# Audio file

[Headspace Andy Puddicombe and Rich Pierson (2019).mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hey everyone and happy New Year. You know we wanted to sit just the right mood for 2022. So we're running an episode that is so full of joy and good vibes and of course, great advice. It's one of our favorites from the archives, the story of Headspace. Hope you enjoy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We knew the business that we had wasn't working and so with the last bit of cash that we had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We managed to pull in every single favour that we had left our friends and family had said. Look, we really love you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Guys, but we're not. We're not giving you any.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[More money. This is a terrible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Business like well done, but enough's enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:00:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm Guy Raz, and on today show how a Buddhist monk and a stressed out marketing consultant sat down at the Starbucks and wound up launching Headspace Meditation app that has millions of users around the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:01:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So we've had several episodes that feature cofounders, and if there's one thing that's clear, it's that all of them brought different skills to the table and method. Adam Lowry mix the ingredients to make the soap Eric Ryan designed the now iconic box.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:01:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[At Reddit, Steve Huffman did the coding. Alexis Ohanian did the content. So you get the point, right? And it's almost hard to imagine any of these companies making it without both cofounders. And that is also probably the case with today's story, because it's a story of two totally different people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:01:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[With totally different strengths. One of them, Andy Puddicombe, trained as a Buddhist monk for more than a decade.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:02:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Made the other rich. Pearson was a rising star at a top tier advertising agency in London. They met because Rich was spiraling. He was burnt out and looking for help and Andy was the person he happened to come across at the time. Andy was offering one-on-one meditation sessions out of a back room of a doctor's office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:02:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Neither Andy nor Rich could have imagined that eventually the two of them would build a meditation app, headspace now used by millions of people and a business that generates more than $100 million in annual revenue. And the story of how they came together at the exact right moment, each with the exact skill set they needed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:02:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The Co found and build headspace well. It's a pretty long journey, and Andy, the Buddhist monk, he would say that it took as long as it was supposed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:02:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To but it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:02:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Actually starts when Andy was growing up in the UK in the 1980.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He was first introduced to meditation as a kid around the time his parents marriage started to fall apart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He had smoked parents, split up at 10 and my mum was I think she was. She was looking for a way to cope. Meditation definitely was within her kind of sphere of of interest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And in Bristol, there was a a local group. It was a TM Group, Transcendental Meditation group and she decided she was going to do a six week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And my sister, I found out was going along with her and I didn't want to be at home on my own. So I asked if I could join.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. And it led to actually kind of a couple of years of doing that kind of thing into my early teens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This is in like the early 80s, when meditation was by no means mainstream. I mean, even sort of Western.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Ohh it was so outside of Main.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Street.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. And and did it feel weird or different when you were a kid? Did you feel like this was a little unusual?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:03:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It did, but I don't know if I had that point of comparison. You know, as a kid, you don't necessarily have the this is, this is weird and that's not my mum was going there. So I was going there. It wasn't until I told her really good friend of mine. He's still a very good friend of mine. I shared with him, confided in him that I've been going to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This thing because I knew it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A little bit kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Weird and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I went into school the next day and all the other kids in the class were sat on their desk, cross legged, sort of owning at me as I walked in the room. And it was at that point I I think then I registered that, OK, this is definitely not something that is mainstream and it's probably not something that I'm going to be able to talk about too much to other people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And what? What was it? Was it focusing on breathing? Do you remember what those group sessions were like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[With TM it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Typically a mantra. So you're given sort of a word or a phrase and you repeat it over and over for sort of a 20 minute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:04:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Period. And at that time I found it really, really difficult as a as an energetic young kid to sit there and be still and to focus. But it was definitely something that I still found. You know, I still look back at it with a a sense that it was. It was a very positive influence at an early stage in my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:05:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Life when you were like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:05:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[16 cause in in the UK it's a little different than in the US, which is certainly at that time like the drinking age probably wasn't really enforced and it was typical for 1516 year old kids to to go to pubs and get pints of beer and drinking cultures is very different. There were you into that. Were you part of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:05:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:05:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:05:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I was very into that by that stage. I was playing in a rugby team as well and it was very much part of the the culture. Yeah, we'd go out at the weekend with our, with our fake ID and go and find some drinks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:05:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I read that around this time like in your teens while you were at a pub one night, you went through a kind of a pretty traumatic experience. What what happened?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was Christmas Eve. We'd had a party at the local rugby club in in Keynsham.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And so it was Christmas morning. By the time we all sort of came out onto the the street and we were standing in a a big group outside the the club and a a drunk driver came down the road and crashed into to the group of US. And I was just very lucky to be standing on the edge of the group. But it it killed two people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and injured sort of put in sort of critical intensive care at 12:12.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of the group.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And you know, every single one of us there that night dealt with, dealt with it in a different way. I think we were all very confused. You know, we're still young, like 18 years old.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Know I don't know if we ever really kind of know how to deal with that kind of thing. I just wanted to get away. I think we often do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:06:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The idea, the sense of getting away in a physical way, kind of, we think that we're going to be able to outrun it mentally as well. And of course, you never can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:07:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So yeah, like I think a really to this day, you know, kind of a really important and impactful part of of my own journey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:07:20](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:07:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So I guess eventually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:07:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You left home, you went. You went to college, and you started studying at a place called Montfort University, by the way, where, like, where is the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:07:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, that's in, it's in Bedford. So it was a Sports College and actually I didn't go straight there. So my grades weren't good enough. So I went and spent a couple of years in actually here in, in the US, doing some coaching sports. So I already trained prior to university, I trained as a a personal trainer. So I was already working in sort of gyms and things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:07:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm really enjoying that till eventually when I was 21, I got in as a. They called it as a mature student in England. It basically means your grades don't have to be quite as good and you're a little bit older. So they let you in. I think it's a pity thing. And I I started studying sports science.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You're at university and you decide to drop out. I'm in the middle of it. What? Why, what? What happened?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yes, I was just increasingly, you know, I just felt this sense of disturbance or unsatisfactory in this. I kind of felt like I was doing something I enjoyed, but I I just didn't feel like it was really making me happy. And at the time I was going out with this girl.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Who lived there kind of low.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And we we talked a lot, you know, she was really into to Buddhism and stuff and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:08:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And you know, she talked with a huge amount of admiration about these monks and nuns that would go away and and meditate and try and understand their mind, you know, and. And it was just into the second year. It was pretty early on. Just had a day, you know, where all of a sudden that seemed to make a lot of sense. I just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:04](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[An inexplicable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Feeling that I I just had to do this, so much so that I went into university that same afternoon and said I'm gonna leave, this is what I'm gonna do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So just I just want to understand this, you are in your second year in college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. You're kind of just something's missing, which is not unusual for a young person in their 20s, early 20s to kind of experience. And you decide that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:30](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You want to go and study Buddhism and become a monk? I'm yeah, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Mean just you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I would frame it ever so slightly differently. You're absolutely correct, but my experience of it was not that. It's not that I sat there and chose to do it. I genuinely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Fell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:09:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Nothing else made sense. It was. It didn't even feel like a choice. I didn't. I didn't sit there for days, thinking, should I do this? Shouldn't I do this? What are the pros?