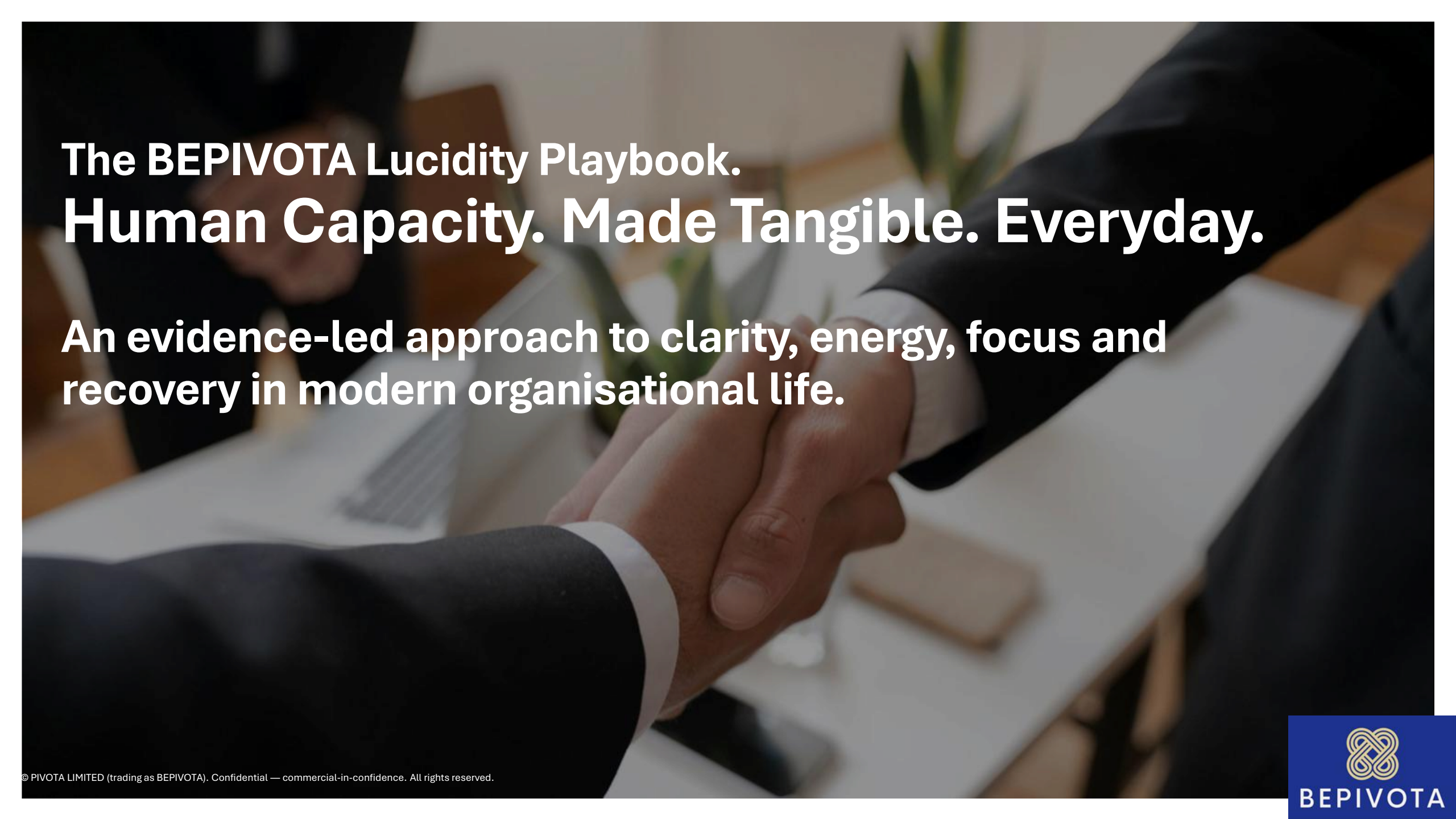




# **The BEPIVOTA Lucidity Playbook. Human Capacity. Made Tangible. Everyday.**

**An evidence-led approach to clarity, energy, focus and  
recovery in modern organisational life.**



# THIS IS NOT A WELLNESS TREND.

**20%**

of employees worldwide were engaged at work in 2025.

**US\$10 TRILLION**

estimated productivity lost through low engagement.

**12 BILLION**

working days lost globally every year to depression and anxiety.

**US\$1 TRILLION**

estimated annual productivity cost of depression and anxiety.

**THE PERFORMANCE ENVIRONMENT HAS CHANGED.**



# THE ATTENTION IS THERE. THE OUTCOME GAP REMAINS.

**81%**

of workplaces increased their focus on employee mental health following the pandemic.

**1 IN 3**

employees still felt the mental-health support in their workplace was inadequate.

**£51 BILLION**

estimated annual UK employer cost of poor employee mental health.

**£4.70**

average return for every £1 invested in workforce mental-health interventions.

