



How this Founder/CEO Took a Sabbatical to Find What was Missing Despite His Success

Cyrus Sigari:

Thank you. This is my third time getting the opportunity to speak at CEO Coaching. And as I started I wanted to start with some gratitude. I'm so grateful for CEO Coaching, so grateful for Mark Moses. I'm so grateful for Sheldon and the entire team. This organization has changed my life, the friendships that have been created in this room, me and all those around you. Lifelong impact. And the reason I get to talk about the things I'm talking about today has to do with the lessons I learned from Mark and CEO Coaching.

Cyrus Sigari:

So I'm grateful to get a chance to be with you and also to share some thoughts. How many of you have heard one of my talks in the previous years? Okay, so I talk about a lot of different stuff. Last year, as you may remember, or two years ago, I talked about learning how to freeze my ass off. After doing a week long training with Wim Hof, we ultimately ended up climbing the tallest mountain in Poland in 20 degrees in my shorts. Prior to that, I shared with you some lessons as it relates to my experience in running jetAVIVA, which today is one of the largest seller of business jets in the world, and developing relationships with 10 out of the top 20 wealthiest people on the planet, and how in my early thirties and late twenties I was able to do that and actually creating a mathematical formula for relationship development.

Cyrus Sigari:

When we were sitting earlier with President Bush, I had shared with the group that I'm in the midst of a sabbatical, taking about seven months or so off, and it's been an amazing experience and I learned a lot, and I was asked to share a couple of thoughts about my sabbatical and then I'm going to jump into flying cars, which is freaking cool. How cool is it that I'm talking about flying cars? Like,

yeah, what a cool time to be alive. And really the future of transportation, the future of aviation. Man, I'm in this every day and I wake up, I'm like, holy shit, this is so cool. I can't wait to share it with more and more people. How many of you are following the fact that there's flying cars coming? That's a much bigger number than I was expecting. Most folks I've shared with have no idea that this is a thing and it's happening really quickly.

Cyrus Sigari: But going back to two presentations ago, I talked about the art of being interesting and living an interesting life. And these are the seven rules that I came up with that I use throughout my day. First is live an interesting life, and to do that we have to take risks and do hard things. I'm going to talk about a few of those things I've been doing in my sabbatical. Earlier I think that Julius was talking about curiosity. Man, I think curiosity is one of the most incredible gifts that we can give ourselves and use it as a practice. And I've found that when I'm empty, I haven't been curious. I haven't asked hard questions. I haven't done hard things. Living and sharing about an interesting life will inspire others. I had no less than 20 people come up to me at this event and say, hey, I've been taking cold showers since the last deal.

Cyrus Sigari: I'm like holy crap, that's awesome. And I may have changed your life. How many of you have been taking the cold showers since? All right, there was more than one. There was like at least 20 or so. But I like sharing about it because it's cool and interesting to me, and maybe it's cool and interesting to you, and maybe it helps you in your life. And if we inspire others, we have the opportunity to learn about their dreams. If we learn about their dreams, we can maybe possibly be able to help achieve them. And then by that we create a high amount of relationship strength.

Cyrus Sigari: And I believe it's stupid to be humble. I don't mean be braggadocious or be a dick, but I mean be proud of the cool things you've done in your life, and your employees, and your family members. There may be dull people. That means that there's bad storytellers. They haven't dug deep enough within their own life story and practice and had a venue to be able to share how awesome they are and awesome the things they've done are. So I'm going to take you back through a little bit of my life story and then run into the sabbatical discussion and then right into the flying car stuff.

Cyrus Sigari: So here's a little bit about Cyrus. Some of you may know, as I mentioned earlier, I'm a first generation Iranian American. My parents left Iran in 1979. My father was nearly hung. My mother was nearly shot within the same week. They finally left and they went to the most logical place in the planet you can go to, which is New Orleans. I'm one of two Persian Cajuns you will ever meet in your life. I make an amazing jambalaya.