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[What are the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Cons.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It sounds I'm aware of how strange that sounds. They're just suddenly think one day you're gonna quit college and go and become a Buddhist monk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But at the time, for what it's worth, it felt like a calling that I couldn't sort of ignore.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So this is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like sort of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Really, pre Internet you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Those days, so you could just like, go to the Internet and your university library and like, look up, you know, how to become a Buddhist monk or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Definitely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Where do I go? Yeah. Yeah. So what did you so. So you decide that you're gonna drop out of university. And how do you even find out what to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Do I mean first? I just love the idea that that's even kind of a search option on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[All these days, how how to become?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Sure. But I I guess.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:10:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It is and there are probably people kind of giggling there, but no back then I've read a little bit and most of the stuff I had read was from South East Asia, so it has its home in in Thailand and Vietnam and and Sri Lanka.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:11:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So I started thinking, OK, I'm, I'm going to go to Thailand. I knew of a teacher who was there, who I really kind of respected. I enjoyed their writing, so I thought, OK, well, I'm going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:11:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm going to go there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:11:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But this girlfriend of mine said Ohh a friend of mine just come back from from the Himalayas. She went to visit the Dalai Lama. He was in northern India in this kind of small town.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:11:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I went and got a a Lonely Planet guide from the local library and looked it up and thought well that looks interesting. OK, maybe I'll fly to Delhi instead and you know the Dalai Lama. There must be a a pretty good place. So I flew into, I flew into Delhi. I think I've done a little bit of research and I printed some stuff out before I went and I knew of a retreat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:11:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Center. So I went to a retreat center and said kind of, you know, this is this is what I'd like to do. Could I just start off maybe by working here, kind of maybe doing some retreat and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:11:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I was there for probably 6 months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:11:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So before then going on to Thailand and Burma sort of to actually train in a in a monastery.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And when you got there to burn what, like, what was the commitment you were making? Like how long were you going?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To be there in that particular tradition, you don't make a time commitment. I did it later on in the Tibetan tradition. I did, but I started training as a as a novice monk, and it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Even with the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of all the training, it was really full on. It was way more full on than what I've come from in in India.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. I mean, what do you, what do you like what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Was the typical day like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So in Burma it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Just meditation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So we were doing an 18 hour day, so it's 8 hours of sitting and eight hours of walking meditation all in the same room. Plus in the two hours for for eating at 5:00 in the morning and 11 you'd have lunch and then no eating after midday, and then you'd have somewhere around three 3 1/2 hours sleep at at night time. And that was it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Seven days a week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:12:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Is a really. I mean really kind of quite extreme. Retrospectively I think I would have done things a little differently. There was no one there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[There were no English people there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[There was no one who spoke really English, even my teacher there didn't really speak any English, so every afternoon I had 10 minutes with him and I'd go and sit there and he'd look at me and he'd sort of smile and look very kind of warm and happy. And sometimes I'd sit there and I'd smile and kind of laugh. And other days I'd sit there and I'd cry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And he didn't really have anything to say because he didn't speak English. Sometimes he just speak Burmese anyway, and I would just sit there and kind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You know, so there was a lot of instruction taking place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I've. I've talked to people have done over the past now, which is like 10 days sound retreat and who who've had like and certainly the first few days really broken down, you know, really just emotional breakdowns is so hard. It's so feels so isolating. You must have experienced that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:48](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:53](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I definitely, I I I met a part of myself that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I had never previously.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:13:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Experienced and it was vulnerable. It was painful. Challenging in ways. Yeah. I don't even know how to describe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Were you still thinking? Yep. I I want to become a mom. Like, I mean to to me. I think 90% of people would have just dropped out at that point. So this isn't for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I think it's different ways of looking at that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Through the lens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of a bullet monk, I think you just look at it and say, well, it's karma, you know, kind of that was my journey. And you know, this is the journey. I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[On and I kind of it did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You know when you're living your life and it just feels like you're in the right place at the right time, even if it's difficult, there's still a sense that this is this is just where I should.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Be right now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So even when it was difficult, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Still felt that this is where I should be right now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But yeah, eventually kind of. There was a point where I think I kept getting ill in Asia as well, you know, like that is the the additional challenge. It's not just the challenges of the mind. It's the challenges of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Stomach and the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:14:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Bowels as well, and I remember eventually a a, a teacher from Australia coming. And he said look honestly, he said if you want to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:15:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Kind of go and do like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:15:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A year retreat or A2 year retreat or something like that, he said. I'd probably try and do it in the West if you can, he said. Find a good teacher, but he said it's so much easier to do that. So I yeah, I started sort of looking at some, some other places as well. And and I met this teacher, this Tibetan lama and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:15:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You know, we talked a lot by that stage. I'd already kind of done multiple years, I don't know, probably four years, something like that training and we talked to, we talked a lot and I was so moved by his warmth, by his compassion, by his sense of joy, things that I'd not necessarily I'd witnessed a lot of awareness and focus and attention in other monasteries, but I haven't really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:15:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Kind of seeing this other sort of side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:15:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And yeah, I made the decision. It was really easy. Again, kind of actually, this is what I've been looking for. And yeah, now I don't know how many years later, 25 years later, he's still, he's still my teacher now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So Andy, I mean during this period like I, I assume that you go home now and again you know to visit family and friends when you did like, what did they think of you? Did they feel like you changed a?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:12 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Lot. Yeah, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I do remember going back, so I was I was fully ordained, and I remember walking down the High Street.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So I mean, this is a small town in the South West.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Moving and I'm walking down there in my bright sort of maroon robes and seeing kind of old school teachers and you know, old mates and then saying to my friends, kind of he'd be great to all meet up together and and they're like sure, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Just come down the pub, we'll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Be there like where we always are. And I'm thinking in my mind, you know, there's this conflict. I'm a monk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Can't walk into a pub. There's a monk and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Maybe it's OK if I just drink water and look, they're not gonna meet me anywhere else because, like, genuinely, they've been sat in those same chairs for many years. They weren't gonna give them up. So I did. I I walked into our our local pub where we used to hang out as teenagers, and I sat down around the table, remember, there were eight of us around this table.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:16:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I drank water, they drank beer and we talked about the Himalayas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But I I never felt like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I lost touch with the character or the person I grew up with. It wasn't like a different person. It was just I was having a different experience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[OK, I wanna. I wanna kind of Fast forward. Just a couple of years to to the early 2000s cause I guess at a certain point you actually wind up in Moscow and Russia teaching at a meditation center there. And I guess you were sort of you were supposed to be there like waiting until you get a spot at like one of these long term retreats.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, absolutely. So there was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Is that right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[There was a four year retreat coming.