**32,974**

employees studied in a major JAMA trial: investment did not automatically create measurable clinical, economic or employment outcomes.

**GOOD SUPPORT MATTERS. BUT ACTIVITY IS NOT IMPACT.**

Sources: Gallup, State of the Global Workplace 2026 (20% engagement; US\$10tn lost productivity); World Health Organization, Mental Health at Work (12bn working days lost; US\$1tn annual productivity cost).  
Sources: Deloitte, From Actions to Outcomes: Developing Mental Health and Employee Wellbeing 2024, JAMA, 2019.



**BEPIVOTA**

# SUPPORT CAN EXIST WITHOUT BECOMING PART OF SOMEONE'S DAY.

Organisations can already provide valuable support: clinical support, digital platforms, coaching and development, benefits ecosystems and wellness products.

Each has a role.

But UK EAPA data show average EAP usage exceeded 12% in 2022 — meaning most eligible employees still did not use the service.

## AVAILABILITY IS NOT ENGAGEMENT.

There remains a gap between **SUPPORT THAT EXISTS** and **SUPPORT THAT BECOMES PART OF SOMEONE'S EVERYDAY LIFE.**

# SUPPORT OFTEN EXISTS AROUND THE PERSON.

A platform. A portal. A policy. A helpline. A webinar. A programme.

Meanwhile, the person's actual day may look very different.

Emails before breakfast. Back-to-back meetings. Customer pressure. People pressure.  
Constant decisions. Late messages. Tomorrow's workload already forming tonight.

# SUPPORT OFTEN EXISTS AROUND THE PERSON. LUCIDITY IS DESIGNED TO EXIST WITH THE PERSON.

# THE CAPACITY GAP.

Organisations have become exceptionally good at scaling capability. Technology scales. Communication scales. Data scales. Connectivity scales. Expectation scales. Availability scales.

But attention does not scale in the same way. Neither do judgement, energy or recovery.

**ORGANISATIONAL CAPABILITY HAS ACCELERATED.  
HUMAN CAPACITY HAS NOT.**

# THE WORKDAY HAS LOST ITS EDGES.

Microsoft calls it the **INFINITE WORKDAY.**

For the top 20% of Microsoft 365 users by ping volume: **275 PINGS A DAY.**

Across the core working day: an interruption approximately **EVERY 2 MINUTES.**

After-hours chats up **15%.**

Meetings beginning after 8PM up **16%.**

**30%** of meetings spanning multiple time zones.

**THE WORKDAY HAS NOT JUST BECOME BUSIER. ITS BOUNDARIES ARE BECOMING LESS CLEAR. CAN PEOPLE STILL THINK CLEARLY INSIDE THE NOISE?**

# THE PEOPLE CARRYING THE LOAD.

The pressure is not evenly distributed.

Founders. Executives. Managers. Commercial leaders. Transformation teams.  
Client-facing teams.

**Gallup** found global manager engagement fell from **30%** IN 2023 to **22%** IN 2025.

The people carrying customers, teams, decisions, revenue and outcomes are not immune to the pressure.

**THE MORE RESPONSIBILITY SOMEONE CARRIES, THE MORE ORGANISATIONAL  
PERFORMANCE DEPENDS ON THEIR HUMAN CAPACITY.**

# THE UNCOMFORTABLE QUESTION.

**WHAT IS YOUR ORGANISATION DOING TO PROTECT THE CAPACITY OF THE PEOPLE IT DEPENDS ON MOST?**

Not after burnout. Not after absence. Not after performance falls.  
Not only when somebody asks for help.

**BEFORE.**

Because every strategy, transformation, sale, customer relationship and important decision ultimately depends upon  
**A HUMAN BEING HAVING THE CAPACITY TO EXECUTE IT.**



BEPIVOTA

# THIS IS WHY LUCIDITY EXISTS.

Lucidity was not created as a supplement range looking for a corporate market. It was built around a simple observation:

**THE DEMANDS PLACED ON PEOPLE HAVE CHANGED.  
THE SUPPORT AROUND THEM HAS NOT ALWAYS CHANGED WITH THEM.**

Lucidity is BEPIVOTA's premium, evidence-led response to that gap. Built around six connected principles:

**CLARITY • ENERGY • FOCUS • RECOVERY • RHYTHM • RESPONSIBILITY**



BEPIVOTA

# HUMAN CAPACITY. MADE TANGIBLE. EVERYDAY.

This is the territory Lucidity occupies.

**Not therapy. Not an EAP. Not another app. Not a leadership programme. Not a generic wellbeing hamper.**

Lucidity is **evidence-led** like a serious organisational intervention, **personal** like a thoughtful gift, **physical** enough to become part of daily life, **structured** around day and night, **simple** enough to pilot immediately and **deep** enough to be introduced with context and purpose.

Lucidity does not replace the support organisations already provide.

**IT MAKES A DIFFERENT KIND OF SUPPORT POSSIBLE.  
SIMPLE DEPLOYMENT FOOTPRINT. SIGNIFICANT HUMAN SIGNAL.**



BEPIVOTA

# CLARITY. FOCUS.

Clarity is the ability to see what matters.

