



Jake 00:59

Thank you very much, Dylan for taking the time. And joining me on the show today. Really appreciate it. And looking forward to a great conversation. You are a CEO and founder of a company called nine bloom working in the psychedelic space. Something that transparently, you know, I haven't spent much time, you know, outside of this conversation really talking with others about so looking forward to getting the full download, I think the best place to get started. For those who don't know you those who don't know mind bloom would be to sort of tell the story from as earlier as you're willing to go as to you know how you've become an entrepreneur and how you came to do mine blue.

Dylan Beynon 01:39

Yeah, thanks for having me on. Jake. I'm super fired up to chat with you today. In terms of where this all came from. I grew up in a working class family in Southern California, that was just annihilated by mental illness. So mental illness is the widely considered the number one public healthcare crisis in the developed world knows pre COVID. And it's been exacerbated by COVID. And now it's something I saw this firsthand in my home. My mother is severely mentally ill. And we tried our best to help her. But being you know, part of the Americans who are, you know, 70% of Americans who live paycheck to paycheck, we didn't feel like we had the resources or know how, and ultimately, we lost her to her mental on this. And today, she's one of the half a million homeless people in the US. through that experience, one of the things that I saw is that when people have a mental illness or issue, it doesn't just affect them, which is really tragic as well, but it affects their friends, their family, their community and the work that they're able to go on and do in the world. When I graduated from college, I throughout my journey started to see that I was really achievement oriented. And you know, whether it's a result of my upbringing, or just happenstance, I was really, really focused on you know, getting ahead, but had led a lot of my relationships with other people and relationships with the world really atrophy and had like a really broken relationship with with how I viewed humanity. When I was about 20 years old, I discovered positive psychology, and really quickly came to learn that I was like, deeply unhappy, and had a friend who really pushed me to try MDMA. At the time, I was very, very



terrified and against trying any sort of illegal drug, because I grew up with an addict in my home, and it was horrifying. But I knew that something at the time needed to change. And I needed to take some sort of drastic step, because I felt really stuck with where I was at and who I was at the time. And so I tried it. And, you know, you hear the story a lot with people who are stuck somewhere or are stuck in their developments, and try a psychedelic for the first time. But it fundamentally catalyzed this massive journey for me. And, you know, really, in just the first sort of session with MDMA, changed how I related to others in the world, so sort of blew up in my heart for the first time and helped transform me from a pessimist into an optimist as someone who related well to strangers and other people and really humanity as a whole. Over the past 12 years, psychedelic medicine has been this really pivotal and powerful practice that I've had for my emotional cognitive consciousness expansion and developments. And through that time, rather than, you know, being an investment banker or management consultant, which a lot of people who graduate from where I did, the Wharton School of Business and of going into I built in a way to consider like very like world positive technology companies. So my first company was a platform to help connect really engaged voters with local political candidates, I really tried to increase access to democracy, I was acquired by a company called democracy. And my last company might be was a platform helping people get a better deal from the justice system, and helping to increase access to finance for people who've been injured in car accidents and construction accidents and medical accidents. Throughout that time, quietly, psychedelic medicine had been this big driving force of my development, helping me to become a better person for myself, but also their person for, you know, my friends, my family and the work I was doing in the world. And psychedelic medicine had been this thing. That was the number one change I wanted to see in the world, seeing broader acceptance and access to it. So a couple years ago, when I learned about ketamine therapy, that it was this available prescribe herbal psychedelic medication that was getting people these incredible clinical results, I became a clinical patient myself, had just as transformational of an outcome or benefit as I had an a bunch of other medicines, and saw clear as day that there's this opportunity to create the change I wanted to see in the world to create a platform that's helping to radically increase access to these treatments, by



making them more approachable, affordable and available for people and partner with some of the top researchers and clinicians in the space to build programs and protocols and a platform to help people get even better clinical outcomes and experiences from those. And so that takes us to today where we build mine bloom into this, you know, so 100 person, clinical platform, we have treated 1000s of people and become one of the leading providers of psychedelic therapy in the world, and are getting people far outsize clinical outcomes for depression and anxiety in the future other mental health care indications and mood disorders than both the average provider and especially legacy treatments like Prozac and Lexapro

Jake 07:12

Yeah, that's quite a story. And I appreciate you sharing it and, and being so transparent about everything, especially coming from sort of your your experience growing up with your mother to, you know, now trying to seemingly sort of help people who, who have issues with mental health through this very new. My understanding is basically because the the laws have changed. There's very new solution of, of ketamine therapy, and the science, you know, supporting the law is changing, I suppose. If we can rewind back a little bit to your first psychedelic experience. And eventually I'd like to hear sort of how, how sort of the recreational experiences compared to the sort of stuff that you're dealing with now. But what is like what was that like, if you can recall, for people who are just sort of unfamiliar and they've never, they've never really had any sort of psychedelic experience, you mentioned how you sort of went in with like, sort of a poor relationship with the world around you and came out as generally more of an optimist was a truly like a one event thing, or just sort of self medicating for a little while you were able to figure out how to use these like pretty pretty, you know, impactful drugs, I would say to turn yourself around a little bit.