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:17:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[At one of the monasteries and this retreat just kept getting pushed back. So I found myself in Moscow for a number of years, kind of teaching meditation but waiting to go into long term retreat. And so I think on the one hand I was thinking, OK, I want to make a long term commitment to to retreat and better understanding my mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:18:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And on the other hand, I was getting this kind of experience of what does it mean to teach meditation, you know? And it wasn't what I'd set out to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:18:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But I kind of accidentally found myself in a position where where I was I was then teaching.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:18:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You were teaching meditation in Moscow to Russians in English.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:18:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Correct and mixed in with the Russians were a bunch of expats who lived in in Moscow, and I got to know people who would come along to these centres, kind of alongside the the sessions that we'd have at the center.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:18:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Meet up with them and then one of the ex Pats had invited me to to go in and teach his execs at an oil company in in Russia, and he said, like, you know, kind of you can't come in dressed as a Buddhist monk, you know, it's it's an oil company. We're in Moscow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:18:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:18:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Had got me thinking about this whole idea of, you know, demystifying this and trying trying to make it more accessible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You go back to the UK in 2004 after a couple of years in in Russia to study circus arts. This is a total like less.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Left field people going to listen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Wait, wait. What? Wait, I think you're a monk. You join the circus. What? What's?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[What story?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. So it sounds crazy. I know it it it actually stay. Stay with me, guy. It it does actually make more sense than it than it first sounds. What happened was I was in Moscow and I'd already made the decision actually to sort of hand back my ropes to no longer be a monk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So I found increasingly over the years that I was there, that, as I say, I was meeting people and I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Was finding a way of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Talk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Thing about meditation in a way that I had never experienced myself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Health.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And but that seem to really resonate with people and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:19:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You found a way to explain it to people language that you exactly you wished you had had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:01](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That's right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Exactly that. So I found myself living in Moscow, still teaching in meditation center, but no longer living as a monk. And I hadn't done any exercise for 10 years, and I was really excited about doing some exercise and a friend of mine, there was doing a degree at Moscow State Circus.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And he said, look, you know, I used to love acrobatics and stuff and juggling. And he was, oh, why don't you just come along?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Know meet some of my teachers. So I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I know I've really got to know how it happened, but I was there and one of them said, hey, look, you know, you can do a degree in this back in London.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I was already thinking, OK, how do I make this transition from British monk, the monastery?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To kind of making this content more available, I had no money. As a monk, you give away all your belongings. So I've given away all my clothes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:20:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Who's money? Everything. So I see. How am I going to go from Russia back to England? And I kind of saw an opportunity, I guess as a now, a very mature student at 32. I was, I was in a position where the government would essentially kind of pay for everything like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Fund your education to study to study circus.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Or so yes, so so they they funded not only the degree, but they also funded my, my living as well. So you know I was I got into a situation where I didn't have to find kind of a job when I went back to the UK so by during.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I went to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[School and studied, studied circus arts. It was a it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Was a big, big difference.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And meantime in your mind, you had this idea of, I think I can make meditation more accessible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I mean every available. I was up at 4:00 in the morning writing content and trying to work out kind of. OK, well, what is this thing that I want to do? But alongside that running in parallel was I managed to find a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:21:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A place where I could teach, teach meditation. Just doing 1 to one. At that point I found a a Doctor Who ran an integrative health centre in London where they had everything from so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:22:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Rheumatic specialist and cardiac specialists, you know right across the board, all different disciplines. And he had heard of mindfulness. And he said, well, look, if you can make it work here, then I'm. I'm happy to to give you one of the the clinics rooms.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:22:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Who were the kinds of people who were going to see you were they? Were they people who were suffering from medical ailments or were they people who just had work stress?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:22:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:22:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Or with a kind of hippie dippy kind of people or people in suits and ties, or yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:22:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, they, they, I I deliberately chose that clinic or that kind of approach because I didn't want it to be in a an alternative kind of health clinic or something like, you know, I wanted it to feel really kind of Main Street.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:22:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That was that was intentional. It was also in the city. It was in the financial district of London. So most of the people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:22:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Seeing worked in the financial industry, they were struggling with depression, anxiety, insomnia, migraine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was broad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But I would, I would say that they were all struggling with many of the the things that we we all suffer with in in life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Now, so in London, were you convening?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Larger meditation groups represent mainly one-on-one groups.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So I did. I'd started with some workshops, so the the in the clinic, I was primarily, yeah. But by that stage, I'd I'd finished kind of studying at the at the Surf school. I was working full time in the clinic seeing anything from 6 to 10 people a day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I started the weekends. I started. I did a few, a few workshops, but it only really changed to sort of much larger, larger groups. After I met my now very good good friend, Rich, who's the co-founder of Headspace.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So this is probably a good time to bring you in, rich, you've been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Sitting here patiently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:23:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. Yeah. And this I understand it like you when you met Andy, you were, I guess in your mid 20s and working in London at this sort of high-powered ad agency called BBH is that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I was working on Kingley Street right in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Middle of Soho hill.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Right. So so you're like sort of day-to-day life was probably like working all day and like not getting much sleep. And what was that more or less what it was like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I was working a lot like we, you know, if we were pitching, we would often work 15-16 hour days and we would. It was client services. So you were, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[At the best of clients. So you had to work crazy hours, but at the same time there was just a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Lot of there's a lot of drinking and partying that went with the culture and it was a way to kind of really let off steam. Everyone worked really hard and played really, really hard. It was very hard living, I would say for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[For in those early years, when I, when I was working for sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Did you like that life?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Well, I'd love.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To be honest with you, I absolutely loved it when I felt like I'd found my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:24:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Career calling and I love that I could be around creative people and come up with creative kind of products over time. Now I think when I gave up drinking, when I kind of decided that I was not going to kind of live as hard, you know, I just knew I didn't want to do that anymore and I kind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of I felt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The kind of the shallow nature of selling people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:18](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Things I maybe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Didn't want and I just wasn't getting. I just wasn't getting joy from that experience and I didn't know what I wanted to do and I was getting acupuncture at the time because I was just getting more and more anxious as I kind of didn't really feel like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I understood my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Place in the world and in that the the person that was giving me the acupuncture said look and I was obviously telling about my job and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Ohh and happy I was so like I've got. I've actually got a course starting next month. Have you ever thought about being an acupuncturist? I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Be a brilliant acupuncturist and I'd said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I've never considered that and, but I yeah, I went in and the next week and and I quit and decided that I was going to go and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:25:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Become an actual tourist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, that's how that happened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So did you start taking classes?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I I just felt like I wanted to do something that had some impact. And so I started the course three days a week in a normal academic kind of calendar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And then I was freelancing for the rest of the time to kind of make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Money you can freelance advertising.