Focus is the ability to stay with what matters long enough to execute it well.

For Microsoft's highest-volume users: **275** daily pings, an interruption approximately **EVERY 2 MINUTES** during the core working day.

EU-OSHA's 2025 survey found **44% OF EU WORKERS** reported severe time pressure or overload.

When clarity and focus erode, priorities blur, decisions slow, deep work disappears and execution becomes reactive.

**PERFORMANCE BEGINS WITH THE ABILITY TO THINK AND THE SPACE TO STAY WITH THE WORK.**



# ENERGY. RECOVERY.

Energy is not intensity. It is sustainable output. Recovery is not the opposite of performance. It is part of performance.

Gallup found **20% OF EMPLOYEES GLOBALLY ENGAGED** and only **34% WERE THRIVING**.

Deloitte found **63% of UK respondents** had experienced at least one characteristic associated with **burnout**.

WHO estimates depression and anxiety account for **12 BILLION LOST WORKING DAYS** every year and approximately **US\$1 TRILLION** in lost productivity.

**PRESENCE IS NOT THE SAME AS CAPACITY. PERFORMANCE IS ALSO BUILT IN RECOVERY.**

# RHYTHM.

The working day increasingly has no obvious beginning or end.

**Early email. Late meetings. Cross-time-zone teams. After-hours messages. Always-accessible devices.**

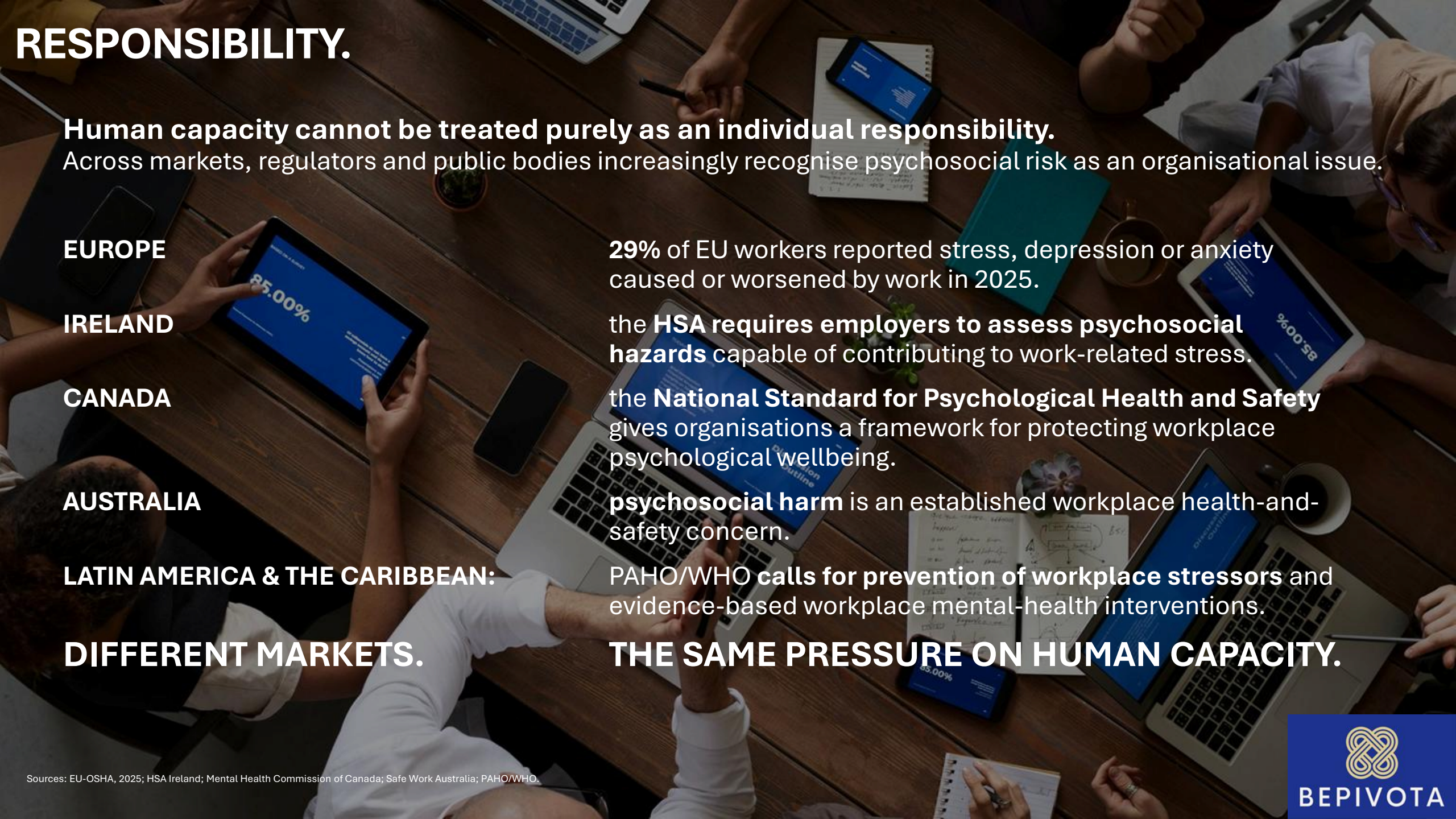
Lucidity introduces an intentionally simple rhythm:

DAY for the active part of the day.

