FLFE Research Gold Standard

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FLFE Innovations Corp, doing business as FLFE, provides a service and makes claims that are, as of this writing, in the area of frontier science out ahead or beyond what is currently accepted by mainstream science. In The following paragraph is a summary of the service and a small number of the characteristics and the benefits that we believe are occurring as a result of the FLFE service. These could be called our "claims".

A selection of FLFE's claims at the time of this writing (March 24, 2022): The FLFE service activates a field of consciousness in a location or around an object that has beneficial characteristics. The field is of a higher consciousness than the surrounding areas in which it is located. We have built upon the work of Dr. David Hawkins (Author of the book Power vs Force and many others books) to use Consciousness Kinesiology and the consciousness scale (Hawkins Map) that Dr. David Hawkins developed, to measure the level of consciousness of the FLFE environment, of individuals, of groups of individuals, of regions, countries, and of the world. The field activated by the FLFE service, which we call the FLFE environment, has a starting level of consciousness of 550 or higher on the Hawkins Map for full-service properties and has an environment with energy coming in of 590 on the Hawkins Map around objects. The increased level of consciousness has the beneficial characteristic of having more life-force energy present in the environment. Life-force energy is also known as Chi or Prana in different traditions. More life-force energy in an environment benefits all life there, including people, pets, and plants. At the time of this writing people in the FLFE environment 24/7 for 90 days rise, on average, in their personal level of consciousness 30 points on the Hawkins Map. This is an unusual increase in personal consciousness in a short amount of time. The average rise in consciousness over a lifetime on the Hawkins Map, according to Dr. David Hawkins' writings at the time was 5 points. The FLFE environment also has available information in it that assists the intelligence of the body, which we call the Innate Intelligence, to support the healing and optimization of the body. We believe there is also a harmonization of EMF energy that prior to the application of the FLFE environment would be consciousness-lowering) to become consciousness-neutral or consciousness-raising and to be beneficial to the environment.

These "claims" are extraordinary, from a perspective of mainstream science and from a common understanding of the world that results from our current education system. Extraordinary claims require extraordinary evidence, as popularized by Dr. Carl Sagan and expanded in Dr. Gary Schwartz's 2021 book titled *Extraordinary Claims Require Extraordinary Evidence: The Science and Ethics of Truth Seeking and Truth Abuse.*

FLFE is committed to an extraordinarily high standard of **research philosophy**, **research design**, **experimental execution,** and **data analysis**. We are referring to this as the Gold Standard of research for extraordinary claims for companies like FLFE. In the following paragraphs, we will share the details. We are committed to following this Gold Standard of research to produce evidence related to the FLFE environment and to produce evidence on advanced consciousness science and advanced source science to the best of our abilities and within our financial resources. Importantly, we are committed to following the evidence wherever the research leads us, whether it supports the claims of FLFE or not.

How we have developed and plan to execute the Gold Standard:

1. **Expertise.** We have as part of the FLFE Research Team:
   - Lewis Humphreys as Director of Research <Bio of Lewis>
   - Gary E Schwartz, Ph.D. as Senior Research Consultant <bio of Gary>
   - Paule Bellwood, Research Coordinator <bio of Paule>

   We also bring in subject area experts and other research facilities, for example IONS, the Institute of Noetic Science.

2. **Resources.** We are committed to a research budget that is a percentage of the FLFE revenue, so the research budget will grow as the number of FLFE subscribers grows.
3. **Time Commitment.** The FLFE Research Team includes the founders Jeffrey (primarily) and Clayten. We are committed to the time required to produce extraordinary evidence.
4. **Commitment to on-going improvement.** This philosophy mirrors the actions since the beginning of the FLFE service in 2013 to continuously improve the FLFE service and, therefore, the experience of people in the FLFE environment. We are committed to the continuous improvement of the Gold Standard's **research philosophy**, **research design**, **experimental execution,** and **data analysis,** and of the body of evidence, which includes older experiments, as we will explain later.

FLFE's **Gold Standard** of **research philosophy**, **research design**, **experimental execution,** and **data analysis**. The following was developed with the steady and insightful guidance of Gary E. Schwartz, Ph.D. We are grateful to Dr. Schwartz and have benefited from his years of scientific study and teaching at Harvard University, Yale University, and The University of Arizona.

1. **The Research Philosophy.** The philosophy of following the evidence wherever it leads us means in this context that regardless of our theories and beliefs, properly conducted experiments and the analyzed results provide direction for subsequent experiments. Dr. Schwartz calls this philosophy the Kepler Challenge, and it represents the heart of science as powerfully expressed by Dr. Sagan: "When Kepler [Johann] found his long-cherished belief did not agree with the most precise observation, he accepted the uncomfortable fact. He preferred the hard truth to his dearest illusions, that is the heart of science.".
2. **Statistically valid.** To address the challenge of the observed phenomenon not fitting into existing theories or "long-cherished beliefs", when moving from informal observed phenomena to subsequent studies or experiments with increased sample size, controls and blinding, increased rigor of statistical analysis is needed to ensure statistical validation.
3. **To produce results** relatively quickly with the resources available and to follow the evidence where it leads us, a phased approach of categorizing individual experiments and research progression is used. This is similar to biomedical research phased research currently in use with large companies and governments. The phases progressively increase in rigor, controls and sample size. The phased research used in biomedical research has informed this research philosophy, even though FLFE Innovations is not conducting biomedical research.