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Well, freelance kind of just marketing of advice. I was weird when I kind of quit my job. Lots of people reached out and so I kind of managed to cobble together quite a few independent jobs. That was enough to kind of pay my, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Pay my mortgage and I got a flatmate and I managed to kind of survive that way and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:38](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Pay for my course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So you're doing that? And how did you come across Andy? I mean, at that time, he's teaching meditation in, in the city, in London. Did you hear about him from someone else?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:26:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yes, the the one of the this guy called Adam Breeden, who had a business called All Star Lanes and he had asked me to help him out with some marketing. So I was helping here. We'd become good friends and I was open about, you know, how anxious I was feeling and just how that was getting progressively worse. And he'd been getting one-on-one lessons.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:27:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[From Andy and he suggested I should go and meet Andy like Andy at this clinic and he wanted some help with it. So it was this skill swap, you know, I met Andy and he had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:27:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:27:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Clinic. And so he said, look, why don't you know I put you through the the clinic experience and I think I can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:27:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Help you and maybe you can help me with some ideas for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:27:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The clinic and Andy, what did you think that Rich could help you with? Did you think he might be able to help me figure out a way to get this out to more people?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:27:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I think I think exactly that you know, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:27:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I could see that it was working for people and people who previously wouldn't have looked at meditation were getting benefit from it. At that time, I was starting to put together. I was thinking that do I start trying to train other people to teach meditation? Do I try and take this into workplaces? I just didn't really kind of. I had no idea I had zero business experience, but also.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:28:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[No idea how to to brand it or anything you know kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:28:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I just thought that that Rich could could help sort of help me, yeah, take this idea outside of the the clinic and beyond.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:28:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That's right. So we there was a Starbucks that was over the road and so we would before the session, we would go over the road and he and he tell me what his ideas I'd give him loads of ideas and then we go over to the clinic and he would teach me meditation. So I really kind of thought it was a very much an exchange of skills with no real sense of where it would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:28:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Where it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:28:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:28:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But Andy, I mean, what, what did you say to Rich? Like, did you say, hey, you know, I want to start an education company, I want to make like pamphlets like was it was it not that specific.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:28:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I think it was more about like. I really wanna demystify meditation. I wanna get meditation out. I wanna get more people meditating. I don't know how to do it kind of outside of the clinic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, yeah. At which point I said, how do you feel about the name? Because he's he's he's like, I really want to do this. If I'm meditation. I said talk to me about the name it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Was it was called sunya. That's right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Which Andy can but his.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That was the name of your clinic, Asuna.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, it's Sonya.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was, it was called a senior. So so Senya, Sunyata and a sunyata, which called Old Sanskrit words. But as soon you means kind of bringing the making something real out of emptiness. And so like, the the sentiment of it was kind of right in the sense that kind of I wanted to bring something into the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Kind of. You know, people hadn't necessarily experienced, but I mean an old Sanskrit name, probably not the right way to demystify some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[See you guys start this process of just kind of brainstorming. In the meantime, Rich, you're going through a course, right? Like a meditation course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:29:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. And he's teaching me as he would his clients in the clinic. It was a 10 week course and it was just a really good kind of training experience. The aim of it at the start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It really was just a kind of simple exchange.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:06](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This was like a almost like a barter. Outside of that word. But like you, you gave and you gave rich free meditation sessions and and rich, you gave Andy free consulting, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That was very much how it worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, we've got the better end of that deal. Like who? Who's gonna lose more money on it? Because, Rich, you probably charge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Money for your consulting, I think I'll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Go to bed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[No, I no honestly. I genuinely, I kind of, you know, I remember when I the second time I went to see him, I I basically wrote out a stream of consciousness of everything that was in my mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like I couldn't make sense of it. And so I I didn't know how to explain in words what was going on in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[My mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And so I just made through this when I think back at this, this madness of like double sided kind of 18 sides of pure drivel. Really, when I when I think about it and Andy I gave it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:30:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To Andy and said, look, this is what's going on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And he patiently read every single word in front of Maine and never like a look of judgment or anything on his face. And at the end of it was just like, look, I think 1, I think this is, like very normal. And two, you know, I think I can help you with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So to hear that when you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Felt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Desperate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Is I? Yeah. One of the, like, the kindest things anyone can ever do for you. So I think I genuinely, definitely think I got the better. I got the better end of the deal than than Andy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So Andy, I imagine that most of the people who came and saw you really liked you because you are there to help them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[What did you like about rich or what did you? Did you? I mean, there must have been some kind of connection between the two of you pretty quickly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:31:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. You know, obviously we we got on very well, but we had a shared sense of anything is possible. Just I think that was just our character. I think whether it was we brought our we kind of got brought up in different households but we both had a shared sense that anything was possible. We both shared a naive optimism.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And ambition, I think we both got energy from being with the other person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So you're meeting regularly and you're kind of brainstorming and at what point?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Did the two of you say hey, let's do something together. Was it? Was it the feeling from the beginning or or?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Did that evolve?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Well, I think, yeah, I don't think it right from the beginning. I definitely didn't think that that was going to be the thing I thought I was genuinely just helping Andy. And I just felt very grateful that I was getting help with my anxiety. And so I just thought it was genuinely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:27](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like a a skill swap, but the I think the moment it kind of became clear was when we were talking about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[What it could be, and we got a sense of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That kind of shared understanding and Andy actually said to me, would you come and would you like to work with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I thought he was saying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:32:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It's my business. Would you like to come and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Work for me and I was like, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Sure, he said. Well, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Can't afford to to kind of pay you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But would you do it? And I was like, yeah, of course. And it was at that point that Andy said to me, no, I like as a 5050 partner. Like, I want, I want, let's start this thing together. And that was the first time genuinely that I thought. Ohh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He actually wants to do a business with me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[When we come back in just a moment, Rich and Andy turned the one-on-one meditation experience in the clinic into an app used by millions of people all over the world. Stay with us. I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:33:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

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[00:34:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