NIGHT for the recovery side of the cycle.

COMPLETE for one connected philosophy.

**A PRACTICAL DAILY STRUCTURE FOR HUMAN CAPACITY.**



# RESPONSIBILITY.

**Human capacity cannot be treated purely as an individual responsibility.**  
Across markets, regulators and public bodies increasingly recognise psychosocial risk as an organisational issue.

**EUROPE**

**29% of EU workers reported stress, depression or anxiety caused or worsened by work in 2025.**

**IRELAND**

**the HSA requires employers to assess psychosocial hazards** capable of contributing to work-related stress.

**CANADA**

**the National Standard for Psychological Health and Safety** gives organisations a framework for protecting workplace psychological wellbeing.

**AUSTRALIA**

**psychosocial harm** is an established workplace health-and-safety concern.

**LATIN AMERICA & THE CARIBBEAN:**

**PAHO/WHO calls for prevention of workplace stressors** and evidence-based workplace mental-health interventions.

**DIFFERENT MARKETS.**

**THE SAME PRESSURE ON HUMAN CAPACITY.**

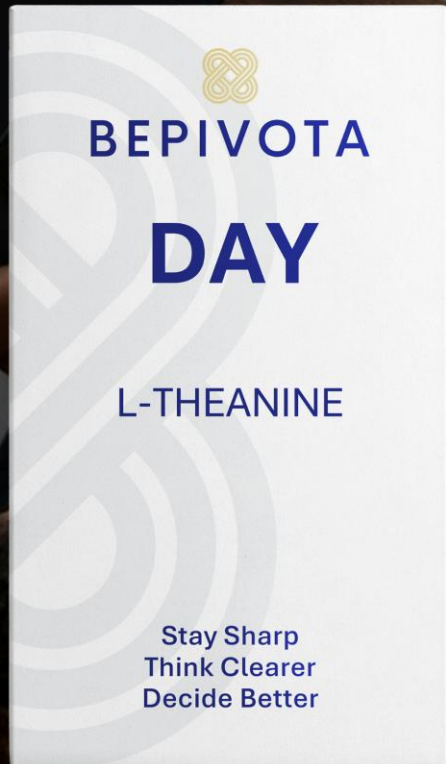
# BEPIVOTA DAY.

Built around the active working day. **Meetings. Decisions. Communication. Pressure. Focus. Performance.**

BEPIVOTA DAY contains **natural L-Theanine — 200mg. One capsule. With water. In the morning.**

A 2026 systematic review and meta-analysis examined **31 RANDOMISED CONTROLLED TRIALS** involving **1,168 PARTICIPANTS**. The review found a **statistically significant improvement in choice reaction time following a single 200mg dose.**

BEPIVOTA DAY does not turn emerging science into exaggerated promises. It sits inside the broader Lucidity philosophy of **CALM CLARITY DURING THE ACTIVE PART OF THE DAY**



# BEPIVOTA NIGHT.

Built around the recovery side of performance.

BEPIVOTA NIGHT contains **Magnesium Bisglycinate Complex:**

**Magnesium — 120mg / 32% NRV**

**Lemon Balm Extract 10:1 — 146mg**

**L-Theanine — 88mg**

**Chamomile Extract 5:1 — 73mg**

**L-Ornithine HCL — 58mg**

**Hops Extract 4:1 — 29mg**

**Plus Vitamins B1, B2, B3, B6 and B12.**

**Two capsules. With water. In the evening.**

**EU-authorized magnesium health claims include contributions to:**

**NORMAL PSYCHOLOGICAL FUNCTION.**

**NORMAL FUNCTIONING OF THE NERVOUS SYSTEM.**

**NORMAL ENERGY-YIELDING METABOLISM.**

**PERFORMANCE IS NOT ONLY BUILT DURING THE DAY.  
IT IS ALSO SUPPORTED BY WHAT HAPPENS  
WHEN THE DAY ENDS.**



# BEPIVOTA COMPLETE.



**One system. One rhythm.** One practical expression of the Lucidity philosophy. BEPIVOTA DAY acknowledges the demands of the active working day. BEPIVOTA NIGHT acknowledges that sustainable performance requires a recovery side too. Together, they create a simple daily structure around:

**IRISH MADE • VEGAN • GLUTEN FREE • RECYCLABLE PACKAGING  
CLARITY • ENERGY • FOCUS • RECOVERY • RHYTHM  
HUMAN CAPACITY. MADE TANGIBLE. EVERYDAY.**





