

OUTRACING TIME

Vision, Regeneration, and the New Age of Human Performance

A HUMAN STORY AT THE FRONTIER OF SCIENCE

INSPIRE
ATHLETE MANAGEMENT



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A FRONT-ROW SEAT TO THE FUTURE

What happens when elite athletic performance, regenerative medicine, and the science of longevity converge in a single human story?

This is a story of a former elite athlete who faced vision loss and became one of the first people to publicly document the next generation of human restoration.

The world will watch that journey unfold in real time.

Outracing Time follows former U.S. National Team cyclist James Hibbard as he attempts one of the most ambitious athletic comebacks ever undertaken while exploring the emerging frontier of regenerative medicine, human performance, and longevity science.

This is not simply a comeback story.

It is a compelling story about how science will change the way we live, heal, and prosper in the future.





THE BIG IDEA

For centuries, medicine has focused on slowing decline, but now a new generation of science is asking a more ambitious question: **Can damaged systems be restored?**

Can humans remain healthier, stronger, and more capable for longer?

Can lost function be recovered and the aging process itself reversed?

With Hibbard already engaged with perhaps the preeminent longevity scientists in the world—whose company has moved to human trials to restore James' type of vision loss—*Outracing Time* brings these questions out of the laboratory and into a real human journey as Hibbard works to become the first athlete in history to return to elite-level sport after undergoing a therapy to reverse the epigenetic age of his tissue.

Through sport, family, science, and personal transformation, audiences experience the future of healthspan through one athlete's pursuit to reclaim what was lost.





WHY THIS STORY MATTERS

Some of the world's most powerful movements are converging:

- Longevity
- A global shift toward extending healthspan, independence, and quality of life.
- Regenerative Medicine and approaches focused on repairing damaged cells and tissues.
- Human Performance
- A growing desire to optimize recovery, resilience, and physical capability.

Outracing Time connects these worlds through an emotional, measurable, and accessible story.





THE LONGEVITY OPPORTUNITY

Longevity is rapidly becoming one of the defining categories of the next decade.

Driven by:

- Aging populations
- Advances in biotechnology
- Increased health awareness
- Consumer investment in wellness
- Demand for preventative and regenerative approaches

Outracing Time gives brands a powerful entry point into this conversation through authentic human storytelling.



THE CATALYST

James Hibbard

- Former professional cyclist with the Shaklee and HealthNet UCI teams
- Member of the 2000 U.S. Olympic Long Team
- 19-time U.S. National Championship medals
- 21-time California State Champion
- Award-winning author of THE ART OF CYCLING and RACING THE REICH (forthcoming internationally from FSG Books)

James spent his career pushing the limits of human performance.

After developing severe vision loss following years of corneal disease, multiple surgeries, and glaucoma, he faced the possibility of losing the sport that defined his life.

Now he is rebuilding — training, competing, and documenting the next chapter. Not as a return to the past, but as an exploration of the future as regenerative medicine moves from hope and hype to changing real lives.





SCIENTIFIC ACCESS & STRATEGIC RELATIONSHIPS

The project is uniquely positioned through established relationships across:

- Regenerative medicine
- Longevity science
- Ophthalmology
- Biotechnology
- Elite athletics
- Publishing and media





SCIENTIFIC ACCESS & STRATEGIC RELATIONSHIPS

The project has direct connections with the leading researchers, physicians, biotech leaders, innovators, and thought leaders shaping the future of human health and will be cross-promoted with a high-profile partner in the space who is invested in showcasing James' journey and the incredible science behind it.

These relationships create opportunities for:

- Exclusive scientific conversations
- Expert storytelling
- Laboratory and research access
- Milestone documentation
- Educational content
- Thought leadership initiatives
- Strategic brand partnerships

Outracing Time is not observing this field from the outside.

It is documenting a moment of transformation from within the ecosystem driving it with plans to treat Hibbard and restore vision sufficient to again compete ahead of the 2028 cycling season.





WHY JAMES?

