



**Jake** 02:18

Thank you, Robbie for coming on. And joining me on the podcast today really appreciate you taking the time, you are the founder and CEO of other ship, a guided breathwork app. And I'm looking forward to discussing that and some of your other work around personal health and sort of related activities. As well as a stint in crypto, you worked early on Aetherium. So a lot of overlap here and looking forward to getting into all of it. Before we get started and dig into all of that would love to hear for those who don't know you they don't know other ship. Just sort of your origin story from as early as you're going to start to where you are today and some of the decisions you've made along the way.

**Robbie Bent** 02:59

I think what comes up firstly, thanks for having me, I'm super grateful to be on and excited to connect with you. But what really resonates with people, I think is this need to please at an early age and so getting a lot of validation, you know, I think about my childhood, like beautiful childhood, amazing family, a lot of friends. But this need to, like get validated to feel loved. And so some things that, you know, I really remember is like being in grade two and like putting up my hand like I know the answer Pick Me Pick Me and then hey answer in class and it's like, Oh, I did a good job and worthy you know, or, Oh, I really wanted people to like me. So this idea of like being a people pleaser. So I love social engagements and chatting with people and networking, but this need of, you know, am I am I good enough and worthy. And so I think the way I was raised was kind of fear based where my parents who really wanted me to be successful, to be safe kind of rewarded. doing well in school, you know, working being successful playing sports, all that stuff. So when I would do something I would get rewarded. So my earliest memories of are like trying to be the best just so that I was worthy versus you know, just being and being content and those behaviors all the way from like elementary school and I remember, you know, to high school and it kind of drove my career decisions and then this need to want to you know, be successful and have nice things and have girls like me and have people like me and that was a real driving force for me until my 30s basically

**Jake** 04:41

right so that's some some of the early sort of motivations and and what molded you but when it came time to actually you know graduate college and go on and sort of start your career. It wasn't a straight path to where you are now. Focused on on breath work with your latest venture and just taking a you know, prioritizing health I think in general, you started off similarly to myself actually in finance around the time for you have, you know, 2008 So



sort of a tough time to get started in finance, can you tell the story of like, what that was like, sort of beginning your, your post education life and, and sort of how starting in finance led to, you know, the next steps and eventually where you are now?

**Robbie Bent** 05:33

Yeah, totally different. The different city I grew up at, for sure. So, you know, when I went to university, I never even really thought what I want to do, I was just like, I'm going to be in business, you know, business guys, business people, they're successful, and they make money. And if I have money, I can have nice things and, you know, a nice house and nice car and, and feel good about myself. And so, I was like, Okay, I'm gonna, I'm going to work hard and go to business school. So I did that. And then in business school was like, Well, what are the what are the best jobs. And so at the time, there wasn't really startups, that wasn't like a career path. It wasn't common. And so it was, you know, consulting, investment banking, accounting. And so I saw that the highest paying jobs were in investment banking, and I thought, okay, you know, I'm going to do that I can compete, and I can get one of those jobs and not really even thinking about, like, what that job was just like, that's what the smartest kids are competing and trying to get. So that's what I'm gonna get. So worked super hard. Got a job in investment banking. And like, you think about you look back on that, and you're trading in, you know, Monday 9am till 11pm, seven days a week, terrible culture and environment and finances, I thought it was interesting. But also, after a few years, just looking around, and like, I wasn't inspired, there was no use of creativity, these things that I didn't realize were were passions for me. So it's just sitting at a computer all day long, all night sometimes. And the fun that I worked at in 2009, the credit crisis imploded and sort of forced me into this position of No, there wasn't really any finance jobs left in LA, where I was living. And so I sort of forced to choose a new career, which was actually when I look back, I was like, really tough, right? I'm young, I'm like, oh, man, I'm falling behind my friends, and seeing them be successful in those jobs. And it just was, was hard. But then it forced me to look like okay, well, if I look at people who are 40, doing this role, and they've sacrificed their family, they've never really built anything for a customer. It's all about like, getting to the next step, getting that promotion, getting that extra money, but giving up really like your health, mental health, your social time, your relationships. And when I had decided to do that, in the first place, I was, you know, 20 years old. And so just didn't realize that what actually makes you happy in life. And so I was really lucky. Because, you know, a lot of friends, I have stayed in that place. And now at 3637, it's almost impossible to leave, because your skill set isn't



