

INVESTOR & FUNDER BRIEFING

The TAHS Community Neurofeedback Pilot

Treating trauma-arrested development in the community that carries it —
with the science of van der Kolk, the reach of Waka Flocka, and a treatment kids will
actually play.

The Raspy Rawls Company • Waka Flocka Flame, Ambassador

The Problem: A Generation Arrested in Real Time

- Unhealed childhood trauma **freezes brain development near the age of injury** — leaving a reward-chasing, risk-blind, adolescent decision system (van der Kolk × Siegel).
- Approximately **1 in 4 Black girls** is sexually abused before 18; homicide has long been the **leading cause of death** for Black males 15–34.
- Today's kids are the **first generation to carry that trauma load inside the algorithm** engineered to exploit it — arrested by trauma while the feed trains the arrested circuitry thousands of times a day.

1 in 4

Black girls sexually abused before age 18

#1

Homicide: leading cause of death, Black males 15–34

24/7

Algorithmic exploitation of the arrested reward system

The Science: TAHS

Trauma-Arrested Hyperrationality Syndrome — a published framework uniting two landmark bodies of research:

Dr. Daniel Siegel — Brainstorm

Adolescent risk-taking is "hyperrationality": a dopamine-boosted cost-benefit calculation. Maturity is the prefrontal shift to intuitive judgment.

Dr. Bessel van der Kolk — The Body Keeps the Score

Trauma is stored in the body and dysregulates the exact prefrontal-limbic systems that shift requires.

The Synthesis

Trauma freezes development near the age of injury → adult body, adolescent decision architecture. For kids, the arrest is happening **now**, in the window when intervention works best.

Falsifiable

7 testable predictions, 32 citations — fully cited working paper by The Raspy Rawls Company, available at TheRaspyRawlsCompany.com.

The Treatment Kids Will Actually Do

Van der Kolk's own randomized controlled trial supports **neurofeedback** — training the brain, via real-time reward, to rebuild the exact integration trauma arrested. Most powerful delivered young, while the brain is plastic.

9 Neurofeedback Games — built & live today

Racing, basketball, archery, heart-opening, alpha-theta twilight — hold calm/focus and the game rewards you; a stress spike sets you back. Browser-based, works with consumer EEG headsets (LSL).

Theta Data

Ten sleep-meditation mixes with 7×-repeated affirmations, wired into the alpha-theta session — the audio arm of the program.

The same game mechanics the algorithm uses to exploit the arrested brain — flipped to train its repair.

No clinic aesthetic. No stigma. A kid sits down to play a racing game; the neurofeedback happens because the car only goes fast when their mind is steady.

The Ambassador: Waka Flocka Flame

- **Nationally recognized mental health advocate** — years of public work on therapy, grief, and healing in hip-hop culture.
- **Lived experience of the exact model** — community violence exposure, loss, and the industry's dopamine economy. When Waka tells this story, the community hears one of its own.
- **Business partner and student of the framework's author** — not a hired face; a principal.
- Opens doors: artist/athlete networks, media bookings, brand partnerships, and celebrity philanthropy that a research paper alone never reaches.



What Waka does for the pilot

- Launch film: live neurofeedback session
- Media rounds: "my mentor wrote the theory — I lived it"
- Benefit event seeding site one
- Direct asks to his network: fund a lab in your hometown, named after you

The Pilot: Two Sites, One Year, Real Data

Phase 1 — Setup (Months 1–3)

Two partner sites secured (school / community center, Atlanta target). 20-station neurofeedback build (10 per site): laptops + consumer EEG headsets + the TAHS game suite. Staff trained; clinical advisor onboarded.

Phase 2 — Cohorts (Months 4–10)

4 cohorts × 25 trauma-exposed youth (ages 10–18) — ~100 kids across both sites. 24-session protocol (2×/week, 12 weeks) — matching the dose in van der Kolk's RCT.

Phase 3 — Data & Scale (Months 11–12)

Independent outcomes report + peer-reviewed writeup → grant applications (SAMHSA, NIMH, districts) + a

What we measure (before/after)

- Attention & affect regulation (standardized scales)
- Delay-discounting / risk-weighting (the paper's core prediction)
- Perceived future horizon ("do you expect to live to 35?")
- School behavior + engagement metrics
- Session hold-times from the games' own scoreboard

The pilot converts a theory into an evidence-backed program — that's what unlocks federal and district-scale money.

The Ask: \$500K Launches Two Sites

LINE ITEM	YEAR 1
Lab hardware — 20 stations across 2 sites (laptops, EEG headsets, audio)	\$70,000
Site partnerships, insurance & facilities (2 sites)	\$55,000
Program staff — 4 trained facilitators + 1 program director	\$175,000
Clinical advisor / licensed oversight (both sites)	\$70,000
Independent outcome measurement, data analysis & writeup	\$50,000
Launch film, media & community outreach	\$40,000
Family stipends / transportation (participation equity)	\$20,000
Contingency	\$20,000
Total — ~100 kids treated across 2 sites, dataset published	\$500,000

≈ \$5,000 per child for a 24-session, evidence-protocol intervention — a fraction of one year of residential treatment, and the software is already built. Two sites let us test replication across communities and produce a stronger dataset for scale funding.

Where the Money Comes From

1. Celebrity & community capital (now)

Waka-led benefit event, direct asks to artist/athlete networks, named-lab sponsorships. Fastest checks; funds Phase 1.

2. Corporate sponsors (months 1–6)

EEG/headphone brands (Muse, JBL), health insurers' community funds, athletic brands with mental-health lines. Hardware + cash in exchange for authentic community presence.

3. Foundations (months 3–9)

Youth mental-health funders (e.g. hip-hop philanthropy, hometown foundations, community health funds). The 501(c)(3) arm makes gifts deductible.

4. Government & districts (year 2, data in hand)

SAMHSA community mental-health grants, school-based mental-health funding, NIMH pilot mechanisms. This is the scale money — the pilot's dataset is the key that opens it.

Structure: The Raspy Rawls Company (for-profit) retains IP — theory, games, Theta Data. A nonprofit arm operates community pilots and receives grants/donations.

Why This Wins

The product already exists

9 games + audio program built, tested, and live on the web today. Funders aren't paying for software development — they're paying to put it in front of kids.

Evidence-anchored

Built directly on van der Kolk's RCT-supported protocol and a fully cited published framework — not wellness-industry vibes.

Culture-first delivery

Exotic cars, basketball, archery, music — treatment that looks like the culture, delivered by voices the community trusts. Nothing else in youth mental health looks like this.

Timing

Youth mental health is a declared national emergency and a top philanthropic priority. TAHS arrives with a story, a face, a mechanism, and a playable product.

THE ASK

**\$500K puts ~100 kids through
two TAHS labs this year.**

Read the theory • Play the treatment • Learn more

TheRaspyRawlsCompany.com

The Raspy Rawls Company • Waka Flocka Flame, Ambassador • Partnership inquiries welcome