Dylan Beynon 08:35

A few directions to go in here. Jake. One is probably open up with the disclaimer that I'm not a doctor, not a researcher, but I am you know, psychedelic believer, I am a ketamine therapy patients and clinical setting. And I am a tech entrepreneur and healthcare entrepreneur, so



I can speak about my experiences and what I know but not give any medical advice.

Jake 08:57

Yeah, it's always good to get the disclaimers out of the way.

Dylan Beynon 09:02

So in terms of what the first experience was like, This is the classic Will you please describe an indescribable experience to me question which is, which is really fun to grapple with. One of the hallmarks of psychedelic experiences is that they're ineffable, or can't really be described with like the language that we have. That's an up for the challenge to try anyways. So I think it's helpful to maybe frame what some different psychedelics that people might have, might have heard about or know about our like, and how they're distinct from each other. And then I can go into MDMA, which is the first psychedelic medicine that I used, which to me is still been the most transformational one, you know, that that I've encountered for my personal growth and development and healing. So there are the classical psychedelics that most people think of when they think of a psychedelic, so this is LSD, or psilocybin mushrooms and they can have a you know, a variety have cognitive and emotional effects. But one way to think about is they really extort, or they're really distort your senses, your visual senses, your auditory senses, even your cognitive senses to the point of really extreme distortion. That's why when you see, you know, sort of visuals and media or film, even though they don't really usually get it, right, you sort of see these new patterns and waves and colors and distortions. Then there are psychedelics that work a little bit more in the background. So for example, I OS, which is derived from DMT. And this MSI, when ingested, creates subjective effects, they can seem a lot like those classical psychedelics of LSD and psilocybin mushrooms, it can also be considered a classical, psychedelic, but can act a little bit more in the background and have visions come up, things can feel a little bit more dreamlike, and, and be a little bit more like deeper maybe in the psyche, than then people are used to with the other ones. And then you have ketamine, which is what a mind blooms provider affiliated providers prescribe through our platform. And that works even more on the background source whereas these other medicines work on your



serotonin system, or potentially ating it Academy works on your glutamate system, so the most common neurotransmitter in your brain and actually is an antagonist and so it cuts that system off. And as a result, people can have these out of body effects can feel very transcend dreamlike. visions can be more shapes and forms and memories in varying the background of sensation. MDMA is its own really also unique psychedelic, and that was the one that I experienced first. Some people call it an pathogen or an intact a gin. Because it really enhances sense senses of empathy and touch. For me, I on to like a personality scale will generally tend towards having low emotionality and high sort of cognition. So I like perceive the world through my thoughts and less sort of through my physical emotions, which I learned years after MDMA, but it all sort of fell in place that made sense. And so for me, a lot of my relationships to people are through how I think about them, and less how I feel about them. With MDMA, it can feel like this massive heart opening and pathogenic experience where your heart fills, gets blown up, in addition to some of the physical positive effects. And for a lot of people say, like PTSD, it's really beneficial to get them into an uplifted emotional state where they can engage with and work with their trauma. For me, it just put me into this state of connectedness with complete strangers, other people, humanity at large, that even after the MDMA experience, both stuck with me in terms of where my baseline connection with others in the world was, but also showed me this vision of how I could feel more connected to people. And that for me, catalyzed, you know, this journey of really working on my emotional development and growth, which I think was quite stunted at the time, and working on how can I be a better person for others and have more EQ and social intelligence and empathy and compassion. And it's been a long journey, but I wouldn't be who I am or where I am today. You know, and when treat people like I do today, or work on the things that I do today, if it wasn't for that first catalyzing experience that both like, raise my baseline and show me what was possible.

Jake 13:50

Right, and so you talk about this journey, as well as this initial sort of catalyzing event that may have, you know, I don't know how it actually came to be that you tried it for the first time, but it sounded like a buddy sort of had had recommended or, you know, asked



you to try it with him or whatever it was. But sort of that, that by chance, first moment, which sort of opened up this longer journey, which has now taken you through, I imagine like a number of different sort of periods within it and ultimately, sounds like more recently, you got into trying, you know, becoming a patient of ketamine and now your company is focused on ketamine. Can you sort of connect the dots a little bit in terms of like, how did you get from that first eye opening experience to where now you've probably tried a good number of things and sort of, maybe you were able to better calibrate, like how you went from maybe self medicating, without too much of an idea of, of what to do to a place now where you you, I would think sort of feel a little bit more familiar and experienced with how to operate with the Thanks.