super transferable, and you're making a lot of money. And so to leave, you know, you're immediately getting a 7580 90% pay cut, and then you're starting in a space, you don't really have skills, and so you kind of get trapped, I'll just do this two more years, I'll just do this, you know, a couple more years. And so I was lucky, you know, around 24, to kind of be forced out of that path. And so, the next step I took was was still same mentality, like, I want to be successful, I want to make money, you know, and so he's like, Oh, well, like there's these things startups. And that's the way if you, if you build something like this, like I, you know, it was an early Facebook user and kind of saw that success and was still like, around this time period, it's not clear that you can become successful for startups, like it's not, you know, Y Combinator is not really a thing. And so, I have this idea of, oh, yeah, like, I'm going to do this. And I'm going to get rich fast, because there's a good opportunity here, which, what I've learned in my life is always a mistake to sort of go after that. And then especially the next business, I started with a technical co founder in Toronto was a telecom platform built around roaming. And so we made this little chip that would go on your phone and give you access to global cell phone service, when you travel without roaming fees. I don't care about roaming, like, I don't give a share, you know, and so it's just like, this seems like a really good opportunity. And I'm going to make my mark, but then, you know, when things got tough in that business, it's like if you don't care about the end customer and the problem you're solving, it makes it really challenging and all businesses get tough. So what is going to power you through so that was sort of the next stage of my career.

**Jake** 09:25

Yeah, I think you bring up a few interesting points. First of all, the the golden handcuffs, which I certainly saw my fair share of with, you know, people around me, you get into that sort of banking world, and it's, you know, like any group, I think there's like a lot of groupthink and it just becomes like, okay, you know, XYZ promotion is like the next step. And like, if you're not getting there by this time, then like you're behind or you should be exiting the private equity or whatever it might be. And you step outside of it. If you know you're forced out of it, like like you were with The what happened in the economy or myself sort of chose to step away after a couple of years, similarly to you just looking around and realizing like, Alright, these, you know, people 25 years in front of me and like, my company aren't really, you know, like, good for them, but it's not particularly the life that that I want to live, are the place where I want to end up? And if that's the case, then why am I working so hard for it? So I think it's, it's hard to see outside of, but whether you can sort of make the choice or, or if



it's forced upon you, it's, it's, it's useful, I think, when you're sort of ingrained in any group to be able to take a step outside and, and think clearly and independently for a while. So you're able to do that, and then decided to take the jump into probably the one thing that at least can be harder than investment banking, in terms of the hours at least, which is starting your own company. And it sounds like you did it, correct me if I'm wrong, but like more so to start a company than for the idea itself, what you basically said, you know, you didn't have like a passion for this stuff, by any means or anything like that. And, you know, I've come to think that like, starting a company, for the sake of starting a company, is probably generally never a good idea. Like you, you should expect to work on the thing for like, at least 10 years, if you want to make it successful. And in order to do so you probably need to care about the thing a little bit. And, you know, this didn't have happy ending for you. And unfortunately, the story wasn't over. And you got to have a whole next chapter to leading up to where we are now. But can you talk about sort of how that decision unfolded for you? And, you know, maybe what you've learned from from that process?

**Robbie Bent** 11:41

Yeah, so same, as you said, it was just like, hey, this seems like a good opportunity to build something. And it was exciting, you know, we had a product, people were using it, for the first time I've ever done something like that we were raising money, I felt this ego of like, wow, I'm going to build something huge, I once met the president of Skype, you know, the first few years, it was going like pretty good. Because you're, you're not really dilute you're, you're you're selling a promise, and like you're raising money, and you think that's success, and it's not like, executing on the vision and actually selling the product is success. And, you know, but I felt like all the met the president of Skype, like, we're gonna get acquired for 100 million, I'm gonna be rich, this is awesome. And it was exciting. And then, you know, I kind of got into that and realize how much I didn't know. So I hired a bunch of senior executives from telecom that had been working at like 7000 person companies, all of a sudden, the budget exploded, we had to build, you know, for every phone, and every jurisdictions, the product was perfect. And like, had no sense of MVP, like minimum viable product, and like building lean, which just means like, starting, you know, the example would be instead, we should have built for like, iPhone for people in Toronto, going to the UK and perfected that. And if like, that didn't work, you know, shut the thing down and not waste all this money. Instead, we built this massive system, the software on the SIM card, the hardware, the billing system expense, just a ton of money building this up. Without really like, validating that, like, it could be a scalable business. So that was my first,