Cyrus Sigari: I fell in love with airplanes. Top Gun, I'm not sure. Whatever it was it got me fired up. Okay? They got the chicks. They got to fly cool jets. Man, that sounds good. So fell in love with airplanes. Moved to Los Angeles when I was seven

years old. As an Iranian American growing up I experienced a lot of racism. My family background is Muslim. I experienced a lot of racism about being Muslim. And I learned at a very young age, while it was one of the worst things I ever experienced, what an incredible lesson. And that if we can get rid of racism, man, this world and division, all that stuff, we're going to be living in a much better place. I followed my passion at an early age. I soloed an airplane at 16. I got licensed as 17. I was the youngest commercial pilot and flight instructor in the country at 18, and I got my airline transport pilot license at 23. I went to Purdue university to study aerospace engineering because I wanted to be an astronaut. They created more astronauts than any university, public university.

Cyrus Sigari: I had a huge fear of public speaking. I literally would faint in front of a crowd. And so I don't like being afraid of things. So when I'm afraid of something, I like to do it a lot. So thanks for helping me work through my fear by virtue of putting me in front of you guys. Out of school I got my dream job to create a really cool technology and help develop a new business jet. I had a really traumatic experience then in my life and I considered suicide. And I got an amazing lesson from that in terms of being one of the lowest points in my life and realizing how beautiful life is and who's there to support you when you have a tough time.

Cyrus Sigari: At 23 years old, I started my my dream job, my dream firm with my best friend from childhood. We met when we were 11 years old. We've been best friends since 11 years old. We were four days apart, both the youngest of three boys, both from the Middle East. Small difference. He's an Israeli Jew. I'm a Persian Muslim. Geopolitical sworn enemies, but yet we're best of friends and still partners today. And I'll talk about that in a bit.

Cyrus Sigari: One of my dreams was to be a competitive aerobatic pilot. I was a competitive aerobatic pilot, bought a Pitts S2C, won a bunch of competitions, and then I came really freaking close to dying. That sucked. Inverted flat spin from 10,000 feet and barely pulled out. What happened in Top Gun to Goose, that's exactly what happened to me. I also had a dream to be an airline pilot, but I went to this business thing and I'm like, well, it can't really be an airline pilot if I got a business.

Cyrus Sigari: So I went and learned how to fly a 747, which was really freaking cool. So I could potentially be an airline pilot in the future. After the near death thing, I said, hey, you might want to pay attention about what's on the other end of this thing called life. So I started to pursue a spiritual life and I've been on a seven year spiritual journey that has just been awesome and a big part of my sabbatical experience. Remember I talked about wanting to go to be an astronaut? Well I couldn't really do the typical pathway of becoming an astronaut. So bought a ticket on Virgin Galactic and within the next two years supposed to go to space, which is pretty cool. Because of that near death thing I realized, hey man, you better spend some time with the people you care most about, your parents.

Cyrus Sigari: So I travel and spend as much time with my parents as I possibly can. And I made that a real priority. I grew up as a real fat kid. I'm still a little fat right now. But nonetheless, I believe that the guys that did Ironman were the most incredible human beings on the planet and I could never do that. And literally one of my mentors one day, who I cared most about, looked at me and poked at my stomach, said, hey man, you put on some weight, sign up for the Ironman. The next day, a year later, finished the race. And that's why I chose Mark Moses. Because I know a 13, 14, 15 Ironman, you got to be a pretty spectacular person. JetAVIVA. I achieved my dream, wanting jetAVIVA to become the largest seller of business jets in the world. We've done over a couple of billion dollars of sales and we're number one in total units.

Cyrus Sigari: Love doing crazy things. My body standing upside down, little party tricks, skied with the US ski team, trained with Conor McGregor's trainer. Got my face bashed in quite a bit. That was pretty awesome. For our 10 year company anniversary, set the world record for formation flight business jets. That was pretty awesome. Putting up a couple of hundred million dollars worth of jets next to each other. That's Iceland, I'm sorry, Poland as some of you remember. That's on top of the tallest mountain in Poland. Minus 30 degrees. Seven hour climb in just my shorts. That was pretty cool. And with my lovely girlfriend in the back have kayaked all 278 miles of the Colorado River and the Grand Canyon. Awesome. Cool stuff. I smile when I tell you about this stuff. I'm not just telling you to brag about it. It just makes me happy and maybe somebody in the room wants to do one of these things and if you want to learn about it, come talk to me afterwards.

