



Poker Samadhi Fact Sheet

- 1) What led to the concept of Poker Samadhi?
 - a. The idea of Poker Samadhi began when CEO, and Chief Guru, Danielle Striker experienced her first bad beat in life. While performing on Broadway, a motorcycle crash left her wheelchair-bound for two years. During the next 15 years, in addition to building a new career in technology, she focused on honing her skills at the poker table and learned what separates those that simply *play* poker from those that *win* at poker and in life.
- 2) Can you define “Samadhi” for me? Why did you use that in the name of the company?
 - a. The word *Samadhi* [*suh-mah-dee*] is an Indian Sanskrit word referring to the process of joining all aspects of who we are—physically, spiritually, mentally, and emotionally—to attain a state of heightened concentration and awareness.
 - b. *Poker Samadhi* is the achievement of this heightened state when playing poker, allowing players to get in, and stay in, *the zone*. However, as poker players know, playing the game of poker is like playing the game of life...both are challenging without a guide or mentor to provide help along the way. Poker Samadhi is that guide and mentor.
- 3) What is the mission of Poker Samadhi and PokerSamadhi.com?
 - a. Poker Samadhi’s mission is to give you the wisdom and guidance to help you play your best game and live your best life. Or as we say, **“Play Your Best Life.”** The wisdom from our Poker Samadhi Gurus will help you get into the Samadhi state both at the poker table, and in life.
- 4) How do you see Poker Samadhi helping people?
 - a. We offer a one-of-a-kind collection of curated wisdom from a team of poker legends (gurus). These gurus share their wisdom and insights in the form of “mantras.” Once players choose their mantras, they can keep them near them at all times with the Poker Samadhi collection of merchandise (t-shirts, hats, wristbands, sweatshirts, mugs, etc.) constantly reminding players of where they should focus their attention.
- 5) Danielle, did poker really “save” your life? Can you share that story with us?
 - a. In 2016, Danielle experienced a second life-altering “bad beat” when she lost her husband, Steven Striker, a leading Las Vegas VIP Host, to pancreatic cancer. Faced with unimaginable loss, Danielle realized the insights she had learned after her motorcycle accident (dedication, focus, determination) and those she learned at the poker table (concentration, drive, patience) could help her go from bad beat to breakthrough a *second* time. For Steven, the game called *life* was over. This game, this amazing and lucky run of 27 years with him was over. There were no more second chances, no re-entries. But Danielle was still very much alive and she was not ready to give up.

- b. And here's how what she learned in poker saved her life.
Danielle said, "If you are lucky enough to get up everyday and play your best game, even in the face of adversity and heartbreaking loss, and you can manage the bad beats that will come your way. You may not win every hand, but when you lose, you actually win. Because when you get back up and play the next hand, and see the next flop, turn and river, you will recognize that *you are winning*. You didn't quit. You didn't give up. You were able to play the greatest game of all- the game called life. Life is one big giant freeroll. And when the game is over it's over. So play every hand you can and enjoy the game- win or lose."
- 6) Lessons learned at the table.
- a. Poker is a game of observation, both of oneself and of others. It's a people game, and so is life. Poker forced Danielle to slow down and to look at how she played the game. It became clear to her that how she reacted to situations with people at the poker table, mirrored how she responded to people and situations in life. How she felt about her chips and how she managed them, was similar to how she treated her own money. How she managed her bankroll was directly correlated to how she managed her personal finances. And even more importantly, because she was making better decisions at the poker table, Danielle was able to make better decisions in life.
 - b. Danielle recalled that when she went on tilt after losing in a big tournament, she decided she was just going to give up playing poker. Then she immediately remembered she's *not* a quitter. She recognized that each of the bad beats (the ones in life and the ones in poker) dealt her a lesson. She remembered Tom McEvoy's quote, "When you lose, don't lose the lesson." From then on, she began to recognize that she could use the lessons from poker to make better choices in her life, and vice versa.
- 7) Danielle on getting through bad beats in life: Can that ability be learned? Can it be taught?
- a. Danielle has learned that making good decisions BOTH at the poker table and in life can be learned. While there is some luck involved (just as in real life), poker is a skill-based game. What happens in poker is very similar to what happens in real life. Sometimes you have the best hand and lose. Many people simply react, get mad and go on "tilt." This same thing happens in life - many people "unconsciously" choose to become a victim. The trick is to use the experiences you have at the poker table, to grow and to learn how to choose your *responses* appropriately, rather than simply *react*. Being a winner is a state of mind, and winners *choose* the best course of action to take in the game. Winners in life also *choose* the best action to take in their lives. Winners make conscious decisions to best set themselves up for success. Every day you are dealt into a "new game" and you're dealt lots of hands (events) throughout that day. Some events will be good, some will be bad—like getting a bad beat in a hand. But how you play is up to you. Every game is a new game, and each hand is a new event. How you play the cards you're dealt in life and in poker either makes you a winner or not.
 - b. Danielle's personal mantra is "slow down." Danielle explains, "I am known as a high-speed person. I think fast, I talk fast and I move fast. But my speed is not