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[00:34:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hey, welcome back to how I built this. I'm Guy Raz. So it's right around 2010 when Andy Puddicombe and Rich Pearson decide to go into business together. But at this point, they still don't really know what the business is going to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:34:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[They have a hunch that andys meditation training could help a lot of people. The problem is, how do you scale Andy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The very first idea actually that I think on the first or second time that we met in Starbucks, I said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You should put this on lap and Andy's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I like the idea, but it's it won't work because traditionally it's always been taught in a kind of teach to student model, like in the kind of in live, in person. And so that's when we started to play around with the idea of events and live events.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You were going to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like a live events business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We were we were for several, several.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[For two years, yeah, we were live event. We did live events.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And he added curiosity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I mean which become marinated in this world. He'd been in advertising and business development like this was a totally normal pursuit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You had been like you had given away all your stuff, right? Like you were. You were like living in monasteries and wearing robes. Like was a part of you uncomfortable with them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[With the idea of like a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:35:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I don't know if we really thought of it as it was almost more like kind of how do we just change the the behavior in the way people think about something. Obviously to survive while I was working at the clinic, I'd have to charge money. And so I kind of got past that point that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:36:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:36:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[At the beginning of the clinic, that was a really big leap for me to charge money to teach somebody. Meditation felt so fundamentally different from where I'd come from. I spoke with enough teachers that really kind of coached me through that and helped me get understand that well, that is the reality of living in the world like your land will is gonna want some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:36:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and if you have a skill, it's kind of OK to put a value on that and to in in order to share it. So I've gone through that kind of more through the clinic process. So by the time we got to to headspace, it was more about just this big idea of of demystifying meditation and getting it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:36:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Out there. So you guys needed to to build an events company or to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:36:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And the defence company is probably not the best description, but this idea that if you wanted to spread.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This idea you still needed money to mount events and to advertise, and so so where did you go first?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:07](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Well, we went to Andy, had some clients at the clinic that he, you know he'd worked with and people that he knew in Russia that had kind of contributed. So friends on that side went to my dad, my poor dad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Which his dad, by the way, like have to give him a shout out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He was amazing. I mean, honestly, if it hadn't have been for him like we, we wouldn't have, we wouldn't have made it. And he, I remember going down to to see him guy and we presented him with this, this big kind of pitch. We put together a business plan and everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, he really was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:37:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And at the end of it, he said. I don't know if it was like, it's a terrible idea, he said. I don't think this idea is gonna work. But he said if anyone can make it work, he said, I think you 2 guys can. And he said so, you know, I'm prepared to. I'm prepared to help.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Give you a 10th of what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You've asked for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It it exactly, but it's it's on you guys not on the idea, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and I read that that your dad invested or gave you £50,000 to help start it, but I'm I mean I'm wondering. I mean did you tell him you know? Oh, we're going to have events and people going to buy tickets and you know we're going to create a sustainable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Business that way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Or was there more?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like I mean, how would he have seen a return on his investment?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The at the time, it was purely just the events and we felt that we could build a business from that and that was the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Business that my dad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Quite rightly, actually, in hindsight, said would never make a good business and it didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:38:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But the thing I would say is 1. He never ever once asked for any shares in the business or any return for any of the money that he gave us. And to the point that actually when we finally did do a fundraise in 2015, like our first proper fundraise, that was when we kind of forced him to take.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Shares for the amount that he'd invested in the early days, but he never genuinely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He said to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I was never replacing to see any.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of that, that money back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and how did you come up with a name headspace?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was one of those beautiful moments, and trust me, there were so many bad names that we had. I don't remember them all, but we were we were actually going. I think we were going down to was it down to your dad's? And we're on the way on the way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Let's see my dad. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[There and and rich kind of said. Like, I really feel like it just it needs to have something very tangible in there. Like the mind is so intangible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You know, kind of the word head I think is really kind of clear what it what it's about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I was saying the passenger seat and I said yeah, but it needs to feel spacious. Like, that's what people want. That's what people are looking for. And we, you know, we looked at each other and went. That's space.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:51](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It's just one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of those well, and we, I mean we spend months trying to go through brainstorm. Well, there's so many bad ideas, but it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[What were some of that? What were some of the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:39:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Names you were thinking of? I I've got some. One of them was recognition. I know that. Which sounds like a bad German techno clubbing but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[There was recognition there was like mind space.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Always mind laugh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Mind lab. Mind gym. Yeah, I mean every combination. That was that, none of them good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[None of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[All right, so you have a little bit of capital to work with, it's 2010 and what's the first thing you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Do you like mountain even?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Tell him how he spent the money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Richie. Ohh. Tell him. Tell him how he.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Spent the money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Well, they just. There's a few things, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I mean, I went stuff, but the the I felt well, we both felt that meditation was really intangible and you couldn't touch it and you couldn't see it and you couldn't. What is it? And so we really wanted to create.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:40:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A physical experience. So we spend over 50,000 lbs. We spend 20,000 lbs of it on the the kind of physical collateral to give out at the event. So we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We designed these beautiful cards about 60 different cards leading you through the 10 steps of meditation tips for how to sit renames really, the first version actually of the of the app.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[In a way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I think so. The 20 grand went on that and then I remembered sitting on the back of Ritchie moped, travelling around London, looking at trying to find the right venue and we eventually settled on on BAFTA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[UM.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Art. Film, right. Then. Yeah, right. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That film and television kind of fairly kind of luxury kind of feeling like just as far away from the community centre vibe as we could get because we were trying to, you know, put meditation in this new space. And I think it was £10,000 a day. So basically on that first event, I think we'd already blown 30 before we even kind of turned.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:41:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[OK, so so this first event happens I guess in May of of 2010, right. And by the way, how many people showed up?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. We had about 200 people there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So is it the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And this is in in in London at BAFTA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He was in London at BAFTA. Yeah. And it was off the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of we'd had an article in the The Times and it had launched about four weeks before the event. It was dull pace spread, which is really hard to get in the times, and it said Britains.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And he's I thought he.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Just say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Said Britain's top meditation guru, the experts expert. And it was about how Andy had been training some politicians and sports, you know, professional athletes who had been coming to the clinic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And it was a kind of profile piece on on Andy and that one, it helped to sell tickets to the events and secondly, it started the process where we managed to get a book deal, a three book deal with Hoda and Staunton. And he advanced from that, which I think you still at that time it was like one of the highest advances paid for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:42:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A debut nonfiction author really funded the rest of the business. Yeah, it really did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, exactly. It gave us it was 108,000 lbs, which at that time at that stage in the business that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And 80.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[1000 lbs it was well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Transformational.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[They are, yes, because I have to imagine that the events that you launched weren't really generating because they're expensive, right? You've got to pay for the venue space and you know, maybe provide. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, we were losing money on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Them guy so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Describe what they were like. Would would you sit like on a stage or in the front of the room and leave meditations? Was there food? Was there coffee or tea?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:37 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[My favorite headspace moments is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[In the taxi on the way to the first event with Andy and I just looked at him and I've been so busy trying to work out all of the the, you know, to get the events, the statistics to the event. I just turned him. I said that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[They're just different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[What have you got planned for today? Do you know? Do you know what you're to talk about? And he's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm just working it out and I was thinking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:43:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We're like 5 minutes from all these things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And it started like the first event was Andy on stage for 8 hours with some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Breaks is an all day event.