Dylan Beynon 15:00

Yeah, it's actually pretty funny story, Jake. When I first discovered psychedelics, I did not know that there was such a thing as psychedelic medicine or psychedelic therapy. I thought I was doing psychedelics. And I thought that I discovered this secret that they were good for me, they were making me a better person for me, and also making me a better person for others. And throughout the last 12 plus years of using a variety of these medicines very intentionally, I started seeing that they're also good for other people, I saw hundreds of lives transformed. And again, people becoming better for themselves, but also better for the world. It wasn't until maybe a handful of years ago, it's called halfway through my psychedelic lifecycle or journey, that I discovered that this wasn't a secret that I'd found that there was this underlying truth here where you know, all the way going all the way back to blue, the 50s people were using psychedelics and researching how psychedelics could be used to help people with mental illnesses and help people progress personally, emotionally, psychologically ontologically, and that there is no secret here at all. And even some of the practices that I had thought I discovered, like journaling, after the experience setting intentions, I don't even know that we're at the time, but setting intentions going into the experience about what I wanted to explore or uncover or work on, or how I wanted to get unstuck, or how I wanted to change or establish practices that other people were doing. When I discovered that I didn't know like when or even if psychedelics would



become mainstream become something that were available for people to access. But I knew at that point, without a shadow of a doubt that there was this underlying truth hear that these could really help people and help the world. At that point, it became the change I most wanted to see in the world, you know, for the rest of my adult life, which is broader acceptance and access to these medicines and how to help people get the most out of them. So throughout my journey, building other companies, I never thought that I would be able to be in a position where I could sort of be in the center of my IQ a guy, you know, doing the thing, I'm really good at the thing I love, you know, the thing that's a vocation that earns compensation and the thing that the world needs with psychedelics, but I knew that I was something I wanted to find. And following along with the research, and, you know, both the clinical research, the scientific research, the progress pushed forward by, you know, scientists and thought leaders and authors and influencers, like Tim Ferriss and Michael Pollan, it started become clear to me that, you know, there was an inevitability happening here, that the truth was going to get out. So that was a big impetus for me. And I began exploring any way possible that I could contribute my talents, to helping more people access these, and getting the most out of them. When I learned about ketamine therapy from from my doctor, and became a patient myself, and saw that there was an opportunity to build a telemedicine platform to increase access and get people better outcomes.

Jake 18:16

Right, so you talked about ketamine, and before you'd mentioned, you know, hopefully, I can sort of marry these two concepts. You mentioned how you had sort of organically discovered a couple of like practices that turned out like the research supports, you know, when you had sort of found that, that you actually hadn't discovered a lot of this that like this was existing, and you'd stumbled upon sort of this, you know, known known wisdom, in a sense. So you mentioned like setting intentions, ahead of the experience, journaling after it, whether it's in sort of the, you know, the context of what you're doing now, with ketamine therapy, or, more generally, in terms of psychedelic experiences, we'd love to hear sort of how those practices fit into things, what those are about, and how they sort of benefit, the overall experience. And maybe you know, if there's anything else



related to the experience, that's crucial, just understanding, you know, it's not just like taking the pill, or whatever it is, there's a lot that goes into it that can make your experience better or worse. It sounds like

Dylan Beynon 19:21

yeah, I think you just hit the nail on the head, Jake, there are essentially three periods of time where what you do around the experience can dramatically affect the pleasantness of the experience, the quality of the experience and the outcomes that one would get from the experience. There's the preparation, so we do beforehand, the navigation what you do when you're under the effects of the of the psychedelic, and there's integration. So what you do afterwards, with preparation to the big components are essentially your mindset and the physical setting bigger in So are you going in with a positive, expansive, open mindset, like well prepared for what the experiences you know, might happen and not feeling terrified or nervous or anxious about it. Although that can also come up with the physical setting, are you in a safe, comfortable setting where you're not likely to be interrupted by, you know, something that's jarring or distracting or potentially dangerous, especially when you're in this really heightened perceptual state. Some of the practices to help people create that positive mindsets, might be writing out intentions. So writing out things that people want to do, or explore or solve things that are holding them back things they want to uncover. And that can help people both like anchor the experience so that there's somewhere to come back to during it, as well as priming the subconscious, similar to what people might do journaling and intention or a thought before going to bed at night. During the experience, there is like a skill level or a skill to navigating a psychedelic experience. One thing that we've seen is people who have a mindfulness practice, are often a little bit more skilled naturally, or have built those skills to navigate an altered state. One of the things that our team talks to people about and teaches people how to do is follow this mantra of trust, let go and be open. If you go into like really trusting that, you know you're in good hands, the medicine safe, that you'll get something out of it, that can be really powerful for people to come back to letting go as things come up. So you know, people often will have expectations coming to experience what they need to get out of or



