



**Complete Transcript: HALO Talks with Robbie Bent
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Pete Moore:

This is Pete Moore. I want to tell you about a company that is going to change the entire recruiting in the HALO sector companies called Game Plan. www.Wearegameplan.com. What they do is they connect employer brands with D one D two D three athletes across the country. The power of the software that allows these employers to get in front of tens of thousands of athletes. If you watch the NCAA tournament, the hustle, grit, preparation, determination, and absolute desire to win, embodies every athlete out there. Now you're going to be able to put your brand in front of those athletes. Start to get them to understand after their college career, they can get into the HALO sector, but work at a studio, a health club, fitness equipment, company, supplements, anything related to this industry. They can now parlay those skills and bring it into the sports and fitness industry that we are going to have the best athletes become the best employees and create the best companies. And that is the future of HALO. 1, 2, 3, HALO. Wearegameplan.com. Check it out.

Pete Moore:

This is Pete on HALO Talks, NYC. I, the players coming in from Toronto. Rob other shit. We're going to talk about his app on breathwork. We're going to talk about his location. We going to talk about, we turn to normalcy and how we are going to change people's lives one breath at a times. Robbie, welcome to the show.

Robbie Bent:

Thanks Pete. Amazing intro. I love the energy.

Pete Moore:

Thanks man. It's all. It's all genuine, man. I just come out with it and I feel it. And let's go with it. So talk about you know, your background as an entrepreneur building community and how you see, this is probably one of the most important things for people coming outta COVID and returning to, you know, a lifestyle that they deserve to have talk about the app and you know, riff from there.

Robbie Bent:

Yeah. I'm pretty, pretty obsessed with building community. I always have been really social guy. I used to be in the party scene. Just actually struggle with like drugs and alcohol love to own some nightclubs

loves partying and just being around people like that energy. Yeah. And, you know, really trials and tribulations dealing with that stuff. I got into health and wellness to become sober, which I've been for six years. And when I got sober, I joined the Ethereum foundation and really took those community building skills and brought them into crypto. And I was there super early and worked on building these like massive communities of, of developers with like, you know, almost building a movement. And so I did that in Berlin and San Francisco and the, the benefits, these health things I had learned. So breathwork, you know, saunas ice bath that kept me sober. I decided I really wanted to help others get into that as well. And so a couple years ago I left the Ethereum foundation and started with an ice bath in my backyard, just building crazy community of neighbors, people coming in using the ice bath every night, doing these crazy like bonfires and, you know, just, just creating a really nice social environment without alcohol. And that grew to like 400 people with just a WhatsApp chat people showing up and, you know, then we boots.

Pete Moore:

Did you ever valet parking in front of your house or something?

Robbie Bent:

No, there's just random, like a, a standard garage and a residential street with like a back gate entrance and people will be like, what, what, what is this? You know? And then we, we bootstrapped my garage out with an ice bath as sauna and, and a tea room. And it grew to thousands of people and, you know, 20 K a month sort of a side project. Wow. And I just realized that these, the hot and cold could be used to build amazing class based experiences for people and a whole new way to socialize.

Pete Moore:

That's awesome. So when did you, what, so basically this was a side project. When did you kind of decide, okay, I'm going all in on this and I'm you know, going to meet the meet the shift and, you know, from, you know, to an entrepreneur and then you know, take this kind of commercial.

Robbie Bent:

So during, during COVID we had this garage space open and people were coming in their own social bubbles. And I, you know, we also were like, oh, I don't know if we can do this as a business. So it's just kind of running and, you know, we're going to start doing breathwork for people struggling on zoom, you know, right at the start of COVID where people were freaking out and thousands of people were joining and they were asking for more and more sessions. And then they kept messaging me saying like, Hey man, coming to this space has saved my life. This is the only thing open. It's the only thing I can do to reduce fear. You know, I had this woman reach out and say, like, I was too afraid to even open the door for a delivery person and using your breathwork six weeks in a row, totally changed my life.

