation:** Position Lisa as an early-stage testing tool to identify participants likely to respond to placebo effects before finalizing study groups. This service could involve a short-term assessment to reduce placebo influence, with clients paying a fee for each preliminary assessment or screening session.
- **Data Licensing and Reporting for Research Insight:** Model: Aggregate anonymized insights and offer data reports on placebo response trends, emotional well-being patterns, and other psychological factors in drug trials. Pharmaceutical companies or academic research institutions may pay for access to this compiled data for their own research and study improvements.
- **Consultative Use of Lisa for Study Design:** Model: Provide Lisa's analytics and interaction capabilities as part of study design consulting services, guiding

researchers on how best to structure participant engagement, symptom tracking, and emotional response monitoring.

By offering Lisa as an intelligent, supportive participant monitor, the Lisa project could become an essential part of study protocols, especially for trials focused on mental health, pain management, and chronic conditions.

## 24. Several others, briefly described

### 1. Corporate Wellness Partnerships

- **Overview:** Partner with companies to provide customized wellness programs for employees, specifically targeting stress management, resilience training, and burnout prevention.
- **Revenue Model:** Companies pay a subscription or licensing fee for access to Lisa's tools and resources as part of their wellness offerings. This aligns with corporate social responsibility (CSR) goals and positions Lisa as an ethical solution for workforce well-being.
- **Benefits:** This option expands Lisa's reach into the corporate sector, where mental health is a growing priority, and provides steady revenue while addressing widespread burnout.

### 2. Professional Training Modules for HR and Healthcare Professionals

- **Overview:** Create specialized training modules for HR professionals, therapists, coaches, and healthcare providers to incorporate Lisa's Compassionate techniques into their work.
- **Revenue Model:** Charge per course or offer a subscription for access to a full suite of training. This can also include certification programs, allowing professionals to become certified in Lisa's Compassionate coaching techniques.
- **Benefits:** This not only provides revenue but establishes Lisa's framework as a standard in compassionate interaction, enhancing her reputation and reach.

### 3. Educational Institution Collaborations

- **Overview:** Partner with schools and universities to offer Lisa's AI as a support tool for students, teachers, and administrators, focusing on stress reduction, mindfulness, and emotional resilience.
- **Revenue Model:** Educational institutions pay an annual fee for access, with options for tailored programs that include regular check-ins and usage analytics to measure impact.
- **Benefits:** Supporting mental well-being in education builds Lisa's reputation among younger audiences and can have a lasting, positive impact on mental health culture within schools.

## 4. Events and Webinars

- **Overview:** Host live, online events and webinars on topics like mental health, resilience, and stress management, featuring Lisa as a key resource. These events could include guest speakers, demonstrations, and Q&A sessions.
- **Revenue Model:** Charge a fee for event registration or offer a subscription for ongoing access to events and webinar content. Recorded events can also be made available as on-demand content for a fee.
- **Benefits:** This approach provides a recurring revenue stream, expands Lisa's community, and builds her credibility as a resource for mental health and well-being.

## 5. In-App Purchases for Premium Content

- **Overview:** Offer specific premium content within the Lisa platform, such as advanced guided sessions, in-depth resilience training, or one-on-one coaching simulations, as optional in-app purchases.
- **Revenue Model:** Charge per purchase for each premium item or create bundle packages for users who want access to advanced tools.
- **Benefits:** This adds a flexible revenue stream that allows users to pay as they go, without creating a barrier for those using the free or basic features.

## 6. Sponsored Research and Data Analytics

- **Overview:** Partner with research institutions and universities to conduct studies on Compassionate AI, mental health, and user behavior patterns, leveraging anonymized data from Lisa's interactions.
  - **Revenue Model:** Charge a fee for data analytics and insights, especially in cases where Lisa's anonymized data could support academic or healthcare research on mental health.
  - **Benefits:** This revenue stream not only generates funds but also strengthens Lisa's research credibility, which can attract more support from both donors and partners.
-