

FIGHTING FRENCHIES

FOUNDER FUNNEL —

THE SLUMDOG BILLIONAIRE / LAIR M.

DAWN OF A DYNASTY — WHEN LEGACY MEETS EVOLUTION

Born in the Cage of Giants

1. ORIGIN — When Legacy Meets Evolution

Joshua Dim's story began in the shadow of giants — a lineage built on survival, faith, and relentless evolution.

Before the dynasty, there was a refugee — and a fighter in her own right.

His father, Kris Dim, “The Giant Killer,” was born amid the Cambodian genocide under Pol Pot. He endured concentration camps and famine before escaping to America with nothing but resilience. From that desolation, he built an empire of muscle, mindset, and mentorship.

His mother came from a very different battleground — raised in the grit of South Central Los Angeles, where hardship, violence, and survival were a way of life. Of Native American and Mexican descent, she faced her own storms early on, ultimately choosing a path away from the streets that surrounded her. Leaving that world behind, she found refuge and rebirth in Sacramento, where fate led her to meet Kris Dim at Burbank High School.

Two worlds — one born of war, the other of the inner city — collided to form a new lineage built not on circumstance, but on choice, courage, and conviction.

Years later, when Joshua was around eleven years old, his parents divorced — an event that would quietly shape his understanding of strength, independence, and empathy.

From the ashes of struggle, to the edges of survival, a dynasty began — proof that legacy is not inherited, but built.

In 1999, Kris was 25 years young, seated in the office of his close friend and mentor Leonard Crabtree, Kris watched a man walk in carrying a \$1.2 million check for Mr. Crabtree. He asked

to see it — he then followed up with another question and asked, “How many of these accounts do you have?” Leonard answered, “About a hundred.”

That single exchange caused a brain shift — Kris realized wealth was a system, not a secret. Leonard became a lifelong mentor, teaching him the mechanics of abundance and the psychology of wealth creation. From that realization, Kris went on to open several Max Muscle storefronts, becoming one of the first individuals to franchise the brand. His success both in business and bodybuilding culminated in earning his IFBB Pro Card — and from there, the rest was history.

But Kris’s greatest tests came later on in life during the peak of his professional body building career. In 2007, after a massive heart attack accompanied by an aortic valve rupture that caused him to collapse in the middle of the training floor while training his clients — doctors told him he had a 10% chance to live. They said even if he survived, he’d be half brain-dead and would never compete again. He defied every prognosis — relearning how to walk, winded after only walking a few short yards. Only to return to the stage and qualify for The Mr. Olympia in 2009 after his first show back from the tragedy that changed the course of his life forever.

Then, in 2012 — the week Joshua moved out at seventeen — Kris underwent another open-heart surgery. What was meant to be a life-preserving procedure became the moment everything changed. When he awoke from surgery, his legs no longer responded. He described the feeling as if he was trapped inside of a bad dream — when he tried to move his legs, nothing happened, as if he were trying to move the hands on a clock with nothing but his eyes. That day marked the beginning of a new battle — one fought not on stage, but in spirit.

Even after several open-heart surgeries and later kidney failure that required home dialysis, he never stopped working, teaching, or hustling — a living symbol that discipline defeats circumstance.

Throughout his bodybuilding career, Kris was coached by Miloš Šarčev, the world-renowned bodybuilding legend whose precision shaped his championship form and work ethic. In business, Kris expanded under the mentorship of Bedros Keuilian, Alex Hormozi (during the *Gym Launch* → *Acquisition.com* era), and Grant Cardone, alongside private mentorship with his wife — a powerhouse entrepreneur whose award-winning nonprofit empowering women business owners earned Elk Grove city honors two years running.

This fusion of old-world grit and modern entrepreneurship became the Dim family blueprint: mastery, mentorship, and mission.

Joshua absorbed that same fire.

Before he ever trained MMA, he was already a student of the sport. He began martial arts at just five years old, developing coordination, discipline, and respect long before he ever learned how to fight. Having practiced martial arts from a young age and competing in soccer for thirteen years, he developed balance, endurance, and a disciplined sense of movement — a foundation that would later define his fight IQ.

At age 11, he began grappling under Cassio Werneck at Kovar's, before Cassio opened his own academy. Cassio was Urijah Faber's original Brazilian Jiu-Jitsu coach and one of the first sponsored BJJ athletes in Sacramento, California. If it weren't for Cassio, BJJ on the West Coast wouldn't be what it is today. His influence built the technical framework for an entire generation — Joshua included.