you know, kind of foray into entrepreneurship. And I thought, yeah, I'm smart, I can figure it out, whatever. And kind of went through that process for four years raised way too much money, and then roaming prices, which was our wedge dropped 90%, you know, so something that we were offering a 90% discount, you have to change your SIM card. Now, people aren't that interested. And for two years, because we'd raised so much money, it was like impossible to sell enough of these things. And I you know, firing people moving stuff out of a data center to another one because we couldn't afford the bill like just trying to make it survive investors calling me and I'm like, 26 At this time, so I've no idea how to deal with this kind of stress. I have no mental health practices, I didn't care about any of that stuff. I was really into, you know, drinking and drug use on the weekends, I have ADHD. So I'm like a very charismatic, like, person that's into stimulation. Just love extreme sports and ice baths and breath work and all this stuff, which really works for me, but entrepreneurship was the same it was like an addiction, like, I'm gonna get up work and crush and so I got really into that lifestyle and along with it, drugs were really hard for me. And so, you know, I would kind of to deal with the stress on Friday night, start drinking and then disappear for 24 hours and company ends up failing. And it's pretty clear for like, two years, it's we're not going to be able to pay back the amount we spent to build the system, which was \$25 million. And so it's just every month negotiating a bridge loan. Everybody's angry, you know, friends and family had invested where's my money, they're calling me up. I'm getting, you know, vendors, we can't afford to pay. There's so many people working for us now. And like, managing that many people I had no idea how to do I just realized like, I don't know what it's doing. And I was living in Toronto, so I had no no mentorship or support. Hardware was like really new at the time. And the business ended up failing. And for those two years was the worst two years of my life. I was, you know, one like my salary was coming from the business. I was spending more than I made to try to like fit in with friends and be cool and have nice things. As I mentioned before, that was a driver Like, everything I did was like, I want to be successful. And I was working really hard to and so it's just, you know, to see all that and have your identity crumble with that feeling of failure. It's like, am I a loser, you know, my friends are going out for dinners, and I can't afford to go. And then you know, I'm giving up my apartment, I'm selling my car, I'm living in my parents basement, and I'm 28. And, you know, in finance, people are 28, they're doing super well. And so, just a really tough from like an ego standpoint, and sort of that, you know, so that business failed. And that kind of led to the next steps in the journey.

Jake 15:33



Right, so we'll continue on journey a little bit. But before we do, I want to call out, like, you know, I've heard a couple times, now you're talking about, like, sort of where you are in your career. And, and obviously, I see this, you know, I do this myself, and I think it's, like one of the most common things ever, you naturally compare yourself to, you know, the people in your immediate environment, but also the people you see on Twitter or on the Internet, or your friends from high school, who tend to finance and you're 28 with a failed company, and he's 28. And he's been in, you know, making money for seven years, or whatever it's been. And it's only natural to just sort of like compare yourself to people, but I imagine sort of through your work on yourself over the last, I don't know, maybe 10 years or so, you've sort of evolved to some degree of like, looking at things a little bit differently. And, and, you know, ideally, like, you know, like I said, I'm thinking about this stuff all the time, and I still do it. So it's not something that maybe you can, like totally overcome, but at the very least, you can sort of put that sort of, you know, inclination to compare yourself to others all the time in a box and realize, like, okay, you know, everyone's not as happy as they look on Instagram and like, everyone's not as rich as they seem to be when they're going like balling out on these big dinners all the time, or having, you know, fly into this place in that place. How is your sort of perspective on like you're comparing yourself to others changed over time from those early years, when you're trying to sort of win the rat race to maybe where you are now where it seems like you don't care quite as much about all this stuff.

**Robbie Bent 17:10**

So there was a lot of work, primarily meditation, that was sort of the first one for me and move to Israel during this, you know, really tough time. And I did a 10 day meditation retreat, which is complete silence 10 hours a day, 100 hours in total. And so for people listening, it's kind of, you know, like doing two years of calm or headspace and like, a short period. And so you actually pick up the technique, and it sounds crazy, it sounds super hard. Most people like there's no way I can do it. But it's actually the best way to learn. Because for most people, you start meditating, you do 10 minutes, you kind of fall off, maybe go back and do 10 minutes, you sit down, your mind's just going wild with thoughts. And because you've never went inward, it's it's tough. And you're like, oh, it's not working, you know. And so for most of my friends, meditation is really challenging. That's kind of the common theme that we hear. And so that retreat, opened my eyes to feel okay, if you if you get into a deep meditative state, what happens and what happened after that was a lot of self reflection. So these this behavior in my 20s, you know, drug use, material, longing, comparing to friends on





Instagram, that was like, unconscious, I was just doing that, you know, just these feelings coming up, and not even knowing but just knowing like, hey, I want that I had this craving to like, be successful. But it wasn't something that I would like, Oh, I'm comparing myself, I should stop that, or I should put it into a box. It was just happening. And then as I started to meditate, more awareness of my thoughts started coming. And then you know, after the vipassana retreat, I got into psychedelic medicines, and I was specifically, which actually helped me, I've been sober ever since which we can get into as well. But what happened in my mind is I started to become much more aware of my thoughts. So I would look at, you know, how I would do it now. And it still happens, that you're not never going to get away from comparing yourself like even now I left a cerium a lot of my friends are, you know, that I was working with are like billionaires. And so I look at that and be like, hey, these guys are billionaire. And I'm like, playing a sample in my backyard with an ice bath wearing like a funny hat, you know, and, and so that, like dark thought will pop up. But now instead, I noticed it and go, Okay, that's comparison, you know, that's what it feels like. Whereas before, you just get stuck in that that loop and it just keeps going. And so there's a difference of awareness, which has been super helpful. And then another one that's big, is anytime you're feeling that can you know that awareness that, hey, I'm comparing myself it's to insert? What are the trade offs this person is making? And so an interesting one now for me is that we have an app we have a physical space, I'm working on a psychedelic medicine venture fund, I'm working like 1516 hours a day again, trying to achieve and so that desire is still there. But you know, I've traded off some health over the past year and so in other years where my diets perfect, I'm exercising and meditating about my morning routine, like it just hasn't been like that in the last year and that's okay. And so it's all Always, what are the trade offs? You know, like now, I have friends come over who are addicted to drugs and they're sober and they're like, Hey, man, you made the difference, you know, coming to your space made the difference. And that feels amazing, like guiding people through a breathwork to a point where they say, Hey, I was scared to leave my house during COVID. And like, now I've conquered my fear, because of this breath work you guys have created that's really impactful. And so when the comparison comes, it's very helpful to just look at like, what is the trade off? Well, if I still stayed in crypto, would I have a connection to these customers in the same way? Like Absolutely not. And so those, that's the way you can kind of judo martial arts, these things in your mind is first focus on awareness. So you know, what the feeling is? Feel it in your body, like sit with it, if it's anger, embarrassment, shame, guilt, it's okay. Like, and common part of the human experience to have these feelings will never go away. But it's to sit with them. And then also, you know, kind of



