



Living-Room Sessions

You are invited, together with some four or five other couples, to meet in the living room of a befriended couple. They have invited Dr. Hagedoorn, psychiatrist and founder of the Mendel Concentus initiative, to explain the project and the role you will be invited to play in it.

Hagedoorn presents the project, its backgrounds, the motivation, the system behind the Mendel Concentus; and, obviously, why it should be attractive to you to consider to participate.

We will clarify very practical issues: e.g., why we feel that the common possibilities and alternatives of “third age health and care” can be improved so much, the problems we can help prevent, how we will make sure the addressed population (you and your parents), will become and stay as healthy and as happy as ever possible.

We will give you several examples from our collective professional and personal experience, or those of yourself, and elaborate on them.

Goals of a Living-Room Session

The Mendel Foundation is, but the Mendel Society is not operational yet. The Living-Room Sessions are an “Acid Test”: can we count on sufficient interest in our project? So much so, that you see and feel the uniqueness of it and its potential value for you and your family; would you be willing to commit to support us in the first operational phases of its development?

Your interest, and possible support (and hopefully a promissory note of membership) will be of crucial importance to us as founders: it will be a fundamental condition for us to continue with the Mendel Foundation and formally establish the Mendel Society. Not only to attain the objectives of the Mendel Foundation, but to become an innovating force in the care of the elderly in Holland and far beyond.

With your expressions of interest, we also hope to be able to attract additional support by regulating institutions, health insurance providers, sponsors, etc.

In any case, we hope to get your mind going, for yourself and your family, on getting the conditions and circumstances right for a good and blissfully healthy third age.



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What is the Mendel Foundation all about

The Mendel Foundation is, fundamentally, a not-for-profit foundation, that develops and delivers the system of Best-Practice 3rd Age Health and Care, by (e.g.):

- preparing, field-testing and constantly improving every aspect in practical procedures
- the systematics to attain and measure, that we deliver at least 20% better results than any other similar institute (and, naturally, exceed by a notable margin the official quality requirements)
- the methodology of selecting our staff and personnel in such a way that they will consistently make more than good on our propositions
- how will we make sure that we will become and stay financially safe and sane.

All our developments at the Mendel Foundation will be (in parts) freely available for any interested party; in Dutch, Spanish and English.

All will be regulated and governed by Due Diligence: the foundation has been sanctioned by a notary public, we'll have quarterly checks by the tax agencies, our yearly financial accounting summary will be on the website, and we have a board of dedicated outsider experts.

Timeframe

The Mendel Foundation has been formally established in December 2012. We have gathered the first considerable sums of support funds in the final days of December 2012; by now, the first ten or so products have been placed on the downloads page of our website, as well as several You Tubes. We hope to establish the Mendel Society by august 2014.

You can Help

1. in the First place, by confirming to us that our plans appeal to you (or maybe not, or not quite-): would you make use of the Mendel Society (yourself, your family and/or your parents)?
 2. by providing practical assistance: for instance by joining a reference group, or becoming one of our "Patients' Advocates", or aiding further developments of our system (organization; development of a client-base; development of different related companies ...);
 3. it would be of significant value to us if you would host a "Living-Room Session" yourselves;
- and,
4. ***you can help in the most fundamental way*** by signing a promissory note, confirming you will become a member of the Mendel Society, as soon as we actually establish the Mendel Society (Obviously, you don't owe anything until we schedule your first initial consultation).



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Why help (now) (hint: win – win –win)

In everything we do and develop, we follow our win-win-win principle.

You win:

- the first individuals to sign a letter of intent will receive a hefty reduction on the inscription fees
- everyone that introduces others that sign in, will receive an additional, proportional reduction, or a “honorary member” status.

Many others win:

- On signing in, you facilitate (establishing the Mendel Society and hence-) future benefits to many others inside and out of the Mendel Society; i.e. for other/future members and the “Third Age” population as a whole; and a wide array of professionals.

We win:

- The Mendel Society can and will not be established if we cannot gather those~50 individual letters of intent.
- The letters of intent function, in a way, as “seed capital” for the Mendel Foundation:

As the Mendel Foundation is Not-for-Profit we cannot, at least initially, secure formal financial loans: the endeavor is “too risky” (financially) for commercial banks and investors; “venture capital” is way too expensive.

Before actually starting to operate, we need to have developed the systematics, the “scripts and scenarios” to such an extent that we can start with an operation that can actually deliver on the steep promises we make from day one, *and* cover our costs.

For now, all the developmental work is done by the three founding members without any financial compensation.

Thank You!

Armand C. Hagedoorn, Psychiatrist
founder, general- and medical director

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