AI, Energy, and Building a More Sustainable Future with Josh Rainbow | Transcript

00:02
Speaker 1
Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cicchetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a lead fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee, and get ready to find out why. Green building. Green Building Matters.

00:33
Speaker 2
Hey, everybody. Welcome to the next episode of the Green Building Matters podcast. We're talking more and more tech. Technology can really help in this movement. Sustainability, decarbonization. Some call it resiliency. And I've got Josh on today. He's up in Alberta, Canada. Josh, how you doing, man?

00:53
Speaker 3
I'm doing good, Charlie. Thanks for having me.

00:55
Speaker 2
All right. We won't talk about how I'm in Atlanta and the Calgary Flames. Used to be the Atlanta Flames. I hope they're doing pretty good for you guys up there. Okay. But I started here, so 80s. My dad went to a bunch of hockey Games in the 80s here in Atlanta.

01:09
Speaker 3
I'm actually an Oilers fan.

01:11
Speaker 2
Oh, okay.

01:12

Speaker 3
And originally, so it's even. Even worse.

01:14
Speaker 2
Even worse. Yeah, man. Winnipeg then stole the Thrashers. We just can't. We got soccer team here, but. All right, so, you know, buildings, we're going to get to that. We're going to get to software, we're going to get to tech, we're going to get to the events that you and your team host. But you got to take us back. Tell our listeners, if you would, a little more of that origin story. Where did you grow up and go to school?

01:34
Speaker 3
Yeah, I grew up in Edmonton, Alberta, just north of Calgary. So that's pretty north as far as Canada goes. Pretty cold. Gets down to about negative 40, negative 45 Celsius in the winter. Definitely was an interesting place to grow up, especially with my family heritage. Part. Part European, part African, but loved it. I love living in Alberta. It's a great spot. And then as I reached my late teens, I ended up moving down to Calgary, went to the University of Calgary, studied quantitative sciences. So for anybody who's unfamiliar with quantitative sciences, especially, you know, financial hedging instruments, models that would be used for hedge funds or insurance companies or banks to help them power their investments, reserving all that fun stuff. And then somehow I found my way into tech, thank God. And I've been here for the better part of the last decade.

02:39
Speaker 2
Oh, man. Amazing. So I always appreciated math. I never really liked it. Georgia Tech, like calculus and stuff. I kind of like statistics. So someone that's maybe wanting to get into data, can you kind of let us know early on? I'm going to assume that you didn't mind the numbers and stuff, but did you need the advanced math too, or can you go, what kind of math do you need to get into? Data?

03:02
Speaker 3
Yeah, so I mean, my degree was pretty much advanced mathematics.

03:07
Speaker 2
Okay.

03:08
Speaker 3
Algebra, statistics, and then complementary courses like economics and computer science.

03:15
Speaker 2
Okay, nice.

03:16
Speaker 3
I'd say for, you know, today's day and age, the average person probably can get away without doing the advanced mathematics. Again, it was more so for the financial models that were building. But it's definitely helpful if you look at like advanced data structures or advanced algorithms to have those concepts. Because, you know, looking back, the stuff that we did early on, you know, entry level mathematics, calculus, whatnot, they were just building blocks we used later on. And, you know, something that you spend a whole year doing might come up once in a blue moon, but it's a part of a, a theorem that gets you to your end goal. Again, not very exciting stuff for most people. I really only ever liked math and science. I finished most of my mathematics by the time I was 13.

04:08
Speaker 3
So when I got to university, it was mostly just review. But you know, I was different. I also struggled a lot with English, language arts, history, geography, those types of things. So I said if I'm going to go to post secondary, which I almost didn't, I would only do math degree.

04:27
Speaker 2
Thanks for giving us that peek. I'm sure some listening are just curious there. Okay, so did you have any mentors along the way so far? For some, Josh, a mentor is someone you read their material, you see them on stage, they influence you. For others, maybe you're lucky enough to be in person. A lunch, they challenge you, maybe they open a door. Have you had any mentors?

04:47
Speaker 3
Yeah, so I, I've been quite fortunate to have a lot of mentors and sponsors in my career. And before I, I dive in a little bit more on that, the distinguishing factor

is, you know, a mentor is someone who can influence you, like you said, whether it's in person or virtual or someone you see. But a sponsor is someone who supports your career and development opens doors and I've had the great fortune to create a lot of those, which is actually turned into a company now. But I'm a bit different. So I was like a heavy nerd, you know, loved things like iron man, you know, we've built AI in our company and you know, we have Jarvis and Elon Musk, Tony Stark, all these agents working for us. But I was a heavy nerd.

05:34
Speaker 3
And then I also was big into sports and sales. I've sold everything from cars to homes, door to door phones, you know, cleaning. And then, you know, selling myself in university as a product in terms of getting jobs, not the other type of. But you know, I got to the point where when I was in university, I moved away. I had a really good mentor who led a student association I joined on day one and he broke down for me the pyramid of quantitative sciences which, you know, you have the least important is actually your grades. Then in between that you have kind of different projects or work experiences that you'll get. And most importantly was, you know, internships or co ops as we call them in Canada.

