



MINDGEN
Accelerate Your Impact With
Mind Genomics®

What will you learn in “Designing and analysing your experiments in with Mind Genomics® Science & on July 9th and July 16^h, 2020

Suitable for 12 to 14 years

What is it about?

2 sessions (1hour each) to design a new product/service using Mind Genomics

Why do this?

Learn the future of data science and behavioural psychology

When & Where?

Session 1: July 9, 2020: 2.00pm to 3.00 pm (IST), 4.30 to 5.30 pm (SG time)

What is Mind Genomics® & how to design an experiment with Mind Genomics®

Session 2: July 16, 2020: 2.00 pm to 3.00 pm (IST), 4.30 to 5.30 pm (SG time)

Analysing your experiment: What makes a great birthday party with Mind Genomics® science

Personal presentation and analysis of their experiment with data science and behavioural psychology

Where: Online training via zoom

What students will get?

Certificate from the creator of Mind Genomics Science, Howard Moskowitz, PhD, Harvard University

Student with the highest Index of Divergent Thought will be given special mention

What is Mind Genomics science®

Mind Genomics science® is an emerging field based on psychology and data science created by Howard Moskowitz PhD. Dr. Moskowitz earned a Ph.D. in Experimental Psychology from Harvard University. Rather than asking a person to reflect on HOW and WHY a specific decision is arrived at, Mind Genomics implements small experiments, on the computer to establish a causal relation. He has written/edited 28 books and over 400 scientific publications on the mind of the consumer. He was also awarded The AMA "Parlin Marketing Research" award that is considered the "Nobel Prize" of market research and has been given to pioneers in the field of marketing including Arthur Nielsen, George Gallup, Michael Porter, David Ogilvy and Philip Kotler.

Why should students learn Mind Genomics science?

1. **Expand their thinking:** Mind Genomics science enables students to expand their thinking. It takes the problems/situations in the real world and helps them deconstruct potential solutions to the problem which are scientifically analysed in data science & AI providing the most compelling solutions/ actions to your problem. It is different from other market research tools that are typically used such as surveys.
2. **Exposure to tools built on data science and psychology:** Students will learn how to analyse their experiment and understand what is behind the numbers and how to interpret them. As data science and AI become pervasive in all parts of life in the future. This is an important skill to be learnt that will enable them to take actions to chart their future.
3. **Stand out!** Students will benefit from the methods taught to be used in their school projects or internships. Mind Genomics science has been used for application by students to prestigious universities.
4. **Support your ambition in any field:** Mind Genomics can be applied in any field whether you want to be an economist, physicist, medicine, environmentalist, social science, finance, business etc.!
5. **Personal PowerPoint presentation & Certificate:** You will have your own personal PowerPoint presentation and excel file at the end of this program & certificate from the creator of Mind Genomics to show your skill in Mind Genomics®!

Instructors

Mind Genomics science: [Divya Nagarajan](#), Founder of MindGen Pte Ltd. She has over 25 years of experience in marketing, insight & market research with rich diverse experience in both B2B and Fmcg multinationals such as Givaudan, Henkel, Lotte confectionery. She focuses now on unlocking consumer minds with Mind Genomics® science built on data science and behavioural psychology.

Payment & details



SGD 40 Payment to UEN 201914601W:



Learn@mindgen.org



+ 65 84096105

Requirements:

1. This program is suitable for 12 to 14 years.
2. Students will need a laptop/tablet for the sessions with internet connectivity
3. They will need to attend both the sessions via Zoom on July 9th and July 16th & complete the assignment to qualify for the digital certificate for Mind Genomics® science.
4. During the Zoom sessions, the student's video will need to be on for attendance & learning purposes
5. The price of the program is SGD 25 dollars
Register at [Training registration](#)