By age 13, while Kris operated his personal training studio on 25th & J Street in downtown Sacramento (near Ultimate Fitness on 17th & I), Joshua trained daily at Urijah Faber's Team Alpha Male — the cradle of champions. The rhythm of walking between those gyms became symbolic — the distance between father and son, legacy and ambition, bridged by discipline itself.

But behind every legacy lie the unseen wars fought behind closed doors — the kind few, could ever relate too. Everyone carries their own battles in silence, but some stories are better left untold — not out of shame, but out of nobility, and the understanding that not every battle needs an audience.

Joshua's path through adolescence and early adulthood wasn't defined by comfort or convention, but by chaos, consequence, and constant rebuilding. He faced challenges that could've easily broken most, yet each trial became a tool — forging resilience where others would've fallen.

The adversity he endured wasn't ordinary, and neither were the blessings that followed. Those silent years became his crucible — a place where identity, grit, and grace collided. From the ashes of struggle rose a deeper purpose, one that would later fuel the empire of Lair M.

"It's not being alone that hurts you the most — it's the fact that you're alone, and there's people out there, who claim that they care about you, but are nowhere to be found when you need them most."

2. DISCIPLINE — A Decade in the Making

Joshua learned to read the human body like an engineer reads blueprints — precision, patience, progress.

Bodybuilding's structure merged with combat's chaos, forging a new language of motion.

Discipline, for Joshua, became more than repetition — it became awareness. The same attention to biomechanics that sharpened his technique in the gym evolved into the analytical mindset he would later use to build systems, strategies, and businesses. His discipline wasn't limited to the body — it was a discipline of observation, data, and design.

Joshua's understanding of discipline was shaped through his life-long journey by the coaches and mentors who influenced him throughout competitive youth sports, high school athletics, and nearly two decades of combat training. From early programs that built endurance and mental toughness to the influence of Cassio Werneck, whose Brazilian Jiu-Jitsu instruction taught balance, patience, and control, each experience refined his approach to mastery. Training at Urijah Faber's Team Alpha Male exposed him to a new standard of professionalism and high-level competition, expanding his circle to include world-class athletes and champion coaches from around the world. The environment added perspective and sharpened his understanding of what excellence requires — reinforcing, not defining, the principle that discipline is the foundation of purpose.

“You don't rise to your level of competition, you fall to your level of preparedness.”

Through years of training, he came to understand that true mastery requires harmony between control and chaos. Every setback became data, every movement an equation, every recovery a recalibration. That same calculated resilience would later guide him in business — turning challenges into structure, strategy into art, and consistency into currency.

His discipline carried into every arena of his life. Whether in the gym, the cage, or the boardroom, he learned that excellence isn't achieved through intensity alone but through precision, patience, and presence. Discipline became his language — a bridge between physical intelligence and creative execution.

During those early years, he met Gavin Lewis, founder of War Tape — the athletic tape seen across WBC, UFC, and the world's most prestigious combat events. He also connected with Dog Boxer, the lifestyle brand represented by Nick and Nate Diaz of the Stockton Academy. Those encounters imprinted the ethos of fight culture long before Joshua became its storyteller.

From the kennel to the cage, life itself became a continuous fight forward. Whether fighting for what you want, fighting for what's right, or fighting for dear life — you keep fighting forward. By any means necessary.

“Keep Fighting Forward.”

3. DUAL EXPRESSION — Art × Athleticism = Identity

Joshua was never just a fighter — he was an artist who fought through motion. Graffiti, design, and visual storytelling shaped his creative lens long before 'Web3' existed.

From a young age, he was drawn to the world of collectibles — buying, selling, and trading the rare and exclusive iP in 'Web 2' long before it became mainstream. That instinct to find meaning in scarcity and story in value became the seed for what would later evolve into the

culture-collectibles ethos behind his creative universe. He has always had an eye for design, community, and connection — naturally blending art with strategy, creativity with psychology. His curiosity for people and what drives them shaped the way he builds culture — not just through visuals, but through understanding, detail, and the kind of strategic thinking that turns ideas into movements.

That instinct translated naturally into entrepreneurship. Joshua's background in branding, marketing, and sales became the framework through which his creativity scaled. He developed and launched his own products and ventures, while also consulting and collaborating with independent professionals, small businesses, and brands seeking direction. Whether building visual identity, crafting campaigns, or structuring systems that convert attention into trust, he consistently turned creative energy into measurable impact. His ability to fuse psychology with storytelling allowed him to build not just audiences — but communities.

That same creativity extended into how he coached and taught others.

