




WHERE WELL-BEING MEETS WISDOM

COMMUNITY  
EVENT & PODCAST

A man and a woman are standing in a gym, facing each other. The man is smiling and holding a brown paper coffee cup. He is wearing a black t-shirt with the word "FRED" printed on it. The woman is also wearing a black t-shirt. The background shows gym equipment and a wooden floor. The entire image has a dark, semi-transparent overlay.

VISION

# Beyond Fitness. Total Wellbeing.

AS FRED EXPANDS BEYOND FITNESS INTO TOTAL WELLBEING, EDUCATION BECOMES THE HEART OF WHAT WE DO—SHARING KNOWLEDGE, SPARKING CONVERSATIONS, AND BUILDING A STRONGER COMMUNITY.



S E R I E S   F O R M A T

# Conversation + Community

FRED TALKS IS A SERIES OF LIVE CONVERSATIONS  
THAT COMBINES EDUCATIONAL CONTENT WITH  
INTERACTIVE Q&A SESSIONS.

PRODUCED EVERY WEEK, EACH 30-40 MINUTE  
EPISODE DELIVERS FRESH CONVERSATIONS AND  
INSIGHTS—CAPTURED LIVE AND TRANSFORMED  
INTO SHORT CLIPS, FULL-LENGTH VIDEOS, AND  
PODCAST EPISODES THAT KEEP THE FRED  
COMMUNITY INSPIRED AND INFORMED.



PHILOSOPHY & VOICE

# Turning Data into Dialogue

WE ARE STANDING AT THE EDGE OF A NEW ERA OF WELLNESS — ONE DEFINED BY DATA, DEVICES, AND DISCOVERY. BUT EVEN WITH UNLIMITED ACCESS TO THE LATEST TOOLS, MANY OF US STILL FEEL UNCERTAIN, INCONSISTENT, AND DISCONNECTED FROM WHAT IT ALL MEANS.

FRED TALKS EXISTS TO EXPLORE THAT PARADOX. IT'S WHERE BIOHACKING MEETS BEHAVIOR, AND TECHNOLOGY MEETS HUMANITY — A SERIES OF CONVERSATIONS THAT UNPACK THE PSYCHOLOGY OF LONGEVITY AND THE FUTURE OF FEELING WELL.

THIS IS NOT A SHOW JUST FOR THE DATA-OBSSESSED — IT'S FOR EVERYONE CURIOUS ABOUT WHAT'S NEXT, AND WHAT IT MEANS TO LIVE LONG & WELL IN A TECH-DRIVEN WORLD.





GOALS

# The Bigger Picture

FRED TALKS IS DESIGNED TO ELEVATE THE FRED BRAND BY CREATING AN ONGOING EDUCATIONAL SERIES THAT DEEPENS COMMUNITY ENGAGEMENT AND POSITIONS US AS A HUB FOR WELLNESS CONVERSATIONS.

EACH EVENT FUELS A CONTENT PIPELINE FOR SOCIAL AND PODCAST PLATFORMS WHILE OPENING DOORS TO NEW PARTNERSHIPS AND SPONSORSHIP OPPORTUNITIES.



PIPELINE

# From Stage to Stream



FRED TALKS CONVERTS LIVE CONVERSATIONS INTO IMPACTFUL CONTENT, CAPTURING AND SHARING DISCUSSIONS ACROSS SOCIAL MEDIA, YOUTUBE, AND PODCASTS TO BROADEN THEIR REACH. SUCCESS IS MEASURED THROUGH KPIS LIKE EVENT ATTENDANCE, SOCIAL MEDIA IMPRESSIONS, VIDEO VIEWS, PODCAST DOWNLOADS, AND NEW PARTNERSHIPS.

OUTCOMES

# KPI'S



EVENT  
ATTENDANCE

**50+**



SOCIAL MEDIA  
IMPRESSIONS

**50K+**



VIDEO  
VIEWS

**10K+**



PARTNERSHIP  
OPPORTUNITIES

**4+**

OUR KPI GOALS FOR FRED TALKS AIM FOR OVER 50 ATTENDEES PER EVENT, MORE THAN 50,000 SOCIAL MEDIA IMPRESSIONS, OVER 10,000 VIDEO VIEWS PER RELEASE, AND AT LEAST FOUR NEW PARTNERSHIPS EACH QUARTER. THESE TARGETS REFLECT OUR COMMITMENT TO EXPANDING FRED'S REACH, PROMOTING WELLNESS THOUGHT LEADERSHIP, AND FOSTERING COMMUNITY CONNECTIONS THROUGH EDUCATION.

MORE VISION

# Table Talk

THE TABLE IS CENTRAL TO FRED TALKS, SYMBOLIZING MEANINGFUL DIALOGUE AND HOSTING WORLD WELLNESS LEADERS. ITS SIMPLE, LOW-MAINTENANCE DESIGN IS CAMERA-READY AND PROMOTES EFFECTIVE CONVERSATIONS. WITH OPTIMAL LIGHTING AND ACOUSTICS, IT SERVES AS A STAGE FOR EDUCATION AND STORYTELLING, ENHANCING THE FRED BRAND AND EXPANDING ITS INFLUENCE BEYOND FITNESS.







PILOT LAUNCH

# Dr. Robert Lufkin

FRED TALKS WILL FEATURE DR. ROBERT LUFKIN DISCUSSING  
"THE FUTURE OF PERSONALIZED HEALTH DATA,"  
HIGHLIGHTING INNOVATIONS IN BODY UNDERSTANDING.  
THE EVENT WILL COINCIDE WITH THE LAUNCH OF SIPHOX  
AT-HOME BLOOD TESTING KITS, OFFERING THE  
COMMUNITY ADVANCED WELLNESS TOOLS.