With a range of longevity therapies starting with the closed and measurable system of the eye, few individuals can authentically bridge:

- Elite sport
- Medical adversity
- Scientific innovation
- Longevity
- Human resilience
- Mainstream storytelling

James brings:

- Elite-level athletic credibility
- A compelling personal stake
- An established storytelling platform, including media and publishing experience
- Authentic and established access to leading voices in the field

**This is not a manufactured campaign.
It is a real human journey.**



THE JOURNEY

2026

BUILDING THE FOUNDATION

- Rebuild elite aerobic capacity
- Strength and performance development
- Medical and scientific milestones
- Audience growth
- Strategic partnerships

2027

THE NEXT FRONTIER

- Continued athletic progression
- Slated participation in emerging regenerative therapy which reverses the age of damaged eye cells.
- International training camp
- Expanded media coverage
- Scientific and performance milestones

2028

THE PUBLIC DEMONSTRATION

- Olympic Trials participation/ Elite national competition
- Masters World Championships
- Global endurance projects
- A public exploration of resilience, recovery, and human possibility



THE PLATFORM

Outracing Time is designed as a multi-year media property.

Across:

- Social media
- Long-form storytelling; including a feature documentary with an already attached producer and Academy Award nominated director, Matt Ogens.
- Podcast appearances
- Traditional earned endemic media
- Speaking engagements
- Athletic events
- Brand activations
- Educational initiatives
- Product Placement

Amplified by the media coverage of leading global voices in longevity science, sponsors become part of the story — not simply a logo placement.





