



METASPHERE
INDUSTRIES

FORGING ELITE LIVES

Optimized Human Potential &
Neurocognitive Fitness Training for ANYONE.



Our 5 Key Devices to Unlock One's Quest to Optimize their Human Potential/Performance:

1. TARGETED & INDIVIDUALLY REGIMENTED SLEEP PERFORMANCE & RECOVERY PROTOCOLS.

2. PHYSICALITY: and Targeted, Individualized Full-Human Fitness Programming - Physical, Emotional, Mental, Neurological, Spiritual, Social, and Genetic.

3. INDIVIDUALIZED & OPTIMIZED NUTRITION & HYDRATION

4. COMPASSIONATE CARE & COMMUNITY (TRIBE)

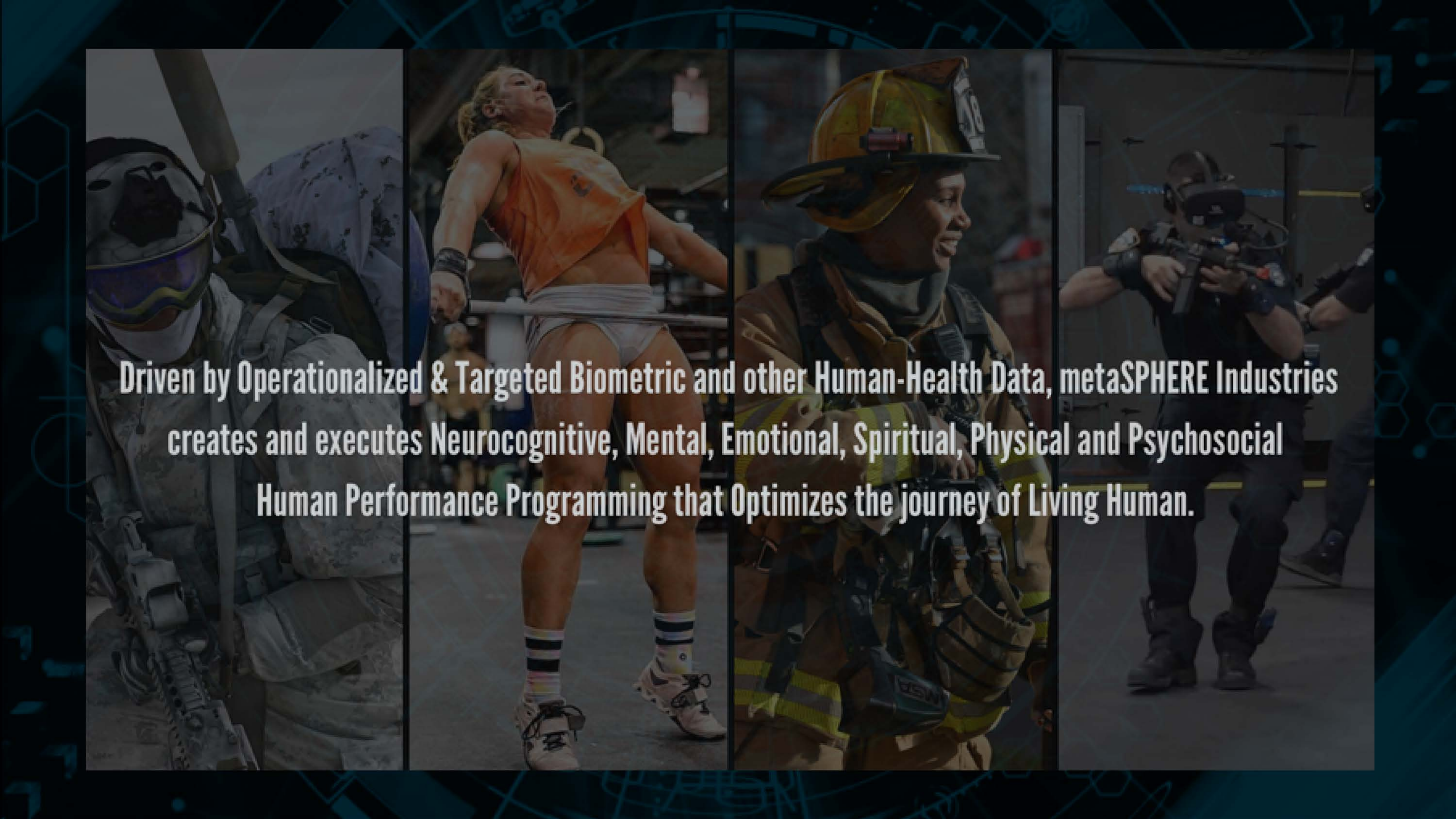
5. GRIT: DOING THE HARD STUFF, DELIBERATELY

3 Foundational Pillars of Integrative Engagements:

1. THE HERO'S JOURNEY

2. WARRIOR CULTURE(S)

3. THE FORCE: UNIVERSAL CONNECTION & COLLECTIVE CONSCIOUSNESS.



Driven by Operationalized & Targeted Biometric and other Human-Health Data, metaSPHERE Industries creates and executes Neurocognitive, Mental, Emotional, Spiritual, Physical and Psychosocial Human Performance Programming that Optimizes the journey of Living Human.