06:27
Speaker 3
And it was through those experiences that I made a bunch of friends and mentors and sponsors, you know, very specific to my career path at the start. But then in Calgary, Alberta, you know, and Alberta in general, we're quite lucky. We have a very friendly relationship based ecosystem. And so, you know, when I started down further in my career, I would go for coffee or lunch with someone and then they'd introduce me to someone else and so on and so forth. So much so that it gets to the point where you have an abundance of those relationships that feed and pour into you. And so now on any given day I might have, you know, three, four, five coffees, keeping in touch with people I've met over the years and looking to help each other out, whether it's introducing, making connections or doing deals.

07:19
Speaker 3
And we've gone to the point where we have for our advisory board, two leaders of multibillion dollar companies, one tech, one not tech, and then one billionaire from the energy space as well as a lot of individuals who've built and sold companies or ran companies as a part of executive leadership teams that I've met over the years. And it's funny, you know, a lot of these people, they see young people who are trying to build be successful and they say, you'll be

successful, don't worry about it, just keep going. And you're like, well, can you just give me the secret?

07:55
Speaker 2
Right?

07:56
Speaker 3
And it's funny looking back, it's so much of it is timing and, you know, keeping up with relationships. There's, there's people that have brought me success in terms of additional clients at the right time, right place. There's people who've made introductions and have opened doors to things like senior government officials or, you know, some of the top tech leaders across North America. There's people that will, you know, sponsor you in terms of giving you their time and helping you work through business ideas, whatever it is. We've received it all and we wouldn't be here without any of that. So it's. It's been huge for my career, my advancement, and I would encourage anybody who is pursuing a career to look for coaching opportunities and advisory opportunities as they're going through their journey, entrepreneur or not.

08:48
Speaker 2
Man, some really good wisdom on how you've been guided. I love the sponsor versus just a mentor, so thanks for sharing that, Josh. So sustainability, I know we're going to talk tech and your path to that. I'm hoping some of your upbringing influenced you on this, but did you feel like you've kind of got into sustainability here a little bit, and if so, when did that kind of happen?

09:13
Speaker 3
Yeah, I'd say my sister will probably like to take credit because she's a big sustainability person. But, you know, for me, I think when I look at my career, I kind of break sustainability into a couple different things. I. Obviously we have the sustainability of our ecosystems and what it takes to keep them going and building them and whatnot, but I've also looked at my own sustainability and my own journey, and so it's been very interesting. I. I think for me, I learned more so through failure. So whenever I've hit walls or, you know, I've experienced things that, you know, haven't quite worked out or I haven't seen the results that I've wanted. We've looked at, you know, either from a business perspective, internally in our company, like, are these processes sustainable? You know, can we continue them up?

10:11
Speaker 3
Are we relying too much on people? Do we have systems and processes in place or, you know, more from ecosystem perspective, like, is what we're doing actually beneficial? Is it taking off? You know, are companies able to build and capitalize from our endeavors? We have very interesting ecosystem in Canada. You know, if you look at the venture infrastructure, it's not really built sustainability or, sorry, it's not really built with sustainability in mind. We have the federal government, through a few of their institutions that distribute capital to skilled investors. And they do it with strings attached, obviously. But it has a very hard time reaching founders, for example, especially at the early stage. It's early and late stage that you have the biggest issues.

11:04
Speaker 3
But if you're Somewhere in the middle, you know, you can see a lot of funding either through grants or venture debt or capital raised coming your way. So when we look at that model, it's not really built with sustainability in mind. There's a lot of leaders, some in our network from Neo Financial and companies like Zoom and Float that are looking to change the game in Canada in terms of keeping companies that are struggling, looking for that sort of funding here rather than going to places like the U.S. so, you know, a key example of when we're looking at sustainability in the ecosystem, you know, it's so multifaceted and there's private companies in there's, there's private investors in there and they all have a role to play, but it can be a struggle sometimes.

11:51
Speaker 3
And you know, I'd say we're quite fortunate with the position that we're in to be an aggregator, bringing people together. But we see a lot of those problems and it's no easy task to kind of look at them and break them down, take multiple people to help lift them up.

12:07
Speaker 2
It's great to hear your perspective too on investing in sustainability and mission driven companies too. So I know we'll come back to that. One more look back then I kind of ask about present day. So what are some of your proudest accomplishments so far? What's on the highlight reel?

12:23
Speaker 3

You're talking to the wrong guy. I, I have a really hard time talking about my accomplishments, but a couple things, you know, I'm very proud to have gone through the university journey wanting to drop out multiple times. I, I will come back to that. I'm very happy to have built the relationships that I have in my career that have allowed me to have more freedom in terms of choosing how I work, when I work and the projects I work on. Very proud to have the family that I do that have raised me with the mindset that I can really accomplish anything that I want in life and you know, happy to have the people in my circle that I have that support me to the good times and the bad. I'd say, you know, still a growth stage company.