THE AUDIENCE

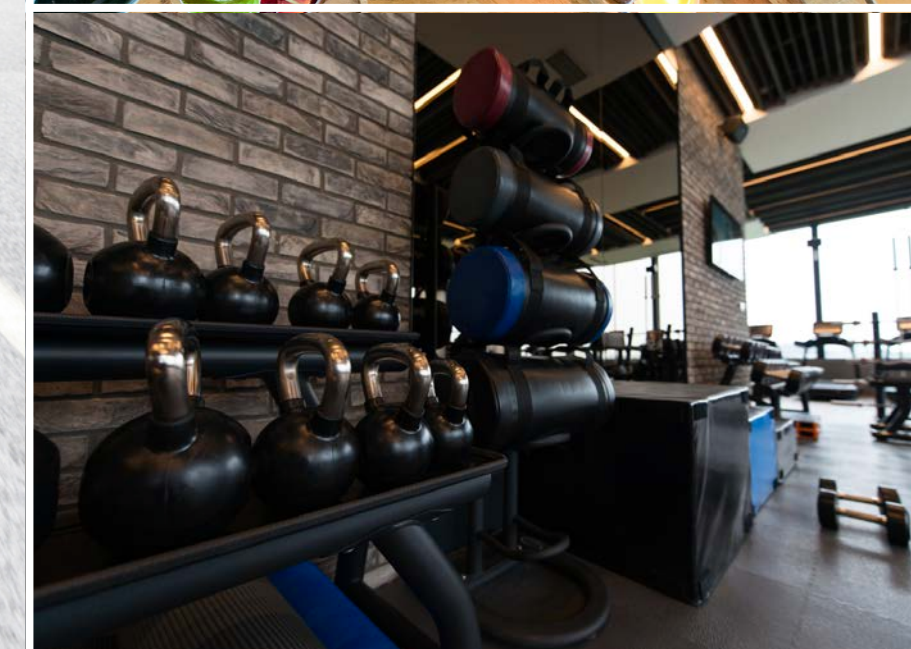
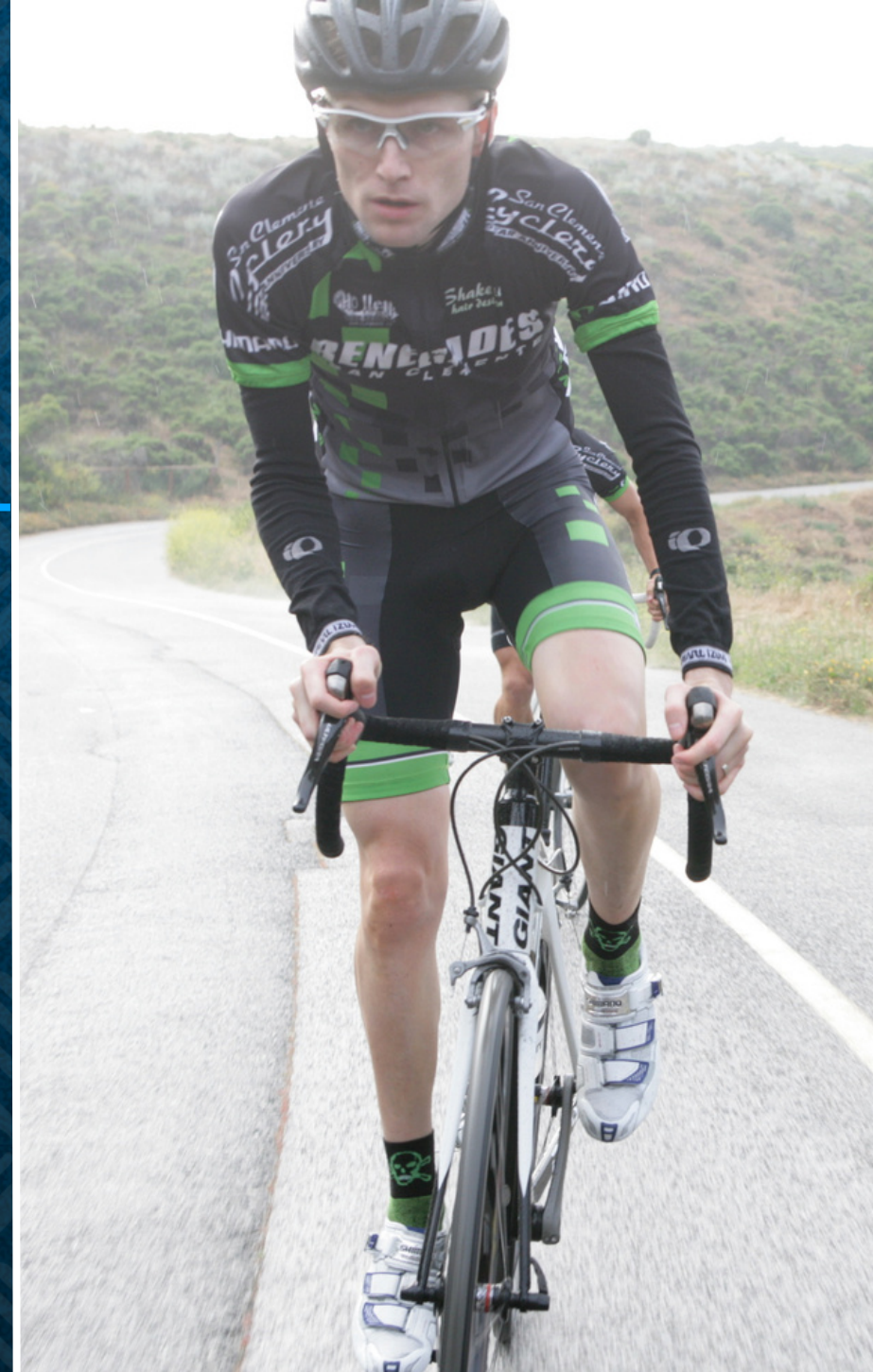
Outracing Time reaches highly engaged audiences across:

Primary Markets

- Endurance athletes
- Longevity communities
- Health-conscious consumers
- Performance-focused individuals
- Technology audiences
- Innovation communities
- Active aging audiences

Demographics Consumers seeking:

- Better health
- Longer active lives
- Improved performance
- Recovery solutions
- Scientific progress





PARTNERSHIP ACTIVATIONS

Opportunities include:

- Title and presenting partnerships
- Athlete storytelling campaigns
- Behind-the-scenes content with both Hlbbard and leading scientists in the longevity space
- Product integration
- Social campaigns
- Event appearances
- Speaking engagements
- Customer experiences
- Exclusive access content





