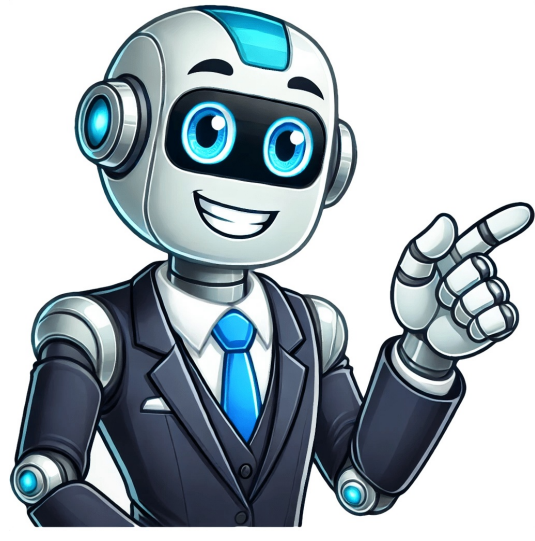


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additional activity which you can recommend. So we can surface these insights to say, “ That didn’t work very well for you, but maybe try it with a walk next time.” So you eat the same meal again, and this time you take a walk around the block, 15-20 minutes and this time we’ve still been analyzing the glucose data as it’s happening and now… you took that walk, for many of us, our legs actually metabolize the sugar in our blood much more quickly. And so it basically supports the digestive system and the metabolic function or the metabolic fitness of the individual and helps them to clear that glucose more effectively. So rather than having this big blood sugar spike, you actually had a very controlled response to the same meal just by taking a walk. And so we then can surface and compare those two examples and show you the power of very simple light exercise after a meal.And this goes across many different types of functions. So you can see the effects of a short night of sleep versus a full eight hours. So you take a red eye flight and now your blood sugar is elevated all day and your responses to meals are much worse, and this has been studied in the research environment, but we can show individuals how specifically it’s affecting them and compare days where you got a good, restful night’s sleep versus a very poor night’s sleep.We can show you how specific foods… We talked, we touched on that research earlier on where two people can eat the same food and have equal and opposite responses. We can help you compare specific foods across your diet and you can basically try them on their own. So you try a banana, you try a bowl of oatmeal, you try different types of dressings and you can see and compare all of these responses to each other and find the ones that best support you. Maybe for some of us, like myself, I tend to actually do really well with berries, but a banana is similar to candy for me. So I tend to avoid bananas unless I’m on a workout, which I know actually I respond very well if I’m cycling or running, to that banana because I’m able to use it for energy immediately.So I have this context for everything I do. And I have confidence that when I consume a certain meal I know what’s going to happen. I know how to mitigate the negative effects and I also know now the correlation between all of these different levers, the exercise, the sleep, the nutrition, the stress. So if I’m compromised on one… Let’s say I have to pull an all nighter or I’m going to be taking that red eye flight, or I’m a new parent and my baby’s keeping me up all night, I know now that when I’m compromised on one, the other three matter that much more. I have to make sure that I’m more intentional about selecting foods that are going to support good metabolic responses because, as I mentioned, I’m pulling out one leg of the stool with the sleep part.And so all of that is happening in the Levels of system. We’re surfacing those insights. We’re helping you to process and understand the correlations of all of these factors in a way that is just understandable and approachable as opposed to abstract. And of course, we’re still in development and things are rolling out consistently, but we’re at a stage now where people are really learning about these in just 28 days.Ramon Vela: [00:21:00] I’m just so excited by this, man. I feel like I want one already. It’s like I wish you were already out, because it just sounds so empowering. I think this is going to be a hit, man. I think this is… I honestly, I’m not just BSing here. I think, like this is the early stage of something that’s just going to be huge. I think you’re going to do amazing and I’m just so glad that I can play a little part of this in the very beginning here before you launch. But it’s just so exciting because you’re, like I said, you’re giving us power, the power to see our own data, to be able to take that data and understand it and do something with it and obviously have a positive change and a positive effect on this. So to me, this is mind blowing, but I’m just so excited for you. I’ve interviewed a lot of people and I love so many of the different brands that we have on here, but I love when I’m so excited about something, I just feel like, wow! This is amazing.All right. I want to be respectful of your time. I know you’ve got other things going and I really appreciate you spending some time with us. Before we go, I have a couple last questions. Like what I just alluded to right now. There’s probably people listening right now who are thinking like, “Wow! I really want this device.” But I think you’re in beta and you also mentioned you have 68,000 or some huge number of wait list. What’s the next step? If someone wants to know how to get hold