want to get out of it. Or I thought it was going to be like this, or I don't want this to happen. And that can cause ruminations during the experience. So being able to let go and just passively observe and sort of be along for the ride without grasping can be really powerful for people during. And the last is to be open, trust, like and be open. And so that's, you know, to make sure to help people think through the experience that they don't need to get a specific outcome and aren't going to fight the things that come up because it makes them uncomfortable, or it's not what they hoped. Some uncomfortable truths or thoughts or visuals can come up during psychedelic experiences that can be really confusing, disorienting or uncomfortable for people. And remembering to just be open and get curious about what's coming up can be really powerful. And there are a lot of other, you know, sort of tips to navigate the experience, you can try to you know, really be mindful meditator and experience or listen to the music that's playing, you know, which was just something my mind provides, like from your heart versus from your head, to try to really be absorbed in it. But that's a critical component of the experiences what you do during it. And then the third piece is integrating the experience. So that there are three pockets to how to take a psychedelic experience and turn it into a lasting benefit. The first piece of it is to is to capture the experience. This is how we think about it. People think about integration a lot of different ways. But we find this to be an effective sort of categorization for people to think through it. So the first is capturing the experience with ketamine therapy, which is what my limbs affiliate providers prescribe and oversee. The experience can be a little bit like a dream. And similar to a dream. If you write down what happens right after a dream, it's more likely to solidify and crystallize and if you don't, it could like slip through your fingers. ketamine acts on the glutamate system which actually modulates memory itself. And so they can be a little wonky on the memory sometimes by journaling immediately after an experience. You know, whatever comes up, whatever came up during the experience, however, it's making you whatever is making you think about now, it can be like grasping a thread of yarn, and then coalescing that thread into a tangible concrete ball of yarn that will then like stick that you can both come back to and explore. But also, you don't want to just drift away. After capturing the experience, the next big piece of integration is making sense of the



experience. And so there a lot of ways to help somebody interpret what happens during experience. And my bloom, we give people content from videos to audio, to written to help them think about how to categorize experiences and explore what might have come up. We also match people to psychedelic guides, who are trained in helping people talk Through the experiences, both one on one, and also in a group format. So one one really powerful integration practices, getting together with a group of other people who have gone through a similar, but very different experience and sharing what people's experiences were like and asking each other questions be really powerful, it's when we actually do, you know, add my blame internally for the team as well. Once somebody feels like they have taken these experiences, and over the coming weeks, made sense of them, and interpreted them and understand like what came up and what it meant for them. The third step of integration is to actually action, the experience. And so that's to leverage this neuroplastic state that's created from the psychedelic experience from ketamine, or sidemen or LSD or Ayahuasca to actually create changes in your life. So you've had this you know, emotional change from the medication, you have had this cognitive insights into, you know, what changes you want you want to make in your life or ways you want to be different things you want to habits you want to create, or bad habits you want to break. The next step is leveraging that neuroplastic state to actually make those changes and get them to stick into healthier neural pathways and actual behaviors and emotional emotional patterns. So that's a, you know, one way to break down sort of what goes into a psychedelic therapy experience that isn't just taking the medication, but you know, preparing, navigating well and integrating it in order to get the most out of it. But the rabbit hole goes super deep in it, different practices work for different people. So what's important for people to figure out what works for them and to work with trained facilitators and clinicians to figure out what works for them and give them the tools to explore.

Jake 26:55

That's a super helpful overview. I feel like, you know, you mentioned how it's, it's sort of a rabbit hole, I feel like psychedelics are like the ultimate rabbit hole that they may have, I don't know where that word comes from, or where the phrase comes from, but it would