... for **ANYONE**:

metaSPHERE Industries is committed to delivering our programs to various and **DIVERSE** Groups of Human Performers.

We are committed to being **INCLUSIVE** and **EQUITABLE** in our mission to insure that anyone who wishes to optimize their life-potential, has the opportunity to perform distinctively

as they learn how to tap fully into the best expression of themselves,
CONSISTENTLY.



The Problem

- 01 Today's Information Awareness Services (biometric wearable device companies such as WHOOP, Apple (Watch), FitBit, Garmin, and others) bring to market extremely descriptive human performance information.
- 02 These companies DO NOT OFFER a prescriptive, actionable path that utilizes the information that they gather on each performer.
- 03 Historically, NO COMPANIES have solved this problem. These companies merely add to the current *noise* surrounding human performance.



Example of the Problem: Mahomes' Sideline Performance.



WHOOP shows the data.

Evaluated WHOOP data while on field:

- High-stress
- Increased Heart-Rate
- Increased Respiration.

Patrick Mahomes performs at extremely high levels on the field; however, during this year's NFL AFC Championship, Mahomes was more stressed (that is his heart rate was more elevated) on the sidelines, than it was on the field of play.

SO WHAT?

How could he optimize his performance evenly? What could he have done in the moment to increase his recovery performance?

How is any of this information useful, in the moment, when it matters most?



metaSPHERE Industries SEES BEYOND THE NOISE.

We utilize the trends of Individual Performance Data, also integrating Historical, Biological, Genetic, Epigenetic, and Socioeconomic Information to create Prescribed, Actionable, Repeatable & Scaleable Performance Training Solutions.

metaSPHERE Industries OPERATIONALIZES data.



HARDWARE. WETWARE. SOFTWARE.



metaSPHERE's Solution

We take the intangible data points from each performer and combine this information into an accurate and prescriptive strategy that works for each individual participant.

metaSPHERE Industries facilitates evidence-based, science-backed training, and support experiences that answer the question of...

SO WHAT?

Optimizing Performance in Stressful, Challenging Circumstances... CONSISTENTLY!



The metaSPHERE Process ... targeted, fluid, adaptive.

EVOLUTION 001: BASELINE and Assessment Procedures and Protocols. Onboarding onto the metaSPHERE *CONCENTRIC* platform.

- Intake Surveys and Indexes – performers complete questionnaires and program qualifiers.
- From its inception, this process will help us Validate and Verify the training that we present.
- We will be working with The Center for Brain Health @ U. Dallas to initiate Brain Health assessments.
- We have three of the top neuroscientists in the world working with us to present the most effective and efficient neurocognitive assessment and training protocols.
- In concert with the Center for Brain Health, metaSPHERE Industries will present internally designed and written intake indexes created by of team of neuroscientists and PhD's.



METALABS

Body-Baseline protocols

In this process we will gather and begin to aggregate Bio-info, such as:

Blood Panels

Body Chemistry Testing and Analysis via: Urinalysis and other lab protocols

Gut Biome Testing and Analysis

Genetic & Epigenetic Testing and Analysis, through a strategic collaboration with My Next Health



- **Systems agnostic biometric assessments** and ongoing data capture of Heart Rate Variability (HRV) and Sleep/Recovery Process via off-the-shelf biometric devices, such as: BioStrap, AppleWatch, WHOOP, Garmin, FitBit, etc.
- **Neurocognitive Assessments** – COGWEAR, Center for Brain Health, Neurotracker, and other strategic collaborative partners.
- **Core Competencies assessed**, via: metaSPHERE Industries derived non-traditional assessment, programming, and training & support modules.
- **GRIT Assessments** – Physical, Emotional, Neurocognitive and Spiritual GRIT



EVOLUTION 002: Aggregation, Analyzation and Dissemination of Findings

All captured data/information streams aggregated and processed back into executable feedback loops **for each individual performer**. This loop delivered via: the *CONCENTRIC* platform, high-touch engagements with members of the metaSPHERE team, as well as through targeted and compelling interactive video, AR, and various other forms of content delivered through the metaSPHERE Marketplace.



EVOLUTION 003: **Sustained Engagement**

Defining programming tension points.

