

[Transcript] My First Million / Rob Dyrdek Tells All: Net Worth, Houses, His Investment Portfolio & Health

So does that mean that like the vast majority of your real wealth creation has been in like the last 10 years?

No in the last like

Few years

But you were you were broke. I was I would consider myself broke

I would say I started from zero almost in

2016 when I launched the machine. I wouldn't say dead broke. I mean you're a millionaire

Were you worth at least 10? I would say I was probably worth like, you know 15 or 20 that's else enough bro

But to me, I was like, bro to a future billionaire a millionaire is broke

Sean say exactly what you just said to me when we finished our recording with Rob Dierdek

I said, I think that was the best episode of my family. We've ever done

I I don't know. I don't know if I'm just on a high right off of it

But I believe so people can tell in the YouTube comments. They should tell us I to me

This was the best episode. We've done 400 something episodes. How many we've done Jonathan something something like 400 episodes

That was the number one my favorite the best episode we've ever done the from beginning to end

I'm shocked. So like you asked him we started getting along really well

And you said Rob what's your net worth and I was like damn is it gonna answer that and he gave the full answer

We're not gonna say it now, but it's somewhere in the middle somewhere

But he gave the entire answer where he broke it down

He talked about his I'm just actually shocked that he said most of the things that he said and it was amazing in a great way

In a great way stories of two companies that he's built and the stories were phenomenal

We talked about net worth what he does with his money how he thinks about investing. We talked about like how he kind of went from

Beginner at business and making all the mistakes to now being

Really sophisticated and how that all happened a really short amount of time

We talked about his his house the forever estate the dream that he's been building around and how he does it was we touched

I hit all the buttons had the inspirational the tactical the

entertaining the humorous it had everything that I like in an episode, but in one so I'm

Couldn't be happier right now

So if you use YouTube whether you're listening on on podcasts or you're actually watching us right now

Let us know in the comments what you think or if you're not a youtuber just tweet at Sean and I it's Sean VP like vice president

Sean VP and then the Sam Parr and

Add Rob to it and let us know on Twitter or if you're a youtuber. Let us know there

I'm very curious what you guys think and tag Rob if you can give us a wave of feedback

I'm gonna send it all to Rob after after the pod to show him the love because I know people are gonna love this

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All right without any further buildup. Here's the episode with Rob dear day
All right, we're live Sean you missed it because you're late
You're always late and that's
Dear day, that's his whole thing is timeliness and he was talking mad shit about you because you're using his face and his
Time template that he talked about in the last pod. I am human optimization was the big the line from his last time
He was on that's been I think it's like in our trailer now and Rob if you are human optimization I am human on optimization. I
Am the opposite
Yeah, and a look the beauty of you know time mastery is it's time flexibility and and understanding that life is this living experience, but
Nothing brings me greater joy
Than to know a man that was using my time data for customer acquisition
And knowing that how much I collect my data and how how specific I am with mastering my time would be seven minutes
Have me waiting for seven minutes
Even more it makes life more grand to me
To know that for you knowing how much I respect and use my time so thoughtfully that you would steal a little bit from me
Even
Okay, that is well played. I appreciate that dude. We were talking about a bunch of stuff before you hot did
Rob I want to talk about that in a second, but you came on I think two years ago or a year and a half ago
I don't remember. I just reread the comments a minute ago
Everyone said the same shit, which is the exact same thing. I thought which was Rob's just a skater
He's smart and does good TV shit and all that stuff
But we didn't realize that he was just profound and that pod I felt like one is your what it was
You're coming out as like this like human optimization thing now
I've watched you with so many other people and you've gone more in depth on some of your stuff
Is that true? Was that like the the artist formerly known as Prince moment?
You guys get all the credit. Thank you
That's what I was looking for
Hey, because because because let me give you this you let out was trying to talk to me about you did
You did no depth of research into seeing what I was up to you let out with some skate talk and TV talk
And then I went on like a 20-minute rant so that you could understand the depth of how I operate
Yeah, then the entire conversation changed for an hour
They don't I mean and that to me is like the funniest part of the experience was I said, okay
They didn't even they have no idea who they're talking to let me let me lay this out real quick and
but again

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I'm so thankful
that you guys
The conversation turned to because it was also like
I had been collecting the data using my rhythm of existence, but I'd never shared it before
So even then sharing it with you and then you guys reposting it it really began to like
Create the wave and then you guys put out a little thing that was about how would Rob monetize his
data
And so you put out this entire thing about how
To build an app and and what I would need to charge in order to create a business out of it
And it really started the wheels in me of realizing that man
I need to turn this philosophy first
Into then a usable digital product. That's more intuitive. That's deeper than an app
That's actually a software that allows people
To realize this level of harmony and overall happiness that I've created through this system
Which has led to where I'm at today of continually pushing the philosophy forward and ultimately
creating a software
Was inspired by you guys
We get all the credit. That's nice. There's actually a couple listeners who after they heard that made
Their version they were like, dude, he was talking about this. It sounded so awesome
He said he might share but we haven't seen it yet. So I just went ahead and I made
My own version. It's it's linked to google sheets. It was kind of a jenki version, but I definitely
inspired
I mean many people to look in order to be like, you know, how am I treating my time?
And it seems like you had the kind of the complete balance you were like
I have my time that's with my wife and my kids and then I have my work time and then I have my
body, you know
You had it all so I think that definitely inspired a lot of people to look at it
But it also inspired some people to try to build
Their own version of that tracker so that they could have the kind of the you know
The what what gets measured gets managed that type of attitude around around their time. Yeah
And again, I think it's it's so much more complex than that, right?
because times alive
And your time and experience your present basically your whole life leads to this present moment in
time
And then the energy that you feel at this present moment in time is ultimately
The quality of your reality that you're in right so time ends up being this much more important
aspect of learning to manage and then you're changing all the time the world's changing
You're selling companies. You're starting new companies. Your kids are growing all these things. So
Like managing your time and how you stay balanced is constantly changing as well as you change
So it's this ongoing focus in my life
That it's this constant assessment and an adjustment to lead me towards a better
probability of a better future experience
And that's what's difficult when somebody makes their own app

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There's sort of a philosophy and a rhythm and a process that i'm creating in the software that makes it much more

Intuitive based off of the type of personality you have and the way your life rolls

To get it to actually work because otherwise it just feels like you're making checklist and and making data

And then it gets too difficult and it's over before you join shun

we were talking about andrew huberman and the reason why we're talking about him is because

I like to skate rob is a skater hardcore obviously professional

Skateboarder and huberman loves it and we were talking about that

And I don't know if you know what momentous is shun, but it's like they're one of the main

advertisers on the huberman pod and it's andrew huberman says like this is the only protein that I like

So obviously I bought a ton. That's what I drink every day

And rob was like and I is it jeff. Is he the ceo? I'm supposed to talk to jeff. Yeah, yeah

Yeah, i'm supposed to talk to jeff because ken rideout introduced us who was also on the pod and anyway rob was like

Yeah, yeah, you know, that's cool. It's amazing to see what how past that business grew because of huberman's

Promotion, you know, I co-founded that company not too long ago and it's just crazy how fast it's grown

And we were like wait what rob you co-founded momentous protein

Yeah, and look and and and here's the thing with momentous protein. I co-founded it with matt won in

2016

When they brought it to me he had a vision

For creating basically the most premium supplements that the market had ever seen the ferrari of supplements

it was called project one at the time

and matt's was

Forgoing his

First year of harvard to build this company. He was 18 years old

and his father

Mark won had been one of the big investors in my professional skateboarding league

So I had a relationship with him and said, you know, I would do this project with his son

First thing we had to do is rebrand it right and really like create a name and and a soul into what is the absolute pinnacle

Of supplements momentous, right and all the way down to where I even

You know went through the whole process of even making that logo, you know, like to me that m is like this timeless

Extraordinary logo and rob that that's you in photoshop or this is like a creative agency pitching you guys

How does that happen you take it make it?

