

# hummingbird habit

behavioral intelligence consulting

---

08.2025



# table of contents



**01.** the future is here

**02.** global Trends

**03.** artificial vs Behavioral Intelligence

**04.** symbiotic evolution

**05.** the BI pioneers collective

**06.** gain first-mover advantage

**07.** why do we need a BI era

**08.** vision and mission

**09.** how we serve enterprises

**10.** meet the team

# a turning point of civilization: from material abundance to spiritual flourishing

Over the past century, humanity's innovations have centered overwhelmingly on material prosperity, from electricity and automobiles to the internet, we built a world of convenience, efficiency, and instant response.

Yet as external conditions reached unprecedented heights, internal collapse followed: psychological disorders surged, attention spans fractured, trust between people eroded, and existential confusion deepened.

This historic shift signals a fundamental truth: We no longer need to pursue "efficiency" in order to have more material prosperity, but must now master "how to live a more peaceful and meaningful life."

Our focus must evolve from material accumulation to spiritual integration, from maximizing productivity to rebuilding meaning.

Behavioral Intelligence (BI) emerges as the futuristic response to this epochal demand. It provides a science-based, systematically designed pathway of behavioral practices to answer:

- How to live more healthily
- How to forge deeper connections
- How to cultivate authentic meaning

In essence, as human civilization strides toward spiritual flourishing, we require a new form of intelligence to navigate this migration—and this is precisely BI's defining purpose in our era.



# background:

## the rise of the healing industry & new business paradigm



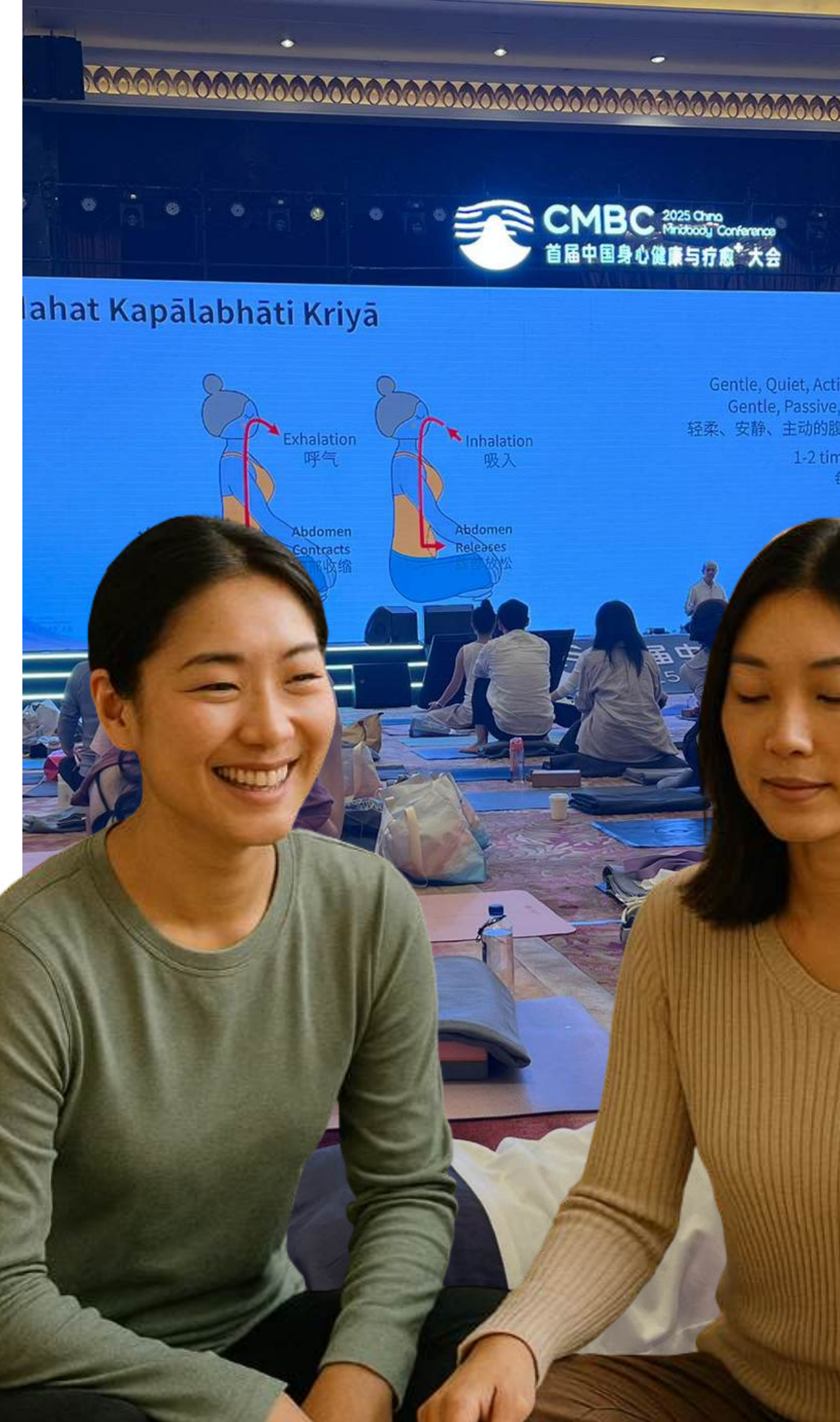
GLOBAL "MENTAL WELLNESS" MARKET SIZE IS PROJECTED TO REACH \$1.31 TRILLION BY 2027.