Introduction of varied, **non-traditional/non-ordinary** training protocols & programming executables.

Delivery of Findings and Follow-Ons: Defining next best steps and scaling of experiences to optimize performance of individuals and teams.



EVOLUTION 004: **Reassessment of each Performer at 3-month markers**

Reassessment of each performer.

Defining programming tension points.

Introduction of varied, **non-traditional/non-ordinary** training protocols & programming executables.

Delivery of Findings and Follow-Ons: Defining next best steps and scaling of experiences to optimize performance of individuals and teams.



PERSISTENCE.



Example of **OUR** Solution

Decreasing the 'Stress' Response through Prescribed Direct, Self-Care Experiences.

Evaluated WHOOP data on hike:

- Increased Heart-Rate
- Increased Respiration
- Increased Body Stress Response

An hour plus hike in atmosphere, followed by setting the intention to engage in a Micro-Recovery experience (in this case, a Wim Hof breathing technique), elicits an extremely positive biometric response - taking our COO's heart-rate from the high 140's down below 100, in a matter of a few mindful breathes.



PROACTIVE PERFORMANCE SOLUTIONS...

We offer **long-term and acute performance solutions** for mental, physical, spiritual, neurocognitive, and emotional fitness through targeted data collection prescribed **for each Human with whom we work.**

Rather than REACTIONARY PROBLEM SOLVING!



**TARGETED & PRESCRIPTIVE:
PREPARATION & INOCULATION TRAINING
FROM STRESSFUL, PRESSURE-FILLED
LIFE EVENTS.**





PERSONAS

WE SERVE



1 EXPERIENCED

Those who have experienced trauma.

2 WITNESSED

Those who have witnessed trauma.

3 CAUSED

Those who have caused trauma in someone else's life.



4TH PERSONA

YET TO EXPERIENCE

IT'S NOT THE WILL TO WIN
THAT MATTERS, EVERYONE
HAS THAT. IT'S THE WILL TO
PREPARE TO WIN THAT
MATTERS.

—Paul “Bear” Bryant—

It is not a question of if someone will experience challenging, traumatic experiences in their life, but a question of when they will. metaSPHERE teaches you how to mindfully and effectively **PREPARE**, giving you the tools to not only be resilient, but **to THRIVE** through these challenging, uncomfortable times and experiences.



CONCENTRIC

Optimizing Human Performance Training and Support platform

**Designed and created to Optimize your
metaSPHERE multiverse User Experience.**

App. Components that Interweave and Integrate:

- All initial, Participant Assessment and Targeted Questionnaire Information
- Biometric Information
- Labs - Blood and Urinalysis Results
- Genomic/Epigenetic Testing and Results
- Neurocognitive Fitness Assessment Results
- Gut Biome Testing and Results
- Core Competencies
- GRIT Assessments and Results
- THRIVE/JOY Tracking
- Video Logs and Journal Entry Capability
- Community Engagements with Like-Minded and Committed Groups



SUPPORTING the OPTIMIZED PERFORMANCE of the FULLY INTEGRATED HUMAN DOMAIN.

Entertainment-Based Training & Support Experiences that Interweave and Integrate:

- Mindfulness Training
- Fitness-Based Experiences
- Breathwork
- Neurocognitive Fitness
- Non-Traditional Training Experiences
- PTSi Support Systems
- Varied Educational Experiences
- Fully Immersive VR Experiences
- Free Movement through Open-World Environments
- Ability for Multi-Player, Shared Experiences
- Experiences that Support Long-Term Brain Health