13:17
Speaker 3
We're early on in our career so you know, our goal is to grow and sell our platform. But we definitely have a couple more boxes we need to tick there. But we're very proud of what we've been able to do so far. You know, we work with companies like Nvidia, Amazon, aws, Microsoft, Google in the tech space, the top energy leaders across Canada, you know, Tourmaline, Pembina, TC Ako, you know, these giants that have built billion, multiple billion dollar industries. We work with the data center space quite heavily. You know, everyone from projects like Wonder Valley to the Hyperscalers and everyone in between Meta and those groups. So it's exciting what we've been able to do with our platform. I think it speaks to the environment that we're a part of.

14:10
Speaker 3
We're going to be expanding this year to the Indo Pacific and I'll be moving to Singapore in December.

14:16
Speaker 2
Wow.

14:17
Speaker 3
I'll be there for about eight months. And so we're going to be expanding our platform there. You know, with us, we look at three kind of different segments. We look at gathering and bringing people together, we look at advocacy and we also look at trade, whether that's through technology trade or foreign direct investment. And so we work with all branches of government in Canada and parts government in the US and you know, we've been able to help our partners in the last 12 months do over US$50 million in deals between one another. So

we're very proud of those accomplishments of the company. But we're still very early on and we still have a lot to prove.

14:59
Speaker 2
All right, there were some accomplishments in there. I like the word proud. I was fortunate to go, Josh, to Singapore two years ago. So I got some tips for you and even found a cool speakeasy off of the Marriott Hotel there. It's pretty cool. So. All right, well, let's talk present day. So let's talk about what's keeping you busy today. You're the founder of Future Summit. You just alluded to this expansion. So. Yeah. Tell us about what you've put together and where you want to take things.

15:27
Speaker 3
Yeah, so I mean, my day to day right now is pretty much spent in a couple different verticals. We have overseen the events and media company that we have. We have a really great team there. Some of the top leaders that have been in events both in Canada and globally. One that's actually in Saudi Arabia right now. And their whole focus is again, using events to promote global trade. So huge benefit for us overseeing that, working with the teams, and then as well for the events and media side of the business. I am really inundated in our AI. So we're a fully AI native company. We have probably at this point about 250 AI agents. About 150 to 200 of them are fully autonomous. And so they run on our servers.

16:23
Speaker 3
And you know, when we're looking at autonomous let's be real, they're you know, scheduled jobs that run and you know, deterministic in nature, but they have probabilistic functions that get powered by, you know, LLM platforms. So I'm not reinventing the wheel here, I'm just using what's available in today's day and age. But we're running everything from our financial reporting powered by platforms like QuickBooks through our platform. We are in the startup paid promotion. They're just a great product. We're doing operations, project management, administration, marketing, sales, funnel research. All of this runs through our platform. So I lead that for our company. That's what I've done for other companies for the better part of the last decade. So it's been fun to kind of turn my eyesight on us. We've reduced our OPEX through those endeavors by about 45 to 50% this year over year.

17:20
Speaker 3

So we're excited that all that money goes back into the business and helps with promoting sustainability but also scalability. And then I'm also working with companies on the day to day. We have a number of members and partners that we help with AI advisory Through myself and our network. I talk on the subjects usually in small working groups of C suite leaders that are looking to grow and scale their businesses, usually quite mature businesses. So they're you know, 10 plus million dollars in revenue, they're, they've hit a snag and they're looking to scale. And so we'll work with them, we'll advise them, you know, whether it's ourselves or additional specialists that need to be brought in to build these systems, we'll work with them on that. And then the final part is we have our venture side of the business.

18:13
Speaker 3
So I've been investing in early stage businesses for a bit of time now, usually within, you know, either my friend group or you know, investing in different ideas that I've come up with. But we've now turned our sights on to our ecosystem, how we can promote and help build these companies. You know, look for really hot talent that just needs either a spotlight put on them or they're really good technically but they need more help on the sales and marketing side. You know, I'm very blessed that I've looked at both sectors, sales, business and then also high technology for the last decade. I, I think it's a very rare skill set to be able to walk into a executive leadership team meeting and understand their directives as a company, how they make money and then apply a technical solution to it.

19:04
Speaker 3
And so, you know, when I look at that, it's actually the premise of why we built our company. It wasn't a highlight, it wasn't a focus. There wasn't, there wasn't events that at least in Canada focused on using technology to grow and scale businesses. It was always, you know, we have this cool technology, let's talk about it. And technology is great, but the traditional legacy businesses that exist in our ecosystem could not care unless they're making them more money. And you know, I learned that the hard way working with them, reporting to these leaders and telling them that I was saving them or I was making them money by saving them time. And they're like, that doesn't make me money, it just saves us time and we're happy to spend money if we make more money.

19:45
Speaker 3
So it's been very interesting to, you know, go from more technology to technology and business and then now applying that mindset to the multiple

verticals of our business between advisory, consulting, venture investing and then also the events media side.