### new business paradigm: slow to fast

- Next-gen entrepreneurs pursue Sustainability + Kindness + Long-termism
- Co-creating value with consumers, not just transactions
- Building socially impactful brands is the new consensus

### global healing industry trends:

- "Mental fitness studios," "soul workshops," and "emotional socialization" are becoming mainstream lifestyle elements
- Meditation app users (e.g., Calm, Headspace) grew over 6-fold in 5 years

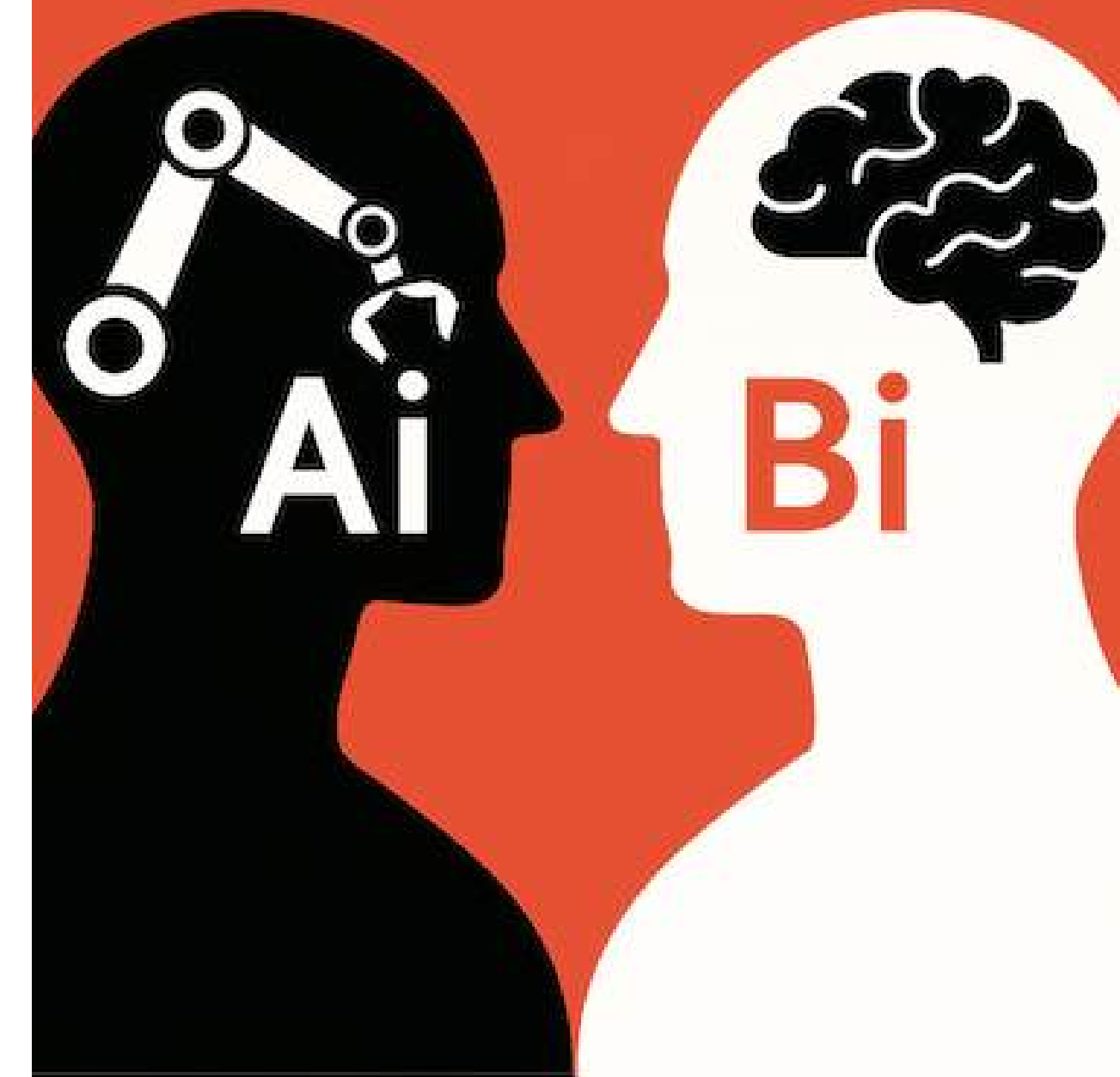


# AI vs BI

## artificial vs behavioral intelligence

**Artificial Intelligence (AI)** is about teaching machines to "think" and "learn", not merely executing commands, but continuously improving through experience and interacting with humans in more natural ways.

**Behavioral Intelligence (BI)** is the scientific insight into human behavior, how we think, feel, and act, and the ability to translate these insights into tools, technologies, and environments that empower people to become the most intelligent and evolved version of themselves and unlock full-spectrum human flourishing.



# the future: symbiotic evolution of AI and BI



When AI's "super-computing power" merges with BI's "deep human insight", we enter a more balanced era of civilization—where technology no longer merely replaces human labor, but empowers the human spirit.



**BI**

## education

AI customizes learning paths → BI cultivates intrinsic motivation, which transforms "extrinsically motivated learning" into "passionate intrinsically driven learning".



**BI**

## healthcare

AI diagnoses diseases → BI drives health-optimizing daily behavior and decisions, which achieves true preventive medicine by treating root causes.



**BI**

## workplace

AI automates repetitive tasks → BI fosters purpose, which reduces occupational burnout through meaningful engagement.



**BI**

## living spaces

"smart" AI empowered daily consumable goods → BI-empowered products are "compassionate," → ensures we truly experience daily life as "flourishing"

# artificial vs behavioral intelligence

## The Coffee Ritual: AI vs. BI in Action



**Generic AI** remembers you take two sugars in your coffee and mechanically adds them.

HOW ABOUT STARTING  
WITH HALF A SUGAR, TO  
TASTE? AS FOR THE REST,  
LET ME SWEETEN IT WITH A  
LITTLE STORY INSTEAD.



**BI-enhanced AI** gently intervenes at your peak emotional energy.

# the BI pioneers collective: gain first-mover advantage within your niche



Members invest reduced consulting fees that fuel shared branding and visibility, while gaining exclusive access to proprietary BI implementation framework.