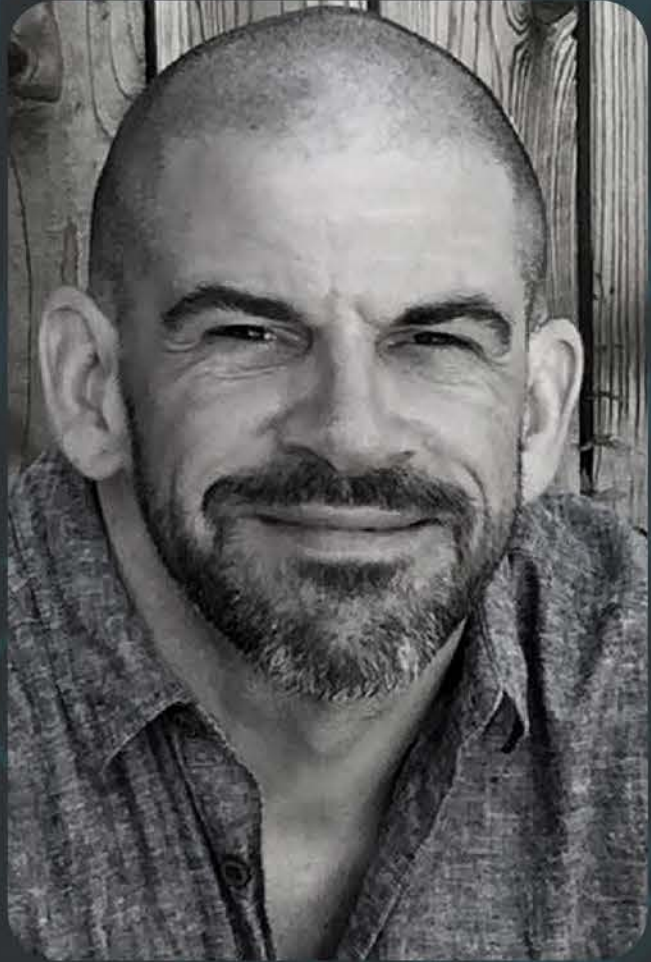
COMPELLING, ENGAGING, INDIVIDUALLY TARGETED CONTENT



OPTIMIZING PERFORMANCE.
PRIORITIZING OPTIMIZED SLEEP & RECOVERY.



EXECUTIVE



Brian K. Hillard
Chairman, CEO



Lindsey Gilfillan, MBA, CSIR
Chief Financial Officer



Nathan Crossett
Chief Operations Officer



Brian Marren
Chief Strategy Officer



Keith Golinski
Chief Production Officer

LEADERSHIP

"Two things that remain eternally true and compliment each other, in my view are: don't snuff out your imagination and the power of imagination, don't become a slave to the model; and the other, take a model and study it, for otherwise your inspiration won't take on material form."

- Vincent van Gogh

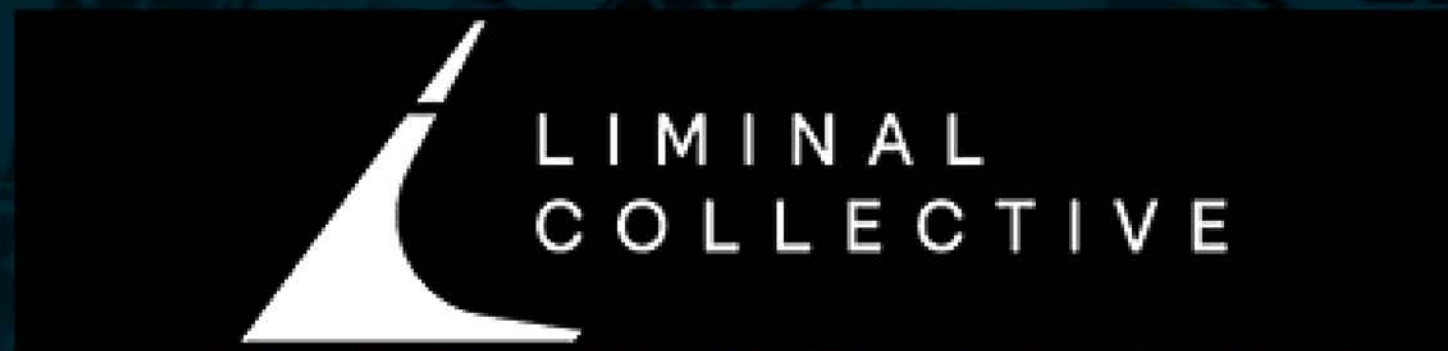
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Our Strategic Collaborators:



cogwear



metaSPHERE's Team of Tier-1 Advisors & SMEs.

Dr. Jennifer Wagner
Chief Medical Officer
WeProsper



Dr. Olivier Oullier
Neuroscientist/Co-Founder
Inclusive Brains



Dr. Michael Platt
Neuroscientist
Wharton School



Dr. Andy Walshe
Founding Partner,
Liminal Collective



Andy Quinn
CEO
betweenMD



Laura Penhaul
Chief Innovations Officer
TIGNUM



Erin Whitehead, MBA
CEO
AMBITIOUS AF



Dr. Moran Cerf
Neuroscientist and Educator



PREDICTIVE. **PRESCRIBED.** PREVENTATIVE.



PERFORM DISTINCTIVELY



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"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes ... the ones who see things differently -- they're not fond of rules, and they have no respect for the status quo. ... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things. ... They push the human race forward, and while some may see them as the crazy ones, we see genius, because the people who are crazy enough to think that they can change the world, are the ones who do."

- Steve Jobs, 1997

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“No one can tell you (you're in love) you just know it. Through and through. Balls to bones.”

The Oracle –
from:
The Matrix





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Additional Supplemental Materials & Briefing Decks, provided upon request.

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