seem that it could come from there. You mentioned how, you know, after the fact the importance of sort of capturing the experience, and, you know, basically doing like a debrief, I think, if I were to sum up everything that you said in like, you know, overly simplistic terms, probably, but whether that's on your own through journaling, or with others through conversation, that seems to be a part of the process. And you also mentioned sort of the, I think both on the back end, and on the front end of the experience, the sort of idea of thinking about, you know, how you might want to change, like, what you want to might want to focus on for the purpose of change, like changes the word I heard a couple of times, and it brings to mind this, this quote, probably like, I mean, one of you maybe quotes that I know, related to psychedelics, but a quote that I've just thought about for a long time that has driven some of my intrigue, I guess, in, in the, in the space in general, which is from Steve Jobs, he talked about how, you know, he, uh, he's pretty well known to have like, dabbled at least a fair bit with, with LSD. And talked about, there's this quote, I don't know what it was like, verbatim, but basically, he was like, you sort of see this other side of the coin? And you don't know exactly, you know, once you're sort of out of the experience, you can't exactly replicate it or, you know, talk about what it's like, or whatever. But once you've seen it, you sort of know it's there. And you can't like unsee it. So one of the things I'm curious about as it as relates to psychedelics is, you know, do you see, not sure how exactly that's the right question here. But like, I'm curious if people have, you know, you obviously are dealing with like a lot of potential patients, and then people who end up becoming patients, and I'm curious if people have reservations about change itself, like change is something that I think people, obviously change is necessary for improvement. But a lot of people naturally are just scared of change. It's sort of this thing that brings people outside of their comfort zone, just by definition. And I'm curious how, you know, any comments you have on that basically, like, if people how you sort of help people overcome this concept that changes, you know, maybe maybe not good, and how you think about just this overall process and sort of acceptance of of change, if that makes sense at all?

Dylan Beynon 29:36



And it's a really good question, Jake. I mean, on the Steve Jobs thing, I think one of his quotes was also that LSD was taking LSD was one of the top three most meaningful experiences. And there's this Hallmark study on suicide and related survey, people have taken it and I believe it's 80% of people said that it is one of the top five most meaningful experiences of their life. But you ask a really critical question, which is, if somebody doesn't want to change, how do you talk to them? or convince them? Or should they even explore changing? Again, I'm not a clinician, but I mean, my philosophy or viewpoint is, it's already like near impossible, not near impossible. It's very, very, very challenging to change yourself. Like, how often do you try to change something about yourself and fail?

Jake 30:37

Yeah, I mean, I think a lot of people do this all the time.

Dylan Beynon 30:41

I mean, I, I struggle, right, like a tiny percentage of the changes I want to make on a day to day, week to week monthly basis, actually score through the other end. And I'm like, very, very deliberate about it. And so if it's hard enough to change yourself, it's like near impossible to change somebody else. So you can give somebody a you know, I guess, if they're open to it a transformation or cat, a cat to look like a catalyst medicine like psychedelic medicines. But I think until someone's like, ready to make a change until they felt that pain and want to make the change. I think trying to tell them they need to make the change is pretty hard. I assume there I guess there's there's interventions, right, where maybe people don't understand how much a problem is affecting their friends and family. Like the frog, the proverbial frog has been boiled or things have gotten slowly, a little worse, a little lower, a little worse, and the frog in the pot doesn't realize they're being boiled. But overall, at least with the same mind, limbs, clients, the people we're helping have wanted to make a change for often 510 2040 years. Like mine blooms average client is 40 years old. So a lot of people look at us and say you're a consumer brand. I assume your clients are Millennials are Zoomers Gen Z. But in reality, a lot of people have grappled with mental healthcare issues for a long time. So for instance, 50% of Americans will have a diagnosable mental illness in their lifetime. That doesn't include all



the people who won't go out and get diagnosed with one. There are 40 million Americans today are about one in eight who are on SSRIs are antidepressants like Prozac or Lexapro, and these medications can have terrible side effects like insomnia and weight gain sexual dysfunctions and suicidality. And very few people on SSRIs want to continue to be on SSRIs if they have the option. And so for a lot of people who have had a ruminative thought disorder, mood disorder, like depression, anxiety, eating disorders, social anxiety disorders, OCD, PTSD, alcohol use disorder, substance use disorder, I've usually like struggle with this problem for a long time. 510 2040 years. And so I think, for a lot of people, those are the people where psychedelic therapy and medicine are, you know, either best suited for or are the most attractive or interesting, too. And they're just anecdotally in mind blooms platform, we see most of our clients have never done psychedelics before, never done ketamine therapy before. And for a lot of them has said they never thought they would have considered, you know, five years ago, but they've been in excruciating pain they've tried, you know, every other solution out there, oftentimes multiple times and maybe failed with it, or hasn't gotten the results that they were hoping for looking for. At this point, they've heard about psychedelics in surround sound from Oprah, or NPR, or Tim Ferriss, or how to change your mind, and they just know that they need to take a step to try to create some change.

Jake 33:56

Right, and so it must be some, you know, pretty rewarding to sort of have these patients or, I don't know, do you refer to them as patients or sort of like, consumers, either way, sort of having these people who, you know, tell you, it's their first experience, and then, you know, hopefully seeing positive outcomes from those experiences that you're facilitating, you've talked a lot about the importance of, of increasing access, what are like the actual issues with access, I understand a piece of it is cost. And you guys are working to, you know, decrease that by it seems like almost a degree of magnitude like a, you know, 10% cost type of thing. And like the, you know, minimum viable, minimum viable product sort of situations where they can do add ons, and it gets more expensive and things like this, but can you talk a little bit about the access issue that you are that you're



aiming to solve and sort of the nature of why it's not easily accessible already.