## a symbiotic model

This reciprocal ecosystem amplifies each member's leadership position while accelerating real-world BI adoption across industries.

# "why do we need a BI era"



We are in an era of information flood, choice explosion, and interpersonal division.

We have unprecedented freedom, but we also live in deeper anxiety and internal friction.

In such an era, only by understanding human nature more deeply and designing human nature can we regain harmonious connections with ourselves, others, and the world.

## **the advent of the BI era is because the old paradigm is no longer enough:**

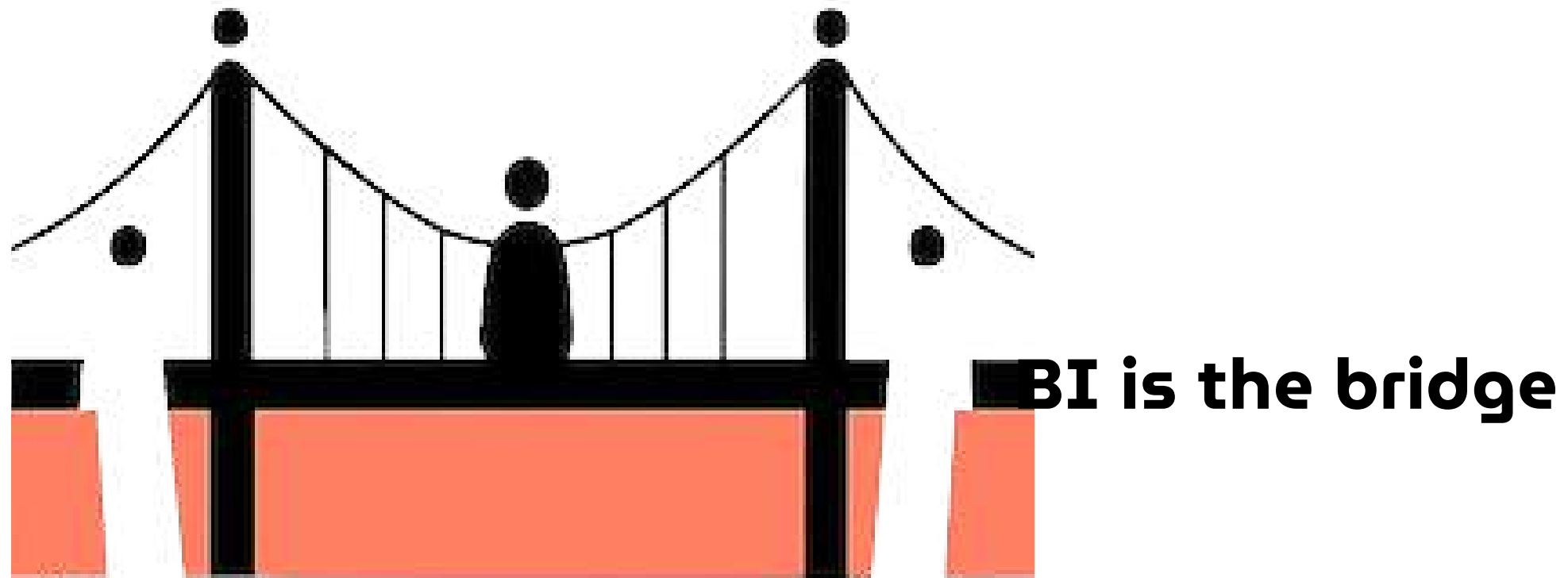
- IQ allows us to analyze problems, but cannot transform behaviors.
- EQ allows us to feel emotions, but it is difficult to deal with systemic temptations and interference.

We need a kind of wisdom that can help us make clear, powerful, and loving choices in a complex environment. This is behavioral intelligence.