provide evidence that, hey, the way you're looking at it isn't the whole picture. And so like you said, it's, you know, okay, this person spending all this money on this dinner on Instagram, or like, how do they feel at that dinner? Were they in their mind the whole time? Like, I have to take a picture to share this with everybody? Are they enjoying the dinner, so it's, there's everything is trade offs around like relationships work, you know, if you want to push something forward with work, you're gonna have to trade off some relationships and health, if you want to be as healthy as possible, you're gonna have to trade off some social time. So I've kind of moved from being a really, really extreme person like, this is the only way to more, having more self love, you know, especially like, if I slip up with something or like, I really just try to not be judgmental, for anybody, like if something works for you go with that. So that's what how I would say my thinking has evolved.

**Jake** 21:43

Yeah, it's a great answer. And I think the awareness is one thing, but the trade offs you mentioned is certainly important, as well. And I think the key there is like combining the two, you know, you don't want to be making trade offs, I think that you're not consciously selecting. And of course, like, we all do this all the time, regardless of sort of how aware one might be, but there's a spectrum, right. And like, you can at least try to try to select, like, the most important trade offs in your life, like, for example, if you're just constantly sacrificing your health, for like a demanding job, but you're just doing that, because like, you want to be as rich as the neighbor or whatever, then that's maybe not like the best trade off for you. But if you're aware, like, you know, I'm trading off my health, because I'm trying to build this big company that like I think, you know, I think is making a real difference in the world. And like, that's my purpose, then like, that's a trade off that you've signed up for, probably for like a pretty objectively better reason, at least, like, I'm not objective, I guess it's still your opinion at the end of the day, but you sort of know why you're making a given trade off, and then doing it rather than just sort of sliding into it. So I think that's, that's pretty important. At least from my perspective, you talked about how like the vipassana retreat, the 10 day meditation was sort of the start of it all for you. And, you know, there's, there's a number of meditation apps out there. But what I've noticed as sort of distinct about yours is that it's really doubling down and focused on breathwork. In particular, which, in my mind, like, you know, being a novice with a lot of this stuff is, it's related to meditation, but it's, you know, you're not calling yourself a meditation app. And it's, it's not really, I've used meditation apps. And it's not, it's a bit different, like, it's more music





and breath. And there's actually like breath, audio in the background and someone's guiding you telling you in and out and by the way, as like a small plug for those listening, we will have a session at the end of this podcast that you can feel free to, to keep listening to, and that'll show you exactly what I'm talking about. But what made you Robbie decide to focus, like not just on, you know, another meditation app, but to double down on on the breath work in particular.

**Robbie Bent 24:00**

So I think the main thing to kind of understand is that through your breath, you can control your physiology. It's like having, you know, an antidepressant, a psychedelic, a painkiller, all in your pocket, you know, a cup of coffee, a glass of wine and through your breath, you're controlling your nervous system state and we've found through research in as little as three minutes you can change your nervous system state and so what I mean by that as you can either press the gas ramp up, move into fight or flight and so what that means is, you know, your morning routine boom before a sales call, like I want energy and confidence. Afternoon I don't want to have a coffee I want to be ready. On the flip side, there's the the break moving into the parasympathetic, rest and digest state, where you feel emotions, you know, that's the state of the nervous system you're in when you find meaning when you feel in love when you cut or when you eat. And so through slow breathing, breathing deep into the lungs, you can trigger that side of the nervous system and so we're trying to teach people is in five minutes, you know, you can you can change your state at will. And you can really feel it. And so we just found I tried, I was teaching meditation for quite a long time, trying to get friends into it sharing my journals talking about my retreats. And people were like, Yeah, meditation is great, it's amazing, you know that there's tons of research, everyone's recommending it, and then struggling to make it a habit. And what I really like about breathwork is in a single session, like you can totally in 10 minutes, boost your state and feel it. And then when you combine that with music, it's not like, Hey, I've sat down, and I don't know what I'm doing, nothing's happening. It's very similar to an exercise class in that way where you're listening to the music you're following along, and then a biological change happens, right? So you're literally like changing the state of your body in mind, which doesn't happen in meditation. So it's much more physical. So it's like priming yourself, like sometimes you're just overthinking and going deeper into your thoughts is not going to help you, you know, what's going to help you is closing your thoughts by getting more into your body. And so breathwork provides an amazing access point to either relax and slow or to boost. So



that's for people listening, that that's kind of the main difference to body based exercise that you can feel in a single session.