Cyrus Sigari: Now let's talk about the sabbatical thing. Been a pilot for 26 years, 13 years running jetAVIVA, couple thousand clients around the world, 40 different countries. And, man, my job is to make people's dreams come true. Could you think of a cooler job, flying around in cool business jets hanging out with cool people? Go on the most incredible places. Literally I'd look at my phone log, you know, on your iPhone, every single one of them was like 10 calls was a billionaire. I'm like, wow, this is so cool. I had a problem. My cup was empty. I couldn't believe it. I had everything and anything I could possibly want, but I just felt empty inside. And that's scary when you do all these incredible things and yet you're still not satisfied.

Cyrus Sigari: Anybody have a Garmin watch? Yeah, this is the coolest freaking thing in the world. They've got a little stress meter. This was my stress last year. I was at an average of 78. That's not good. It should be a 20, and I realized I needed to do something. Something was not right. So I decided I was going to take a sabbatical. And so real quickly, what did that look like? Number one, I needed to find a CEO. A lot of folks in this room have done that. I'd never done that before, but once I made the decision, I said, hey, June of 2018, by March of '19 I want to have a CEO. Well, by July I had found the CEO and that was my partner in the business, Tim White and thank you. I love you. You saved my ass.

Cyrus Sigari: Then I started my transition to be done by November, 2018. Next thing I did is I took an inventory of the things in my life that I thought were helping me and not helping me. President Bush talked about it before. I wasn't an alcoholic, but I realized, man, drinking really did not, was not a net positive in my life. A lot of the stupid decisions I made since high school to now, drinking was somewhere in the value chain. So screw that. I'm done drinking. Once you take a break, and this is the first time I'd taken a break since college, stuff comes up that you don't expect.

Went to Santiago, Chile, where I committed to my faith as a Baha'i, which was the end of the spiritual journey and the beginning of my next journey. From there, I went to Seattle. I did a five day neurofeedback course, 40 years of Zen. Without question, the most impactful thing I have ever done as a discrete experience, was doing neurofeedback. Bottom line is they hook your head up with a bunch of sensors. They measure your brainwaves, and using different modalities they can realign your brainwaves. And I went from writing 600 words an hour of creative output to 2,400 words of creative output. I've got a list of 20 other outputs that have been affected by neurofeedback. If you want to learn more about that, talk to me. 15,000 bucks, you will make 10 to a hundred X that by virtue of doing it.

Cyrus Sigari: From there, went to Peter Diamandis is A360 course here in Beverly Hills. One of the most transformative experiences was going to his course three years ago. It's the reason why I'm talking about flying cars and it teaches you about all things exponential that are happening in the world over over three days. I launched a charity for 200 people in skid row, get paired with 200 volunteers. Each volunteer gets \$500 to spend on the person that's homeless. I did another Wim Hof course in Iceland, just within a couple months ago, a week dips swimming in the freezing ocean, jumping off 50 foot cliffs into freezing water. That was pretty cool. Did an RV trip with my girlfriend through the Southern Southwest States. 150 bucks a day. By far the best value of any cool adventure I've ever done. Highly recommend it. Cruise America. Way cheaper than doing it in a jet.

Cyrus Sigari: Tony Robbins, Unleash the Power Within. How many folks had done Tony Robbins? Holy crap. That's it. Wow, man. Tony Robbins. The problem with Tony Robbins is that it's so pervasive and it's everywhere that you think it's cheap and it's not that special. One of the most extraordinary experiences I've ever gone to. I highly recommended it. The amount of value I got out of that was off off the charts. I had a dream to learn how to fly a helicopter, so on my birthday, 37th birthday, three, four weeks ago, I bought a helicopter. Then I had to learn how to fly it and that's pretty much all I've been doing. Oh. Except I had to go to China to give a speech about what you're about to hear about. In between I was learning to fly the helicopter. So I learned to fly the helicopter and then literally two days ago I got back from flying six national parks over 48 hours with this new helicopter. Those national parks that you saw on the canvas stuff, the tents. Holy crap. Amazing.