always advantageous to me. It's just how I operate. Like being on "autopilot." It's my personality. But when I am able to slow down, I can see things and notice things that I might not have seen when going 100 miles an hour. Poker forced me to slow down and think things through more methodically and systematically. This has helped me in my personal life in a number of ways, especially with hard business decisions. If I am looking to engage in a particular project (as one example), I take way more time now determining risk versus reward, and I use the systematic decision making process that I learned in poker (based on situational analysis) to determine what the best course of action for me will be in every transaction."

8) Tom McEvoy

a. Why did Tom McEvoy join Poker Samadhi?

Tom joined because he has already been practicing this same thing for years. He uses his skills at the poker table to make good decisions in life, and vice versa. Most recently, Tom has been wearing the "Pay Attention" wristband, because he gets distracted by his cell phone when he's playing or working. He said the other day, he was jumping in his car and he looked down at his wrist to the "Pay Attention" bracelet. He immediately turned off his phone before he started driving, so he wouldn't get distracted. Now *that* was a good decision, that he made by being reminded of one of his mantras. Everyone needs to be reminded to remember things. Mantras are a way of "remembering to remember" what's important.

b. What makes Tom believe in the mission of Poker Samadhi?

Tom has always known that poker is an analogy for life. Especially No Limit Hold'em. How you act at the poker table is usually how you act in life. One of his poker mantras, "Put yourself in a position to get lucky," is directly related to life. It's important to put yourself in a position to get the most out of life, so that you can take advantage of opportunities that come your way.

9) T.J. Cloutier

a. What led T.J. Cloutier to join Poker Samadhi?

T.J. is involved because it speaks to him as well. T.J. is unique because he is a *winner* who has learned how to *lose* gracefully. He truly understands winning, losing and luck—and the differences and similarities between them all. Life will hit you hard sometimes, but learning how to *lose* may be one of the most important skills in poker and in life. Also learning **how to get back up after a loss** is equally important. He wanted to join Poker Samadhi to help share the wisdom he has learned over the years, and to positively impact people's lives, and share the mantras he lives by such as: "Lose like a winner," "Play the player," "The dealer is powerless", etc.

b. What makes T.J. believe in the mission of Poker Samadhi?

At the 2000 WSOP Main Event, T.J. was heads up against Chris Ferguson. T.J. had the best hand on the flop, however Chris "got lucky" and drew a card on the river to beat T.J. and win over a million dollars, leaving T.J. in second. T.J. never reacted since he had been through similar experiences many times. After the game was over, the press asked him how he could be so calm in the face of the loss. T.J.

said, “You have to learn to lose like a winner.” When the interviewer said, “But the dealer just dealt you the losing card...” T.J. said, “The dealer is powerless.” In this case, and every case, the dealer is *life*. You need to learn how to lose and be gracious in defeat. He believes that life is the dealer and life can be hard, just like poker is hard. But learning how to manage, bounce back and realize that you control your emotions and reactions, is how you become—and remain—a winner.

10) Do you have other gurus joining you? When?

- a. Yes. We will be adding a number of poker gurus throughout Q4 '21 and FY '22. We will make announcements as they are added.

11) Do you have life coaches and self-improvement coaches involved? If not, when and how will they contribute?

- a. We will be doing the same for life coaches and self-improvement legends. Stay tuned!

12) What is the concept behind having “mantras” on the site?