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You you gotta feel. You gotta feel sorry for the audience, but it was it was just. It was me. It was me. In fact. Probably I'd say all the BAFTA ones, right. So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was an all day event.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. For the first, I don't know 6 or 8 events we did. That was the format it was, it was 8 hours on stage, a break for lunch, like a couple of breaks, kind of midway through morning and afternoon and and yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Break for lunch. Yeah, we did. We used to try and put them on every four to six.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Weeks and they got shorter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. As they got shorter. So we went from a full day to 1/2 day from 1/2 day to sort of two hours, then eventually down to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[45 minutes or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I think the shorter they became, the more often we did them and we would do maybe sort.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of two or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Three in a day? Yeah, on a Saturday rather than sort of one big one every six weeks or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But it was it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:44:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Was like hindsights no sight, but we got to speak to pretty much every single person that came to those events. And I don't know if you think back to 2010, the UK, probably the most cynical market in the world at that time around this type of subject.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Matter. So it was just really interesting for us to see how different people responded. We got feedback cards that were very detailed that we made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[People feel full out before they left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:19 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[They weren't allowed to leave, allowed to leave until.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[They sewed them out, but it was brilliant because it that really that input and that feedback, it was just a big research group for when we eventually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:27](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Did launch the app.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. So I guess.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was 2012 when you launched the first version of the app. How did that? Yeah. How did that happen? I mean, it sounds like rich, that you had already in your mind, you were thinking we've got to put out an app and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Andy, it sounds like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You were a little bit reluctant about doing that. So how did you kind of come to terms with turning it into an app?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:45:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So we talked about how could we recreate that 10 week journey in the clinic, how could we kind of give somebody that sort of same level of sort of benefit and definitely I I was reluctant but then when we I think eventually they just locked me in a studio or something and said just just try and record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yourself and see. See what happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But like, like, yeah together we chatted and translated the the 10 week course into a 365 day program.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And the reason that we got to that point was that we knew the business that we had wasn't working and our friends and family had said, look, we really love you guys, but we're not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We're not giving you anymore money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This is a terrible business like well done, but enough is enough. And so with the last bit of cash that we had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We managed to pull in every single favour that we had left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And where were you recording the audio? I mean, did you have to get studio space and and do that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:46:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, we, I mean, so much of headspace is down to generosity and kindness of friends and people we knew along the way, and Rich had, you know, whenever we needed something or had a problem, we but oh, I know a guy or a no go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and we phoned him up and he had this friend Dre, who's not the Doctor Who's a who's a very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He's a very dear friend of both of us now, and Dre was. I mean, he was amazing. I mean, the first version of the app, he basically gave us free access to his studio for the first couple of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Years, right? He did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He had a recording studio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He yeah, he had. Yeah. He had a recording studio as part of his business, his production business. And I mean, maybe we paid for the engineer, but other than that, I mean, he did everything for free. Wow. He was again. We just couldn't have done it with without him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You would just you would record 10 minute meditations that you could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:47:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, they're actually longer. So it was. And at that time we, you know, we just did them all real time and everything. And so it was, yeah, it was 10 minutes for 10 days, 15 minutes for 15 days. And then it was 20 minute meditations for the rest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of the year and it was just your voice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Speaking a little bit silence coming in silence, like in real time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:04](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, all in real time, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[All time. Yeah. And yeah, we put together this year long course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hmm, but when it came to the app itself, like the the coding part, did you like hire a tech team or? Or did you just like have some outside company put it together for you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Well, the my old agency at BH helped us. They gave us some kind of help in kind of pulling it together. And then we also had a lot of freelancers, so we had a freelancer in Bulgaria, we had someone in India. We had people in London, we just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was really as Scrappy as we could make it just to get the thing up and then we managed to convince.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:49](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:48:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This is a really big thing for us. There were two things that happened that really helped. The first thing is a woman called Kathy Walters at Virgin agreed to put our content on every single Virgin Atlantic plane, and we pitched her in at down at Gatwick and she came back a couple of weeks later and said, yeah, we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Going to put.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It on we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:07](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Gonna put it on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Excellent.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Going to put Andy's recordings on our our planes and really gonna.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Pay for this or that you just move.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[For that, no, no, they definitely, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was a great exposure, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It would be great exposure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Marcus. Yeah, it's massive. It was massive. Yeah. And then on the back of that we then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was huge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Managed to convince the Guardian newspaper in the UK to put a million booklets on the front and we didn't pay for it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The booklets of of what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So we we put together they wanted content and we wanted exposure. So it was it was a great, it was a great deal. They they said, could we come up with a a booklet on on how to meditate but they they would actually kind of you know put the pay for the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Print it out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Booklets.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. Yeah. So we we put.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Together a a little a mini sort.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of manual for the start of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The year on on how to meditate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And how to have a mindful year?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And did that immediately have an impact on on the downloads of the app?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:49:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That's exactly right. Like in that first month that we launched, we took £32,000 in revenue in that first January and that was you know base that we've never made a single any in any month leading up to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:50:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:50:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[A really amazing moment for the for the team and and then it was like, Oh my God, this thing's going to fall down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:50:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, 6/6.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:50:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Tweaking, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:50:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[3:50.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:50:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[When we come back in just a moment, how rich and Andy suddenly have to confront a totally unexpected challenge when one of them is diagnosed with a life threatening illness? Stay with us. I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:50:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

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[00:51:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

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[00:51:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