**Jake** 26:14

Yeah, I really like it, just sort of your reasoning for going down this route versus the other. And it resonates with me how you've seen people have difficulty with meditation, where this seems to work a little bit better for just starting to build any sort of mindfulness habit, if you're gonna, if you're open to sort of building anything, this seems like a really practical route to go down. I actually did one using your app other ship just before the show I've been for a while now I've I try just as like, because I'm always, you know, it's human nature. I think, like, I'm always prepping for these podcasts, you know, not always for like a week in advance, but at least usually days, and spending hours and whatnot. And then, inevitably, the human that I am, I'm always jamming last minute to find the last couple nuggets of interesting information to make for a better show. And I don't like to just go straight from that just like cramming for a test or whatever into doing the podcast, I'd like to take, you know, 10 minutes, or even just five minutes or a few minutes, even just 10 breaths, just have like a meditation beforehand, just to like, you know, reset a little bit and calm myself down. So naturally, today, I used your app to do that. But I think I like I think I might have signed up for one of the, you know, pump up ones, or whatever you might call it like now at the wine down, where it was doing, like, pretty aggressive, like fast breath. And I still really enjoyed it. Like the music was great. The woman who was leaving it, like it did a great job, there was some breathing noises like I said, that help sort of guide you like really positive experience just not what I was expecting. And that's probably on me. So it didn't like wind me down it started like pulling me up. And then I noticed even when I got on the the recording with you, I was like all like jacked up and sort of like surprising myself. But I think it's because there must have been like some even though it was only like a five minute thing, there must have been some actual sort of physiological impact from doing that, like very, you know, it's not a breathing, sort of sequence that I would normally do is like, very fast, and like a lot of more inhaling than out hailing, which is sort of counter to what I've done with meditation type things. So maybe you could walk through a little bit like what these different types of like how you would sort of categorize these different types of exercise, or I don't even know the best place to tell you to start but sort of to get into breathwork basics for those who are really just new to this concept entirely.

**Robbie Bent** 28:48



Yeah, I think there's there's kind of three reasons you might use breathwork. And so the first today what you did there, you know, there's many names for this Wim Hof. Holotropic is, you know, style transformational breathing, it's any breathing where you're exhaling much faster than you're, you're inhaling. And as a result, you're changing the amount of carbon dioxide in the body. And what that does is creates a fight or flight response. So your brain produces norepinephrine, and that's a adrenal response. So you're, you know, creating energy or you're getting wired, you're finding focus. Dr. Andrew Huberman, a neuroscientist from Stanford talks about prior to a learning session, creating an adrenal response is super important to retain focus and you know, you can do this through nicotine which is less healthy, you can do it through a cold bath or through exercise, you can do it through breathing. So we love these like five minute sessions 10 minute sessions, like you said, to kind of get you into the zone. And so that's one reason is like a think of it as an energy boost and as available at any time you know, kind of an afternoon coffee and that's why I mentioned it's like breath works like having all these things in your in your pocket. On the flip side, there's this like rest and digest system I had mentioned, which really controls your heart rate variability. So we can we can get into that if that's interesting. But it's kind of a measure of how well your body responds to stress how resilient you are, how able you are when you get into an anxious state to pull back down. And so that fight or flight state I mentioned, every time you're looking at your email, Slack notification, Oh, am I going to be late for this meeting? What did this person say on social media, our brains don't know, that's not real stress. And you just find yourself after you're looking at your phone all day, you feel a little bit off. And it's because you're so deep in the fight or flight space. And so through breathing, as I mentioned, long, deep breaths, and maybe we'll just try one. Now if you're, if you're listening, like put one hand on the belly, one on the chest, and just take a nice, slow inhale. And a nice, long, slow exhale. You feel the tension release from your shoulders and like a single breath, you can start to change your state. And so when you're breathing deep into the lungs, you're triggering this parasympathetic nervous system. And 20 years ago, 50 years ago, 100 years ago, we would be in that state all the time, you know, when when were you actually last bored? And the answer is, is never because I have my phone. And so normal, you know, going outside as a kid to play, you might remember that, and there's Yeah, moments of boredom, but it's in that state of rest and digest where our emotions and our connection and our meaning is. And so because of cell phones, we've become so out of that state, which is good for like focus and work, but it's like half of your life is missing, you know. And so this style of breathing helps you after a long work day to kind of move into the parasympathetic state, it can help before a meal, if you



