WHO WE ARE

FOUNDERS

ADAM C. La REAU
O2X Operations, Human Performance Lead, Former Lieutenant Commander (SEAL), United States Navy

PAUL C. McCULLOUGH
O2X Operations, Business Development Lead, Former Chief Petty Officer (SEAL), United States Navy

GABRIEL E. GOMEZ
O2X Investor Relations, Finance, Former Lieutenant Commander (SEAL), United States Navy

CRAIG J. COFFEY
O2X General Counsel, Admin Ultramarathoner, Former Collegiate Athlete

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HUMAN PERFORMANCE EXPERTS

Dr. Maria Guro
PhD, Former Major U.S. Army, All Army Women’s Marathon Team, Fellow ACSM, Member/Winner Team America’s “No. 1 Best in the World” Sun Relay

Valerie Cignetti
Certified Nutrition Coach, Chief, Published recipes in the New York Times Bestseller “Body Confidence” and numerous online publications.

Jonathan Swartz
Pharmacist for 10 years, MCPH University

Cheryl Zandowski
BS RD CSSD, Performance Dietitian, Member, Academy of Nutrition and Dietetics

Mike Sander
CSCS, NSCS, Human Performance Coordinator for THOR3

Wayne Levy
Manage at Run Boston, Competitor runner, Winner of BAA Half Marathon 2001, logged over 100,000 miles with goal to run to the moon, member of BAA Board of Governors

Rebecca Paese
Yoga Teacher, Mindfulness Coach, Author: Do your Om Thing, Speaker

San Cossens
Paralympic athlete, former Navy SEAL

Dylan Peat
Parkour Athlete, Movement Specialist

David McQuade
Running and Footwear Specialist, Marathoner, Functional Running Trainer

Antigone Matsakis
PL, ATC

Shane O’Hara
Marathon Sports Store Manager - Boston, Running and Footwear Specialist

MENTAL PERFORMANCE & READINESS

James Hatch
Former Navy SEAL, Resilience Specialist

Arno Ignor
Pioneering Rock Climber, Founder The Warrior’s Way

Dr. Christine Sanchez
Ph.D., CC-AASP – Mental Performance Specialist

Geof Krikl
Adventure Athlete, Competitor, Innovator, Motivator, National Team Member of the Professional Ski Instructors of America (PSIA)

Andy Raffele
Former Navy SEAL, Resilience Specialist

Annie Okertin
RYT - Certified yoga instructor in Bikram, Vinyasa and Power Yoga, Rest Yoga India

Maria Trezzi
Assistant professor of pediatrics at Boston University School of Medicine, Author, Bereavement and Resilience Specialist

Dr. Kirk Parsley
M.D. – Sleep Medicine, Health Optimization, Physician, Lecturer, Educator, Former Navy SEAL, Sleep Specialist

HUMAN PERFORMANCE ADVISORS

Dr. Paul Appleton, MD
Orthopedic Surgeon Beth Israel Hospital

Shaun Hubs
Sports Science Coordinator - Philadelphia Eagles

David Granite - MS, ATC
New England Patriots

Dr. Shami Rawlins
PsyD – Performance Psychologist
WHAT IS HUMAN PERFORMANCE

THE O2X DEFINITION OF HUMAN PERFORMANCE

A Multi-Disciplinary Measure of One’s Physical, Mental, and Emotional Capacity Over Time

SCIENCE & EVIDENCE BASED INFORMATION

Seamless integration of performance measures, injury prevention, and sustainability of the tactical athlete
HOW IT WORKS

TARGETED CURRICULUM

- Physical Training Programs
- Stress Management for Longevity
- Work & Life Balance Awareness
- Smart Nutrition Programs & Choices
- Efficient Sleep & Recovery Practices
- Behavioral Health Education

WHAT YOU GET

- Cutting Edge Education & Training
- Improved Health & Performance
- Focus on Reduction of Injury
- Focus on Safety & Wellness
- Best in Practice Techniques
- World-Class Expert Instructors
  - Outside Experts in Each Discipline
  - Interactive Discussions
- Take-Home Deliverables for Each Attendee
### WHAT DOES A WORKSHOP WEEK LOOK LIKE?

