

SECOND PLACE WINNERS

Allegori



Business Background

Allegori is a neuro-innovation business that aims to help a range of customers, including students with trouble focusing, adults with anxiety, and individuals who have sleep problems. The company was founded two years ago by Kheston Walkins, whose personal why is to give people back their inner power, which forms the basis of its business goals.

Allegori has taken tried and tested methods and found a way to scale the technology to make it accessible and affordable to the people who need it. The company has designed its services to ensure its customers always get positive results by combining neuroscience data and artificial intelligence to create an off-the-shelf solution that benefits everyone.

The premise behind Allegori is to teach its clients how to regulate their brain activity. They do this by visualizing it using results generated on a computer from both EEG and electroencephalographs technology. This allows Kheston to teach people how to shift their brains between key states, enabling them to improve performance, sleep, and mental wellbeing.

Kheston invested in his business during the pandemic to alter his business model from a one-off course payment to a continuous revenue subscription model to help make the product more accessible.

Allegori is about the impact and has so far helped more than 600 users, given back 112,000 hours of sleep, seen up to 300% improvement in student grades, and collected 1.5 billion data points.

Challenges



Worrying about success

Like many entrepreneurs, Kheston and his team face worry and concern about their business success. This was compounded for Allegori as it tried to solve problems and create value for the whole planet. Kheston and his team increased their resilience by building their network, sharing their ideas, and accepting support. It's their perseverance that has led to their success.



Embracing Technology

Although people across the globe have accepted technology as part of everyday life, it still represents the unknown to many others. And, as technology develops in new and emerging markets, there can be some resistance to adopting it.

Kheston is tackling this problem by making his product more accessible to everyone. When he first founded Allegori, he found the international reception to his technology was more positive than within the Caribbean. To address this imbalance, he invested in his business to reduce the cost, allowing more people to have access to his product and to benefit from it.

What's next for the business?

Care for humans at scale

Allegori's mission is to create a scalable mental wellness tool accessible to everyone. Kheston plans to deliver access via mobile device so that more people can benefit from the technology.

With Allegori, he hopes to address the 'focus gap' making people across the globe more productive to the benefit of everyone. The implications of Kheston's technology are not only for the individuals using it becoming more satisfied and fulfilled with their performance and day to day lives but also for their workplaces and educational establishments, which benefit from these people maximizing their potential.

Supporting the community

Through Allegori, Kheston is also supporting recovery efforts in the region. The company is offering free sleep training to frontline workers – including the media – to ensure they are able to perform their integral roles as the economy rebuilds. For Kheston, it is important to give back to the community that has supported him in his efforts.



Advice from Allegori

- Get therapy
- Share your ideas and be willing to collaborate
- Connect and exchange
- Sell – don't wait, go for it!
- Being an entrepreneur is being in the business of rejection - get used to it!
- If you fall, get up again
- Discipline yourself and conquer the world!

Goals – what does success look like in 5 years?

- Scaling up
- Improving people's mental wellness
- Becoming part of the global story
- Increasing delivery of service across the nation
- Focus on developing and emerging markets to compete globally