Robbie Bent:

And then I had, you know, sobriety's a huge thing for me. And so there was a number of people who were addicts, who messaged me and say, you know, coming to be part of this community, doing this breathwork daily, coming for the ice bath, this is, is what's keeping me sober. And so all those messages coming in, I just kind of looked at it and said like, wow, you know, these are things that I do every day. Things that I fucking love, like, you know, creating these classes, being out, it's just, it's part of my identity. And so why not go full time on this? Like, I'm really having a lot of impact and there's just too much excitement there. So I, so I left Ethereum foundation, pushed the gas pedal, launched an app for

the breathwork, which we built internally, created all the content and then launched a brand new commercial space, downtown Toronto, 50 person sauna for ice bath tea room. And it's like amazing party spot at night with no alcohol new way to socialize and then classes. So all these things we've been practicing in the garage, we've brought onto the, sort of the, the mainstream stage.

Pete Moore:

Cool. So how did you become an expert on the breathwork side or did you kind of bring in some people that had, you know, I don't know if that's like a certification or just kind of, you know, solid experience on that fund?

Robbie Bent:

Yeah. So for eight years I've been really interested you know, since my struggles with, with drugs and alcohol. So just numerous psychedelic medicine, retreats and trainings you know, I lived in a cave for eight days. I've done a number of a pasta meditation retreats. I do the whim H training. I've read, you know, every book and paper on breath and breathwork, and then, you know, just putting it out there in the backyard, a whole bunch of people facilitators would show up and be like, yeah, fucking love this. Like, let's go. And so we actually have, now I think 25, 30 facilitators that are helping out creating content. And it's just kind of this idea of, you know, you, you start the mission, you show interest, you create a good experience and then the people will come

Pete Moore:

Doing this type of work. And then again, those types of you know, inbound emails, how do you think about the revenue model or do you not really think about it?

Robbie Bent:

For me, it was always like create the best experience and be obsessed with the product. So when we built our space in Toronto, we actually toured 70 bathhouses. I'm like, so our team is so anal about the design and the experience that like we tested 50 different types of tiles for like how they felt on your foot to make sure the aesthetic and the feel was there when you're walking in. So it felt like comfortable, there was good grip, you know, the smells that are coming in the space, we create our own scent and, and incense sticks and essential oils. The programming we script for each guide, it's, it's such fine level of detail. So always for me, it was like, what is the best possible experience either digitally in the app or in the physical space. And that always came first. And why is so important to me is, cause I use this stuff every single day, like it's, as I said, it's part of my identity.

Robbie Bent:

So I care so much. That's what I do for fun. You know, I got engaged in the sauna in my backyard, it was our first date with my wife. My partners did a surprise gender reveal one night, my wife's pregnant with the boy and I didn't even know it was going to happen. And they like had these ice balls filled with different essential oils and put them on the stove. And if it was like a feminine scent, like rose or a masculine scent, like Cedar and everyone was cheering and, you know, so it's just, it's really more about creating the best possible experience where people will actually change their behavior. And then for me, it was always, the revenue will come later. You know, that kind stuff. Yeah. It's, it's, it's always secondary for when you're working on your passion. I think,

Pete Moore:

I mean, it's, it's so interesting if I could just take a pause for a second here, you know, people coming to us with their business plans and their, you know, Excel models and I'm going to get to 500 locations of whatever it is. Right. And I'm like, what's, what's like the special sauce of like the one location and what's the prototype and you know, what makes that something that's, you know, unique to you that creates like a, something that can scale and that has the community and has the, you know, the lead generation that kind of just happens organically. And a lot of people don't know what the special sauce is of their business and they want to scale. And they say like well this one's not the prototype. This one's not the prototype and everything you just talked about kind of gives me the chill, because like you thought about everything that is important in building a business is like, it's down to the tile, it's down to the SC, it's down to like, who's welcoming someone.

Pete Moore:

It's how somebody feels, right. I'm creating an experience. Right. And a lot of people don't do that. You know, they just look at like here, here's the four world unit economics. I'm like, okay, so everybody else has four world unit economics, but what makes us sustainable? So, you know, as you think about the growth, I just want to get that out there. Cause is awesome. What you did. You know, when you think about scaling this business, right, you want to go to a hundred locations, you want to affect people's lives. How do you think about, you know, and you obviously just mentioned, you know, I got 25, 35 different, you know, ambassadors, instructors advocates here, how do you kind of hold on to the DNA of this business and say, okay, I'm, I'm willing to release it into, you know, more locations and still know that I've got personal touch on it.