# YOU HAVE ALREADY FUNDED THE FAMILIAR.

Keep what works. The EAP. The platform. The policies. The leadership development. The benefits. The programmes. Then ask a different question:

## WHAT COULD WE DO THAT PEOPLE MIGHT ACTUALLY NOTICE? SEE? TOUCH? EXPERIENCE?

Organisations often describe themselves as progressive, innovative and people-first. Lucidity is **tangible, premium, personal, evidence-led, easy to deploy and thought through.**

## WHY NOT TEST SOMETHING PEOPLE MIGHT GENUINELY VALUE?

## FORWARD-THINKING SHOULD BE VISIBLE.



BEPIVOTA

# **A FOUNDER-LED START. EASY TO BUY. EASY TO LAUNCH. EASY TO SCALE.**

Lucidity is not just delivered. It can be introduced with context and purpose. A BEPIVOTA engagement can include a founder-led session covering the human-capacity problem, the evidence, the six Lucidity principles, the DAY + NIGHT philosophy, and what Lucidity does — and does not — claim.

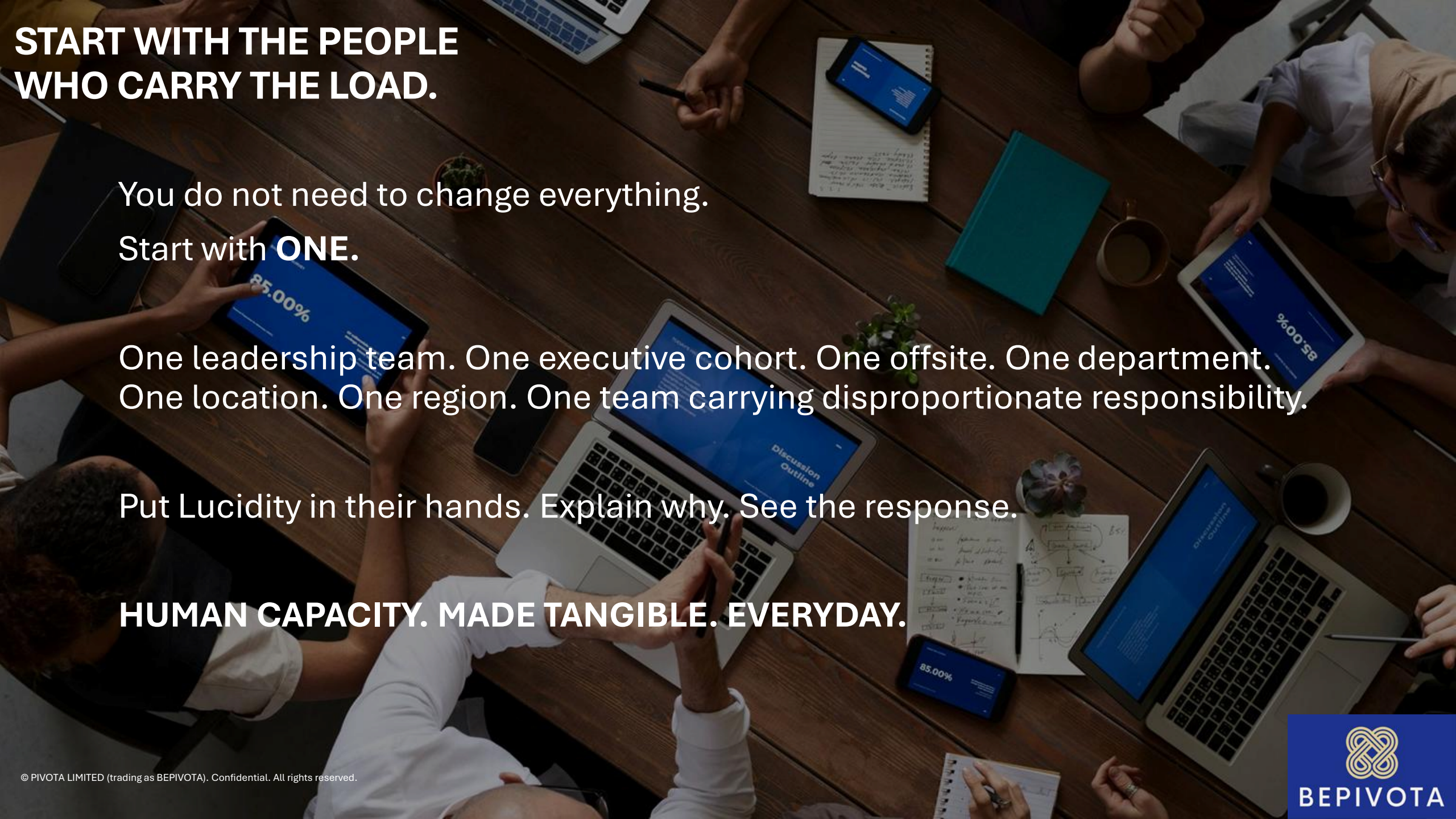
**DISCOVERY → OPTIONAL FOUNDER SESSION → RECOMMENDATION &  
PROPOSAL → DEPLOYMENT → REVIEW → DECIDE**

BEPIVOTA provides product information, corporate pricing, compliance documentation, delivery planning, PO/invoice support and one point of contact.

