

THE NEXUS IS KNOWLEDGE.

EXPERT SERIES is born from a collection of curious minds driven to create and develop compelling experiences. We conceive and design brand interactions that spark interest, education and inform, and influence human behavior. We are a highly-dynamic, deeply-creative consultancy with a passion for lifespan extension and longevity exploration.

From the nuance of timing and technology to the nuts and bolts of publicity and promotion, our specialty focuses on manifesting brand identity, experiences, and purpose to resonate with audiences and reverberate across media channels.

Our commitment, consistency and community set us apart. Our energy, experience, and understanding make us singular. Together, we strategize, we plan, we develop and we execute.

The Expert Series features a collective “Series of Experts” within each of its product/service offerings:

1. Consulting: Brand Management Consulting. Lifespan audit, goals & assessment, strategic roadmap and execution planning for individuals and brands already active or entering the Lifespanning arena.
2. Speaking: A Speaker Series & Thought Leadership program by: *Jean Fallacara*, curated with his keynotes and other speaking engagements specializing in Life Optimization.
3. Coaching: Life Coaching (powered by altyr). Educational meetings and well-being sessions encompassing physical conditioning, mental health, spiritual connectivity, & nutritional value.

As strategic advisors, all Expert Series categories deliver live, in-person, relevant, Lifespanning brand experiences to consumer audiences, business customers and corporate partners.

We seek to elicit an emotional response among the target audiences through a more personal level of engagement than any other Lifespan consultancy. We engage in casual, familial dialogue and two-way, cooperative communication where audiences participate, engage, and actually “feel something”.

We always strive to leverage the perfect balance between science, art, wellness, vitality and innovation. We invite and encourage our audiences to participate in an Expert Series program and see first-hand how the biohacking movement has evolved and re-emerged as *Lifespanning*.

1. BRAND MANAGEMENT CONSULTING

The Lifespanning Company Consulting Team forces “longevity-focused businesses” to diligently consider how people are experiencing their brands and how authentic the relationship is with audiences who are craving legitimate information and “access” to joining the largest well-being movement in modern history – Longevity and Life Span extension.

- We unite the best of the physical and digital worlds into engaging brand experiences that generate demand through Culture, Connection, and Conversation to grow Community and ultimately deliver omni-channel Commerce.
- We are all about creating live and virtual experiential connections for Brands That Matter that disrupt the status quo and enrich life’s stories through shared passions and purpose.
- Our sweet spot marries brands + content + innovation, curated to captivate audiences, energize commerce, and deliver results, all with epic creative and meaningful social impact.
- Activate media and cultural communities to leverage word-of-mouth, content, events, etc. to build brand reputation, authority, and return on investment

WE ARE ALL ABOUT THE RELATIONSHIPS

We like to be partners with our clients. Because we have no corporate agenda to satisfy, we can give them flexibility and personal attention - we focus completely on their needs.

When we need to find solutions that lie outside our expertise, we know how to pick great talent. We bring in the best engineers, social channel planners and influencers, web designers, bloggers, videographers, programmers - whatever it takes to deliver A-Z excellence. This is how we shine.

We are fuelled by an entrepreneurial passion, in-depth brand marketing knowledge and a vitality lifestyle pedigree which empowers us to produce meaningful, engaging interactions between brands and audiences that are authentic, organic and memorable.

Lifespanning partners are the backbone of our community experience, and our goal is to empower you and arm you with all you need to make the most of this partnership.

We will enhance your brand reputation, awareness and engagement by evaluating and augmenting your marketing programming:

- Social Media audit: content, copy, messaging, tagging
- ROI on Paid Advertising: digital and/or print
- Email & Direct Marketing
- Experiential Activations: production values of assets
- Brand Partnerships: cross-promotions?
- Is there a “red thread”? What is the ‘WHY’? What is your story?
- Is your website reflective of your brand voice?
- Marketing Plan? Media Plan?
- Promotional Merchandise? Gifting, uniforms
- Other Cool Stuff



BEING SOCIAL

Social Media is a driving force for your success, profile and awareness. With this you will gain traction and reputation. We will include you and amplify your social media. Through our growing community, your company can be at the forefront of our promotions and will be highlighted through our channels based on your preferences and product offering. Your success is our success.

CONTENT IS KING

In a world of image driven content and memorable moments, we want you to capture those magical minutes in a photo or video of your brand experiences and our team will activate this content and amplify it through social media channels and other marketing tactics.

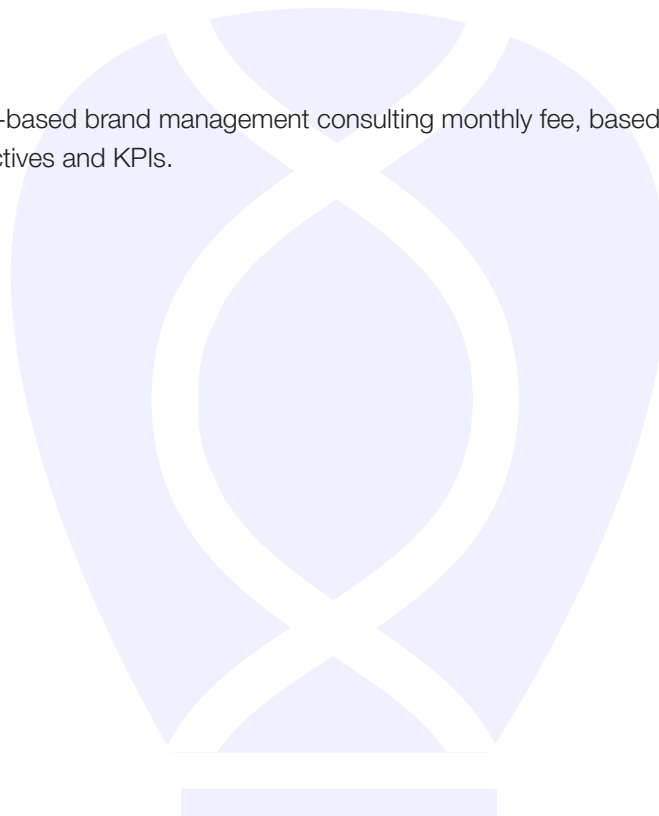
TAKE THE STAGE

Share your knowledge with the Lifespanning Community. Speak to your expertise and highlight the value you bring to our Community. There is a reason we are partners:

- USP's / Advantages
- Organic Product Content Highlights
- Press & Testimonial Showcase
- Passion is Contagious
- Sustainability is Aspirational
- Let's do this!

INVESTMENT

We operate on a retainer-based brand management consulting monthly fee, based on hours and deliverables, set by objectives and KPIs.



2. COACHING x SPEAKING: “42 MINS IN A COLD PLUNGE”

Thought Leadership Speakers Series and Programming: Jean Fallacara, Keynotes

We empower all leaders to connect their audiences with purpose and passion through entertaining, genuine, customized leadership keynotes. The best leadership keynote speaker for your event won't just have expertise and experience, but a dynamic ability to inspire and engage your audience.

Meet our Founder, Jean Fallacara.

Passionate about marrying science + art + technology. Big on the details and pushing the envelope. Pioneer biohacker and champion of lifespan extension. Thrives on humility, sophistication and vitality.

Jean has earned the distinction of academic excellence, biotech engineering honors and advanced technology applications from Massachusetts Institute of Technology, in Boston. This is in addition to dozens of awards and tributes, as he is recognized as a Most Disruptive Entrepreneurs 2023 (*Wiki*), Leading Global Business Influencers, 2023 (*Wiki*), Top Biohacking Influencer 2022 (*HypeAuditor*), Top Entrepreneurs to Follow, 2021 (*LA Weekly*), Top Motivational Influencers, 2020 (*Instagram*), and Top 10 Athlete Instagram Influencers 2019 (*inbeat*).

Hailing from Dijon, France, Jean has made a significant mark both in Canada and the US. He prides himself on a remarkable IQ of 167, an enriched academic background from MIT, and specialization in the convergence and application of AI, VR, XR, Biochemistry, Genetics, and Biotechnology.

Armed with a vision, his entrepreneurial spirit, a contagious passion for brand building, and a wealth of scholastic achievements, his risk-taking career began in 1991. Jean founded and operated ventures such as Z-Sciences, Z-SC1, Labtech, and CleanEarth. His strategic prowess was epitomized with the acquisition of his Z-Sciences Corp. by inTEST Corp in 2021 (NYSE:INTT).

Jean's authority as a biotech industry heavyweight and pioneer biohacker he set the stage for business expansion and market domination specific to the global well-being movement and longevity exploration. As the Founder of The Lifespanning Company, Jean is venturing into the realm of where science, art, health, and technology converge - championing the philosophy of "Lifespanning."

Today, his Mission is to make human longevity a mainstream reality, accessible through social connection, life-science education, multimedia content, and thought leadership. Beyond just longevity, Lifespanning is about enriching the quality and essence of life, marrying the sensations of biohacking with life's purest forms of wellness, fitness and ultimately vitality.

When Jean is not tying technological advancements to holistic life perspectives or merging technology with deep life insights to redefine human lifespan boundaries, he is living his best life with his wife and daughter in Miami Beach. In his free time, he is all about serving humanity and self-optimization and enjoys a passion-filled lifestyle that embodies wellness, outdoor activity, travel, campfire conversation and above all else, being grateful.

3. COACHING: “HELP US HELP YOU”

LIFE COACHING (ex: *Powered by Altyr*). Educational meetings and well-being sessions encompassing physical conditioning, mental health, spiritual connectivity, & nutritional value.

Biohacking is taking control of your biology so you can achieve your goals with the minimum effective dose. It combines ancestral wisdom with the latest in modern science to help you realize your full potential leading the life you want.

We Help Our Clients Extend Their Healthy Years.

You can now expand your knowledge of extending human lifespan through proper lifestyle protocols, biohacking, mitochondrial optimization, sleep hygiene, anti-inflammatory nutrition, sauna and cold exposure, psychology of longevity, wearable technology and detoxification.

Coaching is more than just being a teacher. We're here to provide real mentorship and spark insightful conversations that continue to fuel one's desire for growth. Personal Development is essential to one's health in all areas of life, and we're determined to help guide any and all on the search for a healthier way of living.

Throughout our coaching journey, we'll always tie it back to the importance of balance. While it's important to advance and fuel our growth, it's never sustainable to do so at the expense of other vital areas of our life. Our approach is well-rounded and geared towards the overall health of the individual, taking into account a systematic method for detoxification, healing, enlightenment, and optimization.

We always begin with a focus on the purpose. We help clients find their 'WHY' and then we help them develop their discipline to devote their small available amounts of their free time towards their worthy passion. By supplementation, healthy exercise habits, and other lifestyle changes, we're able to steadily provide essential support practices that lead towards increased acts of efficacy and efficiency in relation to one's purpose.

It doesn't just stop there. Our approach dives deeper. Once the healthy habits are formed and the small fruits-of-labor are sprouting, we take things up a notch, creating new challenges to become opportunities for growth and development. This is the way to continually optimize one's overall health and wellbeing -body, mind and soul.