Employing phased research in biomedical research aims to evaluate the effectiveness, mechanisms, indications, and contraindications (safety) of biomedical treatments. The framework involves "four phases of clinical trials"[1]. The four phases, including their explanations, are copied from the NIH website:

[1] See "What are the phases of clinical trials" at https://www.nih.gov/health-information/nih-clinical-research-trials-you/basics

Clinical trials are conducted in a series of steps called “phases.” Each phase has a different purpose and helps researchers answer different questions.

- **Phase I clinical trials**: Researchers test a drug or treatment in a small group of people (20–80) for the first time. The purpose is to study the drug or treatment to learn about safety and identify side effects.
- **Phase II clinical trials**: The new drug or treatment is given to a larger group of people (100–300) to determine its effectiveness and to further study its safety.
- **Phase III clinical trials**: The new drug or treatment is given to large groups of people (1,000–3,000) to confirm its effectiveness, monitor side effects, compare it with standard or similar treatments, and collect information that will allow the new drug or treatment to be used safely.
- **Phase IV clinical trials**: After a drug is approved by the FDA and made available to the public, researchers track its safety in the general population, seeking more information about a drug or treatment’s benefits, and optimal use.

To be clear again, FLFE Innovations is not doing biomedical research and instead we intended to produce extraordinary evidence to match the extraordinary claims we are making. By substituting the word “claims” for “drugs” or “treatments,” plus making other modifications to generalize the Gold Standard to extraordinary claims in general, we can create a more universal framework that in principle can be adopted to investigate any type of claim made by an organization or business. Sample sizes can vary as a function of the specific research question addressed.

- **FLFE Phase I studies**: Researchers formally investigate a claim or informal observations (see **Phase 0** below) using preliminary experiments with a relatively small number of data points (e.g., 10). The purpose is to examine whether the claim can be demonstrated as well as to explore the magnitude of the effects.
    - Phase I studies address the question “Is it possible?” by demonstrating that “it happens” with statistical significance
- **FLFE Phase II studies**: The claim is investigated with a larger number of datapoints (e.g., 80) to verify its veracity under more controlled conditions, including blinding, and to understand its mechanisms, properties and to confirm the magnitude of the effects with more statistical significance.
    - Phase II studies address the question “Is it understandable?” by demonstrating how and under what conditions it happens with statistical significance and blinded conditions, if possible, for the research question
- **FLFE Phase III studies**: The claim is investigated in an experiment with a large number of datapoints (e.g. 1000) to confirm its veracity under controlled conditions, including blinding, and to understand its mechanisms, properties, to confirm the magnitude of the effects with statistical significance and to collect information regarding a larger population of results.
    - Phase III (and Phase IV) studies address the question “Is it believable?” by demonstrating that “it is real” for a large population.
- **FLFE Phase IV studies**: After a new feature is made available through the FLFE subscription service, researchers track the expression of the feature in the FLFE community population, seeking more information about the feature’s benefits, and optimal use.

The reader will recognize that many organizations or businesses, including FLFE, typically begin with an informal process – what we might call **Phase 0** – where they determine through experiments, testimonials, focus groups, and pilot studies whether their claims appear to have the postulated effects for people using their services or products.

Also, unlike biomedical treatments, most organizations or businesses, including FLFE, do not wait for the formal completion of Phases I-III before making their services or products available to the public (Phase IV).

Each of the phases can have multiple sub-phases as illustrated in our ongoing Customer Experience Survey (CES) research.

Example: Phase I Sub-Phases (A - G)

A. Carefully examining and quantifying spontaneous testimonials
B. Constructing a preliminary survey of questions (CES) based on this information
C. Pilot testing on senior FLFE members (approximately 6)
D. Revising and pilot testing on FLFE staff (approximately 20)
E. Revising and pilot testing on an initial sample of FLFE customers (approximately 50)
F. First large sample administration (approximately 340; no control group)
G. Second large sample administration, if needed

4. **Research Design.** The standardized FLFE research protocol for each new experiment has the principles of good experimental design that are appropriate for the Phase of the research and for the type of research that it is. For example, a Phase II plant growth study **Experimental Plan** would likely have:
    a. **Discussion** of previous observations, data analysis and/or experimental results that led to this experiment.
    b. **Description and Goals: Description of the experiment and research goals**
    c. **Hypothesis**
    d. **Experimental methods**
        i. **Independent variables**
        ii. **Dependent variables**
        iii. **Controls**
        iv. **Sample sizes**
    e. **Experimental area description and location. Photographs.**
    f. **Timing**
    g. **Collection of data**
    h. **Data Analysis**
    i. **Interpretations of the data**
    j. **Limitations of the study**
    k. **Directions for future research**

5. **Experimental Execution.** Any deviation from the Experimental Plan would be documented and provided as an amendment.

6. **Data Analysis.** As part of the research philosophy, the data analysis would look at the data in multiple ways and report the significant results and the limitations. The analysis explains and illuminates the experimental results so that we can follow the evidence data where it leads us for reporting and for possible further research inquiries.

7. **Looking back.** FLFE Experiments conducted prior to the application of the Gold Standard will be assessed in this structure. The experiments will be categorized into the appropriate phase and an analysis added of the

strengths and weaknesses of the experimental design, the experiment execution, and the data analysis. If possible, the data will be reanalyzed and the results will be reported. Every FLFE experiment on the Evidence page will have this done, though it may take some time for this to occur.

8. **Challenge of Independent Confirmation of results.** In the case of FLFE, the central claim is the activation of a high consciousness field, from which the observed phenomena arises. For an independent lab to replicate the FLFE experimental results, we believe a high consciousness field would necessarily need to be created by the FLFE technology. FLFE welcomes partnering with independent labs to do so.