20:03
Speaker 2
Yeah, a lot going on, but I think you almost need all of that. Right. One feeds the other and then this goes here and then you're investing. How do you just invest in Canadian companies or you said you're about to go over to Singapore, so where do you really see this going?

20:17
Speaker 3
Yeah, so you know, we've been blessed to have an international platform for multiple years now. Singapore did not come out of the blue. There's a lot of large ties to Singapore from Calgary, funny enough, and some of the most successful companies and some of the top investors from Singapore are actually Calgary based companies. And so we've had a lot of ties and you know, when we're looking at these companies we can invest in, you know, all we're looking for is really great talent. We're not looking for someone in Canada or you know, to have a specific mandate in a specific sector. We're looking for high growth minded individuals that are focused on scaling difficult technology. Usually they have some sort of AI or high technology focus to them as most businesses do nowadays.

21:12
Speaker 3
But we're just looking for people who want to grow and scale and you know, can benefit from our ecosystem and our network that we have.

21:20
Speaker 2
It's exciting, man. So this interview, you know, we launch in a few weeks, but what else do you have coming up? Any events maybe later in 2026? What do you have coming up?

21:32
Speaker 3
Yeah, so we just wrapped up most of our connect events that we had this year and essentially what that is a deal flow Series where we bring leaders together and help them do deals, curating the room through our network. But we have our second annual summit coming up here, our North American summit, headquartered in Calgary, Alberta. We're going to be expecting over a thousand leaders that are all senior, so vp, Director above. They all have authority to

spend budgets and do deals. They're coming from sectors including cybersecurity, AI, data centers, power, infrastructure, hyperscalers, finance, fintech, aerospace and defense, you know, energy, renewables, health, tech, innovation, robotics. So these leaders are going to be coming forward for us November 9th and 10th here in Calgary, Alberta and they're going to be looking to solve some of the most introspective and hard problems that we have.

22:38
Speaker 3
We're very future focused, hence the name Future Summit. And for us, we use the summit as kind of a twofer. One review all the things that happened in the last year, talk about that on stage and relate that to some of the problems that we're facing from a macro perspective across the world. Look at these innovative solutions that these companies are building and those are the ones that are actually taking part in discussions and talk about their, you know, hopeful, novel solution to these problems.

23:11
Speaker 3
And then the secondary part is we bring leaders behind closed doors in a curated effort to not just talk about these problems that we're facing, but actually roll up their sleeves and work through in different roundtables and Jeffersonian dinners and working groups, you know, the solutions to them and then they take those out back, you know, after the new year and then they actually put those forward through their companies or, you know, their organizations with their government based look to work through them. So for us, you know, we don't measure success by headcount necessarily. You know, we believe on a global perspective our events are still quite small, you know, at a thousand people having about 500 participate in year one.

23:58
Speaker 3
But when we look at the impact of the conversations, the relationships, I think one of my biggest skill sets that I've built in my life is I help people create deeper relationships than I've ever had with them through finding people that have the exact same mindset or similar mindsets, but different perspectives and they can work together. I always love when I hear leaders that I connect talk about, oh, I went to dinner with this person, they're, I went to lunch with this person, so and so I'm like, well, thanks for the invite, but I'm really glad that you guys got the opportunity to build that relationship, you know, at our summit and then take that forward and do deals or, you know, help each other out in your careers and in your efforts.

24:40
Speaker 2
It's all about, you know, just people. And it's one thing to network. Someone says you can be a net weaver, right? You, you're probably really good at looking two or three chess moves ahead. It's like this is where this could go. And sometimes when you do an introduction, you almost guide that introduction. I'm sure you do a lot of that, man. So you got a lot of cool things going on. I love the tech, I love the sustainability, I love the resources you have in Canada. But best of luck as you go over to Singapore and beyond. So let's kind of build on that. I love to talk about the future. Literally that's the name of what you do every day. So I don't know, man, what's coming around the corner. What are you reading up on? What's next?

25:21
Speaker 3
Yeah, one of the, my favorite things that I'm looking at right now is small modular reactors. Talking about sustainability. This is really the future of our society. So this is nuclear power technology. For those that are unfamiliar. There's very few places in the world to have nuclear reactors. A lot have seen some flare ups or incidents happen that have pushed the technology back. Some groups like the Germans have wound down their technology which has put them at a geopolitical risk. As you've seen with Russia shutting down, Nord Stream expansion. This was about four years ago. And so we look at these technologies and the U.S. department of Energy and the Department of war have allowed 17 startups in the last few years to actually expand this technology. I just wrote a technology kind of recap.

26:23
Speaker 3
We have these intelligence briefs that we produce talking about this subject matter and really focusing on, you know, this potential future of cheap fuel and what this looks like now today's day and age. It's not cheap, it's very expensive. You know, it's probably about 15 to 20 times more expensive than using natural gas in a cheap environment. So let's use Alberta for example. We have some of the cheapest, most reliable natural gas in the world. It's about 15 to 20 times more expensive for the same unit of power to use this small modular reactor technology, let alone highly regulated, you know, and you need very specialized technology and leadership to bring apart. But the purpose is still there when we're looking at some of the biggest issues that we have in today's day and age.