## **in the era of BI, we will:**

- Use science and design to guide goodwill rather than manipulate human nature.
- Use environment and system to catalyze rather than oppress behavioral changes.
- Use connection and empathy to create organizations and societies that are neither internally consumed nor indifferent

# "why do we need a BI era"



This world is not short of knowledge or technology, but lacks a bridge to transform knowledge and technology into real human welfare. BI is the bridge. Welcome to the era of behavioral intelligence, where changing behavior is not to become a better tool, but to live a more complete self.



behavioral intelligence is not to make decisions for you, but to help you make choices for a higher version of yourself at critical moments.



Welcome to the Age of Behavioral Intelligence:

- Where changing behavior isn't about becoming a more efficient cog, but about living into your fuller humanity.
- Where technological progress will not just focus on the speed of its own advancement, but truly anchored towards serving human flourishing.
- Where education, medical care, business and public policies, consumer goods and service industries will no longer only optimize survival indicators, but will optimize people's thrival needs.





Hummingbird  
Habit



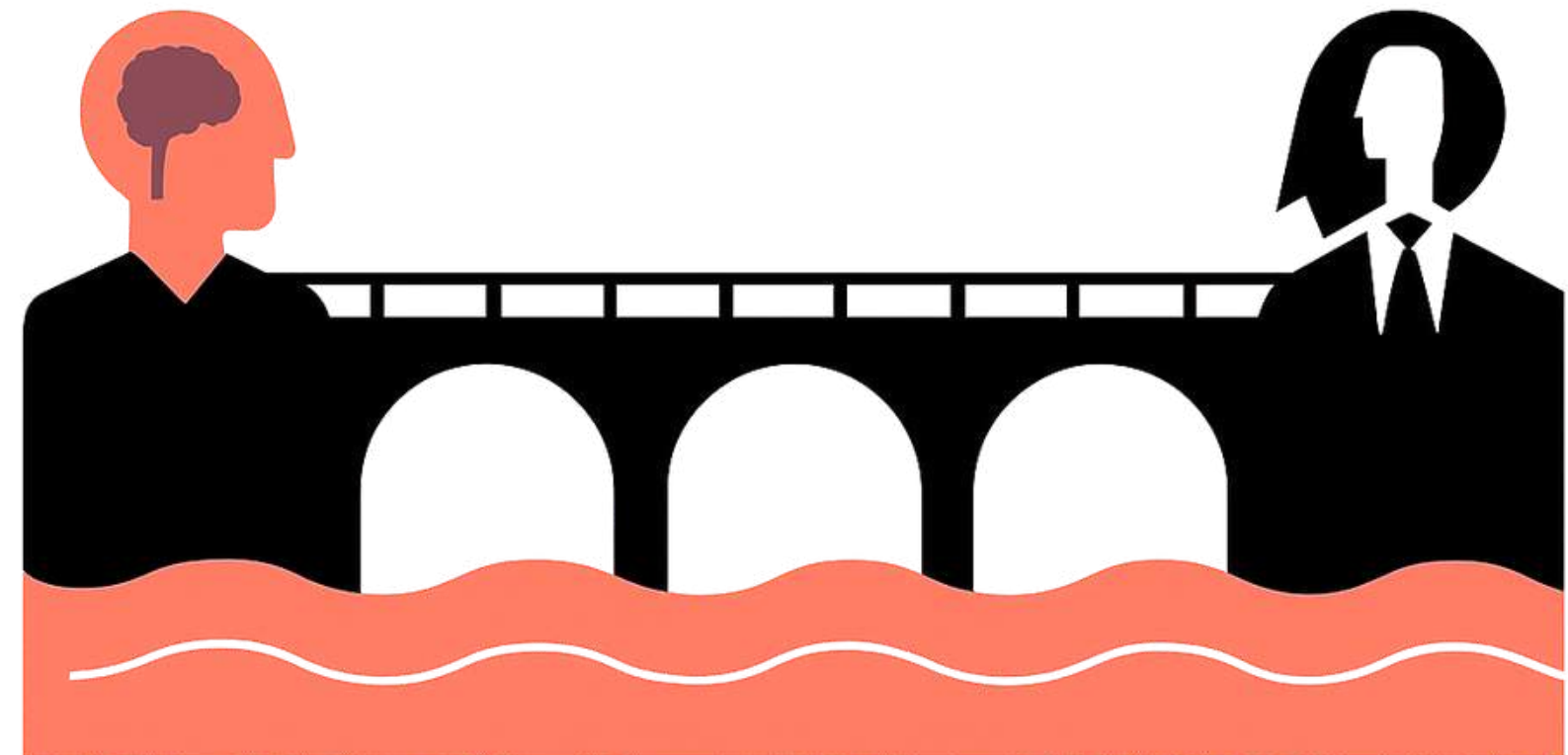
## vision statement

A world powered by Behavioral Intelligence, where every product and service is consciously designed to nourish 21st century humans' emerging thrival needs, beyond the basic survival needs.



## mission statement

Empowering businesses to integrate behavioral intelligence into brand and product design, making everyday experiences a catalyst for human flourishing.



# brand statement — Hummingbird Habit

## hummingbird behavior intelligence technology



We believe that the products and services we use every day hold great potential to elevate the human spirit.

We believe that humans have been “missing out” on this potential.



**the spaces we live in, hotels, restaurants and schools, have long been designed to meet basic survival, convenience or aesthetic needs. But what if these spaces could be designed to go further? For a clear mind, deep connection, and the blossoming of humanity.**

At Hummingbird Habit, we believe that the future world will be based on “Behavioral Intelligence (BI)”, not as an optional add-on.

Here, brands and products are no longer designed just to sell, but to support higher-level human needs: happiness, belonging and meaning.