Cyrus Sigari: We have some of the most extraordinary geography in this country, particularly on the the Western side of the country. And to get to see them from the sky. 48 hours, two of my best friends. And I needed to be done to be here to be with you. And that's why we did it in 48 hours and not 48 days, which we should have took. Off to Europe here in a couple of weeks. My girlfriend is going to give a speech about what you're going about hear here in Europe. Traveled to Malawi, built a school and then a two weeks survival school in Utah. 200 miles on foot, survive off the land. You get a compass, a knife, a water bottle, a poncho, the clothes on your back, and you've got to get far. And then launch my next company. So my thinking is if I don't figure it out by July, 2019 after that, I'm never going to figure it out.

Cyrus Sigari: But nonetheless, this has been what my experience has been. I've learned so much and I'm so grateful that I forced myself to take the time to go through this because I have legitimately become a new person. And it's so easy when you're running your businesses to just be stuck. And at the beginning of that was really you, Tim. Thank you again for giving me the opportunity to go pursue this, and the support of my girlfriend and all the folks that have helped me work through all these incredible things.

Cyrus Sigari: So now let's talk about what we were talking about earlier, the opening, which is MTPs. The first thing I realized is what is my personal mantra? My creed. It's to live an intentional, wholesome, radiant life in pursuit of spiritual and physical elevation. That came out pretty early in this process for me. Second, is I came up with a spiritual purpose to be close to my God in my thoughts, my words and my actions.

Cyrus Sigari: Then realized I got to have two MTPs, I have to have a spiritual one, then I have to have a physical one. My physical one is to open the skies to all mankind. At a very young age, at 11 years old, I was affected by aviation in a way that has allowed me to see this planet in ways that people could only dream, to meet people that you could only dream about, to experience things you could only dream about. And I feel so guilty that not everybody on the planet gets to experience this kind of stuff. And so I have a passion and dream that every human being on the planet can experience flight in the way that I have, or some version of it. The majority of people on the planet, 7 billion or so, have never been on an airplane before. We are all very, very lucky.

Cyrus Sigari: So that has informed my work in terms of where I'm going and what we're going to talk about. Flying cars is the center point of all that. So aviation 2.0. How many of you know what this is? A radio controlled helicopter. Okay. They've been around for 50 years. They're really loud. They're really hard to fly and they crash a lot. I rolled a few. Yeah, they're really cool though. What about these? Drone. Not a whole lot of difference between a radio controlled helicopter and a drone. But an extraordinary difference between them. Look at what's happening in the drone market since 2009 to 2015. You talk about an exponential trend that we're seeing. Okay, now let's look at what's happening in

the future. By the end of 2021, 29 million units of drones will be delivered. How many have you had your lives affected by drones so far?

Cyrus Sigari: Wow. That's actually a way bigger number than I was expecting. I honestly haven't had my life affected by drones. Yeah. Maybe I can go play around and take some pictures, but it hasn't really. I haven't got a package delivered yet or this and the other. Folks, it's coming and it's coming big. But not in the ways that you perhaps would have thought. Why did this become a thing? The first is this concept of distributed electric propulsion. The four different motors in four different corners makes it way easier to control, way cheaper to operate, and way less complex. Just four moving parts on a drone and it's practically free to operate.

Cyrus Sigari: Second is battery life. There are now commercially viable drones that you can buy that can fly for a couple hours, versus 10-15 minutes, which was what the case was not too long ago. And this is the one that I think was really the big game changer. Inexpensive, highly advanced user interface. Yeah, you're just playing with your iPhone. It's super simple, but my goodness, that's military grade technology in the background that keeps these things flying the way they do. Otherwise it would be practically impossible to fly.