Dylan Beynon 34:59

Yeah. Our mission is to transform lives to transform the world. The idea being that born from my experiences, I saw that my mother being mentally ill didn't just affect her, which is tragic, but it affected our friends, our family, and she's really smart and has not constrained sort of work that she could do in the world and her contributions. And similarly, on the other side of the coin, I saw that psychedelic medicine helped me become a better person, both for myself, but also for others in the world. Our approach is to radically increase access to treatment, started ketamine therapy, and do all that while also getting people superior clinical outcomes and still magical experiences for people. When it comes to access, I think about three prongs. The obvious one, as you pointed out, is making it more affordable for people. Couple years ago, and I started mine bloom, ketamine therapy was between 612 \$100 a session saw some providers go all the way up to \$2,000 a session. Growing up with a single working class father, even if that medicine Academy was available to us at the time, like the idea of spending \$1,000 a session for something I felt new and different for my mother is so far out of the ballpark, it's it's downright hilarious. So one of things we've been able to do in mind Blum is to bring the cost down like 70 to 80%. So that it's closer to 125 to \$200 per session, depending on the program and protocol. For people, we also get some people reimbursed through out of network insurance, and have you know, long term strategic initiative in priority to try to get this reimbursed in network by insurance to continue bringing the cost down. But even so today, we've got to be cheaper than like a year of talk therapy in network with insurance. The other two axes for access, that I think what we think a lot about are making it more available to people. So a lot of people just don't have access to a ketamine therapy provider. You know, if you're a single mother of four living like two hours outside of Wichita, Kansas, who are you going to get to watch your kids and then drive you two hours sit with you a couple hours drive you two hours back for every single treatment, it's just not feasible. So by building a telemedicine product, we've already to within you know, a little over a year, been able to bring this to 50% of Americans with



depression, anxiety, and about 14 states will reach over 75% of US population by the end of the year. And that includes a lot of people who just previously wouldn't have access to these transformational medicines without it. The third, and I think maybe least sort of talked about access for increasing access to treatment is making treatment more approachable. So similarly, if you had told my family 20 years ago, that we would use a psychedelic drug to fight my mother's other drug addictions, that also sounds wild, and probably something we wouldn't have considered. So part of bringing access to people is also getting people to consider this a legitimate traditional medicine that's backed by clinical research, clinical studies, clinical data, and is getting people these transformational results. So today, we're doing that through building a really friendly, approachable consumer brand that speaks to people and meets them at their level, and is for everybody, and continuing to put out you know, more and more of our clients stories of our clinical outcomes data. And we're designing right now clinical study, that can be one of the biggest studies in psychedelic medicine history with our patient population. And, you know, really helping to craft the conversation around psychedelics and educate people, you know, strategically and intelligently, to open this up to for people to consider. So those are a few ways to think about access, but that is the name of the game when you have a treatment that's already getting people significantly better clinical outcomes than all of the other options currently available.

Jake 39:16

Yeah, I like the the terminology that you're using x different axes for access, it works. It sounds good, and it works nicely. So one question, you know, going off of the second point that you made on just like physical access for, you know, the the mom who lives a couple of hours outside of Wichita, who you're now able to reach through telemedicine. Can you talk a bit about like, my understanding was that prior to COVID you guys, at least the first step was and maybe I'm wrong here but to you know, you were doing these, you're providing these services in these sessions in person, I think in a location in New York was the first one and then I missed You know, COVID, sort of whether telemedicine was in your roadmap or not. And I know that the, you know, the legal situation around telemedicine



changed a lot to make things that weren't previously possible possible post COVID. But how did that sort of transition, change sort of the, it sounds like it would have improved your ability to sort of provide access along that second dimension? And how did you sort of take that situation just as a, you know, as a CEO, and realize like, Hey, you know, people don't people aren't coming to the office anymore. But we have this huge opportunity here to bring everything virtual, and how does that sort of changed the company roadmap, like the way that you facilitate these experiences? Is there anything that's sort of been a trade off where it was like a lot easier to do this certain thing in person and it's harder online or maybe benefits vice versa? curious to hear about sort of that transition to primarily telemedicine.