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[00:51:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You can expand online, join millions of people running and growing their businesses with Wicks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:51:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hey, welcome back to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:51:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:51:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So it's 2013 and Rich and Andy's meditation app is starting to get some attention. And right around this time they decide to relocate the business from London to Los Angeles. And this, by the way, is after they've already made a few promotional.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:52:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Trips to EU.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:52:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:52:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And what we found was that every time we came over to the US, we were making great connections, great relationships, great friendships. But we would always be saying ohh, we're from the UK, we're going back to the UK. Yeah. And very often those conversations will be, well, well, great. When you when you move out to US or when your company kind of moves out here, let's pick these conversations up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:52:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And so we got us kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:52:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Chatting and I think both of us, I mean we used to love coming to to California, especially it always felt like home for both of us. You know I think we really connected with with the feeling here and there are a lot of a lot of really good business kind of reasons for for coming here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:52:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, I think, well, it's I think in the UK you speak to someone about an idea and they'll give you 1000 reasons why you can't do it. And I think in America.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:52:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You say the same idea and they go. There's 1000 reasons why it will work and have you thought about making it bigger and can I introduce you to X1 and Z? Yeah. And it's just a different. It's built into the culture and the psyche here in a way that it's not extra. Like you don't have to. It's kind of just part of the way that this country's being built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That's true.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I think that if you are positive and you dream big like there is no better place, I think in the world to build a project like headspace.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I think we felt like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I do want to ask you, Andy, about shortly after you moved to California.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You were diagnosed with cancer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I was, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So all of a sudden you guys move business there and you're trying to grow it and there's this huge set back. First of all, you are fully recovered today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I am. Thank you. Yeah, I am.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, we're 5.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I guess five years on from it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Now, did you? I mean, this is a real test because you would work with people who were recovering.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:53:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[From cancer treatment, probably the clinic in in London and and and it's different when it happens to you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:03](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It is and it's it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Also different, you know, I've spent many, many years kind of doing practices, specifically reflecting on one's own mortality and impermanence and and death. And it's very different doing that in an abstract way in a monastery when you're healthy. But I did find I found meditation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Was kind of my rock throughout that period. It was, it was something that I came back to not just once a day, but sort of many, many times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:35](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You know it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Not that I was free from fear. Don't get me wrong, it was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Scary.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Time, but I think the temptation in those types of situations in life is to leap ahead to what might be what could be and to get kind of caught up in a lot of anxiety about that or maybe to even get into a kind of a conversation in your mind and you know, is it fair or am I, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:54:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And thankfully, like that, training kind of allowed me to, you know, as much as possible to stay fairly kind of present and not to get sort of too too caught up in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That stuff so were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You kind of out of Commission for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[For a while.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I was, you know, so I, you know, the the first week obviously you know we didn't. I wouldn't even have medical insurance. We were so new in America. And in the meantime, you know, we were having to establish ourselves in, in the US and kind of get set up here and also manage the team back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Home as well because there were sort of, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[1215 people in the office back in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[London. Yeah, it was. I think it was a challenging time. Like all round, really. It was a really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I didn't really know anyone and we didn't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Any man like we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We were really kind of out here on our own.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So there was no other choice and Andy had all these things booked in with speaking engagements and the company needed money. And so we couldn't turn them down and we'd signed contracts. So I had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:55:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Learn how to kind of go out and do that and it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was a really challenging time, but also just to see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I think Andy and Lucinda and his wife go through that and feel very helpless. It's tricky, like it was just a really tricky.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Mix of emotions. I would say that I that I had and a lot of just uncertainty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I mean guy, the the load that Rich took like alongside just running the business a day-to-day of running a a fast kind of growing company. He basically took on all of the events and talking kind of you know engagements which were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[In Europe and in Asia and I mean, which was I can't remember how many miles you flew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[There was a space of like a month, I mean 10s and 10s of thousands, just he was he was living, living on planes. So it was it was really amazing to kind of watch actually just the the capacity that he had to do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[In thousands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:56:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[When you guys got to LA, was it already clear that to build this into something bigger, you would have to raise outside money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We will, to be honest, we were a bit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Not a bit. We were very nervous about it and it took us a well. I think it took me a long time actually to get comfortable with it and it was kind of irrational fear about losing control of the the vision and the mission.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[If it was that irrational, well, you know it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Happens a lot, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It does happen a lot, and we've probably heard a lot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of bad stories and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So when we got to California, it was the product was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It really did take off in a different way and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The business was really making serious kind of money. And so at that point when.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like when people were coming to us saying we want to invest in your company. I do think we had a lot of leverage because the business was generating a lot of cash and we didn't have many people working at the company. So it enabled us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We probably, to be honest, we probably went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:57:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Overboard. But we met over 60 different investment houses would be the best way to describe it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Until we found someone that we really felt aligned with and we could get the deal done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That would work for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm trying to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Mentioned like pitch meetings. I know that a lot of investors, when you got to California were really interested in and you probably didn't have to sort of sell them on the idea too hard. But Andy, I mean just wondering given like your background and like you know you studied to be a monk and you like gave up all your possessions and you had this epiphany as a, you know, 24 year old.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Three-year old to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Live a simpler life. Now you are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The all those things that you did were going to be built into a business that these investors were talking about scale and you know billion dollar company and was a part of you uncomfortable with that. I have to imagine it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm sure there were. There were moments of discomfort.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I think the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Bigger kind of thing. Look, when if they're talking about scale, well, that's great. We were talking about the same thing. We wanted to get this out to as many people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Right, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[As possible and we couldn't do that without the money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:58:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I think the the temptation very often is to is to look at it in a very sort of black and white way in, in just in society in general and say kind of like, you know, money money's bad. You know, you guys are trying to do this. It's good. Money's bad. I didn't really look at it in that way. I kind of I think money can be incredibly helpful. You know, I was really excited about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:12](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Getting meditation out there and getting it to to more people. So that was a a way of doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It it seems like one of the ways you guys have also.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Managed this process because I think you've raised almost $75 million after a few rounds. The first round was 2015. I think you raised about 30 million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Dollars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That which you handle the business side really. And Andy, you kind of focus on just really the content.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That doesn't mean there the books, and rightly so. Yeah. Richie. Richie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So after the the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[00:59:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But we got, you know, like Andy said, like we we work more as a kind of creative, right? Yeah. Partnership on the things that you know Andy is passionate about and I'm passionate about and you know the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Day-to-day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Running is and is not involved in in in a lot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Of that, yeah. You know, once you guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Raised.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To these rounds you had capital for marketing and to really push this out in in new ways and there was an ad, I think it came out in 2016, it was a, it was a, the ad was something like, you know, when I when I meditate, I crush it. When I meditate, you know guest and and so some people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Ohh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. Yeah, yeah. Yeah, yeah, yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Criticize this and said look, you know, meditation is not about performance. This is not the point of meditation is not to make you a better investment banker. It's not to make you a, you know, a better football player. It's it's that is not what it's about. How do you feel about that when?