- a. From the Merriam-Webster Dictionary the [definition of a mantra](#) is:
 - : a sound, word, or phrase that is repeated by someone who is praying or meditating
 - : a word or phrase that is repeated often or that expresses someone's basic beliefs
- b. Mantras are used to help players focus on specific areas of their game that need improvement, or things they want to focus on. Mantras can also show insight into a player's psyche.
 - Tom McEvoy's mantra, “When you lose, don't lose the lesson” is an example of a mantra he uses on a daily basis. Tom created this mantra to help him focus on getting to the other side of a bad hand or bad beat. It helps him focus on what he can learn from each experience that will help him the next time he's faced with a similar situation at the table, or in his life.
 - T.J. Coutier's mantra, “Lose like a winner” was a result of the 2000 WSOP experience with Chris Ferguson. By focusing on what he could learn from the loss, he turned the experience into a mantra to help him focus on remaining calm and positive even in the face of a difficult situation. This is one of the many reasons that T.J. is considered a “class act” within the community of professional poker players.
- c. Poker Samadhi Gurus explain the meaning behind their mantras and how they have used that wisdom to improve their game and life.

13) Why have a mantra on a wristband, a t-shirt or a mug? How do you see people using these mantras?

- a. Once a player chooses their mantras, they can keep them near them at all times on t-shirts, hats, wristbands, sweatshirts and mugs that are available for purchase on our site. The goal behind the merchandise was to find an easy way to remind players where they should focus their attention, both while at the poker table or away from it. Our merch allows them to keep their chosen mantras near them, **or to be worn by them**, in a way that works best for them.

14) What is a “signature series”?

- a. The signature series merchandise features mantras from our gurus that have helped them become the winners that they are. This merchandise also includes the signature of the Poker Samadhi Guru. Some examples include:

Tom McEvoy - Four-Time World Series of Poker Champion, Poker Hall of Fame Member

"There's More to Poker Than Life."

"Put Yourself in a Position to Get Lucky"

"When You Lose, Don't Lose the Lesson"

T.J. Cloutier - Six-Time World Series of Poker Champion, Poker Hall of Fame Member

"The Dealer Is Powerless"

"Lose Like a Winner"

"Position is Power"

About Poker Samadhi

- 1) Is Poker Samadhi a corporation or a partnership?
 - a. Poker Samadhi is a Limited Liability Corporation (LLC)
- 2) Where is the company located?
 - a. Las Vegas, Nevada
- 3) Who are founders and what are their backgrounds?

Danielle Striker - Chief Guru and Founder

Bad beats come in poker and in life. Having survived numerous bad beats in life, poker gave Danielle's life new meaning, and gave her the opportunity to help others thrive when faced with challenging situations. Danielle's love of poker and of life led her to create Poker Samadhi, to help others play their best game and live their best life.

Danielle began playing poker and has been a cash game grinder in Las Vegas for many years. She discovered the way a person plays poker and approaches the game has a direct correlation to the way they live their life. Playing and studying with many successful players, like Phil Helmuth, Joe Hachem, Phil Gordon, Greg Raymer, Matt Berkjey, TJ Cloutier, and her coach Tom McEvoy allowed her to use the game of poker and everything that happens in the game as a metaphor. But more importantly, when you are winning, there are ways of "being" a winner that one can use as a strategy in poker and life. Danielle realized everyone gets bad beats (in poker and life) - her goal is to share how poker led her to using discipline and patience to overcome those bad beats and become a winner in poker and life!

Susan Kennedy – Chief Marketing Guru

Susan has over 25 years of experience helping digital marketing and cyber security organizations win in business. She has held product leadership roles at companies including TransUnion/Neustar, Inc.,

Experian and Symantec Corp. An avid world traveler (pre-COVID-19 anyway) and lover of wine, poker (ask her about quad aces and blue M&Ms) and life, Susan holds degrees in both Economics and International Relations.

Andrea Kennedy – Chief Creative Guru

Andrea is the creative talent behind the Poker Samadhi brand, website, merchandise and social media presence. With extensive experience in brand development and consumer marketing, Andrea's passion lies in all things design, startups...and dogs! With degrees in both Communications and Spanish, Andrea joined Poker Samadhi with one goal in mind—to better people's lives.

- 4) Have you taken any seed capital to fund the development of the site?
 - a. We are self-funded
- 5) How are Tom and T.J. connected/involved with the company?
 - a. Tom and T.J. are Poker Samadhi Gurus. Their signatures and mantras are licensed exclusively for use by Poker Samadhi, LLC.
- 6) How long has the company been in business?
 - a. We launched in November 2021
- 7) Do you plan to add your merchandise to Amazon? What is the timing for that availability?
 - a. We anticipate expanding distribution on our merchandise in Q2 2022