Well, this is me literally an illustrator of the agency sent some logos and me cutting up the agency's

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logo and being like

No, get rid of there was a circle in the middle. I'm like no this is like look at this forms like an m in a mountain like

I literally

Cut and pasting in my illustrator the momentous logo. Love it

And so we launched that company and what happens

We don't sell a thing

We don't sell a thing. What do we got? We got the most overpriced

Like protein in the entire industry. It's like it's like 35 percent above every other protein like literally nobody buys it

Nobody buys it. Now you what do you got? You got an 18 year old ceo

This kid doesn't even every single day is another thing of like, oh, that's what happens in business

You're you're if you want to talk about the headwinds of no man's land in the pain of launching a business

With an 18 year old genius, right? Because he's brilliant

But he was 18 and didn't even understand anything about a company and you can't advise somebody into running a company

You know I'm saying you have to fight the fire learn the battles to ever learn how to operate a company

long story short

This this business never got off the ground for years

And I finally now he's older. I'm like look man. You've got to make a decision

You've tried everything you've done all different types of partnerships

You've made all different types of verticals of product

It is the Ferrari of supplements. It is absolutely the purest and best you kept it real

But you just can't find a market for it

You either have to sell it or you have to find somebody to merge with but you got to move on

You're you're now 23

You learned everything go fake take this skill set that you learned and apply it to a business that has a more

relatively faster growing opportunity

What were the sales what what what were the annual sales when you when you had that conversation?

I want to say a few million and just losing money year over year and how much did you put in?

Yeah, how much did you put into it to start? I put in

Shoot, I want to say not much like

200,000 and the first like at the beginning to get it off the ground and another hundred thousand

300,000 maybe do split equity when you do that like a and I got 30 of the business. Okay, okay

So so now

Man raised so much capital any which way but loose, you know now I'm on the board

I'm in board meetings like and there's I'll tell you what nothing is painful

As board meeting after board meeting when there's no revenue growth and you're just burning capital

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Trying to figure out how you're going to tell a story to raise more capital to keep the dream alive
That went on for a significant amount of time. We got incredibly diluted
and then
The it was just like hey man, you've got to make a decision here
On what your life looks like
Forget about this company. Forget about this investment. You forego going to harvard
To build this company
So you essentially like stepped away from this big education which always like in the beginning
I was like this kid's too smart to go to school. Why he should just go start the company
He doesn't need to go to school as I have kids and I'm older like 70 years later. I'm like man
I was like the bad uncle by advising him to not go to harvard and I'll do this company with you
gassed him up
right like I
I think he should have went to harvard in hindsight
but again
diluted all the way down he went out and found
Amped the business that jeff was running at the time that I actually man. I I looked at in 2015
and almost did a deal to own half of pr lotion and in the amp product because
of how much I believed in the ip
Of of what they developed because it was built through this bio pharma group that I was doing deals
with back in 15
in my early days of hustling
and
They merged and in that merger
Then they did a deal now their joint companies that the whole company becomes momentous
And then they they lock in that humor bin deal
And then the business exploded overnight
Overnight wow, do you know how how much did it grow by?
man
like
20 times
Right like it is now poised to like now make a real run and I would
Attribute it to the one-for-one
media
To consumer that andrew huberman was to the product right so we could never find an audience
It didn't matter how much ad spends we did where we spent it
We had deals with nfl teams and mlb teams and all these athletes and all this stuff
but it was
When it finally landed with someone whose core
media is their authenticity in
The science side of human optimization
Then he's saying hey andy's has this massive platform
Then he's saying this is the very best supplements because they are in fact

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The very best supplements when you tie those together boom
That thing goes that's an amazing story. What do I have now? I don't know. What do I have now like 4%?

You know what I mean like I've been so now, you know call it nine years later
I already gave up on the brand don't even like claim it like looked at it when they merged as an exit
And now it's just like completely exploded
But you know and yes, I'll get like a return on my 300 000 that would be significant
to

You know probably a regular investor

But you know for me in the co-founding game could have been you know

I looked at selling that business for 100 million in under five years

And having 20 of it when I when I measured that out in 16

Versus, you know selling it eight years later and making a million dollars

Wherever I end up getting diluted on the end and like okay cool

You got like two and a half times your money, but that's like that's not why you play the game
of venture creation

I think that was my perfect

So that might be my the favorite story that's ever been shared on this pod for a couple reasons one

You told it great two

It had it had all the drama the elements to it and three you're very honest like most people that come
on this pod

We're like how much did you put in there like a hand wave

The word that we're like oh, it's doing well now and then they're like yeah, it's doing well

But they won't say that last part which like yeah, but you know it's been eight years. I got diluted
and honestly

I'll make kind of fuck all on this and and I I'm really the game. I'm in you know, that's good

But the game I'm in is to create to create x very honest

I I want people to appreciate that because that is we do we've done 100 plus guests of people that
are from all walks of life

People that are post-economic they already made it

They have no incentive to to not fully be honest with with the situations and it is very rare to hear
that

So I really really like that. I got two follow-ups for you on things you said there

The first is you said you kind of think maybe he should have gone to harvard

And I think there's an interesting question that applies to a lot of people which is like should I go to
college?

I kind of feel like you know people who make it they're like, ah, you know, that's not where you learn
it

You learn it in the real world

It sounds like you were kind of in that boat, but you said maybe you changed your mind as you've
maybe matured or

With your own kids

What what's the thinking there?

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What is it you should have gone to harvard because the company wasn't working or
You came to appreciate something else about the value of college
I think I've come to appreciate the value of college above all
And as someone who quit high school
And started his first company at 17, you know what I mean?
Like I think about the but do you appreciate college or harvard and top 20 colleges?
Well, harvard obviously has a higher level of like prestige, but but what I never understood even
back then
Was the
Looking at business in a multi-dimensional way learning everything about business understanding
product and and supply chain understanding brand and marketing and customer acquisition
Understanding management and hiring and teams and understanding sales and then understanding
operational side really understanding the financial side
Knowing that all of those have to integrate into a financial model that you've got to believe you can
execute
Because that's how a business actually becomes successful is when you project
What you're going to do when you actually do it not project a fantasy
So you can raise money right and I think that going to business school
You at least are leave with the fundamentals of that
And and have a general knowledge that when you step out into the real world and really try to build
a company
You're you're at least going to have a foundation
Of what you're launching off of versus what he did what I did
When I was launching all these companies when I was young all the way into my 30s or what he did
at 18
Your you have such little general knowledge of how it all works because you're such an optimist
Especially when you're really smart you can figure things out fast
But there's just too many things that you don't know
When it comes to like the complexities of building something like a business, right?
And then my second question was this is a little nerdy on the protein side
But how did you actually go about creating the cleanest supplement because I've thought about this
many times
Which is there is definitely a market for people who want this the highest quality purest grade best
best for you products
And they'll pay the extra 20 bucks per bag to get it
And when you you look I think the supplement industry is notoriously dirty, you know the places
where they make stuff
They're you know, it's if you test these things they don't turn out very well
So did you guys do anything radical to actually achieve that result?
Or was it just finding the right partner and then that was it?
It was it was first like the
People who helped develop it, right? We're all like trainers and for the 49ers in the Celtics, right?
Then

