MULABS

MUCONSULTANCY · BY MULABS

Applied neuroscience for hotels, yachts, products, brands & teams

Proof, *measured.*

We bring a neuroscience lab into the rooms, products and campaigns that make promises about how people feel. We measure, report honestly and help you say only what you can show.



FOUR VERTICALS

Hospitality & yachts · Product validation
Neuromarketing · Corporate

BACKBONE

Applied neuroscience
since 2015

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Promises are cheap. *Proof is rare.*

People are sceptical.

Guests, customers and audiences have heard every claim. What earns attention now is something they can see and feel in their own body.

Claims are a liability.

Health-adjacent claims attract scrutiny from regulators, press and clinicians. Language backed by measurement is an asset.

Data needs a guide.

A brain map or a heart-rate curve means little on its own. Value comes from the person who explains it and the decision it informs.

MuLabs brings the missing layer: *measurement*, *interpretation* and *language that holds*.

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Four ways partners *buy measurement*

01 · HOSPITALITY & YACHTS

Wellbeing, measured where guests stay.

Private check-ins, measured stays and immersive rooms for luxury hotels, clinics and superyachts.

02 · PRODUCT VALIDATION

Products, tested independently.

Studies for supplements, devices, apps and methods, with a plain-language summary and a claims guide.

03 · NEUROMARKETING

Response, measured in the moment.

Response to a campaign, a space or a product, measured during exposure, not surveyed afterwards.

04 · CORPORATE

Teams, measured at work.

Executive programmes, measured offsites and a year-round programme with an anonymised report for HR.

Different buyers, the same measurement engine underneath: *MuLabs PRYSM*.

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What we add to *your programme*

Each module runs on its own or combines into a signature stay or charter. On a yacht, the kit fits in a cabin and our team embarks.

ASSESSMENT

Brain & body check-in

A qEEG brain map and heart-rate variability reading at arrival, analysed with MuLabs PRYSM and explained to each guest.

TRAINING

Brain-training suite

Neurofeedback sessions during the stay, guided by the check-in, with an option to continue at home.

RECOVERY

Measured recovery circuit

Your sauna and cold circuit with a heart-rate check before and after.

BREATH

Breath Lab

Guided breathwork with live heart-rate and breath feedback, for groups of 6 to 60.

IMMERSIVE

Sound & light rooms

Brain Mirror, Voxel Cube and projection-mapped rooms that respond to guests' live biodata.

EVIDENCE

Pilot & language

A small pilot study with your own guests and a claims guide for your marketing.

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How a product study *runs*

The same five steps for a supplement, a wearable, an app or a method. The question is fixed before the data exists.

i

Question

One product, one question, the primary outcome written down first.

PRE-SPECIFIED

ii

Design

Before and after, or sham against active, within the same people.

WITHIN-SUBJECT

iii

Measure

Brain and body recorded during use, in the lab or on site.

EEG · HRV · BREATH

iv

Analyse

Fifteen quality guards first, then exact statistics for small groups.

MULABS PRYSM

v

Report

Findings graded by confidence; what did not hold is reported as not confirmed.

GRADED REPORT

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Three studies for *brands*

Each study compares versions or moments, so the answer is a decision, not a score.

CAMPAIGN & CONTENT

Ad and content testing

Films, ads, sonic logos and music: which version holds attention and how the body reacts.

EEG · EVENT-RELATED RESPONSES · HRV

SPACE & EXPERIENCE

Store, venue and event

Response mapped along the visitor's route, before and after.

PORTABLE EEG · HEART RATE · SELF-REPORT

PRODUCT & SENSES

Pack, scent, sound and taste

Which design, fragrance or sound people respond to, next to what they say.

EEG · BREATH · SKIN CONDUCTANCE

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Three offers for *teams*

Individual results stay with each person; HR only ever sees anonymised group data.

EXECUTIVES

Executive programme

qEEG and heart-rate map, a private reading, training in focus and recovery, and a second map.