**NO MAJOR TRANSFORMATION PROGRAMME. NO FORCED LONG-TERM COMMITMENT.**



**BEPIVOTA**



**START WITH THE PEOPLE  
WHO CARRY THE LOAD.**

You do not need to change everything.  
Start with **ONE**.

One leadership team. One executive cohort. One offsite. One department.  
One location. One region. One team carrying disproportionate responsibility.

Put Lucidity in their hands. Explain why. See the response.

**HUMAN CAPACITY. MADE TANGIBLE. EVERYDAY.**

# TELL EVAN WHAT YOU NEED. REALLY.

## Start with Evan. BEPIVOTA's Founder's Office Coordinator.

He is your direct route into the Founder's Office. Available 24/7 to help you start the Lucidity conversation, understand what you need and make sure it gets to the right place quickly.

Arrange a Lucidity conversation.

Explore a Lucidity opportunity.

Discuss a business challenge.

Engage BEPIVOTA.

Follow up on something already underway.

Or simply work out where to start.

Call: +353 (0) 818 002 807

Email: [evan@bepivota.com](mailto:evan@bepivota.com)

He'll take it from here.

# OR CONNECT WITH BEPIVOTA DIRECTLY.

Ireland / Europe  
United Kingdom  
United States  
Client Care  
Web

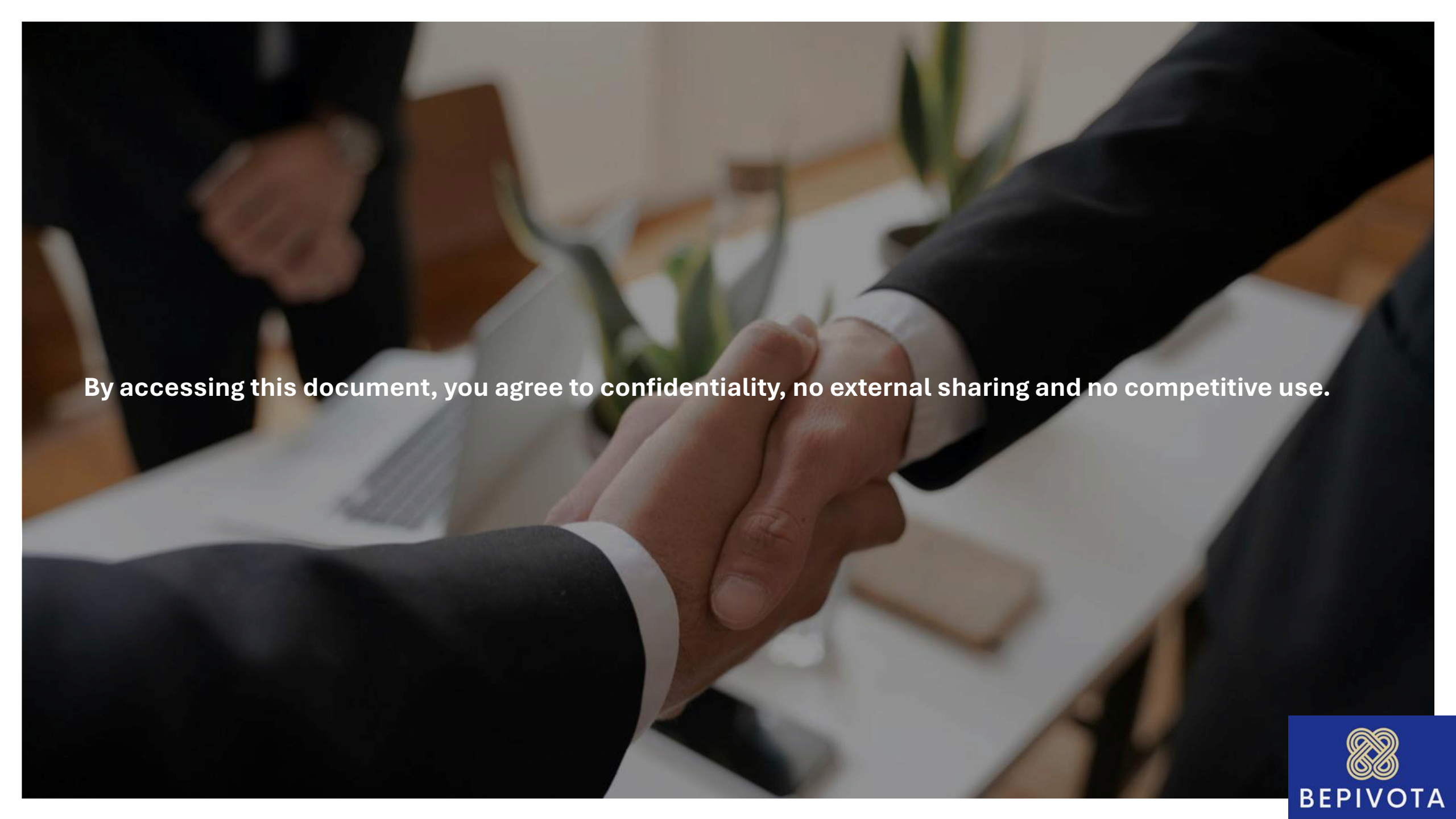
+353 (818) 002 739

+44 (33) 0027 3692

+1 (305) 404 2091

[lia@bepivota.com](mailto:lia@bepivota.com)

[www.bepivota.com](http://www.bepivota.com)

A close-up photograph of two people in dark business suits shaking hands over a white table. In the background, another person is partially visible, and there are some green plants and papers on the table.

**By accessing this document, you agree to confidentiality, no external sharing and no competitive use.**



**BEPIVOTA**

| Clause Heading                                                      | Full Notice Text                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| 4. Confidentiality Obligations                                      | The recipient shall: (a) maintain THE BEPIVOTA LUCIDITY PLAYBOOK and all Confidential Information in strict confidence; (b) protect it using at least the same degree of care it applies to its own information of comparable sensitivity and in all cases no less than reasonable care; (c) restrict access strictly to authorised persons; (d) prevent unauthorised copying, transmission, extraction, disclosure or use; (e) maintain appropriate technical, organisational and physical safeguards; (f) notify PIVOTA promptly of any actual or suspected loss, misuse, unauthorised access, copying, disclosure or security incident; and (g) reasonably cooperate with PIVOTA in containing or remedying any such incident.                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 5. Prohibited Acts — No External Distribution / No Unauthorised Use | Except with PIVOTA’s prior express written consent, the recipient shall not, directly or indirectly: (a) reproduce, republish, distribute, post, upload, transmit, broadcast or otherwise make the Playbook or any material part of it available outside the Authorised Purpose; (b) place it on any website, social-media platform, public or shared data room, public repository or other environment accessible to unauthorised