POTENTIAL GUESTS

# Up Next

## Thought Leaders in Longevity & Health Optimization

- Dr. Andre Huberman
- Bryan Johnson
- Dr. Peter Attia
- Michael D. West
- Philipp Roesch-Schlanderer
- Tom Hale
- Alex Zhavoronkov
- Elizabeth Parrish

## Nutrition, Forward Fitness and Human Health Innovators

- Teemu Arina
- Ben Greenfield
- Dave Asprey
- Dr. Gabrielle Lyon
- Dr. Kien Vuu
- Don Saladino
- Simon Hill
- Amanda Hamilton

## Mindfulness and Mental Wellness Voices

- Tali Sharot
- Jay Shetty
- Big Sean
- Ruby Wax
- Tamara Levitt
- Johnny Crowder
- Dr. Jill Bolte Taylor
- Dr. Nicole LaPera

# By the Numbers

## PRODUCTION BUDGET

### STARTUP INVESTMENT (ONE-TIME)

Shure MV7+ Microphones (2)	\$638
DJI Osmo Pocket 3 Cameras (3)	\$2,397
RodeCaster Duo	\$499
Lavalier Mics (2)	\$60
Lume Cube Lighting Kit	\$280
Accessories, Cables & Stands	\$300

**ONE-TIME EQUIPMENT TOTAL** = \$4,174

### MONTHLY OPERATING COSTS

Editing (per episode x 4 per month)	\$800
Podcast Hosting	\$20
Misc. Costs (graphics, refreshments, etc.)	\$300
Guest Fee (honorarium)	\$2,000
Production Prep Support	\$800

**MONTHLY RECURRING COSTS** \$3,920

### BUDGET SUMMARY

Initial Equipment Investment: \$4,174 (one-time)  
 Monthly Operating Costs: \$3,920 (recurring)

**PROJECTED Q1 (3-MONTH) OPERATING BUDGET:** **\$11,760**

## Bare Bones Startup Budget

### Startup Investment (Minimal Equipment)

Shure MV7+ Microphones (2)	\$638
Wireless Mic Receiver / Interface	\$200
Cables, Stands, Mounts	\$150
Optional: Portable Audio Recorder (Zoom H6)	\$300

**ONE-TIME EQUIPMENT TOTAL** = \$1,288

### Monthly Operating Costs

Editing (per episode x 4)	\$600
Podcast Hosting	\$20
Guest Honorarium (optional)	\$1,000
Production Prep Support	\$600
Ad Spend (YouTube Ads + Boosts)	\$500

**MONTHLY RECURRING COSTS** **\$2720**

### Lean Launch Summary

Initial Equipment Investment: \$1,288 (one-time)  
 Monthly Operating Budget: \$2720 (recurring)

**3-MONTH PROJECTION (Q1):** **\$8,160**



## PROJECT TIMELINE

# Let's Go!

### NOVEMBER

Focus: Launch & Momentum

- Finalize show format and branding; purchase and test equipment.
- Book first guests and record pilot episodes.
- Edit content and release the first episode by the end of November.

### DECEMBER

Focus: Enhance visibility and content readiness

- Enhance visibility by posting weekly short-form reels and teasers, and publishing 2-3 full episodes.
- Build a content pipeline with biweekly filming and capture behind-the-scenes and audience reactions.
- Prepare for partnerships and future content by drafting a collaboration deck and scheduling January guests.

### JANUARY

Focus: Enhance visibility and content readiness

- Launch biweekly recording cadence (two episodes per week).
- Expand guest mix: longevity, mindfulness, and movement experts.
- Launch paid social and guest cross-promotion strategy.
- Develop mini-series arcs (Longevity, Mindfulness, Biohacking).
- Begin outreach to potential sponsors and podcast collaborators.

### Q1 2026

Focus Areas: Consistency & Scale

- Consistency & Scale
- Release two recordings weekly
- Enhance social media presence via partnerships
- Introduce integrated brand sponsorships
- Create an evergreen clip library for engagement
- Host "FRED TALKS LIVE" community events
- Utilize analytics to refine format and plan Q2 strategy

INTERIM HOST

# J. MALLORY MCCREE

J. Mallory McCree is an award-winning actor, producer, and storyteller whose work bridges entertainment, wellness, and culture. Known for standout roles in **Homeland**, **Quantico**, and **Good Trouble**, McCree brings over 15 years of performance experience and narrative insight to his role as host of FRED Talks.

He previously created and hosted the successful docu-series **A Mile in These Shoes (AMNTS)** — a groundbreaking show exploring empathy through the lens of footwear and human experience. The series combined cinematic storytelling with authentic interviews, earning industry recognition for its originality and emotional depth. (Visit [amnts.co](https://amnts.co) to view the series.)

McCree's hosting style blends curiosity with compassion. He has extensive experience researching and formulating deep, thought-provoking questions that uncover the “why” behind every guest's journey — a skill that consistently draws in both audiences and interviewees.

As a wellness advocate and creative entrepreneur, McCree has also planted roots in the wellness space through initiatives such as **aLINEment Wellness Barber Studio** and **Moon Child Collaborative**, integrating mental health awareness, mindfulness, and community well-being into his creative work.

Through FRED Talks, McCree continues that mission — fostering authentic, science-based conversations at the intersection of fitness, psychology, and holistic living. His goal: to make total wellness not only accessible but inspiring, one talk at a time.





**Let's Make  
This Show.**

**FRED  
TALKS**