Cyrus Sigari: At the TED talk not too long ago, Elon was being questioned about his passion for his businesses from PayPal to SpaceX to Tesla and he made a really interesting comment that I observed. He said these things don't just happen. Electric cars don't just happen. Private space flight doesn't just happen. Real people have to say, this is my purpose and this is what I'm doing, and then go do the hard work, and people then follow behind you. Well, I think that's very relevant for what's happening in the flying car space. I'm going to tell you a little bit of a people story. This was my first boss, a guy by the name of Vern Raburn. He was the 16th employee at Microsoft and he started a company called Eclipse Aviation that created this small little business jet. He had a vision for creating an inexpensive jet for 1 million bucks.

Cyrus Sigari: Unfortunately, this company went bankrupt. They raised over a billion dollars. They changed the world in terms of technology, but it was just really, really fricking hard. And they had done some similar things that had happened with drones. They had a really efficient engine. They had a much better user interface and they had cheap operating costs. When Vern launched this company, check this out. Look how many other companies launched small jet businesses. But unfortunately there was a pretty consistent story about what happened with a lot of these companies right after. And there's more. This is all I could fit on one screen. That middle one was run by very large company called General Atomics that makes the predator drone. They killed a couple of people. They said, screw it, we're not doing this anymore. And then the successes, there's only just a handful of companies that we can say even was a success.

Cyrus Sigari: Cessna, Embraer, Honda and this little company called Cirrus, which was the very last one to certify and they actually had a successful product. Not very good odds here. Right, folks? Cool. What were the lessons learned? One most investors lost in this business. Some consumers won, and the first to market was not a good thing. Next, there was a lot of Silicon Valley sort of thinking around light jets at the time. The culture of Silicon Valley and aviation together, not organic. And it was way freaking harder than anybody had ever imagined. Okay. That's a little history lesson.

Cyrus Sigari: Now let's talk about what's happening now. And so eVTOL, electric vertical takeoff and landing. You're going to hear that a lot if you haven't already been seeing in the news. There's still not a great name for flying cars because they're not really cars. They're not really playing. They're not really helicopters. I'll tell you what Boeing is calling them here in just a second. There are three people in my opinion that are the fire starters that launched this industry. Number one is a guy by the name of Jeff Holden. Jeff Holden was a chief product officer of Uber. Jeff had guts. He went out and said, Uber is going to do flying cars and we're going to do a flying car service. Two years ago, nope, almost two and a half years ago, and he legitimized this whole space where it made companies like Boeing, Airbus and a whole list of others say, okay, we better pay attention.

Cyrus Sigari: He was also the guy that created Amazon Prime. He was number two at Amazon. Larry Page runs a little company called Google, or co-founded it. He has three flying car programs, three, unlimited funds, and an incredible passion for this. And ultimately it started with, hey, I want a car that I can push out of my garage and go fly around. I don't necessarily want to have to drive anymore. And then this person, how many of you know who Martine Rothblatt is? Far freaking out. You do? Martine is one of the most incredible human beings walking the planet. Martine started a company called Sirius XM radio, which most of you probably have in your car. It's pretty cool.

Cyrus Sigari: Martine's daughter got sick with a lung disease and it was a terminal disease. All doctors said, your daughter's dead. She said, no, and went to a second opinion, third opinion, fourth opinion. Eventually all doctors said, sorry, your daughter's going to die. She said, I'm not going to take that as an answer. Left Sirius XM got a PhD in the topic, cured the disease, saved 40,000 lives by virtue of this, created a company called United Therapeutics, which is now manufacturing human organs in laboratories. Five separate programs developing human organs in laboratories so that people don't have to die of a scarcity organs. And oh, by the way, she has three flying car programs. Why does she care about flying cars? Because she needs to get these organs from the manufacturing laboratories to the hospitals to get them installed, is that the right word?, for organs? I think that's right the right word. As cheaply and efficiently as possible, a couple of hundred million bucks. There's billions of dollars already committed just by three people. Freaking awesome.