persons; (c) copy, adapt, translate, reverse engineer, deconstruct, extract, recreate, transform, summarise for reuse or produce derivative works from BEPIVOTA or Lucidity frameworks, methods, structures, product architecture, engagement models, templates, tools, language, positioning or commercial architecture except to the minimum extent strictly necessary for the Authorised Purpose; (d) use it to train, educate or enable any person to replicate Lucidity, BEPIVOTA’s methodologies, commercial approach or organisational deployment model; (e) sell, license, sublicense, assign, transfer, commercialise or otherwise exploit any part of it; or (f) remove, conceal or alter any copyright, trademark, confidentiality or proprietary notice. |
| 6. No Competitive Exploitation                                      | The recipient shall not use THE BEPIVOTA LUCIDITY PLAYBOOK, Confidential Information or knowledge derived specifically from it to design, develop, benchmark, procure, improve, market, deliver or assist in the delivery of any product, programme, supplement system, service, methodology, consultancy, advisory, wellbeing, human-performance, leadership, employee-support, execution, technology, training or other offering that replicates, appropriates, competes with, substitutes for or is materially derived from Lucidity, BEPIVOTA’s proprietary methodologies, product-system architecture, commercial structure or confidential know-how. This restriction does not prevent the recipient from using its own demonstrably pre-existing general knowledge, skills and experience or information lawfully developed or obtained independently of PIVOTA.                                                                                                                                                                                                                                                                                                                                 |
| 7. Artificial Intelligence / Machine Learning / Automated Systems   | THE BEPIVOTA LUCIDITY PLAYBOOK, in whole or in part, must not be uploaded, submitted, disclosed, indexed, embedded or otherwise made accessible to any public, shared, third-party or externally hosted generative-AI system, large-language model, machine-learning platform, automated knowledge base, model-training environment or similar technology without PIVOTA’s prior express written consent. Without limitation, the Playbook must not be used for model training, fine-tuning, retrieval-augmented generation, embeddings, benchmarking, prompt libraries, dataset creation, automated extraction, systematic summarisation for reuse, synthetic-content generation or development of any competing or substitute capability, product, programme or methodology. Any expressly authorised use within a private enterprise-controlled AI environment remains fully subject to this notice.                                                                                                                                                                                                                                                                                                 |