want to improve your digestion, it can help if you're having a panic attack or anxiety. Really interesting point that not a lot of people know is you know, you hear at the doctor or therapist take a big deep inhale to relax, that's actually super energizing. So what's really nice if you're ever struggling with a panic attack is slowly exhales down. Even if you're nervous about work about a meeting, whatever it is, you're feeling those nerves, you know, you slow down your breathing like eight count, exhale, you know, three, count, inhale a count, exhale and do little holds little 22nd holds. And the holds build up the carbon dioxide in your body, which counter intuitively actually allows you to absorb more oxygen. And so a lot of times anxious responses are not getting oxygen, enough oxygen to the brain, because their breathing patterns have changed too much, which we can talk about. So just repeating those points, because there's a lot there to unpack. One is, you know, boosting your energy by creating a fight or flight response, which is great when you need it. Moving into the parasympathetic to find like relaxation and more feelings of meaning, ability to distance yourself from thoughts. And then the third one in the triangle is emotional release. And what that means is if you extend this energetic breathing for 1520 30 minutes, you're actually reducing the amount of oxygen to the brain. So your blood vessels close, you're reducing so much carbon dioxide, your blood vessels constrict, and the amount of blood flow to the brain can decrease by 50 60%. And as a result, the prefrontal cortex, it's a part of our mind where all the thinking happens. So you know, you wake up, I've got all these tasks, my kids, what does this person think about me, like our mind is just, it's a monkey mind, they call it's going all the time, you actually shut down that part of the brain. And over time in these, like, 30 minute, one hour sessions, emotions start to come up and get processed. And so you have these massive releases. So you know, if there's guilt there, if there was a breakup, if you lost your job, if you're feeling ashamed of something you did, if you know you're struggling with panic, there's fear around something like COVID, we've seen these breaths, time and time again, allow people to release old emotions and like thought patterns. And like 1000s of people, people messaging me saying, you know, again, I mentioned that, that COVID example another one, like, Oh, my girlfriend just broke up with me, I can't stop thinking about it. And so you're creating a physical response. To turn off the ruminating mind, you also get there in meditation as well, it's just much more challenging. So without a meditation practice, you can kind of come in and a 30 minute session and create space. And then the releases that happen, these emotional releases processing of these things you just feel so much better after. So those are the three reasons we see people use this, you know, to boost their energy and find focus where they do in the morning, or like before, a podcast that you mentioned, to reduce stress after work to



kind of move into that parasympathetic and not be like thinking so much. And then the third is to create space, and process challenging emotions. And that's the majority of our customers are using breathwork for those purposes.

**Jake** 34:34

Right. And so do you see people typically like I want to get into the product now sort of specifically where you're at now where you're going? Right now? I like the breakdown you had on the website where you talked about you guys have a URL, which is like the digital space and you're working on an IRL, which is a physical space, which was a pretty cool natural breakdown, I thought with the with the letters but I'm curious to know hear a little bit about the physical space. But before we get there, I want to cover what you guys are offering on the digital space. And you've, you've talked about, like, sort of the three main use cases there sort of to get, like, you know, I'm butchering it with my own words now, but like, get pumped up, like, chill out? Or was last thing like, create some space and have some, like, emotional release? Do you see people using it for, like, combination of all of these things? You know, what are like the, I guess? How are people interacting now? And is it sort of what you expected? Or what you intended? or have there been surprises? For me personally, like, I know, like sort of using the app, I think I'd be interested in at least the first two, you know, certain times where I want to sort of like, get my heart rate up a little bit. And other times, probably probably the most frequent, like, thing that I would use it for would be sort of the wind down and chill out after a day's work, or whatever it might be, but curious to hear sort of where you guys are now and where you're going.

**Robbie Bent** 36:03

It's a pretty good mix and how this started, we were actually doing in our physical space breathwork concerts. And, again, you know, I mentioned the addiction issues, and I'm sober, as you know, spending time in like, cocaine anonymous and alcohol anonymous, and like a church basement, I would go there and feel broken and feel like, hey, there's something wrong with me. And then I'd want to go out at night, but like, what could I do, you know, my friends are going to nightclubs and bars around alcohol, and I just didn't feel comfortable with that. For a long time. Now, it's fine. But for a long time I was in a space of I don't want to be around that. And so the whole idea was like, could we create social experiences that were still uplifting and inspiring, but like fun, and so we'd have friends come over. And we would have to live musicians playing these amazing songs, and they would, we would guide breathwork overtop of the music as a social event. And so everybody would show up, people would do like a little share, like how they're feeling