**Human Performance Workshop Schedule – September 21st – 25th**

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<tbody>
<tr>
<td>0800-1000</td>
<td>- Intro to O2X Baseline Analysis</td>
<td>- Yoga for Tactical Athletes</td>
<td>- Intro to Injury</td>
<td>- Adaptive PT</td>
<td>- Program Practice</td>
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<tr>
<td>1000-1200</td>
<td>- Dr. Hamrock BFD Health Status Nutrition Basics Performance Nutrition</td>
<td>- Stress factors of high risk jobs Affects on work and life Behavioral Health Awareness Mindfulness Drill</td>
<td>- O2X Steps 1 – 4 Anatomical Alignment Pre-habilitation Movement Prep Program Practice Recovery &amp; Regeneration</td>
<td>- Run Efficiency &amp; Technique Running Drills</td>
<td>- Basics of Human Performance Program Philosophy &amp; Development</td>
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<td>1200-1300</td>
<td>Lunch</td>
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<tr>
<td>1300-1400</td>
<td>- Nutrition &amp; Meal planning for everyday life Implementation</td>
<td>- Stress Awareness &amp; Impacts on Body and Performance Mental Performance &amp; Readiness</td>
<td>- Movement Training Parkour Drills</td>
<td>- Mental Performance &amp; Readiness</td>
<td>- Program Execution Foundations of Movement &amp; lifting</td>
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<tr>
<td>1410-1500</td>
<td>- Lesson Continued</td>
<td>- Breathing for Self Regulation</td>
<td>- Movement Training</td>
<td>- Mental Performance Continued</td>
<td>- Practical Session</td>
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<tr>
<td>1500-1600</td>
<td>- Lesson Continued</td>
<td>- iRest - Sleep Practical</td>
<td>- LMS</td>
<td>- Healthy Cooking</td>
<td>- Graduation</td>
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<tr>
<td>1600</td>
<td>Question &amp; Answer</td>
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**CUSTOMIZED WORKSHOPS: 32 – 40 HOURS OF EDUCATION AND HANDS ON TRAINING**
HIGHLIGHTS

- Over 300 Attendees
- Spouse Specific Session
  - Evaluations 4 & 5’s (5 highest)
  - Support group wanted
- Organic BFD programs involved
  - CISM & EAP
- Psycho Educational vs. Clinical
- Provided immediate impact
WHAT HAPPENS WHEN WE LEAVE?

DAILY TIPS: SWEAT-EAT-THRIVE
Nutrition ideas, inspiring quotes, thought provoking readings, workouts & world class human performance advice

VIDEOS
In depth educational videos within one of the five HP Pillars

INTERACTIVE DISCUSSION BOARDS
O2X moderated boards to encourage comments and sharing

PERFORMANCE TASK/GOAL TRACKING/LEADERBOARDS
Weekly performance tasks for evaluation and competition

LIBRARY OF CONTENT
Pre-loaded with workout programs, recipes, nutrition guides, sleep and recovery tips, stress management techniques and resilience building habits.
Injury Rate – Boston Fire Department

- Data taken from over 50,000 exams spanning 13 years
  - 1,100 injuries per year / 1,500 firefighters = over 70% Injury Rate
- Typical Building Fire = 1 Bell = 3 Injuries
  - 3 Bell = 9 Injuries
- Orthopedic Injuries – Predominantly Shoulders, Back, & Knees
- 2010 - a study done by Harvard Pilgrim Health Care on Boston firefighters revealed that 79% had hypertension compared to a 30% expected rate for the general population
- 2008 - average weight gain of 20 pounds for new firefighters after 1 year on the job
- 15% - 20% of the force has sleep apnea
- Mental stresses: long shifts, sleep deprivation, post traumatic stress disorder, chronic stress from witnessing traumatic injuries and deaths, the “fight or flight response” elicited from the house alarm sounding to alert firefighters for every emergency call