Cyrus Sigari: Okay, so just in the last year, it's been about a billion dollars invested. Read this. Morgan Stanley predicts this to be a 1.4 trillion market by 2040. When was the last time you heard of a new market that had a T in front of it that doesn't exist today? Internet, maybe. Your iPhone, that whole deal. This is so freaking big that every major bank and aircraft manufacturer is trying to figure out how they wrap their heads around it because there's a lot more room in the third dimension than there is in the two dimension. If you look outside there's car everywhere, right? You look up, you're lucky to see an airplane. There's a lot of room for us to start working up there.

Cyrus Sigari: Check this out. In aviation we never talk about exponential trends. These are how many programs that are in development. It started with 10 or so in September of '17, about 20 or so in December of, yeah, September to December, March, June. End of last year 120 different companies developing an eVTOL. Wow. What does that look like? The human imagination is incredible. One of the things we did a couple of years ago inspired by Peter Diamandis is there was no place to go to like learn about flying cars. I said, I'll create it. So I created a media company called Transport Up, which is like TechCrunch meet Car and Driver meets Flying Magazine, where it's tracking all this stuff and it tells a story on what's happening. Absolutely incredible designs.

Cyrus Sigari: Most of them will fail. Almost all of them will fail, a handful will be successful, and those that will be successful, will transform your lives. And I'm going to talk about a handful of these here. But these are real deal programs that have got, if not hundreds, billions of dollars worth of investment behind them right now. So a big part of what I've been doing around this for the last couple of years is community building. And with the help of the the Walton family and Arkansas, the governor of Arkansas, Peter Diamandis, Uber, a couple of other folks, we held a summit with some of the world's experts in this space. And the next year we're doing in Dallas with George W. Bush and Ross Perot. Check this out.

So that gives you a little snapshot of what's happening and the convergence of different types of industries all together. So let's talk about a couple of programs that are happening fast with the right support. So two of Larry Page's programs. Cora, this is a program that is actively testing in New Zealand doing air taxi with these vertical takeoff and landing machines. The one on the right, that's Kitty Hawk Flyer. Imagine a ski doo that flies. They have a recreational vehicle solution, an actual people carrier solution and two different pathways to start to increase public perception.

Cyrus Sigari: But this one, this one is really special. This is called Opener by BlackFly. Totally separate company, also owned by Larry Page. I'm going to talk as we watch this video. This product's been development for 10 years. It was released last year, in terms of publicly released. No pilot license is required to fly this. It's below the ultralight category weight. There's no aircraft certification requirement, which is good and bad. But it's good in that it gets it out there relatively soon. Bad, because there's a safety concern. We'll talk about that offline if you want

to talk about it. The people that are flying this had an hour maximum of training before getting in it and flying it around. This can a fly maximum speed in unregulated environment, up to 120 miles an hour, and goes zero to 120 in 2.1 seconds.

Listener 1: Where do we buy it?

Listener 2: Right here.

Cyrus Sigari: My man. Yeah. I knew I picked the right guy. That's awesome. Cool. These will be available this summer to buy. Yeah. Great question. What do you think? Yeah, so these will be available eventually about 50,000 bucks.

Audience: Wow.

Cyrus Sigari: That's where they're headed. There'll be a little more expensive this summer, but by the way, they're not looking to make tens of these, or hundreds of these, or even thousands of these. Tens of thousands is the head set of what Larry Page has got with this. Yeah. Think about what that may look like in the not so distant future.

Listener 3: Are they one or two person?

Cyrus Sigari: That's a one person, but they're going to be making lots of different variants. Okay. That's the history of it. That's not a big deal. Oh, Hey. A little company by the name of Boeing. Boeing thinks this is kind of important too. They bought a company called Aurora Flight Sciences that was developing autonomous technology and a little flying car. This thing flew last month. The largest manufacturer of aircraft in the world is making a flying car and they see this as a huge, huge opportunity compared to what they're doing as a traditional business.