you know, and friends, and instead of a bottle of wine, and a 26 year vodka, it would be like really awesome music, and like live musicians playing guiding this breathwork. And then after, everyone has this emotional release, together, and it doesn't have to be something like, you know, I say emotional release, like, oh, what does that mean? It's just like, some some positive feelings. So you're doing this and like, maybe you feel, wow, I'm really grateful. I'm friends with Jake, or like, it was really beautiful my daughter did when she got me a present yesterday, you just kind of start to have, that's an emotional release, you know, it's getting out of your head. So you just start to feel positive things, forgiveness, perhaps gratitude, you know, patients. And so we're doing these live events, and people are like, holy shit, this was so cool. And then after the release, you're like, in a mood to chat, socialize, so everyone's talking and feeling good. And then you go home, you have an amazing sleep. And so that's kind of how all this stuff started. And that was like, Oh, that's really cool. Like, maybe we should just do this live during COVID. And so instead of, you know, people couldn't leave their houses, we just started doing it on Zoom. And it was like a breath, work dance party, you know, or that'd be like, really, this was something super unique like, and meditation now. Like, no one's using electronic music and hip hop sets, and like crazy, Burning Man mixes and stuff that's like, wow, this is like, cool. Like, this is something I would listen to when I'm going to the gym. And so we kind of started doing that we had some movement involved, and that grew to 1000s of people. And then it was just a side project, like if something me and my wife. And there's five of us five best friends that are co founders. And you know, one of my friends is a musician. So we would just, he would make the music, make these sets, we would record them and put them out and people loved it. And that's kind of how it started with these deep dive, 30 minutes, 60 minute, social breathwork. So people love that. And they use those kind of once a week, or maybe have some friends over and they'll put it on and I'll guide it together. And now we're still doing live concerts. So we're actually going out to New York this week to do to do three of them. And the ideas are new social experiences that are healthy and uplifting. And then what we found which was like a bit surprising is when we went to the app, people wanted mostly short ones. So they would love the long ones occasionally. But you know, maybe once a week on like a Sunday morning, maybe before a big life decision and maybe if they're feeling down but then majority of people are you know, waking up in the morning, this is how I use it to first things beside my bed. alarm goes off, boom, seven minute Kickstarter, and I just listened to music and I breathe and it's like before anything else I've changed my state. I'm feeling great. I'm boosting my energy, like pre coffee and so a ton of people love that uplift. And then a lot of stuff people were





asking like hey, I'm actually stressed it at work, you know, I want to be working 14 hours all day like on my phone, how do I go from like, working in burnt out to feel normal to hang out with my, my family. And then we did something really cool because you know, even five minutes can be a lot for people. So we made some breathing tracks to be used just for walking or cooking with really slow breathing so you can kind of be doing your thing at your house that you're already doing. Maybe you're tidying up and we have perfect breathing layered and really slow so you're getting relaxed while you're cooking. Very minimal guidance, super easy to just do as part of your day. So it's Not like an added 10 minute thing. Sound, a lot of people kind of started asking for that. And so we just did that. And that was totally unexpected that like, Hey, you don't even need the guidance, it can just be for background breathing while even while you're working. And then sleep sleep was the final one. And so we partnered with some awesome facilitators here, beautiful voices to kind of really lull you to sleep with these affirmations on top of the breathing. And that was something new too was like taking these breathwork sessions and adding in questions, affirmations and different ways to kind of prepare your body and mind for sleep. So that's sort of what we found it started as just a breath work concert for fun, and has now adapted into like, you know, a platform where whatever need you're having, if you want to go up, down or release is available.

**Jake** 40:47

Yeah, it's super cool. And it's like evident to anyone, I mean, trying the app, it's pretty evident that it's like a different thing. The music, like you mentioned in the background, not like your typical, just like meditation chimes or something like this not to there's anything wrong with that. But it's like, music that you might expect, in sort of like a cool club type of like environment, I would say, at least the ones that I've listened to. And then what was the other thing? Oh, yeah, you'd mentioned like, you're sort of having these like parties. Like, there's definitely like sort of a social feel to it. And even you know, before I even went into the app, I checked out the website. And like, you guys have a cool logo, I even like, like the font on the website, it's just like, a nice. It's like just not not another meditation app, I guess not, again, not that there's anything wrong with those, I think they work well for a lot of people. And I've used some in the past, but I'm excited about sort of other ship and how it's doing things a little bit differently. A lot of leave some time at the end here for, for the example that we're going to do the breath work that will do for those who have made it this far. And I'm going to listen through to the end. And you're going to do that yourself, I understand. But before we before we break for that any any sort of final comments on, on what you're doing, and, you know,



breathwork, for those who are sort of following along to this point, things you haven't been able to say or anything outside of breathwork that you just feel like talking about. And then it would be great to get to get to know where you want people to sort of follow your journey and other ships, whether it's Twitter or the website, or, or the like,

