THESIS : WHITE PAPER

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WHITEPAPER

Background

A few years ago I was diagnosed with a very rare, incurable autoimmune dis-ease. I was on tons of medication but the symptoms kept coming back. Through self-awareness, meditation, forgiveness, clean eating and holistic healing- I cured myself. During my journey I spoke with a mentor of mine that opened my eyes to a whole new way of living life. He taught me that a lot of dis-eases, especially autoimmune, are directly related to traumatic life events, spiritual and emotional imbalance, and repression.

One of the main things that I gathered from my experience is that suffering is optional. Since this event, I have encountered many individuals who are or were suffering with some sort of physical ailment. I constantly want to tell them, "there is a way to feel better! It is within you"

The Problem

The issue is this: Our society avoids dealing with our deep rooted issues. As a result of this, we begin experiencing physical discomfort. People forget that our entire system is one: mind, body and soul. I want to make it my mission to show people that if your stomach hurts all the time, there are other ways of healing your pain aside from taking some pepto.

Goals

Through my thesis, I want to create an easily accessible platform for people to find information about the connection between physical and emotional health. It will be a place where people can share stories about their personal experiences and gather information about how to heal and overcome various ailments.

Our society has taught us to put "band-aids" on our problems, both physical and emotional. By creating a place where people can obtain information on their particular ailments and providing an explanation and potential solution respectively

Thesis Question

There is obviously room for improvement on this question. I am not entirely sure if I want to use the term "holistic healing", as it may not be accurate in describing the subject matter. It is important that I narrow down the platforms on which I plan to deliver this information. Creating a brand strategy and identity for this project will be vital to creating a successful network of information.