27:15
Speaker 3

When we look at technology, it's, we lack an abundance of energy that will allow groups like OpenAI and Anthropic and Meta and AWS to expand their footprint. You know, Elon Musk has famously said with SpaceX that he's no longer going to build any more data centers on Earth. And that's a big deal. Like just think about that for a second. It's like here's a guy who kind of came out of nowhere, taught Google, Microsoft, AWS and other leaders like Meta how to actually build data centers for success. And we're talking about high processing compute AI data centers. He's built the three largest clusters in the world. Everybody's taken notes and I've been fortunate enough to meet some of the team that has actually participated in building Colossus 1, Colossus 2.

28:09
Speaker 3
And now you look at him where he's just built Colossus 3 and he's like, okay, this is the last one. We've now hit constraints that I no longer want to take part in. And he's looking at his unique capacity between his multitude of companies to take this technology and put it in space. And that's now where he's putting his time. He's also got a very unique infrastructure built out with SpaceX and Starlink and the mesh network that exists around the globe already. So he's in a unique predicament there that most couldn't participate in. But we're looking at things like nuclear reactors and the modular ones to be able to help take some of the brunt that exists on our existing infrastructure because they're some of the smartest minds around the world who are fighting to see how we can support this AI boom.

29:03
Speaker 3
Companies now are no longer held up by chip demand. We work very closely with Nvidia from a Canadian perspective and we've had multiple leaders from their group tell us that if we have a company with good financing and access to power, we will not have an issue getting them chips. And these are Vera Rubins, they're Blackwells, the top chips that exist. So you know, if they're saying that and they're turning their sights on these, these two issues, financing and power, then it's like, okay, like those are the two issues that we're really seeing to see. Me and you be able to build our cheaper AI startups, you know, deliver cheaper technology to the average everyday person.

29:49
Speaker 2
Amazing. I think get back to some cleaner, more localized and smaller nuclear too, right? I mean, I spent a lot of time in the green building movement and I think some of that technology, it is needed to Bridge. Right. And I think it has come a long way, so we need that mix, man. That's fascinating. So data centers

in outer space coming soon. Let's go. It's funny, I think some people might think Elon is kind of Tony Stark, but arguably Palmer Lucky is truly Tony Stark and weapons and his success. He's actually here in Georgia, but over here, Elon. Elon's doing some big things. Sure. Might have mixed reviews on him and some things that he's done, but I don't know. Look, I think he's gonna keep innovating, you know.

30:33
Speaker 3
Yeah. And, you know, it was funny. I was actually exercising. I was listening to the Naval book.

30:41
Speaker 2
Oh, yeah.

30:42
Speaker 3
Almanac by Naval. And a thought came to my mind. I believe Elon was about 25 when he sold his first company. You know, he was immigrant from Southern Africa, came to Canada, studied physics and economics, and then ended up dropping out of his secondary degree that he was taking in the US Was living in an office with his brother and built the framework of modern payment processing today that have allowed companies like venmo in the US and eBay and Interact to be able to process payments and, you know, have it more autonomy in our hands. And he didn't make a small amount of money there. He made a pretty sizable chunk of money. And the one thing I always tell people, because I, I try to remove the. The person from the. The things that they're. They're trying to accomplish.

31:40
Speaker 3
He reinvested all the money he made where he could have bought an island and a plane and, you know, just went off and into the sunset. Never worked again day in his life. And then he said, what are some hard problems that we're going to need to solve now? One of them was privatizing aerospace and defense, which across human history has never been privatized. And the other one was to make electric vehicles and so. And not just make them, but make them cool. And he did both. And, you know, I look at that and I look at the things he continues to do and, you know, there's always going to be little minutiae that people get behind and, you know, things that rub them the wrong way about the person and what they're doing. But he's truly an innovator. And I think I'm very.

32:32
Speaker 3
I feel very fortunate to be living in times where people like him are building technology that allow me to scale my business, you know, abundantly.

32:42
Speaker 2
That's exciting, man. Thanks for connecting the dots there. And I think we're Pretty similar on some of those views. And, you know, because we're. We're building things, and I love your 250 agents. That's fantastic. We got to unpack that and get on another call.

32:56
Speaker 4
Hey, quick question. You spent months, maybe years, earning LEED certification, so why are you still hanging a generic plaque on the wall? With buildingplaques.com, you can showcase what actually made your project achieve lead. Highlight your scorecard, your design strategy, your team, architects, engineers, contractors, owners, all in one clean, modern display. Their plaques are fully customizable in minutes, built with durable architectural grade materials, and arrive ready to install. This isn't just a plaque. It's a storytelling tool for your building. If you're proud of the work, show the work, go to buildingplaques.com and design yours today.

33:39
Speaker 2
All right, well, let's keep moving here. So I like to go through a rapid fire kind of part of the interview. What would you say is your specialty or gift? Josh?