Here, science meets the soul. We are committed to designing for “real humanity”, not ideal humanity, but real feelings, thoughts and behaviors.

Here, we are promoting such a shift: from “automated habits” to “habits that promote transformation”.

# our mission is simple yet radical: helping businesses turn every touchpoint into a moment of care, clarity and connection



Empowering the companies that shape our daily lives to serve the highest level of human needs

And all this does not go against business. In fact, it is the future of business.

- Today's consumers are not just looking for products, but healing, wholeness, and inner consistency.
- The global health and healing industry is growing rapidly.
- This is not a fad, but a profound change.

BI is not a "soft science".

- BI combines behavioral psychology, marketing, habit formation and user experience design.
- BI makes products "easy to use".
- BI also makes people feel natural, moving and valuable.

**does it make any business sense?**

is it an added value or a distraction to the business related goals?"

the result of  
designing with BI?



increased satisfaction  
deepened loyalty  
spontaneous word-of-mouth spread

When we design with behavioral intelligence, we are not sacrificing profits, instead activating business potential in a more sustainable, ethical and resonant way.

It's time to stop designing for "clicks" and start designing for human awareness.

This is behavioral intelligence for the good of consumers.

## services we provide

- Product and service experience redesign (based on behavioral science perspective)
- Behavioral intelligence-driven optimization framework
- Brand strategy integrating psychological insights
- Therapeutic intervention and emotional interaction micro-design
- Workshops, design sprints and behavioral audits



# participatory redesign with healing intervention at its core

We redesign your product and service experiences by incorporating behavioral science-inspired game mechanics and interactive features, enhancing user engagement while subtly embedding evidence-based healing interventions.

## This includes:

1. Embedding micro-games, rituals, or product features that promote healthy habits/boost wellbeing (e.g., mindfulness, gratitude, emotional regulation), while ensuring all features are intuitive, optional, and aligned with your brand identity
2. Embedding cognitive and emotional support mechanisms into user flows making healing feel playful, social, and rewarding—without disrupting core functionality.

Outcome: Experiences that delight, uplift, and support human flourishing—while driving deeper engagement and loyalty.