**Robbie Bent** 42:30

I think the final thing to remember is that, you know, if you haven't resonated with meditation before, because of the spiritual aspect, or maybe the woo factor of some of these practices, there is a way to use science backed techniques, there's just an enormous amount of research about how breathing can be the number one predictor for longevity is like healthy breathing, which was was wild, it's called the Framingham study. And so these techniques are backed by science, backed by research, and then they're fun, you know, like you can make wellness doesn't have to be broken, I have to do this hard thing it can be, it can be fun, it can be community based. So if you're thinking next time, I want to some friends over and do something unique, we actually have an article out about how to run community like breathwork concert for your own followers, which is pretty cool. And then yeah, we're also opening physical spaces around the app with the same idea that like, let's build something inspiring and cool for people that they can really like feel bought into the the mission and the mission is just to help people feel better. You know, not because like you're broken, but to help people feel better, because you want them we all deserve that. And so, our mission, you know, we've got these physical spaces of crazy 45 person, sauna and ice bath. And in those we do classes, you know, breathwork classes in the sauna and in the ice. And then we have a tea room. And so at night, you can go and hang out without any alcohol. So everything around our brand is making social experiences. Fun, healthy, inspiring, cool. And I don't think anyone's taken that kind of swing at wellness before. And that's like you said, like, it feels different. And so it's just an authentic outpouring, you know, this wasn't even meant to be a business, it started as an ice bath in my backyard, and then breathwork concerts in the course. And then you know, we made a garage space into our first hot and cold and now it's like flagship and Toronto and it's all just come from like, doing stuff we love with our friends and like helping them and then like listening to what they say and building more on top of it. So if you're in Toronto and you want to combine the physical space, it's called mothership and we'll list it out but we're already looking at spaces in the US and the idea is to have a whole new lifestyle brand where you can like hang with your friends it's fun and you can you know kind of do the start start on your path if you've never done anything like this before.



**Jake** 44:44

Awesome well, thanks again for for coming on and sharing all this I think your reasoning for the path to starting mothership is starkly different from you know, starting your first company and it really came like sort of by accident just doing what you loved and turned it Do a business. I think it's awesome. I think there's a huge demand for, for what you're doing with these different types of social events focused on breathwork and health. I know a ton of people who who will be interested. So thank you again for coming on. And without any further ado, but let's do some breath work.

**Robbie Bent** 45:18

Awesome. And we'll get started in a minute. I'll play a you know, some music and get ready. So if you can find a space like you know, if you're driving, probably don't do it. But if you can find a space to maybe like lie down, you can pause it, grab some headphones, play it again, we bass with headphones with a great sound. And we're just going to do three rounds of a Wim Hof style of breathing. And so it's just going to be in two out two and you're going to follow along, try to breathe in as much as you can, like really all the way into the belly and then out and you're never stopping, never holding your breath. So it's continuous breath. So it'd be three rounds of like, into out to then in out and you'll you'll hear the breathing on the track. So you just follow along, you don't remember any of this and then there'll be three holds. And in the hole, there'll be questions we asked to get introspective. And in those holes, you'll start to feel by the third round your mind quieting and you'll feel what I talked about about boosting your energy feeling inspired feeling the mind quiet getting some space and so during those holes that'll be about you know, 30 seconds, one minute, one minute 30 And at the end of the hole, you'll hear like take it all the way in so big breath in. And you'll squeeze you'll squeeze your hands your feet you'll push it to your head and then you'll let go with a sigh or a sound if you if you feel like making that's kind of that release I was talking about so one last time and don't worry just go for it the instructions are pretty clear but like into our to in our big breath in exhale and holding on empty. And then big breath and after after the hold and learn this from the TUMO and Wim Hof techniques which are amazing. So without further ado I'm going to share my sound here I think you just need to make me a host quickly and I'll I'll do it

**Jake** 46:58

alright, is that are you able to do that?



**Robbie Bent** 47:02

Yep Okay perfect. Okay, let's let's get into it here this is your feel good now electronic edition getting you to that energized state. This V advanced versions long holds double holds minimally guided questions on the whole let's go getting ready in 321 and in. Getting ready, we're gonna pick it up. Three to one. First inhale exhale hold on empty. In this first hold. What do you value in your life? Visualize getting ready for that first breath in. Here we go. Inhale squeezing as hard as you can Getting ready to make a sound on that release feeling the body shake and vibrates getting ready to round two you know what to do three to one and in. Getting ready to speed it up coming into that second hole here we go, inhale fully all the way up exhale in this moment of peace What do you want to start prioritizing visualize those goals and priorities see yourself accomplishing. Coming up on that big full breath here we go. Inhale nice long slow exhale gonna hit you with another big inhale ending off with one slow exhale getting into our final song This last round, pick it out here give it your all three to one after that fallen as much oxygen as you can take in fully expanding the lungs, three to one big inhale holding holding a nice slow exhale now in this flow state while the mind is quiet What do you want to say yes to feel hear and see yourself saying you gotta take manages to read mama getting ready for our last few big breaths and squeezes. Big inhale all the way in all the way up big exhale all the way down to the double thing, inhale all the way up finish it with that mysterious exhale all the way down all right. That was our electronic feel good now going a little deeper than normal with those inquisitive questions. Congratulations. do that every day asking yourself those questions when you need to figure out what do you value? What do you want to prioritize and what do you want to say yes to