33:48
Speaker 3
I'm really good at solving problems and executing on them.

33:51
Speaker 2
Awesome. You have a certain technique. You break it down, you whiteboard it. You just go somewhere and think. I was impressed that you find time to think. Think right. Human nature, we don't do enough of that. But any. Any little hack that definitely could help someone be a better problem solver.

34:07
Speaker 3

No. I think I'm slightly autistic, but I was born in sales, so I have the ability to communicate and build relationships. But I spend. Especially in the last few years, I spend a lot of time alone. I work a lot. I'm usually thinking I've gotten it to the point that I can do most things from my phone, and I always have connection to either my laptop, which we're on right now, never turn it off, always remote access into it, or my home server. So for me, it's just like, how many cool toys can I get up that allow me to spend more time doing the things that I care about?

34:52
Speaker 3
Which now is, you know, fixing my health, focusing more of a health longevity mindset, but also, you know, just getting the ability to immerse myself fully in something for a few hours at a time.

35:11
Speaker 2
Cool.

35:11
Speaker 3
So I don't think it's anything that I've done. I think lots of people can do it, but I just love solving problems. I've always been that way. And so I will run over any obstacle to make sure a problem gets solved.

35:24
Speaker 2
That is a specialty and gift. But I love how you've alluded to rest, sleep, and time to think. Man, we all take it for granted. So. Okay, let's keep moving. You know, do you have any good habits, routines, rituals that help you stay on point?

35:39
Speaker 3
Yeah, exercise, eating healthy. I, I was an athlete my whole life. I played three sports a year, never at the collegiate level. I transitioned to academics at that point but like I was very fortunate. My family comes from farming so they really focused me in on getting sure that I was getting like vegetables and you know, good quality ingredients into my diet. So in the last little bit I funny enough just use Gemini AI and everything I learned from doing amateur bodybuilding in my late teens to reconfigure my diet to be a high energy diet for high focus in my efforts. So I eat things like overnight oats, sweet potatoes, eggs, fish, chicken breasts, lots of fruit, you know, all these different things,

yogurt, pumpkin seeds, chia seeds. And I, I just set them up one day a week, usually Sunday evenings.

36:39
Speaker 3
It allows me to focus on everything other than that. I also have cleaners. I pay for them because it's worth it. Buy back my time there. Don't focus on things that aren't valuable to my day to day. And you know I, I don't necessarily chart this but if you ever heard of the Eisenhower matrix, you know, I only focus on urgent, important tasks and everything else. I build systems around me to support like the AI agents. So you know, I just try to solve problems in my life as much as possible and if something pisses me off or I don't like it, I honestly just don't do it.

37:18
Speaker 2
That's awesome, man. All right, we're have to unpack dies in our matrix. But it sounds like you're a fan of your fellow Canadian, Dan Martell. It's one of my favorite books and he puts out good content to buy back your time. And for our listeners he now he's on the western side of Canada. Right. But he's pretty cool entrepreneur I think.

37:37
Speaker 3
I actually took part in his executive coaching course.

37:40
Speaker 2
Oh cool.

37:41
Speaker 3
I bought it January to, I finished January this year. But love his mindset, love what he does. We're not too far away from them. We're about an eight hour drive.

37:51
Speaker 2
Oh okay.

37:52
Speaker 3
To the east side but quick flight, like an hour flight. Yeah, he's an incredible

leader and what he's built out the biggest thing that I learned from taking part in this course and I'll try to save, you know, your listeners the 10 grand it costs is just do two hard things. First and foremost do things that add Net benefit value to your life and then show people that you're doing them. That's, that's like literally his methodology.

38:26
Speaker 2
I love that. And, well, and that's tying into a lot of the stuff, this wisdom you're sharing too, man. And you probably had it probably got validated. When you go to things like that, you fine tune it and you just got your own operating system here, Josh. I can just tell. All right, so real quick on the Eisenhower matrix, it's funny you mentioned that because I'm leaning that way a little more. Even though I think I have some pretty good systems in place. But. And I have an amazing executive assistant, Jackie. So let's just say we have our systems and our areas, we capture things. But. All right, so for our listeners, right, you got the not important, but urgent. The important urgent. On the left, you've got the not important, not urgent and not important. I mean, not urgent important.

39:07
Speaker 2
So like, I guess how do you really say, you know what, this is urgent, this is important. I mean, do you have some kind of like scale, like it's an 8, 9 or 10 intensity or it's truly only you that can do it? Some stuff just if it's important, it'll punch me in the face. I don't know. Can you give us a few tips on how do you put stuff in those four quadrants?

39:30
Speaker 3
Yeah, first and foremost, lived experience. You know, this is my seventh startup venture, five failures. And it's not even just startups that I've learned from. It's just life in general. You know, right now I prioritize health, religion and family above money. And I do that because I've for somehow always been able to find a way to make money. But I've broken and lost relationships that are unrepairable due to, you know, focusing only on work. So I think that's first and foremost. You need to, you need to have your own personal goals. I have mine, I know them, I work at them, and I don't let anything get in those ways. And then I just will essentially look at what are our north stars.