Dylan Beynon 41:02

I work with this phenomenal, personalized medicine physician in New York, Dr. Andrew Hibbert and we did the whole biohacking thing top to bottom. And the way that I learned about ketamine therapy, despite in donating the psychedelic research and considering myself in the 99.9 ninth percentile of having my finger to the pulse of the future of psychedelic medicine, was from him. I was telling him that I wanted to start a company mental healthcare and telemedicine and I kept coming back to psychedelic medicine is the thing that's most impacted my life, the area where I thought the future was already here, just not evenly distributed. And with all the research, it was going to be the future, but probably a couple years too early. MDMA at the time wasn't gonna be FDA approved for probably four or five more years, like two years away right now. He blew my mind when he told me that he had been prescribing ketamine, his practice, there's this growing body of research and growing small industry of ketamine clinics and providers that are getting people these phenomenal outcomes. And then he's had seen the same thing as practice. So I became Academy therapy patient myself, and one of the big aha moments was it arrived on my doorstep. So I got a box of ketamine from a local pharmacy. And I called him and said, I think there's a mistake, this just arrived on my doorstep. And he let me know that it wasn't that you know, he prescribed it in person to me, and that now this medication can be mailed and delivered. At that point, I saw clear as day that it was a matter of when not if we would be increasing access to this medicine, using at home remote treatments. The more I started talking to psychiatrists



and therapists and research a, the more I learned that there were already a lot of trailblazing psychiatrist, providers who were prescribing at home ketamine therapy to their clients who are great fits for it. So what we do was launch a pilot facility in Manhattan. We actually did it for 60k in 60 days. And use that as a way to test a hybrid in person remote home model had the CE one patients want to do it to do they get great outcomes or the outcomes worse three, are there any adverse events, and for the first six months, sort of in a private call, not not bad, because it's a fully baked clinical product that we spent over a year developing the first six months sort of private launch under the radar, mostly through word of mouth. Our partner provider saw hundreds of patients, people love the at home treatment, they wanted to continue the at home treatment, there was zero adverse events or outcomes, and the clinical outcomes that we are getting them based on established depression, anxiety skills, we're better than the average provider that just does it in person. When COVID happens that just you know, was a sign or it was an opportunity for us to accelerate fully virtual treatments, and really meet people where they were forced to be during the pandemic which was at home. And so over the last year in mind, blooms become, you know, one of the largest not the largest provider of legal second dog therapy in the US has helped 1000s of people generating clinical outcomes that are like nearly unbelievable. So like 80 to 90% of Muslim clients have a clinically effective response, whereas your average SSRI, like Prozac, only 40 to 47% of people have a clinically effective response. And my bloom works with ketamine therapy immediately doesn't have the side effects that SSRIs do. That's sort of the the origin of how you know we migrated from a vision to do at home remote streaming that can help increase access and give people better outcomes to doing it.

Jake 45:10

Right. Yeah, no, that's great. And you mentioned the, you know, you talked about the clinical outcomes being sort of unbelievable. And you quickly mentioned earlier also that you guys are at sounded like participating, if not leading a clinical trial, that's like one of the bigger ones that's been done in the space. To the extent that you can share, we'd love to hear a little bit more about that. And then sort of two part question here to sort of wrap things up. I understand that, like MDMA, which you've mentioned a couple times, I think was



most impactful for you. And is one of those that's not quite where ketamine is, but is also going through clinical trials would love to hear sort of your hopes for that, in the future, generally are as it relates to, to mine bloom to, you know, the future of your roadmap for your company.

Dylan Beynon 46:02

One of the things that surprised me, as I really dug into the mental healthcare space, is that my situation with my mother, I wasn't that unique. The fact that we had tried a bunch of things for her and depression, addiction, and eventually schizophrenia, when it progressed to that, and that they didn't work is more like par for the course. And so 40 million Americans and 1818, as I said earlier, are prescribed SSRIs. And you've got about 30 million Americans on anti anxiety meds like Xanax. When you dig into the research around SSRIs, you get this really bleak picture. So about any given antidepressant will work for 40 to 47% of people 30 to 40% of people are completely trimmer resistant, still try like five to 10 antidepressants this year, none of them will work. antidepressants take like six to eight weeks just to find out if they work. And in that time, you're obviously not getting the benefits. And you're have all this uncertainty about whether or not seeming to work for you. And for a lot of people, there's this massive side effect profile, weight gain, insomnia, sexual dysfunction that can be really really debilitating, and oftentimes, or sometimes even worse than the original symptoms of depression. With ketamine therapy, clinical studies show that if you give somebody an infusion of ketamine, so like an IV infusion, and like a hospital room, so no therapeutic intervention, no preparation, no help navigating experience, no integration or therapy, just a shot of the medicine, it will have a clinically effective result 65 to 70% of the time, immediately with a near zero very much lower side effect profile. A mind bloom by combining the at home therapy with psychiatric mental health care practitioners who are doing the prescribing not just your er doctors or primary care physicians paired with a psychedelic guide and coach who are helping people prepare, get the most out integrate the experiences and therapeutic program. We ship people blue box in the mail with things like eyeshade journal, you know, program materials, we have an application that people use, it's like headspace, for psychedelic therapy with contents. With all



of that wrapped around the ketamine therapy experience, we're getting people a clinically effective result 80 to 90% of the time. And so we're taking a lot of what we've learned and running a study, to publish, you know, these outcomes to show that at home ketamine therapy with this therapeutic container can have these life changing outcomes for such a high percentage of people. And that's, you know, obviously good for mind blowing good for our clients. But it's also us doing our part to build in public into help further the space by showing you know that there is real clinical data at a large sort of number of participant level around the efficacy and safety of these treatments.