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It's all the certifications that make the
I can't think of their exact name like grass and infosport whatever these
InterSport or whatever they may be but these certifications that are very expensive
Right. So now like the layer of at it. What does that do?
Man, I just keep putting pressure on price in margin
Right because there's just a certain point where it's like, man, it's so expensive more expensive
Do even the people that really
Care is it making enough of a difference?
Right for the absolute premium and to me
Absolutely, we'd find a consumer and that consumer never showed up until huberman said
to that audience
Which converted sam and now has sam talking to jeff like you it's like that level of authenticity
The product backed that up, but it we never found that level of media
That could
Validate it to reach a large enough consumer base that would be willing to pay that extra amount of
money
It's a dice roll when you launch a business to do it like that. We need to get the certification
business. I think yeah
That sounds like the real business
This is cruelty free certified ink. Yeah, we we will we will certify everything for y'all for for the low
low price
By the way, it's funny that like joe rogan is like bro oprah
But now toberman is like dr. Phil or dr
Oz or something like of the of this kind of like the guy media game where
It's the the doc if the doc says this is the way to go if he says this is clean
You know, you can move a lot of product like an unbelievable amount of product in a short amount of
time
But look you think about it's like when you think about the depth of him and how he approaches it
like you know how deep it is
So it's like he's earned that respect from you
And and so it's like you don't have to you don't question whether or not
Nike's going to put as much effort and innovation as they possibly can into a running shoe
You don't even look into the technology you pick the color and which one feels the good
You know that they're going to do all the work to get it there
Developing that level of authenticity
Is incredibly difficult, you know, because there's a lot of other people that are juberman ask
That do not have his depth
Which in turn does not allow
Or his process that you believe in which in turn doesn't allow them to carry the same weight that he
does
And that was probably just a straight cash deal when you guys bought that ad spot. I would imagine
right
Yeah, I'm not entirely sure I was involved in the company at that point

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I'm not I'm not entirely sure what the what his deal is, but whatever it is. He got underpaid
Whatever it is, man, whatever it is, it was too little
Look, I am not privy to what it is, but whatever it is, they got a deal
You don't even know that much
What are some other venture creation that you've been up to? That was one amazing venture
creation story
You got me hungry for another. Do you got any other
Interesting things you've been cooking and how many have how many have you even done? Have
you done you've done dozens of these?
Yeah, I've done a bunch. I've done a bunch. You know what I mean? And that's and here's the beauty
of it, too
Is like I've made so much money
Right that you can play the game more honest
Right, but in your you're not really you're judging yourself off of your irr
But once you get to a certain point you're playing the game
For the speed of the irr and the scale of the irr and its potential because when I started the game
I wanted to build 50 to 70 companies and make you know own
25 to 35 and sell them for between, you know, 50 million and 150 million and make 20 to 30 each
But when you know, you sell a company for 200 million and get
You know 150 million you're like, well, that's way more fun
Like how do I how do I move this number from 15 to 30 million a deal to like
You know 50 to 200 million a deal, right? You just begin to change as you're sort of evolving
And what do less deals?
You want to do less deals, right? And then you you want to be much more focused on the opportunity
And then focused on all the lessons learned would I start a supplement brand with an 18 year old
ever again?
I would not, you know, no, man
And so let me give you an example of a thin an opposite version, right? So I was approached by a
really really
seasoned
CEO who had just built a company and sold it was a footwear brand called greats. Okay
So
I also owned a pair of those, man, right?
So so you understand him as a brand and him as a brand builder and as a CEO
Like, you know, and he had an idea he wanted to share with us and
it was in the beauty space and he essentially presented to us this concept of
filtered shower water is this overlooked
cornerstone of
Your beauty routine
Like your water is filled with all this garbage that dries out your hair and dries out your skin
It does all this stuff yet for some reason
No one's approached beauty
And filtering the water, right? So we do all the and again. So okay. Wow. This is super interesting

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Then now you look at it from a business model, right? Then it's like, oh, wow. Now it's reoccurring revenue
So it's a single bit of hardware that now the filters have to be replaced
So now you've got this reoccurring revenue
Now it's a super experienced CEO that as as a depth of knowledge and in DTC
So it's not like, you know, a lot of times you'll find a
An experienced CEO that came from retail who just oh, it's I want to build an amazon business, right?
Because retail's so hard like anytime you find people trying to transition to what they think is an easier way to create sales
Is always a red flag
But but again now he has the understanding the knowledge and now it's like is this space valid
So we do the research. What do we do? We go and look at the entire space of all of the filtered shower heads
The entire market it is tiny tiny tiny
Under a billion dollars, right? And he wants to charge \$135 for the unit
\$35 for the filters, you know, you can go to home depot and get a shower filter for like 19 bucks
You know, there's like one premium one that's sold by a beauty company. That's you know, kind of chrome or whatever
That's like 99 dollars 100 dollars, but no movement
And so when you look at that opportunity
You look at it like it's as clear as can be where it's like man. This is either pure white space
And there is a real opportunity to like make this matter in beauty and make a massive business or
It will like literally just not work. It is like so pure, but then the the tantalizing side is
Well, boy if it works
Man think of the friction it takes to get a shower head in
But man think of how low the churn will be on the subscription because it'll be way more friction
To to take it completely out to stop your
reoccurring like subscription every two months and put back your old shower head that made it this incredibly compelling
concept
And and by the way for the listener, this is basically your shower head
So I don't even I don't even think most people know this but the shower head
It's not that hard to remove you can kind of do it yourself and what you're and it's jolly. Is this jolly?
Is that he said jolly jolly and you basically they give you
Because I've seen this company they killed it in year one
I think they did four million in sales in the first year
You basically they send you a thing a new shower head
You they send you a wrench you put it on there and then you put little like filters and packets
And I think they smell nice or something like that and they might have some type of other good stuff in there

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But the the premises is that for all the really hardcore health nerds
They're afraid of some of the chemicals and minerals and that are in city water
And so they want this to be better and I have friends that have like what's that one like charcoal
water filter
That's made out of metal that every they do that for their home
Like they do these really like \$10,000 projects for their home and what this product is is that for a
shower head
Did I summarize that and think that's correct and it's the efficacy of it
Right and then how did they launch the company?
How were they able to go to four million and now this year?
You know they'll do close to 40 million
Is that they opened it up by putting in your zip code so you could see all the contaminants in your
water
Nice
So how they did all their initial customer acquisition is they got all the data
Of what because the water departments have to report all the contaminants in the water
And so they scraped all that data
You put in your zip code and then you got a complete report of all the stuff in your water
That's how they did customer acquisition for months before they even had the product out
You know what I mean? Then they did pre-orders before it launched, right? Then what were we all
hanging on for?
What's that first quarter of churn the churn was at like
You know 1.2 percent
Like of the subscription
It's like everything about it and then it was just growth month over month over month
Then they just keep evolving they launched an airwan in the grocery store
They have a giant display and you can buy them an airwan, right?
It's like the entire process of how they did it overnight
Because you got to think how do you value a business like that that that business has valued it at
200 million plus
In a year and a half because how do you really look at that where it's like?
Yes, it's selling hardware month over month, but then it is stacking subscription dollars
So it is it is this extraordinary hardware subscription service that is incredibly rare
That has made it so valuable overnight. He built the company with three people
Where the primary investor it's profitable and never raised another dime ever again
Chef's kiss. What size check you do on that one? Yeah, I did 800 in that one
So that's I mean, that's that's that's substantial, right for an early stage startup
I mean, you know, I go I'm all over the place, but I'll go up to 10, you know what I mean?
So when I think 800, I think it's like kind of
What's been the biggest bet like where where have you plowed in
Something like 10 million into what what type of bet was that?
You know when I my professional skateboarding league my production company
merged with Nitro Circus and created thrill one media