40:22
Speaker 3
So the reason I'm actually moving to Singapore this year is because at the start of the year and January 30th, I brought 20 advisors together in one of the social

clubs in town here. And I said, hey, I want to accomplish these goals. This is my three year plan. What do you think? And the biggest thing that they said is, Josh, you have too many things on your list. You want to do way Too many things. And so, you know, often I will use different leaders in my ecosystem. Now, 20 is a lot to convene. You know, not really ideal, but like five are close confidants that you can go to and say, hey, I have this macro goal. And these are kind of some of the micro heads. Does this make sense?

41:13
Speaker 3
And you know, one of the biggest things for us is we wanted to do more global business and not just in the US but internationally. And so I'm here walking them through all these ideas that we have and how we're doing this in the US and this here in Western Canada. And they're like, well, why don't you just focus one of them? And sure enough, three and a half months later, after putting all of our focus on that, I got accepted into an entrepreneurship program in Singapore.

41:45
Speaker 2
Oh, wow.

41:46
Speaker 3
And that program is directly aligned with our business in terms of how we do business, how we expand. It's subsidized, so I don't have to take on the full brunt. And they look at all the elements that I don't actually like food, housing, you know, they have a gym, asada, cold plunge that I love to do. They have all those elements there. And so it's like, wow. I'm like, looking back at that, I'm like, it's actually that easy if you just focus on the one thing. So unfortunately in life you have to make decisions and once you make them, you have to stick to them. And so, you know, for us, we realized internally that were creating fatigue on our team members by looking at too many different things. And so we introduced these different systems, these different agents built on frameworks and knowledge.

42:44
Speaker 3
But we've probably had since the start of our company, you know, a couple hundred hours of just planning strategy meetings. And now we have this North Star document that is about 15 pages long. I had an external consultant that was a part of our network do analysis on it and then look deeper in it. I had multiple advisors look at it and go deeper in it. And then we came out with some north

Stars. And now it's pretty easy. Anybody can whip up a little AI matrix that compares what they're doing to these north stars and then, you know, analyze it, create a risk matrix and say, is this actually worth it? Yes or no?

43:28
Speaker 2
That's awesome, man. Well, sounds like those 20 advisors give you a reality check. You're already doing good things in Singapore. I think you're going to have a great time. Maybe I have a couple contacts for you There too. So let's talk about that. I just love this interview, man. It seems like you're just got a lot of cool things going and you figured out a lot. You've learned a lot from earlier life lessons. So we mentioned habits. Now let's go to bucket list. I'm a big fan of the bucket list. For some people it's travel, adventure, maybe write a book. What's on the bucket list?

44:01
Speaker 3
Yeah. So for 2027 and beyond, I'd like to spend six months of the year in Canada in my home. Well, my new home, Calgary, Alberta. And then the rest of it I'd like to spend in the Pacific. That's the goal for our company in 2027. I'd love to spend more time living internationally beyond that as well. I think when it comes to my end goal, I'm pretty simple in terms of the pleasures I have. I just want a decently sized patch of land, like, you know, a couple hundred acres in southern Alberta. And I just want to raise my family on that. Don't have a family. I'm single. So, ladies, if you're looking maybe hit me up, now is not a great time or extracting our business, but, you know, there's never a good time.

44:51
Speaker 3
So it's like, I just want to raise a family, you know, in the way that I was raised with, you know, small town values, knowing your neighbors, knowing your environment, spending time as a family unit, you know, hunting, fishing, gathering, you know, and having like gardens that we farm. I'd love to do that. That's the end goal. I guess the goal of the next decade is to build that. But between now and then, I want to build as many relationships as possible, help our clients and our customers make as much money as possible. And I think in doing that, I'll be, you know, blessed beyond my wildest dreams in terms of us and our business.

45:34
Speaker 3
And you know, I, I just want to be able to continue to live my life that I'm extremely blessed in, where I get to have really cool conversations with really

smart people. I like, love doing stuff like this and then seeing the benefits of that, whether it's, you know, one year, one month, 10 years later on the road, you know, I, I would believe in paying it forward because that's how I've gotten to this point. And so if I can continue to live my life like that and, you know, pay my bills and, you know, grow and expand my mindset and build cool technology, I'm going to be A really happy guy.

46:11
Speaker 2
I think you got a lot of clarity and I love this short term bucket list, man. We'll have to keep in touch as all this builds out for you and me too. So just a few more questions as we start to wrap up. I'd love to ask my podcast guests, is there a book you'd recommend? If not a book, maybe a podcast You've mentioned a couple. Anything you'd recommend to our listeners?

46:32
Speaker 3
Yeah, so my ex girlfriend got me Happy Sexy Millionaire by Stephen Bartlett.

46:38
Speaker 2
Oh no.