QEEG · HRV · NEUROFEEDBACK

OFFSITES

Measured offsites

Breath Lab, Brain Mirror and live biodata rooms at offsites and kick-offs, with a group report.

BREATH LAB · BRAIN MIRROR

YEAR-ROUND

The measured programme

Check-ins through the year, training in between, and a yearly anonymised report for HR.

CHECK-INS · YEARLY REPORT

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Measure, act, *re-measure*

01 · BASELINE

Start point

Brain and body recorded before anything changes: the guest on arrival, the participant before use, the viewer before the ad.

02 · EXPOSURE

The experience

The stay, the product, the campaign or the programme, run as it normally would, with the signal captured where people already are.

03 · RE-MEASURE

The same measure

Repeated under the same conditions, so the two readings can be compared honestly.

04 · REPORT

What changed

In plain language, graded by confidence, with what did not move written down as well.

Re-measure is the product.

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Say what you can *show*

The claims we see most often, and how a measured venue, product or brand says the same thing without overreaching.

SAY	AVOID
We measure how your nervous system responds	~~Resets your nervous system~~
Guests often report feeling calmer and sleeping better	~~Lowers cortisol and ends insomnia~~
In our pilot, participants showed a change in measure X	~~Clinically proven~~
A brain map that shows your current patterns	~~Diagnoses what is wrong with your brain~~
Sound and light that respond to your own data	~~Frequencies that restore the body~~
Wellbeing and self-regulation	~~Health or clinical claims~~

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We have measured this *before*

27 PROJECTS

Studies and activations since 2015

Research pilots, experiences and consultancy work for wellness, brand and research clients.

41 PARTICIPANTS

Wellness pod: two programmes (2024)

EEG, heart-rate variability, respiration and skin conductance, with pre and post baselines.

23 PARTICIPANTS

Immersive forest installation (2024)

EEG, heart rate, skin conductance, cortisol and questionnaires, pre and post.

19 PARTICIPANTS

Breath-Mind Navigation pilot (Alchemy, 2023)

Breathwork with EEG, heart-rate variability, SpO_2 and cortisol, re-analysed by MuLabs in 2026.

OUR STANDARD

If we can't measure it, we don't promise it.

Pre-specified. The outcome is written down before the first measurement.

Measured, not claimed. We report what the data shows and nothing more.

Null results reported. When an effect isn't confirmed, we say so plainly.

Privacy first. Participant data is anonymised and never sold.

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Four ways to *work with us*

i The pilot

SINGLE STUDY

One question, one venue, product or campaign, a small study and an honest report.

ii The signature programme

WEEKS TO LAUNCH

A measured ritual, stay or activation, designed, scripted and staff-trained, sold under your brand.

iii The evidence pack

STUDY + LANGUAGE

Study, plain-language summary and claims guide for your site, pack, ads and press.

iv The resident lab

ONGOING

Our method, technology and team on an ongoing basis, with a yearly report on what your offer does.



POWERED BY MULABS

The brain as something we can *train*.

MuLabs is a Lisbon neuroscience lab working with qEEG brain mapping, neurofeedback, biofeedback and biodata arts. Our analysis software, MuLabs PRYSM, turns brain and body recordings into results people can understand. MuConsultancy brings that lab into hotels, products and brands.

FOUNDED
Lisbon, 2015

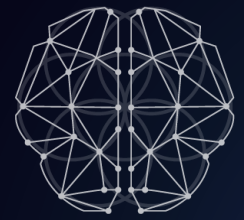
LED BY
Francisco Marques Teixeira

METHODS
EEG · HRV · breath · biometrics

REACH
Portugal, Europe & the Gulf

START THE CONVERSATION

Let's measure what *matters*.



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Tell us about your venue, product or campaign. The first step is a 30-minute call: what you want people to feel, and how we'll know it worked.

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STUDIO
Lisbon, Portugal