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:00:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Who's interested in that? That campaign? Cause I think. I think he actually did something really kind of helpful. We wanted to. We wanted to show people that meditation isn't this thing, you know. And we're gonna tell you how you're gonna benefit from it. We wanted to say, look, there is this skill. Anybody can learn this skill.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:01:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And you can apply it with your own intention to any aspect of your life. The reality is, as I've seen over kind of a lifetime.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:01:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Is that very often the reason people start meditating isn't the reason they necessarily continue meditating, and that they might begin it because they want to be better on the football pitch. But over time they start to realise it's showing up in other areas of their life as well. And yes, they're performing better, but actually they're starting to have perhaps better relationships.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:01:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and we wanted to break the mould and kind of say it's not just about feeling calm and having relaxation, you know, that kind of traditional way of thinking about meditation, but it can also be active. It can also be exciting. It can be joyful and it can be different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:01:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And and I mean I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:01:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Guess one of the reasons why you have to advertise your you know your app your product is because you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:01:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Predator. So there are other meditation apps out there which is, which is like one of these kind of weird aspects about this whole world because you kind of expect the meditation space to be like peaceful and kind and gentle. But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:02:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This is a big business now, right? Like there are other people in this space. So do do you guys? I don't know. I mean, do you sort of have you got competitors, do you, are you kind of like looking over your shoulder to see what they're doing and and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:02:14](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:02:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Are you trying to beat them? No. I think they're different ways of of kind of looking at it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:02:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Personally, I don't necessarily look at it as as competition in the conventional kind of sense I I feel like we have a job to do and we'll sort of keep doing that and what other people do, other people will do and I don't really like the idea of I think it's a very strange idea of competing for people's happiness. I mean, that sounds like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:02:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It sounds kind of absurd in a way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:02:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So I kind of feel like, look, if our mission genuinely is to improve the health and happiness of the world, then if anyone's out there doing things that will genuinely improve the health and happiness of individuals, then that's something to celebrate. Is not something to, you know, feel bad about from a competitive point of view.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So anyone listening to this interview who's familiar with Headspace?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Will recognize Andy's voice right away. I know, Andy. You probably like people come up to you in cafes. Are you Andy from? From headspace and and because it's so distinct and I wonder.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I mean, is headspace a company idea that can live without Andy's image and brand and his personality behind it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You can definitely live without my image. I mean this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Is a face for radio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But this is probably a question for rich.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I I think so. If you think about it. We do have a English female voice in the product at the moment, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:03:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That shows you that the essence and the quality and the authenticity of the content is still there, but it's just delivered by someone else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[We're in French. We're in German. We're going to be in Spanish. We're gonna be like there's other languages coming out this year for and the same, the same kind of idea. So I definitely think it's not just about Andy's voice and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So as long as we always stay true to the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Way that we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Build products. I think there's a huge room to bring in other voices, other experts that aren't Andy so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah, but you you almost have to. You have to think about what is right, cause the value of a company can't be wrapped up around the same personality and. And yeah, I mean, I I love Andy's voice. I I love listening to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You, you know on the app, but if one day you both decide that you want to step out of this and your investors want to sell it or whatever, it can't be wrapped around and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[No, that's correct. He's, yeah. And it's a lot. It's a lot of pressure to have it in in just that I think I think that that cancer kind of scare actually was a real.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Be good. You know, a good wake up for for us to start thinking about that kind of. You know, it's too risky to have it. You know what if that person you know or if.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:04:58](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Like you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Over by a bus or eaten by a shark or whatever happens in California. But you know, like there is a risk. Right. And so I I think it's not only part of improving.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You know it's de risking things for the company, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It's also helping to improve.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The experience from members as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And Andy, when you think about all that you had wanted when you were 2324 and a life of simplicity, you have very complex life now. You guys have what 200 plus employees, you know you've got investors, you've got to have investor families, you've got family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:25](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:37](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[You're running a business people depend on you. Now, that's a very different life than the one that you had originally signed up for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But do you prefer it this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:05:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Way I honestly can't compare the two. I can't say kind of I can't look at one and say I prefer it to the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:06:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:06:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Because for me, they're not separate. Obviously they are different experiences of life, different environments, but they're mine's still the same, right? And I I didn't necessarily go into the monastery.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:06:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Because that was necessarily how I would always want to live. It was more. I thought it would take that long for me to understand my mind and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:06:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And I feel really lucky to have been in a position where I was able to go to that environment to experience the simplicity of that and then have this incredible almost what feels like a a second chapter where I get to kind of share that. But it's a, you know, it's something that all the kind of complications and stuff. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:06:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[They're not easy, but you kind of, you live with them because you care about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:06:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[How much of what happened with Headspace do you attribute to your hard working, your intelligence, and your skill, and how much to just like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Did the law give it away? Yeah, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I I don't know. I would describe it as just a lot of generosity. I'd say it's one of the things that without that from a lot of people that really did just believe in us in the early days, maybe classify that as luck, I don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Probably.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[But I would also say we've worked. We've worked really, really hard as hard as you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I've never been more committed to anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I mean my whole life, because our hearts are in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[It. Yeah, I think there's there's just a a set of ingredients that come together and we've contributed to that. But we've often said as well that sometimes it feels like there's just this, there's this momentum. It's almost like a train that's just going and it's like we grabbed onto to the back of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[And to start with, we felt like we were kind of, you know, sort of just comfortably sort of travelling along and then it just sort of picked up a load of speed and now we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:56](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Just hanging on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To it at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:07:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[The back of the train, because it's it's been. It's been incredible to to be at we feel like we are part of something rather than necessarily making something happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[That's Andy Puddicombe and Rich Pearson Co, founders of Headspace today. Headspace has millions of users in 190 countries and a last reported valuation of $320 million. And even though Andy is no longer the only voice narrating on the headspace.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[These days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[He and Rich joked that if anything ever happens to him, at least he still have hours and hours of his meditation recordings.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[So I think I think they've worked in our lives a couple of 1000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Kind of entitled. So if you are eaten by a shark, there's 1000 hours that are still there on tape.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[I'm hoping there's there's not gonna go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Down that way. But look if it does, yes, yes, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Yeah. And that's you know, thanks for having us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:08:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Hey, thanks so much for listening to the show this week. This episode was produced by Casey Herman, with music composed by Ramtin Erebuni. It was edited by Neva Grant with research help from David Jaw. Our production staff includes JC Howard, Julia Carney, Elaine Coates, Ferris Safari, Liz Metzger, and Harrison Vijay Choi, our intern, as Catherine Seifer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:09:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[Jeff Rogers is our executive producer. I'm Guy Raz, and you've been listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:09:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[To how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[01:09:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXo)