

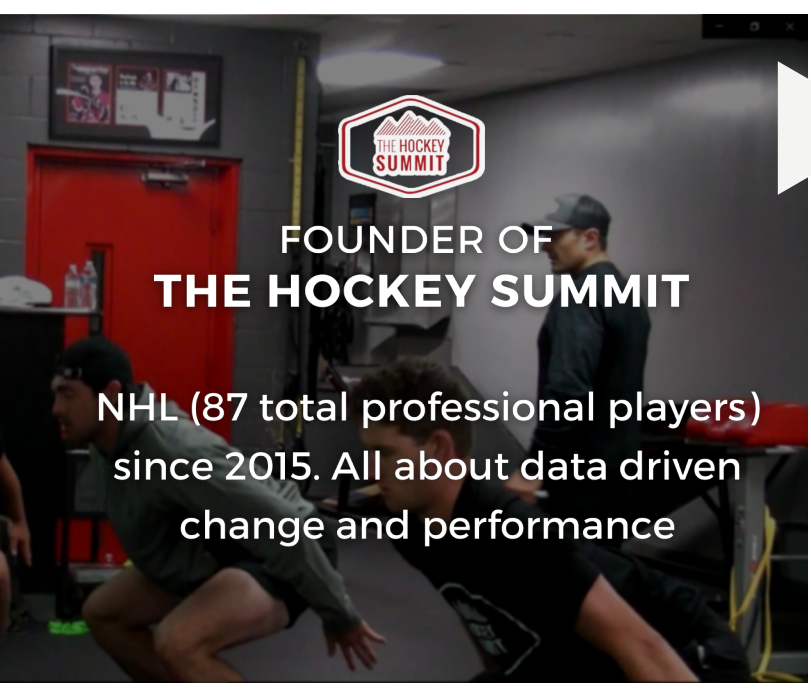
TEDx

JUSTIN ROETHLINGSHOEFER

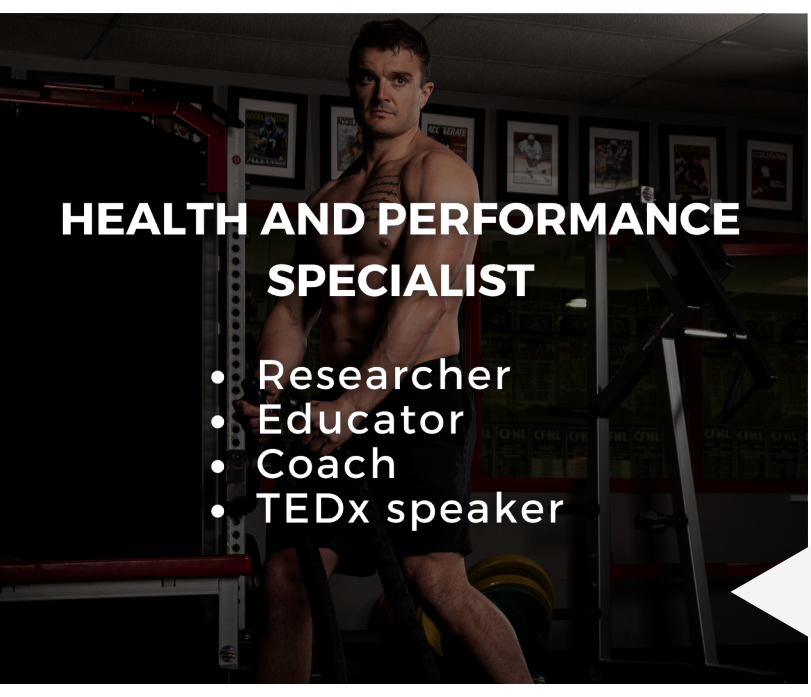
"If peak performance is the goal, health has to be optimized"

WHO IS JUSTIN?