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And then we sold thrill one media for 300 million, right of which
We got 200 million, right?
And this was sort of like the layering in of my production deal and then the group
That bought
thrill one I invested 10 million with them to buy me
And then did a separate deal as it relates to having a bigger stake in the production company
That I sold and my league and the overall sports property
Because I knew during that that transaction. I knew I was going to negotiate for a bigger television
deal
So I basically leveraged my ability to go and get a lot of value for the company
So I got all this equity back. They just paid me, you know, close to 200 million
so I used 10 of it and
To invest in buying me
So that I could turn around and hopefully make another
Not not nearly as much but hopefully like another like 100 to 150 off of it a couple years down the
line
And when you say we is that like deodec family office or is that uh, you don't have a fund, right?
Yeah, it's just your family office just my money. Yeah, like no, I this is all my money
So I and I just run it like a family office
And I just look at that is where I would deploy venture capital, right?
so if I just deploy capital into real estate
And ventures that I have a much more control over and or I have a higher leverage or position
But it was amazing think about this in the closing of the deal
It was the most money I made in one shot, right?
And the most like I had invested it one shot and a venture so with the like here on my, you know
Closing that deal in the zoom call. It was the most I made and the most I invested in and one
One one here here, you know, whatever like I whatever my like final check off on was it
But again, what are the stakes of it? It's whatever, you know what I mean?
I look at it as it's fun and like
I'm underwriting the business because I went and signed a massive television deal
So I'm underwriting that entire roll-up and it's amazing partners
It's Dana white and the the fratida family who owned the ufc
So it's like even being close to them
And knowing them for so long
Just makes the joy of
Even partnering with them fun and exciting and I dedicate very little time to it, right?
Like I still help sort of adding the vision and how to continue to evolve it and grow it
But I you know continue to shoot television
At an even much higher scale like now. I'm shooting
336 episodes a year up from 252
That's still at 4 of my time
That's you know, essentially five hours a day
4 times a month for 10 months, right like is essentially what it is

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But it's underwritten the entire roll-up
It is you know a billion dollar television deal over a seven-year period with the production and everything involved
I get all my talent money
But then I'm also leveraged into
The roll-up and the production company again to sell it again
And it's just squeezing
Water out of a rock, you know what I'm saying? It's like you're looking at opportunities
Inside every deal, you know, there just isn't a world where I'm just looking at like
Where are the ways for me to add leverage?
Create opportunity in each one of the ways that I look at every one of these deals
Each and every time
Who are some of your business advisors mentors friends that are
Helping you develop this muscle because you know, you go from and anything you want to do
You go from a white belt to a blue belt to eventually you're you can become a black belt
And it sounds like you know when you started you were more of a white belt like everybody and now
You know looking at structures looking at ways to double dip looking at ways to you know
Measure okay, I want IRR, but also I should be thinking about the gross dollar amounts and maybe
fewer deals but bigger deals
Who have you learned a ton from that you respect either as a friend or a mentor on the business side?
Man, I you know, I don't think anybody plays the game like this that I know that's in my circle
You know, I think it's a it's that experience and it's that like continually
Looking at every deal multi-dimensional, right?
And I think like the gift that I actually had early on is I used to look at
Media and marketing multi-dimensional, right? So like in the early days I would
You know be able to look at like a television show and how are all these ways that I could monetize it, right?
Like how do I own the rights of media and then I could sell that to different people like I
Always looked at opportunity multi-dimensionally, but I didn't understand how to build and create value in business
So I never looked at business multi-dimensionally, and I just think I at once I
Taught myself really had to look at business holistically and how to create and build businesses to sell
Creating value that then I began to look at you know, how can I
See all of the opportunity in these different angles
In order to create the most value for myself and a lot of times under right risk
You know to mean like if I didn't know I was going to go and sign that mega television deal
I wouldn't have put into 10 million, but I but then I said well
What if I go and sign this deal how much additional equity will you give me for my 10 million?
Right, then they're like oh if you go and get that deal then we'll give you
12 extra percent
You know what I mean like then it's like I just literally overnight made my 10 million worse like 60

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million

And underwritten it off of the deal that I'm going and making hundreds of millions of dollars

To just do you know

So it's like you're and at the end of it and keep in mind through all of this I work less now than I've ever worked

You know what I mean through optimizing my time and getting more and more efficient of how I use it

I work at at about a 40 hour week

To manage my family office all of my venture portfolios and shoot television and a podcast

What do you think you're worth at this point? So you have you have liquid and you have obviously illiquid

What what do you think the the kind of the old the n-word the net worth is at and you do you have a goal with that?

And last podcast you go I need to be a billionaire like I deserve so like yeah, where are we at?

Remember that line. It was a beautiful line. No, no, I don't but that's really funny

It's like I'm you know, I was doing because you got to think like you know, I have this

In between our last call. I had this a hired an amazing CEO that came from a family office structure

I needed somebody that understood business but understood sort of the dynamics of a family office

But was also young and excited to go on a journey to a billion dollars, right?

And so I have modeling for just my cash flowing assets that take me to a billion

Forget about any of your venture stuff and building out

Sort of your pathway through the business side

I have modeling out to the year

2050 that I have fully integrated on all asset classes that I'm even investing in now

Where do you make the billion dollars? You make it either slowly over time at compounding

Or in big chunks, right? So if today my net worth of all of my assets is a little just under 350 million, right?

that the

The pathway

There's the slow long pathway to a billion. That's easy through compounding, right? Because because the majority of just like seven or eight percent

Correct, right and with the the buildings now you got to think about the way the buildings work and the real estate work is I'm getting five to six

percent cash to like tax-free cash

But I'm still getting seven to ten percent equity growth over the long term

And and some of those are you know, so you know call it with the cash 15 16 percent

IRRs, but a lot of the buildings that I've

Sold I ended up with like 35 and 42 percent IRRs

And what do you do with that you 10 31 exchange it?

And and you get new buildings on an ongoing basis

So like that real estate even side of it

Is compounding in a unique way and then with my cash, you know

Money markets are giving you five percent right now close to five percent

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And then I keep a significant amount of liquid dollars in in sort of new vene high yield funds
That kick off around a blended 10 percent that aren't going to grow
But you get cash for your cash
You're making so much cash off of your cash then you're making so much cash
Tax depreciated cash off of your
Off of your real estate portfolio
I look at that I call it the modern cash flow portfolio where it's just
That cash is underwriting the expense of my life in the family office, right?
And so I don't even like when I have these big exits and when you know all the money I get made
from tv
I look at all of it through the lens of how much am I actually making post tax
per hour
So okay, it seems like I'm making a lot shooting television so efficiently, but
And how much time I actually work on the dirtic machine and the actual
Venture side of the business when you look at long-term capital gains versus ordinary income
But boy when you look at the amount of time I spend on that cash flowing portfolio in real estate
It's a couple hours a year
And so what do you have as a as a dollar per hour goal?
Like what do you what is good for you? What is bad for you?
Right so like everybody has a like, you know, if I do something that that saves me a hundred dollars
I go return a blender to the store that wasn't a saving of a hundred dollars. It was it was a loss
I'm looking at a million an hour as the goal, you know, that's your goal
Like as it relates to energy and effort that's put into it, right?
And and you know because I I it's fascinating when you look at how much money I make from
television
And then what that ends up being post tax and fees
Even though it seems like a limited amount of time because I and it's only 4 of my time, but seeing
all of them through that lens
It's a way more interesting way to view it all
You know what I mean? And again, it goes back to time because what life do you want to live?
Right and and where do you get time? Where can you buy time back? But ultimately
Where are the places where you make the most money and people don't believe in them like this
idea of passive income
passive income is not buying a building that you've got to operate
And you're constantly dealing with like trying to keep it rented and things breaking and trying to
make decisions
That's not passive income in real estate passive income is when you give money to an operator
And they give you cash back for your money. That's when you're doing nothing now
You're you're what you have to get good at is evaluating rules and creating principles for the type of
operators
You'd be willing to deploy capital with so that you know that they're world class
And that you what they say they're gonna do that they do
Which in turn all you're doing is reading statements and putting a little bit of time to think through

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strategy

Future strategy a few times a year

That's the the difference on the way you choose to get into an asset class

And based off of the last pod you you were saying how like I think you said I think you're 47 now

Right. I think you said into your late 30s. You'd screwed a whole bunch of shit up

I think when you were trying to raise money from I forget the the the vc or pe company

But you're raising money for something and you're like, dude, my business sucks. I'm losing money.