of you or who wants to get on that list? Who wants to be notified when it’s ready and so forth. What do people do? Where can we send them?Josh Clemente: [00:22:23] Yeah. So I highly recommend anyone who’s interested please go to the website levelshealth.com and add your name to the wait list. You can sign up, you answer a few questions and help us understand who you are and why you’re interested. And we actually, as you mentioned, we do have a large wait list right now, but we are inviting people off that wait list based on specific things that we need to learn. If there’s a certain feature we need to test with people that are interested in diet, as opposed to weight loss. We do invite people off the wait list and we’re constantly increasing the volume. So, definitely sign up there and then that I’ll also add you to our newsletter and we’ll be releasing updates on content that we’re writing.We have, I think, a really fantastic blog, which helps to further break down all of the concepts I’ve touched on here much more eloquently and with a much more rigorous citation process, but, you can jump on our blog and learn a huge amount about the way that metabolism touches each of us. We are all approaching life in different ways. We have different goals and that’s where this information can, I think, come home for people and they understand how this affects them. So I definitely recommend touching on the blog and being a part of the newsletter and over time, as we move past our current stage, which is, as you mentioned, beta, into the first phases of public accessibility and growth, we’ll be releasing all of those updates and details through our social media, which is on Twitter and Instagram @Levels and through our newsletter. So we’ll be keeping people in the know. I’m really optimistic that 2021 is going to be the year we’re going to be able to finally open the flood gates and get this to many, many more people.And so, yeah. I just appreciate anyone who is interested getting in touch with us and following along. It’s going to be a fun journey.Ramon Vela: [00:23:59] And that was actually one of my other followup questions, which is, if there was any timeframe. So I guess it’s basically crossing our fingers that you’re able to launch in 2021. Right? Josh Clemente: [00:24:10] Yeah, I think we’re going to be able to get a lot of people from our waitlist through the program. And there’s a few key product milestones that we’re working on. A couple of them touch regulatory things, and so it’s a little bit of schedule uncertainty right now in terms of when that exact launch date will be, but I think we’re on track for maybe later this year, summer, maybe early fall.Ramon Vela: [00:24:28] Wow! Like I said, I feel excited that we’re interviewing you right now, because I think in a year or a couple of years from now, you’re just going to be, you’re going to blow up, man. I just think this is just such a cool thing that you’re doing and it’s exciting and I know… I’m not even… I love exercising and things like that, but I’m really focused on my health right now and so to me, this is really… If you had it available now I would sign up for it right away and I think a lot of people feel that way too, so I really appreciate it.And you know what? I did have one last question for you, which is, I wanted to wait till the end, because this is not necessarily, this is more of a digression, but given your history, I’m curious. All this talk right now, there’s all sorts of talks about SpaceX and Tesla and Elon Musk. What are your thoughts on it since you have experience working for one of those companies? I know this is a digression. I’m sure you get this question, but thought I’d wait until the very end to ask this.Josh Clemente: [00:25:20] It’s an interesting situation given how much his companies have blown up and personally, I’m a huge fan of Elon. I got a chance to work somewhat closely with him on and off throughout my time there. So I was able to be in recurring meetings and learn about how his mind works. And I think he has a very clairvoyant mind. He thinks about the future in a way that few people do and is able to navigate towards an outcome that he really believes will be better for humanity. And I think that you see that with him wanting to have zero emissions, energy availability, and cars, and a second home planet where we can increase the likelihood that humanity will survive long-term. And these are really big statements and I certainly… I don’t think he is without blemish as a human being, but I really am glad to see success happening. Tesla certainly seems to be, I hope it’s not a bubble, but it certainly seems to be overvalued at the moment to say the least. I think he said so himself. So I just would love to see success for that company. I have great friends there, great friends and family