Cyrus Sigari: And their friends overseas in France, little airplane company called Airbus. They think this is kind of important as well, so much so that they have three programs developing flying cars. A lot of different concepts. This concept is pretty cool. It was developed in collaboration with Audi and Porsche SE, which is the parent company of Audi, VW, you name it. And it's a modular design with a little bit of a cab that can get onto wheels and then it gets picked up by some rotors. Freaking awesome. But what they're trying to do is help people understand what the future mobility might look like. Multi-modal, get off of your airliner, jump onto the little car carrier thing, get into the little helicopter flying car thing. The naming convention on this is all still coming together.

Cyrus Sigari: Porsche SE, Audi, they have two or three of their own programs as well. So these folks are all having to figure out who they collaborate with, who's a competitor, who's not a competitor. But at the end, what's really going to make these companies successful is not technology. It's going to be who can produce

at scale. And these larger companies are the ones that are going to be able to produce at scale.

Cyrus Sigari: So those are two big companies. Here's a little smaller company called Lilian based out of Germany. A really cool, unique concept. Of the 120 companies that are developing products, they're the only one that's doing a design that's quite like this, and it's cool. They've raised a couple hundred million bucks to support this, and they'd been raising it fast. They've attracted some really, really great, wonderful leaders.

Cyrus Sigari: That gives you an idea of what these guys are working on. United Therapeutics, that's the company I mentioned to you earlier that Martine Rothblatt started. By the way I left that one little part. Martine started her life as Martin. Fully transitioned. I want you to imagine being a CEO of a publicly traded company, started Sirius XM and doing this with that going on. Holy smokes. Yeah. Big round of applause for Martine.

Cyrus Sigari: She's become a dear friend and I'll tell you, it brings me to tears thinking about her passion for humanity and what she's done thus far and continues to do. So. One of the programs is a program called a Beta up in Vermont. The CEO of this company is a guy by the name Kyle Clark, probably the closest person to Elon Musk I've ever met. This is not what they're actually going to be doing. This is their prototype. The real product which will be announced later this year is off the charts. They built this from scratch in four months. They took a regular airplane. They converted it to what you're seeing here.

Cyrus Sigari: How many guys have seemed a little Byrdies on the streets here in Santa Monica? This company was started here in Santa Monica and then there's a Lime and there's Lyft and there's this, that and the other. This came out of nowhere. I live two blocks away. One day all of a sudden, Byrds on every street corner. I was like, oh, this is incredible, transformative. I mean, they're knocking Uber on their butt and it's so easy to get around with these things. It doesn't take a big stretch of the imagination to say what the future may look like for micro mobility. if you think about the third dimension. At our event in Bentonville, we had a demonstration of a technology that can make you kind of start to see what that looks like. So I want you to imagine that you're stepping out of the Fairmont here in Santa Monica, and you're getting into your personal flying machine and you want to go over to the Santa Monica pier. And all of a sudden you lift off the ground and you fly directly to the Santa Monica pier, like iron man.

Cyrus Sigari: So this is gas powered turbine technology. Yeah, you're not going to be running around with little jet engines on your back, but it's not that far a stretch of imagination to see a battery powered version of this with some sort of exoskeleton that's got control systems that protect you from other people and birds and terrain that make this really simple and easy to fly, and you get the ultimate form of freedom, the ultimate form of mobility. But this thing in person

is freaking cool. Really, really impressive. They're going to start doing a racing league with these with these guys.

Cyrus Sigari:

So what's next? I'm saying that for me, because this started with a very, very personal story for all of you guys in terms of going through a journey of building a business, taking a step back, going through a reflection, falling in love with something and finding my purpose, my MTP, in terms of how I want to live my life, my spiritual purpose, and what my professional purpose is in terms of opening the skies to all mankind.

Cyrus Sigari:

You guys, you can see it. It's happening in front of our eyes. Next year, a year from now, there'll be so many advancements in this area, and it's going to continue to be advanced. You might want to think about your businesses, how it would be affected by this. But specifically what's next for me, with my co-founder, my childhood best friend who subsequently went off and started a company call AirMap, which is now a \$200 million airspace management firm, we're in the process of launching an investment fund focused on the future of mobility. So once I'm done with the sabbatical, that's what my mission is and I'll be calling Mark to coach you through it. Thank you very much.

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