It turns out I was wrong

So does that mean that like the vast majority of your real wealth creation has been in like the last 10 years?

No in the last like few years

But you were you you were broke I was I would consider myself broke

I would say I started from zero almost in 2016 when I launched the machine

I wouldn't say dead broke. I mean, you're a millionaire

Were you worth at least 10?

I would say I was probably worth like, you know, 15 or 20 and that's else enough broke, but to me

I was like broke to a future billionaire a millionaire is broke

Well, yeah, but he he described it. He was like in my 30s. He's like I I spent this this

You you said phrases like I had nothing

Yes, and I but I would tell you that the majority of this wealth

was all created between 2018

And 2022 over that four-year period, right? And now it's exponentially scaled, right?

I don't even know, you know, when I think about sort of how I've I

I'm I kind of I very conservatively

Valued the ventures that get me up to the 325 zone

I could easily push those to I could easily say those are are, you know, push me closer to four

Right and but it's also like then. Okay. What is how do I want to continue?

To create like bigger opportunities in the future because I'm always like five years into the future

The same way I understood in 2016. Here's the strategy

The strategy worked only it was bigger than I anticipated then all these other additional things that happened

I had the clarity of like this is what I was going to do

But then that clarity the universe conspired to create more opportunity that I capitalized off of

And got to this scale that I could have never imagined in such a shorter amount of time

And all it does is make me see further and clearer on how I can get the scale even bigger

Which leads me to believe

Compounding I become a billionaire over time

But I I believe I can create some ventures including the software that I create that

And the platform that I want to build to speak to that core audience

That I believe I will be able to monetize it at a much higher scale in a shorter amount of

Time with my existing portfolio of assets

And if you google your name, you'll see like you went on a little bit of a buying spree where you're buying like

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I think four really really nice homes in la
But I thought there was a quote saying you're not going to live there. That's rentals
A is that true and b what type of real estate?
Are you actually buying that you consider cash flowing real estate versus just personal?
Yeah, so I would never buy a house of rent. That's like I didn't think so
I thought it said I thought it said that you maybe it was like on the what's it called like the dirt or like
the real
Something like that
Yeah, really what I did and this this will give you an x like clarity on how much money I had
and how dumb I was
in 2015
Okay, I had met my wife. All I wanted to find was a
forever home
I had like realized in 14 like I had began to develop learning everything about business and
everything you got to think
In 2013 I was dumb as dirt. I was at the bottom. I didn't understand business. I didn't understand
anything
I hired all the consultants and all the groups and began to formulate
Everything I needed to learn to speak the way I'm speaking today
And the strategies of what money is where do I want to invest it never even heard of multifamily
units in 2014?
right, I then took all of my money at the time I had
The all the money I had to my name in 2015. It was 12 million dollars in cash
Moved it all to cash
Like because I had money and all these different brokers that didn't know what it was
Here I am in 2015 with a vision
For like how I'm going to create a venture studio the deardech machine and the whole thing
And I'm looking for a forever home
Or a place to buy
And I find the most
heaven sent
piece of land
That god has ever created in a gated community in beverly hills
That is a like this gated community to a private road to a four acre promontory
With unobstructed views of the entire la basin
Hollywood sign ever the most extraordinary property I have ever stepped on in my life
And paid 10 million cash for it
And then took launch this dream
With two million
You know because I was like oh man
This is my destiny to build a house and live on this land forever. So it's just land. It was just land
Just land call it forever estates and I I have sense and so in that neighborhood
Like where it is I have bought multiple houses and remodeled them in the neighborhood

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While I continue to design
forever estates as it's called
And kept it all these years carried the cost, you know
200 grand a year just to carry it spend in milk like built a whole designed a whole house with the
architecture team fired them
Hired seota the best architects in the world out of south africa
And we have just been designing and designing and designing it was part of the vision
Of like I'm going to spend the rest of my life in forever estates
Like that's where I'm going to live. There is no better piece of land in the city of los angeles
It's the most extraordinary home. I rented a house for three and a half years
Bought a house for six point five sold it for like nine five two years later
After remodeling it bought another house for for eight put two million into it
This house that I'm in now
Is two doors down from the entrance to forever estates
So when I begin to build it at the in the fall that I can be there every step of the way
But what wait, hold on
Begin to build it in the fall. How long are we with time?
What are we talking? This has been eight years and we're we're on to build it. This is the forever
take forever estates
Yeah, hey
And what the world say to me they're like this is crazy and I'm like man
I'm going to live there forever and when I build it. I don't even want to think about the cost
It's gonna cost me 20 million to build. I don't even want to think about it
I needed to get to generational level wealth to even like I didn't want it to be a burden
That's why I kept buying houses and kept working on the design
And then now you've gotten to such a scale
What's the strategy now? Well, I'm putting it into a trust
I'm paying cash for the house to build it and then I'm going to pay rent to the trust
And then it's going to build an endowment
So that this home can be in my family forever
But run it be self operational
That is so it doesn't have to be tied to the estate that it will be ran
And then there can be family meetings and forever estates
For hundreds and hundreds of years into the future
Right and you can't even get to that way of thinking
Unless you have kids unless you create generational wealth and unless you get to that time, but that
all happened
Over five year period. You know what I mean? That is an extraordinary transition
To go and it started it started with a horrible decision. I mean 10
Terrible terrible you took look
I put I could have put 10 think I'm gonna say you know how many build how much money I had
invested in buildings
in 2015

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100,000

100,000 I had invested 100,000 and was making

You know seven g's from that one

And and like I put instead of putting 10 million into a cash flow

Which would I would have been set for life?

If I were to put that 10 million into the buildings that I put back in 2015 that got like 40 irrs

Like and we're kicking off like nine percent cash

I would have been like set for life from the compounding and the cash flow of that one thing. Oh, no.

Oh, no

I took 10

Put it straight into a liability

You know I'm saying that now I'm carrying the cost of paying the taxes and double homeowner's fee

Because it's a double lot

So I'm just carrying 200 grand a year up and and then I'm paying all these architects on an ongoing basis to continue to design and develop it

absolutely

ludicrous

You're amazing. Are you taking adoption? I think you're 15 years older than me

You know I could be your your teenage

Yeah, I want to go to forever estates, man

forever estates for you is going to be more like a

Decade estate sounds like the way it's taken but that is like hey and look even hey if it lasts forever

What's a decade man? That's that's a drop in the bucket

But but think about it. It seems to me

I don't even it's just another part of seeing my life completely in multi-dimension

Because it's like it's my relationship with my wife and kids in time. It's the health that I have

It's how every part of my existence has continued to expand and get better. I didn't get better in just business

I didn't get better in just I got better in like all aspects of my existence on an ongoing basis

So that house if I would have built the house I designed

five years ago

I would have been so bum

Because I got every six months

I would get a completely new design get it in vr

And as I changed and thought about and got clear on what I wanted the future to look like and how I would want family

Meetings here in 200 years like it allowed me to keep evolving and keep evolving to where

When I finally got to this point where I'm just about to get the final permits it feels

Right on time to me. I love that right and and it's like I'm healthy

You're happier wealthier wiser

And I know that I'm just going to get healthier happier

Wealthier and wiser till the day that I die and right now. What's my goal?