# the BI pioneers collective: trailblazers of behavioral innovation



We are proud to introduce The BI Pioneers Collective, a curated alliance of visionary companies and partners leading the charge in the Behavioral Intelligence (BI) revolution. These early adopters represent diverse industries united by a shared commitment to human-first transformation, data-driven empathy, and measurable impact.

Our Founding Members:



In the pipeline:  
iconic restaurant  
chain in Shenzhen

In the pipeline:  
wellness product  
company

In the pipeline:  
Boutique hotel in  
Phú Quốc



## meet the team

### Dr. Ting Jiang

Ting Jiang (PhD) is a behavioral scientist, systems thinker, and visionary entrepreneur who believes that business can be a vehicle for human healing. After years of working at the intersection of behavioral economics and social impact, a period of burnout did not break her, but rather led to an awakening. Ting began to embark on a new path – one that merged science with soul. She immersed herself in body work, spiritual teachings, and energy practices – not to abandon behavioral science, but to perfect it. This journey led her to found Hummingbird Habits (HHT), dedicated to reimagining the products and services we use every day as tools for care, clarity, and transformation. Through HHT, she blends psychology, design, and soul-aligned entrepreneurship to help companies create products that uplift, resonate, and truly serve people.

She previously served as one of the principals of the Dan Ariely Behavioral Science Lab at Duke University and is currently the founder and CEO of Hummingbird Habits, adjunct chief science officer of Make-A-Point, and advisor to the Decision Lab. Ting has led global behavioral design projects across continents and combines science, technology, and design to create solutions that support human flourishing.



## Dr. Adam Dipert

expertise: mathematics, physics, computer programming, physical movement

Adam Dipert is an experimental physicist, technologist, and movement researcher whose career bridges scientific rigor and real-world innovation. With a PhD in Experimental Nuclear Physics from Arizona State University and a background at leading institutions including Duke University, North Carolina State University, and Los Alamos National Laboratory, Adam brings deep expertise in data-driven design, human factors, and scalable systems engineering. His published research and international collaborations reflect a commitment to turning advanced science into practical solutions.

As CTO of Hummingbird Habit, Adam bridges experimental physics and human behavior to engineer precision BI technologies. He leads the development of technology that transforms everyday environments—bridging the gap between experimental physics and human systems design. As CTO, he guides R&D for hardware, software, and in-depth data analysis. His approach seamlessly integrates behavioral intelligence with product design, setting a new standard for human-centered technology in the rapidly growing global wellness sector.



# Karim Ghazzi

## expertise: marketing and design, hospitality, blockchain, and sustainability

Karim Ghazzi is a marketing strategist, technology futurist, and advocate for sustainable innovation who believes in the impact of emerging technologies to redefine business. With a multidisciplinary background spanning marketing, hospitality, and blockchain consulting across the Middle East, Karim's career reflects a relentless curiosity for systems that bridge cutting-edge tools with tangible impact. His pivot into immersive technologies was not just a professional evolution, but a core commitment to designing equitable digital futures.

Graduated from the Lebanese American University in Beirut, trained with INSEAD and certified by the Cardano Foundation as a Blockchain Associate Expert (2023), Karim merges technical fluency with a marketer's instinct. At Hummingbird Habits, he leads marketing, design, and communications. Beyond the digital realm, he channels this systems-thinking approach into sustainable living, actively collaborating on eco-housing projects that harmonize modern needs with natural materials.



**did you notice this?**  
yes, our titles don't start with capital letters, and that's intentional!



As a behavioral intelligence consultancy, we're fascinated by what people miss.

How habits, expectations, and patterns shape what we see, and what we don't.

Capital letters reinforce routine. Lowercase disrupts it, gently.

Did it make you pause?

What did you observe?

That's where insight lives.

In the things we usually overlook.

# hummingbird habit

behavioral intelligence for the 21st century humans



Hummingbird Habit, LLC 3600 North Duke St, STE 1, #1240 Durham NC, 27704, USA