PROVEN RESULTS

- Over 300 Boston Firefighters completed course
- 2015 & 2016 Drill Class Trained
- 25 to 60+ year old classes
- Weight loss combined with significant overall increase in strength, speed and endurance
- Decrease injuries reported
- Cultural Changes – Focus on Health & Wellness
SIGNIFICANT IMPROVEMENTS IN ALL AREAS

Summary of Drill Class and Program

- O2X teaches first full week of each Drill Class
- Continuous training plan and dialog with instructors, 24/7 reach back support
- Each Drill class has shown significant improvement in all areas of their performance:
  - Results achieved with an above average – muscle gain with fat loss

- Key Takeaways

96.22% Improvement in Each Tested Area

100% Passing Rate on Firefighter Functional Skills Test

Firefighter Scotty Salman Baseline Analysis

Screened 3x over 21 weeks course
The best time to plant a tree was 20 years ago. The second best time is now.

~Chinese Proverb
“Overall this Course was amazing.”

“Phenomenal class. I was very impressed with both the founders of o2x as well as the subject matter experts they recruited. It got me excited . . . to make self improvements.”

“. . . There was a great mix of fitness, lectures and stories or shared experiences . . . “

“Great job! I enjoyed all of the training.”

“. . . The teachers were all very knowledgeable, credible and motivated . . . “
Valerie Cogswell – Nutrition Coach & Chef

• Worked with hundreds of firefighters through O2X

• How to naturally burn fat, increase performance, reduce the risk of disease, improve health & feel your best with food!

• Diet food sucks. We make easy, mouth-watering food that gets you FIT and Perform!
The Firefighter Specific Nutrition Plan

Informative, fun, interactive ½ -1 day presentation on “real-life” nutrition

- What NOT to do – why “dieting” and restriction = weight gain in the long run
- What you SHOULD do – stabilize blood sugar with balanced meals = permanent results
- How to easily work balanced meals and snacks into your home life and firefighter life
- Quick and easy protein bars and snacks to fuel your performance on the job
- Sample weekly meal plan
- Grocery Shopping List
- How to indulge in “cheat” meals
- How to make healthier choices at your favorite restaurants & Boston restaurant guide
- How to fuel to recover after a workout or a grueling day on the job
- Supplements, caffeine, alcohol and staying hydrated
- How to make healthy food taste amazing!
- Live & Interactive Cooking Demo- Buffalo Chicken Chili!
BLOOD SUGAR CHART

Too many calories or carbs per meal → Blood Sugar Spikes → BODY STORES FAT

120 mg / dl

Stable Blood Sugar

BODY RELEASES FAT, PROTECTS LEAN MUSCLE, ELIMINATES CRAVINGS and INCREASES ENERGY

80 mg / dl

Skip a meal, restrict calories or carbs or exercise on an empty stomach → Blood Sugar Drops → BODY BURNS MUSCLE & HOLDS ON TO FAT, ENERGY CRASHES & CRAVINGS INCREASE
How to Stabilize Your Blood Sugar with Food!

1. Eat every 3 to 4 hours

2. Don’t stuff yourself!

3. Balance your meals & snacks with Protein, Fat and Carbohydrates (like these!)
Let’s Cook! Buffalo Chicken Chili Live Cooking Demo
THESE HUMAN PERFORMANCE PRINCIPLES HAVE BEEN TESTED AND PROVEN

- Special Operations community refined Human Performance as primary training methodology
- Learn from the ‘best in class’ trainers and experts in all categories
- Human Performance principles train “smarter” - more efficiently
- Program consists of 25+ industry experts in all categories
- Offers a customized curriculum based on proven, scientific principles
- Results for our clients include:

*Increased productivity, better health, higher team morale, improved health and longevity*