1 million hours of life

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114 years and 54 days

So where am I spending a significant amount of my wealth?

understanding every single aspect of my body and having a very deep longevity plan

That allows me to to enjoy life and live it at a high level at the ripe old age of 112

Someone get the 114 just fall off a cliff

Oh my god, Rob, you're amazing. So I was gonna ask you about longevity like perfect segue, right?

Yeah, I want to ask about that too. And what I was going to say is very similar to that which is

When I sold my first business and had my first bite of like financial success

I was able to get physically fit. It was definitely a little bit easier

I could hire some people but also like I felt a little bit more calm and I had more time

Is this new focus on longevity and focus on all this stuff?

Is that because you now are financially successful and have more time?

Or do you think that you always had this this bug and what are you doing now health wise?

I have been doing it

non-stop

For as long for for 20 years. I got my first blood panel and started

Optimizing into my blood work in 2012. So for me the what where a big transition was in 2015

around the same time

I had made the decision that like I was in the best shape of my life

But my body was always achy

And I had made this decision that I started having a doctor come to my house five days a week and

all I wanted to do

Was build a perfectly structured

physical system

And there was no timeline to it and really what it led to is triangulating a ton of different therapies

Which in but in the process

Allowed me to learn every muscle in my body how the fascia system works. What are my neurological deficiencies?

What are all of the things that I need to retrain in my overall system?

Internally as it relates to leaky gut and blood brain barrier all of these

Sort of things that lead to inflammation that lead to to heart disease and all these different things that that

Reducer quality and length of life

I had been doing over a decade. So now the way I approach it is so sophisticated because I know every single aspect of my

Entire function holistically of my body my mind my time my energy

So it's a different level. So what happened when I got to this scale of success?

I refer to it as peak top

It's the same psychological

Chaos that happens to a drug addict at rock bottom

Where like you finally make a twist in you where like you don't you can't be a drug addict anymore

And something shifts in you mentally. I finally got I it happened to me on the other side

Where like you started getting more and more disciplined and healthy that you all of a sudden were

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like

Why would I ever not just be extraordinarily healthy for the rest of my life?

And what happened from that point? I have not missed the day of getting up at 5 a.m

I have not missed the day in the gym. I have not missed one day meditating

I have not missed one day eating supplements eating clean. I have not had a drink. I haven't had any sugar

I haven't had a snack

any of that

For since I hit that like nine months ago

The data that I shared with you guys as it relates to the quality of my life numbers

How I feel about my life work in health 0 to 10 and then my discipline numbers

What percentage did I get up at 5 brain train meditate get in the gym eat clean and not drink and take my supplements?

It is 100 percent across this entire year and then my qualitative numbers are at the highest they've ever been

So every single day

I wake up feeling extraordinary

Right and I grew into that and then the more success I had

If I didn't have to then decide I want to be healthy

I had been working when in 2016 when I designed my vision for my business and my financial success

I designed a vision for my life success and my health success

So what happened over the last seven years is I got better and better and better at all of it

Which led to this euphoric state

Of where you have an incredible depth of knowledge of your entire reality

And your current state and your future state

So you're just continuously predicting the future and creating higher probabilities

Of being healthier happier and wealthier in the future

While

living extraordinary in the present

What's been like the the 80 20 of that like the the the things that have made the biggest change on your health

I mean look not drinking not eating sugar and intermittent fasting and eating a lean

Protein and vegetable meal to me is everything

Is everything because you're just your body begins to clean itself

You feel better about yourself you make sharper decisions

You go two layers deeper your emotions are more in check like things happen inside the family different things that are uncontrollable

you're able to like

Like control all of those better than just your diet alone

in avoiding all of these processed foods and alcohol like

In being committed to that will absolutely change your life because it gives your mind more depth

To be able to execute at a higher amount at a higher level in the limited amount of time that you

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have to execute

So have you seen this guy brian johnson? What he's doing?

Look, I look at brian johnson as this guy's outrageous

It's too much but I withhold my judgment because i'm are like if i would have told myself five years ago

Hey, this is what you're gonna be doing. I'll be like that guy's crazy

So I look at man. I I feel like brian johnson's crazy, but I'll probably turn into brian johnson in like seven or eight years

He's wild man. He's wild. Yeah

brian johnson just has that look, you know what I mean? He looks like a futuristic like omibia

You know what I mean? That's what I was thinking. I looked up the other day. I'll go all he needed

All he needs to do is tan if he tans everybody like this guy is amazing

He doesn't tana. They're like you're you're a vampire, bro

No, just he looks like ai all like the new ai versions of people like coming out. He looks like a ai person

He might not even be real. He might not be even be real

He's a he's a mid-journey

But I do look at like that aspect because you've got to think about anything

Think about the way that I talk about business its knowledge and experience and an understanding and then a continual

evolution and growth of understanding the whole

Like applying that to my relationship with my wife and family applying that to my health applying that to business

applying that to investment

Implying that to building my my family office like all of that way of thinking

Is based off of gaining knowledge to take something from not understanding it feeling difficult to then making it easier

Then continually optimizing, right? You're just incrementally making it all better

What what are I love the way you think and I love the kind of pursuit of greatness and pursuit of excellence for yourself

And and having a vision for yourself. I also know that it's

Inspiring but also hard to relate to perfection. And so I'm curious. What are the current?

Flaws or bugs in your software that you're still debugging

We all have some bugs in our software that's running

We we're we're hunting them down and we're trying to squash them one at a time

What are some that are still still in your your system? It might be in business

It might be in health might be in you know for me. Oh, yeah

A nice bag of chips is still a bug in my software, you know, maybe something

Oh, sometimes when I'm with my wife, I'm not as present as I should be

I'm on my phone

But I know that's not really me and who I'm going to be but I'm still catching up to myself in that way

What are some of those for you?