Robbie Bent:

So I, I don't think the goal here is scaling. And that regard, like if I look at, you know, for fitness, for example, like the premier brand is Barry's bootcamp, the experience is phenomenal. Wherever you go. It's top tier, the brand is owned. It's very hard to do that with franchise. And so I just have absolutely no desire to do that. It's not about like, you know, growing as fast as possible. It's about creating this amazing experience in every location. And luckily we have five co-founders and a team of, you know, 40 super just bought in people like it's a real movement, you know? And so what we do we, we do these breathwork concert tours again, with this idea, you don't need alcohol to socialize, we'll go to a new space. So we're going to LA in a couple weeks and we're doing 10 concert sessions. Oh. So a hundred people

Pete Moore:

I'll give you back out there in LA. I live in Manhattan beach. So yeah,

Robbie Bent:

You

Pete Moore:

Make sure I get that.

Robbie Bent:

Absolutely

Pete Moore:

Those states I'll definitely be there.

Robbie Bent:

So we do tours to rebuild the community, get 800, 2000 emails, get people hyped, give them all free access to our app. And then, you know, and then, and then build a space. And the idea is that founders go down and, you know, for those first four months, we find people through these tours that are super excited, super pumped. We get them to invest in the locations also to be founding members and we build a hype that way. So a distribution comes naturally from your most passionate customers in a new area, and then we all live. And so what I, I think we'll do, we're opening another one in Toronto. We'll open either New York or LA first we're experimenting with, with both. And Austin is, is close as well.

Pete Moore:

Right.

Robbie Bent:

And you know, as founders we'll be there, we'll get those that city up and running. And then like, it's all about hiring people that are just really passionate and you know, this kind of stuff, there's a lot of energy around it. It feels like a CrossFit or a Tony Robbins. It feels like it's changing your life. It feels like you've found your crew when you come. And so those are the best people that just like buy into the mission. And our mission is huge. It's like solving loneliness, you know, it's something that people can, people

Pete Moore:

Can get that if you look that up, but like did, did you know that that's, that's kind of like our narrative?

Robbie Bent:

No, no, I,

Pete Moore:

Oh shit, dude. That's amazing. So we're bro, we're trying to do three things. Okay. I've got three goals in life. I want to solve obesity, which is control. You don't even find a cure for obesity. I don't even find a cure for diabetes. Like you just have to change your lifestyle where those two things don't happen. And our overarching goal, and this came from six years ago, I went to a I went to Palm Springs to the Clinton health matters conference and Clinton was there and he had the four top CEOs of different insurance companies. And he said, he asked a question. He said what's the biggest issue in the healthcare industry? CEO of Humana says loneliness. And everyone kind of just like, was like silence. He's like, well, what do you mean? He's like, if somebody detaches from society and we're social animals, there's no opportunity for them to live a healthy lifestyle.

Pete Moore:

And they're isolated. And his example that he gave was that there was a woman in Florida. She was like 80 years old. She lived in, in her apartment. She would come out. She was deteriorating and he got her, you know, like a car service to go to, you know, like bingo and, and go to like a social hall. And you know, that saved, that saved her life. You know, it's just like loneliness. So everything that we're trying to do is basically find people like you get 'em on the podcast, get 'em as clients and make sure that they have

the right capital and the skills and strategy to basically take care of those three things, obesity diabetes, loneliness. Like we can solve those three things through the HALO sector like that. I'm good. You know, I've done my mission here on the planet.

Robbie Bent:

Loneliness worse for you than 15 cigarettes a day. Yeah. So people are more lonely than ever. The amount of close friends, the average north American person has is less than 0.8, less than one now, which means like most of the people don't even have a single close friend. So it's, it's a massive epidemic. Yeah. And that's what we're trying to do is new space. Guess what? No cell phones, like all of a sudden you're present use the hot and cold. It reduces any social anxiety you have. So people start talking and then it, it kind of offers the same thing as alcohol, but in a healthy way where like now I feel great. I can be myself. I'm going to talk to people. I'm make friends. It's fucking amazing. Like, it's, it's the future of social. Like, no question about it in my mind. I'm so excited to get like many of these open and give this experience and yeah. If people in your network want to invest and they're, they're down to support LA New York, Austin like connect me. Absolutely.