46:39
Speaker 3
Cool, that's a really good one. Really changed my perspective on what actually brings me happiness. The Almanac by Naval is a really good one. Art of the Deal by Donald Trump. Love him or Hate him and then 0 to 1 by Peter Thiel. Those are some of my favorites, man.

46:58
Speaker 2
All right, all right, that's awesome. I'm gonna put links in the podcast show notes. Everybody can get a peek at those great books. Our last two things. So as you look back on your career so far, Josh, anything you wish you learned earlier or any career advice you wish someone had told you earlier.

47:14
Speaker 3
They told me, I just didn't listen. But you can always make more money, but you never get more time. And I think I've been, I've had different evolutions of this where I've ascribed to the buyback, your time mentality. It's changed greatly since this business. But you know, in my early years I sacrificed so

much to build up my skill set. Spent a lot of time in different locations across Canada and US living away from my family. I, I think over the last, you know, eight years I pretty much saw my family once a year. This, my parents and my sister, my brother in law and I remember my ex girlfriend, she actually showed me a path, you know, she was very dialed entrepreneur, scholastic, valedictorian type and always had time for family events. And so I think just prioritization is huge.

48:15
Speaker 3
Investing in yourself, I've always done so it's definitely important but really focusing your time and your efforts in the long term buckets Naval talks about that a lot in his book. So definitely for the listeners get a check. It's, it's really cool. He talks about the compounding of relationships and I think that I've wasted a lot of time on relationships that were unfruitful because they were self serving in a moment versus in the long run. And most of that was naivete and ambition that drove towards kind of those short term things. But yeah, time is so short and you know, life can change. In a blink of an eye. And so, you know, now I focus my time on my health and my family and my close circle.

49:09
Speaker 3
And I just use every other bit of time that I have to make as much money as possible and put that back in our business and grow and expand. So definitely valuing time, I'd say, for those that are young and have an abundance of it, especially, you know, in your late teens, you have nothing but time and you have your health and you have mental clarity from a lack of decision fatigue.

49:33
Speaker 2
No, super important. That's right, you've got that. And then probably in your late 20s, most of your 30s, it's all about accumulating things. I'm 43 now, and now it's like, man, I gotta get rid of some stuff, you know, And I'm fortunate to have three boys. They're all teenagers now, so. Yeah, you're right. These decades, they're very interesting. But, man, I'd say you gotta, you got a really good jump on where your head's at and I know you're gonna have a lot of success.

50:00
Speaker 5
Josh.

50:00

Speaker 2
So, last question, we'll wrap up. Say someone listening to our podcast, man, they're just getting fired up, man, hearing your story. Let's just say they're just now jumping in. Maybe it's the startup scene, maybe it's something to do with sustainability and green buildings. Any words of encouragement to someone that's just jumping in?

50:17
Speaker 3
Let's do it. I'm. Some of the biggest decisions I've had, including moving to Singapore, I've made in less than two minutes.

50:25
Speaker 2
Some people would say that's crazy. But would you say you had made up your mind, whatever door opens that got you to the clarity got you towards your three year plan for this next season? I'm big on Kronos and Kairos. We could have a whole discussion about seasons of opportunity. The Greeks had a different way to measure time called Kairos. So sounds like you had just primed yourself and then it was easy, huh?

50:48
Speaker 3
Yeah, no, I, I think we all have our own internal way of making decisions. But like I said, one of my biggest skill sets is I'm an executor. I have a very simple, you know, call it Eisenhower matrix that I prescribe to. If it's in that benefit, I do it. You know, I'm definitely have a very low aversion to risk. And so, you know, the, whatever you call it, back of the envelope math that I do in my head very fast to say, hey, is this the best benefit Am I willing to take on the risks? I don't believe there's any rules in life. I just think there's consequences for your actions and if you're willing to accept them, you know, then go do it.

51:31
Speaker 3
I've lived in a car because I made the decision to move to the west coast of Canada and I didn't have a place to stay, so I lived in a car for a couple days. And did it kill me? No. Did it suck? Yeah. But I made it happen. And I found a guy who was not the best roommate, but lived with him. He was double my age at the time. I was in my early 20s. And it was a life lesson that taught me a number of things. And so, you know, for me, I'm. I'm an optimist. I'm always looking at, you know, how can things better? And the benefit that I get from things. And if there's a net benefit, is it going to be hard in the short term? Possibly. But, you know, maybe it makes a cool story, maybe not.

52:15
Speaker 3
Maybe it makes a cool life experience, maybe not. But you'll never know unless you try.

52:19
Speaker 2
I love your attitude, man. Love your outlook and your cool, calm optimism towards the future. Thus where you're spending your career. So hope we get to connect more outside of this to our listeners and connect with Josh on LinkedIn. Check out the events coming up if you're in that area. And Josh, thanks for being on the podcast today, man. I really appreciate it.

52:39
Speaker 3
Thanks, Charlie, for having me. This was a amazing conversation. I'm looking forward to keeping in touch and keeping the conversation going.

52:47
Speaker 5
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