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I you know, I and this is gonna sound like
Extraordinarily, don't say it. I tried to help you man. I tried to serve you a way to be vulnerable here
No, no again. I'm not there is no
There is nothing this is the I'm not I'm not racist, but this is like your your tea this up
Yeah, no, no, I'm not there is no like to me. It is I still get triggered
Like and we'll get angry like when my expectations are mismanaged at a high level
I'll I'll get mad and get like in snap right like I have I'm not even kidding you like even when I get
triggered
I'm trying to stop the triggers
to
Avoid
Saying something like letting it come out right like I'm really but I still feel the trigger
My goal is to get to like don't even let things trigger you like when you let people get angry
But you got to think part of like the evolution is like there's certain people in your life that do that to
me
That I had to let go of right and continually optimize for those people
And this is the this is embedded in my soul
This is embedded in my soul
When I feel stuck
When I feel stuck when I'm working on like trying to do deep work or do is and I feel stuck
All I want is pizza and wine
All I want is pizza and wine. It's not even like a matter of like acting on it
It's like my soul feels like it needs
It needs a glass of like wine and it's like because whenever I get stuck
It's this this psychological thing of like
Just let it all go let it all go so even though I don't act on it because I've just evolved beyond it
I still when I get stuck I the feelings are are existing there, but but I'm telling you it's the
The commitment of where it went a hundred percent health and no alcohol and no sugar in that level
It eliminated so many things it eliminated me being
Like you know short with people it eliminated me like making rash decisions, right?
Not thinking through stuff and just shooting from the hip, you know, which is a recovery
You know, I used to say like, you know dirtier enterprises are money's fearless
Right because I would invest so recklessly when it was really our money's dumb
But that reckless like let's just push it forward
Like let's just let's just start it and go for it is still something that I
Fight on an ongoing basis because I'll get excited and energized and see it and be like let's do it
And I've got to control that impulse
Just to that I've that I've learned to control in this state at a much higher level
But there are very little and here's the thing
I look at it as like how Kobe was relatable to me because it was too much discipline
And how tom brady like man, why would you not take the off season off like I used to look at that as
this impossible level
And to me I know that I'm I'm reaching this unrelatable unattainable place

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It's why I put out a podcast
Earlier this year that was the most unrelatable podcast part one and part two
Because I just laid out the depth of like actually how I'm operating
And what I've learned along the way to get to this level because I do want to
I want to be the proof
That you can get to a place where you never get angry
You never have a negative thought where you are completely harmonious and balanced in all your
relationships and time
In health and happiness where you are happy and filled with gratitude
Seven days a week every single day even under unexpected duress
I I'm living it and I know it's possible
I want to continue to be proof that it is then I want to build
The product services and tools that other people can use
To get to this level and this feeling because to me it is heaven on earth
It is true happiness is really the output of this existence that I've created
In a relatively short amount of time
Let me run this trend by you guys that I'm seeing and it's related to this
So I live part of the time in new york part of the time most of the time in austin texas
And I also owe to ranch out in texas and what i'm noticing is that in austin is almost like la a little bit
Where we have all types of health freaks, you know, it's like it's really cool to be around those types
of people
And I eat really healthy as well
And i'm noticing that my extreme health friends
They're doing something like that like a redneck family like where I grew up what they used to do
Which is they buy a cow
So like you like go in with either you or your neighbor and you go and purchase a cow and someone
slaughters it
And then you get like the whole cow for the year and I noticed that zuckerberg
I think two years ago he made this commitment that he was only going to eat what he killed or I
think even grew
And i'm noticing that my health friends are doing this now
And I've seen a lot of tweets recently where people saying like, you know, I'm eating healthy
But I still feel bad but when I go to europe I feel good and I I did some research
There's the fda in the european the eu how they like measure food. It's a little bit differently like the
the
Preservatives and things anyway. Have you I know you're into health now
And I know you invest in a lot of health and wellness stuff
My prediction is that in the next five or ten years
I think we're going to see a couple brands where you can buy meat online
I'm even seeing people like revolt against like whole foods meat
Do you eat just meat off the shelf from whole foods or do you get it from somewhere special?
Because I think there's going to be an interesting brand that does this the next five or ten years.
Yeah, look like

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my meat
Is not so special to me
You know
When I and so how I do it, how do I do it? I get
Meal delivery seven days a week, right and I get from which brand it's just a local chef here
So I get that's all organic right grass fed and so I get a salad beef
Yeah
Yeah, and so it tastes so bad man. Yeah, and and so look so so to me
I'm
That's my baseline and then I have breakfast Wednesdays with my wife
I have Friday night pasta with my wife Sunday night sushi
Like I have sort of the rhythm of dates that I take my wife on
And so when I look at that particular protein, if you will at this stage
like I
I look at that as
As as as much as I'm willing to dedicate into what's in my body
Until I can get to a point where the data shows me the impact
Of having daisy in the backyard and me cutting daisy up and slicing off a rib
Is going to deliver more nutrients that's going to add to
A a longer higher quality of life
I would need the data to take me there one day as opposed to getting that nuanced and the delivery
of
The quality of that protein where at this point for me
That's enough as it relates to what I'm capable and my personal capacity can dedicate
To the quality of the food, you know, I think this is going to be a thing
Sean
If you don't know there's a company that just raised money from peter teal
It's called coop and they're making the tesla of chicken coops
So normal people can have a chicken coop in their backyard
I'll believe any trend. Yeah, the coop guy. He's the eye crack guy, right? Same guy. Yeah aj
Dude, I'm so fascinated with this. Look. Listen. Listen right now
Fundamentally, would you have your own chickens that you slaughtered and ate chickens if it was
no, it's for the eggs
It's for the eggs. Yeah, it's for the eggs
Eggs makes it bro. You just you you just told me that a shower head company is going to be worth
billions
Okay, and you just bought a 10 million dollar piece of land when so look
You might have an air in your judgment things happen
Look, I I know your biggest weakness is you sink in the shower, but come on
Yeah, look for eggs. Maybe the beef. I you know, I but I don't know. I'm not I don't I'm not
You guys when you look at trends on an ongoing basis
You you refine your lens of like
The things that were improbable that ended up working when they're harder to see, you know what I

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mean?

I think my even lens

Is is always ties back to the probability of the unit economics and the reoccurring revenue aspect of it

You know, like I look at it so much more through that lens because even when I think about the coop

Right if you're selling a single unit hardware

Now you've got this incredibly small

Customer base in the very beginning that are the ultra healthy and then they're

It's like a mattress like in the direct-to-consumer mattress game as soon as they buy one

They don't need another one for for you know 15 years, right?

Like it's it's would suffer that same sort of consequence versus five years ago

Coop would get you know a hundred million dollar valuation

Based off of like there's going to be coops in every house in the world. It's innovation

It's like the tesla of eggs, you know, so right my lens isn't as refined and I always go back to

Like like how much revenue the idea could create from a long-term value perspective

Versus those tough

Hardware businesses that are minimal margin and you sell one, you know

So what what trends interest you now where what do you think sort of be popular in the next five years?

And where are you investing your money for what interesting trends are you looking to invest in?

Yeah, look, I don't invest in anything

I invest in real estate and and businesses that I create and right now I haven't even invested in new ventures since jolly

You know because to me I'm I do think

When I look out into the future like like as it relates to the type of stuff that I would do would still be related to biofeedback

You know health customization all of these things that that help lead you

To optimizing your overall health and well-being

You know, I do think like, you know, you got to think those those glucose monitors that have that sort of come out to kind of

Give you an indication of like what your blood sugar is doing when you're eating food

That they're going to evolve that to eventually become dopamine and cortisol

And it's going to end up being a cornerstone of like how even your life is actually feeling

Based off of what your your blood is saying in real time. I think that's going to be

something that really makes a big impact on the world and and to me I want to I want to time into

Creating the existence management system

That helps you manage how all of it fits together

To lead to your present moment in time and help you optimize

For guiding your life to creating higher energy present moments that you use with purpose

And whether that's to be on your phone and watch tv with your wife because you're tired or it's

For you to be ultra present with your kids so that you can actually experience it or

You want to be able to design use the present to design a better future for yourself?

Like it's really about how do you become as healthy?