Pete Moore:

Yeah. Cool. Well, we'll give this podcast out and things will start to come from there. I have to interject here for a sec. Pete, Robbie I'm I lived, I don't know if you, I, I don't know if you knew, but I lived in Japan for six years. I went there after graduate school and everything you're talking about and everything that's coming full circle. I'm sure you've heard the term Santo, right. Public bath. It's still its own San Sento, right? Same thing, right? Yes. It's, it's thousands of years old. And I, I totally got into it when I was in Japan. Like, and you're a hundred percent right. With the contrast, bathing people just start talking to each other and Santo public bass is still a thing in Japan. So it's,

Robbie Bent:

It's in every culture, you know, the scale in Mexico, the sweat lodge and indigenous cultures, Thea and Russia, the bathhouse in Rome, like every culture has one except north America. So it's, it's time. It's time.

Pete Moore:

That's amazing. So, so talk a little bit more about how long someone stays at the location and you know, is it kind of like a, you know, one hour, you know, class driven is it kind of, look, I want you to stay here for like three or four hours and just stay as long as you're one. How, how do you think about that?

Robbie Bent:

We sort of, we revamped the model from like traditional spa, which is, you know, long you get a massage or, or traditional bathhouse and made it one hour. And in that hour we do classes. And so everything we do, we're trying to teach you to shift your emotional state your nervous system state. So either ramp up or slow down through breath, hot, cold, and, and by mastering your nervous system state, you're able to inspire these like feelings of awe, like when you were a child and also connect with others. So you come in, you know, 60 minutes and you'll do a class, either an up, which might be like whim, ho breathing loud, electronic music, a bit of like, you know, some primal yelling. It might be a down, which is like a sound bath, candlelight meditation, ya yoga, all happening in the sauna and the ice.

Robbie Bent:

It might be an all-around, which is getting into your emotions. So, you know, a partner ice bath where you're eye gazing and saying nice things to each other a gratitude experience where you're bringing up moments of gratitude in the sauna, a fear release where you're like yelling out fears in the dark will a gong place. So that's the standard programming, which happens four times a day at night, it's a social. So the time extends to two hours and we have people hanging out music on, you know, spaces, bumping, and it's a replacement for alcohol, which, you know, again, as I was an addict, I wanted to be in these spaces that like felt community driven, inspiring, and cool. And then in the daytime, you can just use the space on your own so you can drop in and you know, some people want it a little more quiet. They want a captain, their own journey.

Pete Moore:

That's amazing. Talk about the app for people that, you know, aren't nearby location.

Robbie Bent:

Yeah. So I had this, this, you know, I was a big meditator still am and really struggled to teach friends to get into it. The average entrepreneur is like, you know, I'm, I'm go, go, go. I'm drinking coffee. I can't quiet. My thoughts if I sit down, I don't know what I'm doing. It's a struggle. I tried calm. I feel guilty. I don't have time. And so we tried to, we wanted to make something easier, cuz just like coming to the space, you need to be able to shift your state daily. Right? You need to find 10 minutes. Like, and so what we found was through your breathing, you could ramp up. So a coffee replacement in the morning, you're procrastinating in the afternoon through a simple breathing pattern. You can trigger the fight or flight state boost energy. You can ramp down. So after work before bed, you're having wild thoughts.

Robbie Bent:

You know, you can't sleep, you're stressed, there's breathing. When you extend your exhale that moves you into the parasympathetic rest and digest state. So like, man, you want to ramp down, boom, you can do that. Or you want to explore. So you want to go really deep and process emotions. If you're struggling with a breakup COVID fears, financial strain Stripe with your family, like all these different things. So what we learned was just through listening to really good music and matching your breath pattern, you could ramp up ramp down find emotional space. And it was the easiest way for people to find a meditation or mindfulness practice that they can stick with. And then the best thing is we, we have music that just plays in the background. So when you're working, you're breathing at the proper patterns. When you're going for a walk, you're breathing at proper patterns when you're cooking. So the idea is to help people improve their basic breath patterns and teach them they can change their nervous system state at will in under seven minutes, which is fucking insane.