- Performance coach for 3 different **NHL teams**
- 5 year **NCAA performance coach**
- **NCAA champion**, frozen four appearances, final four appearances
- UG in Exercise Science & Nutrition
- M.S. in Human Biology & Performance Science
- Postgraduate research in **HRV, sleep and recovery science**
- 8x scholarly journal publications
- 3x published author









HIS STORY

Born in Canda, Justin found himself competing with older kids at the age of 13 years old. He became obsessed with performance. His dad used to say **"talent will get you noticed, but consistency will get you paid"**

The rest of his life became focused on the quest to **optimize consistency.**

He became his first study at 13 years old. Wearing **HR monitors, brain wave sensors, HRV monitors**, and read every medical journal, study or content piece on high performance that he could.

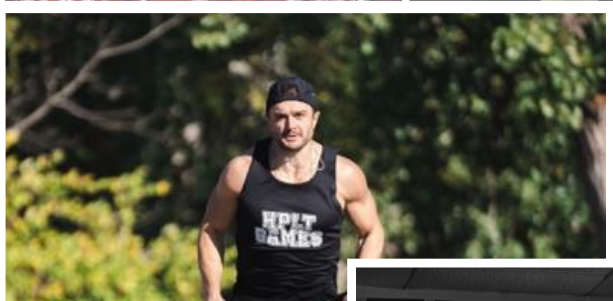
It helped him navigate his battle with anorexia and mental illness at 15 years old as he went from 160-98lb over the next year while still being able to play hockey, and perform at an extremely high level.

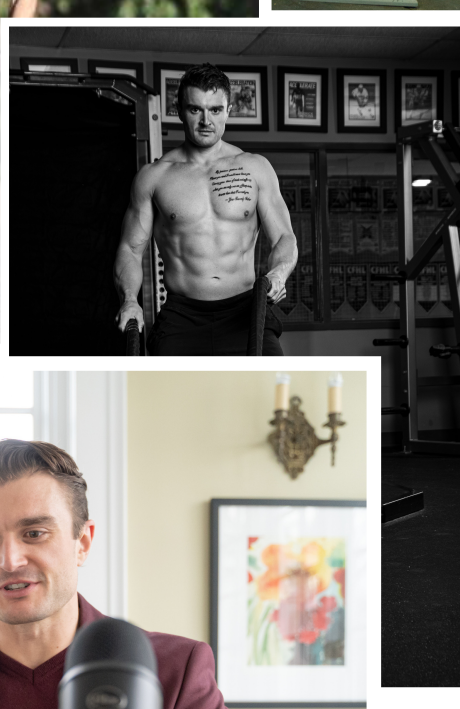
The obsession of high performance continued to drive his career earning a master degree in the performance space but continued to have him questioning "why" to a lot of what was being apllied. He contined with post graduate doctoral work while implementing his studies at Louiville in the NCAA going to a final four and eventually winning a national title.

Through continued success as a performance director in the NCAA and eventually NHL, he saw first hand the opioid epidemic that fell upon players with focus on recovery. He started the hockey summit to provide data driven solutoins to maximize recovery and optimize performance focusing on personalized metircs and application.











His last year in the NHL he met with over 80 executives that immediately saw a need for what he was doing. After Magic Johnson inspired him to think bigger and take what he was so great at and impact the world.

This is when **Own It** was born.

THE OWN IT BRAND

Alyse Gaulin
CEO.

Justin Roethlingshoefer
FOUNDER, CEO.

Own Your Different!
The Gold Standard In Realizing Your Potential

- Executive team of 3
- Medical Board of 3 members
- 25 Inner and Outer energy coaches

INNER ENERGY COACHES

- Psychology background
- iPEC Certified - Gold standard

OUTER ENERGY COACHES

- Master's Degree in Health Field
- Functional Medicine Certified - Gold Standard

OWN IT

Own It Coaching.

Own it app (through IP acquisition deal)

5 VERTICALS

1 -1
Entrepreneur
Exec.
Pro athletes

B2B
50-50k people.
Exec. Teams + Staff

Athletics
AAU, NCAA, Pro

Retreats
10 events 2022:
- 2 Luxe (CR/MX) 10-18 (upcoming Sept. 21-25 Mexico)
- 3 Local (Mia/Aus) 50-100
- 1 HS (Naples) 20
- 4 Scale 300-500

Licensing& Franchising
(Q3 2022)