at SpaceX still and just really enjoy the pace of progress, the technology, innovation. When I was there, I just was overwhelmingly just proud and positive about what we were working on. It felt like something that mattered and that’s, I think really good and I think it’s really good for people, even if you’re not at the company, it’s good to have, I think, interesting projects that you can smile about. It’s positive just to see the star ship flights and even if they’re blowing up, it’s something interesting that takes your mind off the rest of the things happening in the world.Ramon Vela: [00:26:52] Yeah. This might sound anathema to folks who are Elon Musk and Tesla and SpaceX fans, but the same way that I am excited about when I read concepts about what Tesla has done and what SpaceX has done and I know there’s a lot of stuff within the story that isn’t really known to a lot of people because in both of those industries you were fighting against an old school or, an industry that hadn’t changed in many ways. So it’s like you’re bumping heads and you’re trying… You’re disrupting these industries. And so there’s a lot of really cool things that I know have happened in the background that a lot of people don’t know about.But the thing is you get excited about these long views and the potential of this technology and what it could do and how it can change our lives and so forth. In my roundabout way of saying this, I feel that same way with your company. I am excited. When you think about what the technology that Tesla’s done and then SpaceX and so forth and how they disrupted the companies and you’re excited I may or may never, ever… Obviously, hopefully we’re going to Mars and they start moving people to Mars, but in my lifetime, I probably will never ever do that. But it’s still exciting. It’s still and it’s like, wow! It’s this potential. It could change the way we do things. It could change our lives and so forth and feel excited that way about your product, because I feel like you and this product has a potential to really impact people’s lives.Now obviously, you were talking about the unit economics, so it can become less expensive for users of all different economic levels. And that’s actually what I’ve heard Elon Musk say. So I got to tell you, man, you guys, in many ways, Elon and what they’re doing at Tesla and what they’re doing at SpaceX, I think you’re kind of riding along maybe subconsciously. I don’t know, man. What you’re doing to me is very similar and is equally as exciting.Josh Clemente: [00:28:46] Yeah. I have to admit that we definitely did pay attention to Tesla’s approach there of starting off with a premium brand or a premium product, the Roadster, and slowly but surely financing the more affordable entry, the Model 3 ultimately, and then even a more affordable one coming. And so we actually wrote a Levels secret master plan, so kind of a tongue-in-cheek rip off of what Tesla wrote to describe that plan, or what Elon wrote. And so yeah, definitely taking a few notes from the playbook and making it a bit of a joke, but in a very serious sense. I think it’s a demonstrated way to bring new technology to a new market and I really hope that we can replicate even a fraction of the success.Ramon Vela: [00:29:24] I think you guys will, and I think this is going to be huge.Josh, thank you so much for being on the show and I am just so grateful that you’ve given us an opportunity to have you on here in the early days, so when I say I knew him when. So I really appreciate it, man. Thank you so much for being on the show.Josh Clemente: [00:29:41] Ramon. Thanks so much for having me on, I genuinely enjoyed this conversation.Ramon Vela: [00:29:46] And I did too. And everyone, we have just had Josh Clemente, who is the founder and president of Levels and we’ll give all the information on our podcast subscription, but you can find them at Levels Health, that’s levelshealth.com. Take a look at what they’re doing. This is so exciting and I can’t wait to see what the future looks like for this company. So if you appreciate people like Josh and others that we have on the show, do me a favor, leave a rating and a review. It helps me so much. I say this each and every time and the reason why I say this, is that it helps. It helps us get more streams, more advertisers and it helps us to keep the show going, which I really love doing. So do me a favor, go there and leave a rating and a review. It takes 15-20 seconds. Other than that, everyone, please stay safe, stay healthy, stay strong, and stay sane. We’re almost out of this. I see a light at the end of the tunnel, but just stay maxed up and stay safe. And thank you from the bottom of my heart for listening to another episode of The Story of a Brand.If you haven’t already make sure to listen to part one of this amazing episode.