Jake 49:08

And then so the the second part back there was, you know, on these other psychedelics like MDMA and sicko, I don't even know how to pronounce the other one, to be honest, I'm not going to try but sylow seibon Is that correct? Yeah, so let's dive in. Yeah, so for these other sort of psychedelics that are not quite as, you know, they're not quite as far as ketamine in terms of like, their legality and like, you can't get them shipped to your doorstep, legally, as far as I understand yet, but they're in clinical trials. What's your sort of, if we could close things out with sort of your vision of the future for psychedelics at large? You know, high strokes. How do you think the next you know, five or 10 years are going to unfold? You know, mine bloom and just in general and the psychedelic space?

Dylan Beynon 49:57

Yeah. That's a great question, Jake. At some time when we've grown from 10 people to 100, people in the mind, Bloom averse of people building, you know, the platform, the software, the content and treating people as clinicians and guides over the last 12 months. But it's just I mean day one of psychedelic medicine, in terms of actually getting it to a massive amount of people who need it and creating the transformation, the mental health care and just the mental well being space that we really need. So MDMA is in the last phase of clinical trials, and looks like it could be FDA approved in early 2023 is the target and psilocybin assisted therapy a couple years after that. What I foresee is over the next five years, we're going to see psychedelic medicines. So ketamine, and eventually, MDMA, and psilocybin,



completely supplants SSRIs, and anti anxiety meds as the predominant mental health and well being treatment. So it'll take a little bit a little while, but when you see outcomes that are this much better, without the side effects, in a way that people come out of it feeling uplifted and transformed, I think the truth is going to get out a lot faster than people think, just how, you know, I thought that there was an underlying truth here around the therapeutic value of psychedelics before I knew that other people knew about the therapeutic value of psychedelics. And that truth has gotten out into the world a lot faster than I could have ever imagined. 10 years from now, I foresee these medicines not just being used for, you know, serious mental health and well being issues and mood disorders, they're diagnoseable. But being used, like we use, you know, any sort of personal growth or development product, even talk therapy, which I think we're getting past thinking of talk therapy, just as for people who have issues, and also now for people who are being proactive about their health, but even that has a long way to go towards people feeling like working on their mental health and well being is just like working on, you know, improving their craft at work or, you know, improving their health at the gym. we're undergoing this transition from old medicine that's reactive and disease oriented. And let's wait until you have diabetes, to figure out how to give it you know, insulin, to new medicine that's proactive. It's about helping you live your fullest life and be your best self for yourself and others. And, you know, that's I think we're gonna see psychedelics head to where we won't just help heal people who have these issues a lot faster, we'll get out in front of them and help make people really healthy. So they never have these long term mood disorders that we see today.

Jake 52:46

Yeah, I certainly hope that medicine and health in general trends in a more proactive preventative direction versus where it is now. And I'm sort of optimistic that with, you know, like, all the different wearables, and just the different sort of diagnostics we'll be able to have in the years to come from psychedelics to things you mentioned, like, you know, not waiting for people to get diabetes, but helping them manage their metabolic health prior to that, I'm hopeful that a lot of this will unfold. And it's great to see that on this potentially huge sort of dimension of all of it, you are taking the



lead and trying to make it more of a reality. Where can people go? Well, first of all, thank you so much for taking the time today. It's great talking with you. I want to wrap things up here because I know we're coming up on time. But where can people go to keep up with with what you're doing and follow your journey follow mine bloom, and if they're interested, learn more. Hopefully this can, you know, is helpful to at least one person out there and now it'd be very much well worth the time.

Dylan Beynon 53:50

Yeah, if you're interested in learning more about ketamine therapy or psychedelic therapy, or working with mine bloom on your own mental health and wellbeing journey. Mind bloom calm is a fantastic place with resources. And if you're interested, if you're mission obsessed with psychedelic medicine, like me and everybody else in mind bloom and interested in working in psychedelic medicine and, you know, bring this change out into the world. And we would love to hear from you as well.

Jake 54:19

Awesome. Well, thank you very much again, Dylan. It was great talking with you. Likewise, Jake, it was a blast. Thank you for having me on.