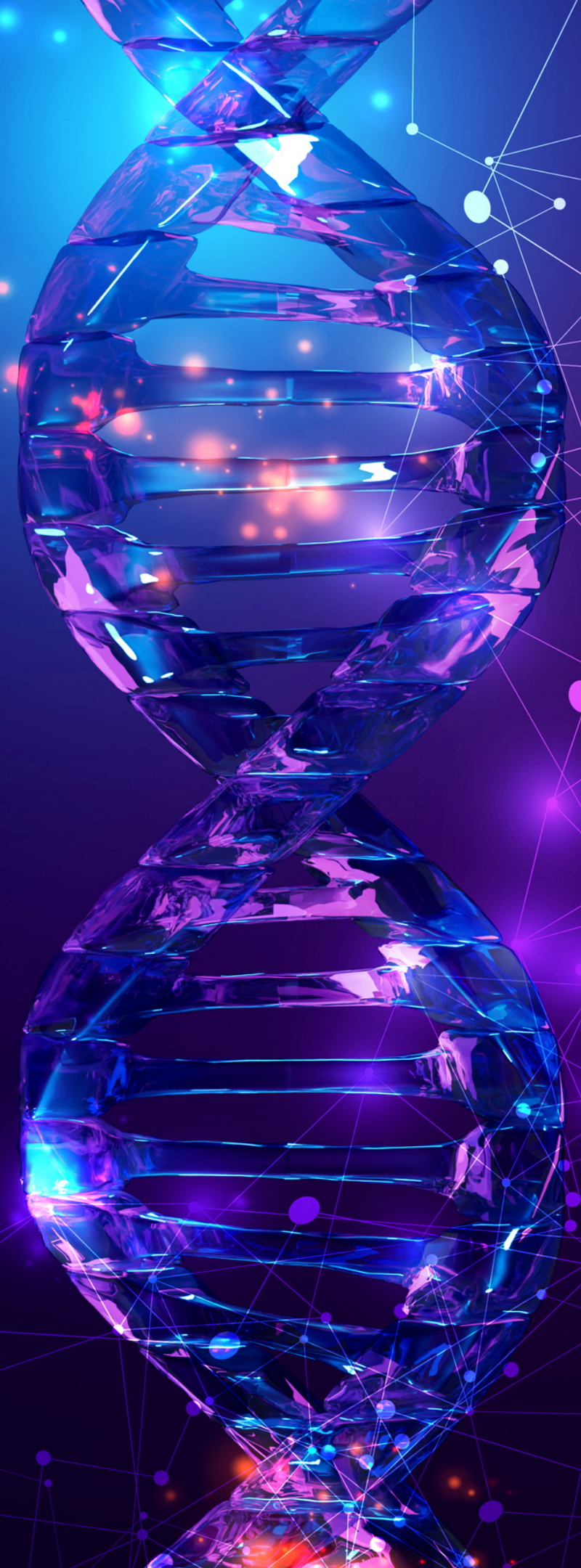
WHY NOW?

The next decade will redefine how humanity approaches aging, recovery, and disease.

Scientific breakthroughs that once seemed impossible are moving closer to real-world application with the first age reversal therapy for vision loss—and the first therapeutic to reverse the age of living cells—Life Biosciences ER-100 in human trials as of March, 2026.

At the same time, consumers are searching for stories that inspire hope, resilience, and possibility.

Outracing Time captures this moment.





THE VISION

This is not only about one athlete.
It is about a larger human question:

*What if the things we thought
were permanently lost could
one day be restored?*

*What if aging could be
approached differently?*

*What if science could help
people live not just longer —
but better?*

Outracing Time invites the world to watch that future unfold.





BECOME A FUNDING PARTNER

Join a select group of organizations aligned with the future of:

- Human performance.
- Healthy aging.
- Innovation.

And the next chapter of what is possible.

FOR PARTNERSHIP OPPORTUNITIES, PLEASE CONTACT:



SIMON WILLIAMS
simon@inspireathete.com
416 • 566 • 0990



PETER COSENTINO
peter@inspireathete.com
416 • 937 • 8656



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