| Clause Heading                                       | Full Notice Text                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8. Copies, Extracts, Notes & Security                | Copies of THE BEPIVOTA LUCIDITY PLAYBOOK shall be kept to the minimum reasonably necessary for the Authorised Purpose. Any screenshot, extract, note, analysis, summary, reproduction, derivative record, presentation, database entry or other material that contains, reflects or reveals Confidential Information, including Lucidity positioning, product-system architecture, human-capacity frameworks, engagement structures, pilot models, organisational deployment logic or commercial methodology, shall itself be treated as Confidential Information and remain subject to all terms of this notice.                                                                                                                                                                                                            |
| 9. No Circumvention                                  | The recipient shall not seek to circumvent the protections in this notice by causing or requesting any employee, adviser, contractor, affiliate, connected person, AI system, third-party platform or other person or technology to undertake any act which the recipient itself is prohibited from undertaking.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| 12. Compelled Disclosure                             | Where the recipient is required by applicable law, regulation or binding order of a competent authority to disclose Confidential Information, it shall, to the extent legally permitted: (a) provide PIVOTA with prompt written notice; (b) provide reasonable assistance to permit PIVOTA to seek protective treatment or other appropriate relief; and (c) disclose only the minimum portion of the Confidential Information legally required.                                                                                                                                                                                                                                                                                                                                                                             |
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| Clause Heading                                        | Full Notice Text                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 21. Liability for Breach / Costs                      | To the fullest extent permitted by applicable law and subject to any separately agreed contractual limitations, the recipient shall be responsible for losses, liabilities, damages, costs and reasonable professional expenses incurred by PIVOTA arising directly from a material breach by the recipient of its confidentiality, restricted-use, intellectual-property, security, AI-use, non-circumvention or other obligations under this notice in relation to THE BEPIVOTA LUCIDITY PLAYBOOK or any associated Confidential Information.                                                                                                                                                                                                                                                                                                                |
| 22. Severability                                      | If any term or provision of this notice is found to be invalid, unlawful or unenforceable in any respect, it shall, to the extent permitted by law, be construed, modified or reduced so as to give effect as closely as possible to its intended commercial purpose. The remaining provisions shall continue in full force and effect.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 23. Priority of Executed Agreements                   | Where the recipient and PIVOTA have entered into a separately executed NDA, services agreement, licence, confidentiality undertaking, order form or other written agreement relating to Lucidity, BEPIVOTA or THE BEPIVOTA LUCIDITY PLAYBOOK, that agreement shall prevail only to the extent of any direct inconsistency with this notice. Otherwise, the protections in this notice are cumulative and supplement, rather than replace, any additional contractual, statutory, equitable, confidentiality, intellectual-property, trade-secret or other rights available to PIVOTA.                                                                                                                                                                                                                                                                          |
| 24. Access, Retention or Use = Acceptance             | By accessing, opening, downloading, receiving, retaining, reviewing, copying, storing, circulating internally or otherwise using THE BEPIVOTA LUCIDITY PLAYBOOK, the recipient acknowledges that the Playbook is confidential and proprietary to PIVOTA LIMITED and agrees to be bound by the confidentiality, intellectual-property, restricted-use and other obligations contained in this notice, to the fullest extent permitted by applicable law. If the recipient does not agree to these terms, it must not access, review, retain, copy, store, use or distribute the Playbook and must immediately delete or return every copy within its possession, custody or control. Where the Playbook is supplied electronically, continued access to or use of it after reasonable notice of these terms constitutes acknowledgement and acceptance of them. |
| 24.1 Authority to Accept on Behalf of an Organisation | Any person accessing or receiving THE BEPIVOTA LUCIDITY PLAYBOOK on behalf of a company, partnership, organisation, fund, investment vehicle, public body or other legal entity represents that they are authorised to receive the Playbook for that entity and, where legally capable of doing so, to accept these terms on its behalf. If that person lacks such authority, they must not further access, retain, circulate, share or use the Playbook and must promptly notify PIVOTA.                                                                                                                                                                                                                                                                                                                                                                      |
| 24.2 Condition of Access                              | Access to THE BEPIVOTA LUCIDITY PLAYBOOK is expressly conditional upon acceptance of these terms. PIVOTA may additionally require an NDA, confidentiality undertaking, access acknowledgement, licence, engagement agreement, electronic click-acceptance, procurement approval or other express contractual mechanism before or after granting access. Nothing in this notice limits PIVOTA's right to impose additional or stronger protections.                                                                                                                                                                                                                                                                                                                                                                                                             |
| 25. Electronic Communications & Records               | The recipient agrees that where THE BEPIVOTA LUCIDITY PLAYBOOK or these terms are supplied electronically, relevant electronic records, communications, access logs, transmission records, acknowledgements and other electronic evidence may be retained by PIVOTA for legitimate evidential, security, compliance, procurement, audit and rights-enforcement purposes, subject to applicable law.                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 26. Governing Law & Jurisdiction                      | This notice and any contractual or non-contractual obligation, claim or dispute arising from or connected with THE BEPIVOTA LUCIDITY PLAYBOOK, its disclosure, access, acceptance, review, use, misuse, retention, unauthorised disclosure, unauthorised AI use or competitive exploitation shall be governed by the laws of Ireland. Subject to any contrary dispute-resolution provision contained in a separately executed agreement, the courts of Ireland shall have exclusive jurisdiction.                                                                                                                                                                                                                                                                                                                                                              |