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develop healthy and understanding and the knowledge of yourself develop the
Ultra awareness of everything about you
So that you can continually live a consistent state of joy
Because feeling joy over long periods of time is what it creates the feeling of happiness
Sean we could wrap up with whatever you want to but I know that people in the comments are going
to be like
Why is that douchebag bringing up me? What the fuck?
They're already good. I already know they're going to flame me in the youtube comments
I was just curious
Rob, I wanted you to
Can you can you finish with the two-minute crash course on something?
I've been interested in and you know very well, which is production companies
So I noticed I don't know anything about hollywood or tv production
But I I my ears perked up when I forgot who was they bought reswear the spoons production
company for some hundreds of millions of dollars
Then I saw that peter churnin from the churning group
He's doing a roll-up of production companies put in a billion dollars to work rolling up production
companies
And I thought oh that's interesting
I read some interviews and he's talking about why he thinks there's a you know growing and sort of
insatiable
demand for content
And then you know, I just look at people who create Netflix shows I go look at you know
Oh love is blind is right number one on netflix who created this
Oh, it's a small production company like
Is this like the startup game where you you create the next hit show and you become a billionaire?
Or is it a ruthless business?
Can you just describe what creating a show?
Or creating a tell a production company is like and if that's a good business to be in or not
as someone
who sold their production company for 200 million
and who
had an offer on the table
That fell apart for 400 million recently
It is the worst business that you could ever get in in your life
It is like
And and I'll explain to you why it is a shoot what you kill game
And the distributors control all of the money
So like in your you have a hit show and you have this flourishing production company
And then the show gets cancelled and your company's worth zero
Right it is and then the problem with shows is like they don't pick them up for long periods of time
I have a five year
1680 episode order of television

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It is unprecedented in all of production. It does not exist
But why is it hard for me to turn around and sell that because it's one single show
And now they look at the light and it's so expensive because it's made the the production company so profitable
But let's just say that didn't push you away a production company is built like this, right you
You've got to build the infrastructure
That allows you to have your camera equipment. You're finishing equipment. You're licensing for your music
You've got to basically
Then go and give a budget to a network who's going to give you 500 grand for an episode
And now you have got to figure out how to pull
20 to 30 of that in margin, right?
So it gets incredibly difficult to do and the only way that you can do that is look at all of the different ways
That you can scrape margin out of that budget by owning vertically integrating
So a lot of times there'll be people that that you know have
You know television shows and they just get paid an executive producer fee, right?
So they will make a lot of money like Jeff Tremaine
Who is one of the executive producers on my show?
You know makes millions off of ridiculousness and doesn't just off his executive producer fee nothing
Where we rolled in our executive producer fees then built out the entire post and finishing in music division
To push our margins up to be able to to create a sellable asset
Then we had multiple shows and then the
call it the
Long-term sustainability of ridiculousness created the value that allowed us to sell it, right?
and so even if you you launch and
A production company and you have love is blind and it's a hit show
You're not making that much money off of that show. You are now
Hoping to stack shows and then end up pulling off of that margin that you get to split, right?
And then then you trade on EBITDA
Right. So when you sell the business you're trading at like, you know, six times EBITDA five six times EBITDA
And then a lot of times now they won't even buy you outright
They will partner with you incentivize your long-term earn out because they don't want to just like pay you
You know five times six times your EBITDA and then all of a sudden like the show goes away, right?
They and and you were the creative force behind getting new shows, right? So it's a lot more
Like complex and when you think about like the big dogs doing it
They're looking at it more from they're buying the creative minds
That are making the new content all the time. So when you if they believe long-term in content
They're just and when you look at that aggregate you can have a couple of them slip and have a couple heroes in there

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And when you see all those together
You can bet that that thing's going to generate a ton of cash because
The industry itself is built around being incredibly lean
And then being being profitable because they're only worth their profitability
And then they can accordion you got a big show and all this staff and the show goes away
Boom you bring it all the way back down because you you put so many people under
Under the show itself. So that's where the bigger vision is for them to look at
And is there an opportunity for creatives and people in the space
In this day. Yes, because endeavor is doing it churnin's doing it a lot of people are doing it, but it's
extraordinarily
difficult and
And the gatekeepers are the distributors the netflix the paramounts the you know
You can attempt to create your own platform and distribute it yourself youtube digitally whatever it
is
But it's expensive and difficult to build audiences
And then you're really looking at those distributors as the gatekeepers to the quality of the asset that
you're creating
And whether or not someone will make it to decide that you're worth the purchase all of that
Incredibly difficult in my opinion to to make happen
Perfect answer. Exactly. I was looking for rob. This has been amazing better than part one somehow
Where should people follow up? Where do you want to be wanted on your pod your twitter email
list?
How can people get more rob?
You know rob's just at rob dirdick across social, you know on a dot com and just you know, I got
billed with rob
But really i'm not out pitching nothing. I'm just out trying to figure it out keep evolving
but one day
I'm gonna come back on with my software when it's done
Well, first i'm gonna send it to you guys first
And and then when the book and the philosophy are out and the software is out then
It's going to be like how do we convert the listeners?
Into changing their lives from being erratic and the harmonious high quality existences
With the existence operating system, you know, but that's off in the future now i'm just
Glad to reconnect because i'm thankful for you guys
For kind of starting the spark of the whole thing and and really
I'm even thankful for you posting all the data and using the customer acquisition from the stuff that I
sent you
You know, I sent you all the new stuff
You know what happened same man. I know so basically he came on he did the rhythm of existence
He sent us the excel pdf we post on twitter and it was kind of over
And then like a year later
I was like all right i'm gonna start building my email list
And I was like, how do I get fans of the show the like-minded people?

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How do I get my type of people to subscribe?
I don't just want any subscriber. I want the right type of person
I was like, what would the right type of person be into it?
I was like, oh dude the rob the rob dear dick the
That that rhythm of existence sheet the time tracker
I think they would be nerding out about that like that's my type of nerd
And so we put it up as a lead magnet, which was like, hey come you know, put your email in and get
the
he'll share his thing with you and
We started spending a bunch of money and rob emails me like I don't know six months. He's like, bro
You're blowing me up with this sheet. You know, it's all good, but you got to update the photo
You're using the wrong photo from from over here. And so we have to take the photo and I was like,
oh man
I feel bad. We take the whole ad down. We start putting putting something else up
but it was uh
It was a moment of embarrassment
Don't feel bad because it
It to me just perpetuate
Like like for me, it just continues to push the narrative of like level of discipline and commit and data
driven
So you said you said you subscribed. It was good in that we
We were preaching your gospel and makes you look like a badass. There's nothing bad there
I just should have asked you first and I forgotten to do that. I didn't do that and that's why I felt
Yeah, I was like, oh my bad
Yeah, don't I I appreciate it and thought it was funny
But I was also like
Like this is great. Then I was like interested in the data from your perspective of like, okay
Well, I wonder how many it converted just to kind of understand like how many
Well, there was nothing to convert to right like since you had the docuSign. It was just the views of
the
The the pdf was like what I was interested in and yeah, I don't think it ran for too long
I think it had maybe five thousand ten thousand hits something like that
So, you know a good amount for sure, but I'm not and again
I love that as just another data point from my perspective. That's what I was like
Hey, use the new stuff make it feel more inviting
Like make it feel more exciting for people to see because I want to you know, continually to
perpetuate it
But again, I Rob's getting triggered now by the way, this is him working on that trigger of not
getting angry
You know, I was talking to somebody yesterday about triggers. They were like, they're like, man
He just pushes my buttons and I was like, dude, you're like a blackberry. You're just covered in
buttons
I was like the problem is not that he pushed a button

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You got so many buttons to push like you want to be an iPhone no buttons nothing to push
What what can someone do to you now? You're unstoppable
Right and it's possible for everybody to get there
Awesome. Well, we we appreciate this dude last time maybe video and audio had like half a million views
I have a feeling this is gonna crush it. So we appreciate you
Okay, till we meet again till we meet again
See you guys
Like I can rule the world. I know I could be what I want to
I put my all in it like no days off on a road. Let's travel never looking back