Pete Moore:

Right. I'm later question about that a part of your community. You know, look, I lived in New York for 20 years, you know? And you know, when you meet somebody it's not about Hey, what are your hobbies? You know, what are your what are your passions? You know, who are your friends? You know, what, what experiences you have, it's like, what do you do for work? You know, like they're trying to calibrate like what size your office is, how much money you have, you know, how big is your apartment, all that kind of nonsense. I moved out to Manhattan beach, California officially like I guess 18 months ago. And when you say to somebody like, Hey, what do you do, right? If they say, oh, I surf, I hike, I bike. They won't tell you or leave with, with their profession because to them that's not what defines them.

Pete Moore:

So do you think that in this post COVID kind of, you know, maybe Renaissance period that people start to, you know, focus less on their, you know, career success and like their highlight reel and say like, look, this is who I am as a person. And yeah, that matters obviously, cuz I got to fund my lifestyle, but it doesn't, I'm not trying to make money in order to create a lifestyle. I'm trying to create my lifestyle and then have a career around my lifestyle. So how do you kind of think about whether maybe, you know, there's an awakening coming or that, you know, it's still going to take time and you're going to need places and like initiatives, like you're doing to educate people that like focus on what matters.

Robbie Bent:

I like to let people focus on whatever they need and if their career is the big thing for them, that's fine. And I think what's, what's nice is if you provide experiences that create awe. And so what I mean by that is, you know, if I asked you and listeners to take a minute and think what was an experience when you were a child that brought you the most joy and maybe it's riding your bike down the street at sunset or playing baseball or out with your dad at an amusement park, you know, going like something that you were like, wow, life was amazing.

Pete Moore:

I started to football like in the, in the fall with the, the grass, you know, and being in open air. And

Robbie Bent:

Exactly. So you, you send people into, you know, an ice bath or crazy sauna where there's like rose essential oils on the stove and the lights are out. You're bringing up these moments and you're remembering what it feels like to have like intense joy. And it starts to bring you back to who you are and in that space of who you are, we then encourage you, like share that, you know? And so if people are sharing what they're authentically excited about, they come to life and maybe it is work. And if it is work, cuz you love your job, wicked, you know, share that, you know? So I don't want to judge anyone for sharing what they are excited about. It's more just helping them find what they're really excited about and like leaning into that. And so you come outta the ice bath and you're just going to share like, fuck yeah man, I'm a big hunter. Or like, you know, meditate like crazy on, on rooftops. Or maybe I just love like taking my kid to school, like whatever it is that you love, like be in that, you know, and, and feel into that. So that's, that's my passion is like getting people to find it to, to just be not, not ashamed of who they are authentically.

Pete Moore:

Yeah. So in closing here one definitely send me some passes cause they're going to try and dip outta this meeting, having Toronto and bring out a couple of my guys with me. I'll be there Thursday and Friday. The you, you got any quote, I'm sure you got a ton of quotes, you know, I'm giving all your, your reading and you know, what, what your initiatives are here and, and, and changing the world. But you got any quotes are kind of stick up, is like, you know, top things that you know, Robby says this all the time or, you know, things you live by.

Robbie Bent:

I like, I like for me, like the simplest one is creating space to shift your state and that can be an emotional state. It can be a nervous system state. And, and the idea is just wellness. Doesn't have to be, I did a 10 day retreat or I did a 30 day diet. It's in the moments. Yeah. Right. And, and so it's just space to

shift your state. And it, I really don't like to be prescriptive of, you have to do cold plunges. You have to do meditation. Do, do whatever the fuck you want, but find space. And so if that's space for you is a one minute video game. If it's a five minute walk, like whatever it is, understanding as a human being that through your breath, you can shift your state in less than five minutes. That that's the big one is just once you know that, you know, okay, I feel anxiety too deep breaths. I can make a change. Okay. I feel anger. You know this type of breathing pattern, I can change it. I feel lethargy it's that, you know, in the moments you can change that to me is really empowering. So creating space to shift your state,

Pete Moore:

Hey man, I'm really I'm really excited that we got connected. I love what you're doing and your mindset, the fact that you want to solve shop loneliness, you know, no, one's come on this show and basically used our terminology here that that's like one of their top three, you know, goals. So you know, look forward to see you in person. I'll let you when I'm up there and you know, keep doing great things. She's been great.

Robbie Bent:

We'll gift you guys with some memberships to the app and then some passes to the space looking forward to meeting. Sure.

Pete Moore:

Awesome. Thank you. So that's been great.