For years, Joshua trained parents and everyday hard-working individuals — the people fighting forward in the real world — as well as elite 1% business professionals, student-athletes, and professional athletes across multiple sports. His ability to translate high-performance principles into practical systems made him as much a mentor as a coach, blending physical mastery with mindset engineering.

In 2015, he met Eddie Palacios and Miro Muñoz, graffiti artists whose work later embellished the Dim's gym, their art tied to Joshua's family legacy. Years later, he re-teamed with them to digitally render his original concepts — what would become Fighting Frenchies.

Every character, narrative, and asset originated from \$SLUMDOG himself — the Founder, Artist, and Visionary — your new FAVORite.

“Deliver value, change lives — because you're never going to be paid more than the direct value that you deliver to the world and to the communities that you serve.”

4. EVOLUTION THROUGH PURPOSE — When Vision Becomes Mission

Years before the birth of his foundations, Joshua met Johnny Martinez, who would later become one of his closest friends and brothers, at the same gym where he and his father reconnected — during the period when Kris was undergoing physical rehabilitation at SCI FIT following his heart surgeries.

A decade later, Johnny faced his own battle after a random act of violence left him paralyzed from a spinal-cord injury caused by a bullet that tore through his vertebrae. Now, Johnny trains at SCI FIT, the very same facility where Kris Dim began his recovery ten years earlier.

Through Johnny, Joshua met Nico Rocha, who would later become the COO of The Big Kidz Inc., helping expand the organization's mission to empower youth through martial arts, financial literacy, and community resilience.

“Everything comes full circle — the pendulum always swings back.”

Recognition to Mike Terrel, founder of the SCI FIT Corporation, and Steve Nava, owner of the Fresno location and fraternity brother of Eddie Palacios, highlights just how tightly woven this story truly is — proof that legacy isn't linear; it's connected.

When the world shut down during the COVID lockdowns and Joshua's long-awaited professional debut was canceled, he refused to stay idle. That same discipline that once drove him through fight camps redirected toward an entirely new arena — Frenchies.

Launching Bully Builderz, Joshua entered the market during one of the most competitive and saturated periods in the industry — when everyone was breeding. Yet, through relentless work ethic, branding, and his expansive network, he quickly rose above the noise. His designer French Bulldogs sold at high five figures, with clients even paying premium stud fees for access to his bloodline. What began as a lockdown pivot became a masterclass in adaptation, proof that excellence isn't defined by circumstance but by execution.

When his beloved French Bulldog Gnammi nearly died, Joshua nursed her back to life. That experience birthed the Gnammi Mami Foundation, providing emergency veterinary assistance to families in crisis.

Soon after came The Big Kidz Inc., offering youth martial-arts scholarships and financial-literacy programs in credit, crypto, and AI — teaching the next generation that true power balances strength with intelligence.

From Kris's awakening with Leonard Crabtree to Joshua's compassion for Gnammi, and now the resurgence of community through The Big Kidz Inc., the through-line remains unchanged: impact outlasts hype.

Beyond youth empowerment, The Big Kidz Inc. also carries a deeper mission — to uplift those navigating mental-health challenges.

Having witnessed friends and family fight silent battles, and having survived his own, Joshua understands that the mind can be both a battlefield and a canvas. Living with what he calls an infinite superpower — ADHD with untapped potential and possibility — he's learned that our greatest struggles often hold the blueprint for our inner strength and outward success.

He believes that with the right tools, awareness, and guidance, anyone can learn to dance with that side of themselves, and dance quite well at that — transforming disorder into discipline, and chaos into creative flow. It's about cultivating the ability to live a healthy, consistent, and abundant life, even when the internal noise feels overwhelming.

Through The Big Kidz Inc., the mission extends beyond financial literacy and education — it's about developing human beings and future generations by focusing on physical, mental, and emotional wellness, providing the foundation to live empowered, purpose-driven lives.

5. FAITH & REFOCUS — The Stillness Before the Surge

“Isolation without intention is dangerous.”

Joshua's path to his professional debut was marked by pain, persistence, and profound transformation — battles fought not only in the cage, but in the mind, body and spirit.

Years earlier, he had torn his labrum in his left shoulder and later suffered a partial tear in his LCL after recovering from his torn labrum, pushing through every setback and returning stronger each time. The internal and external growth from the recovery processes led him directly into the fight camp that was set for his professional debut. A fight that was ultimately canceled when COVID shut the world down — yet another test of patience, purpose, and perseverance — relentless.

In May 2023, Joshua finally made his long-awaited professional debut on UFC Fight Pass, marking a major milestone in his career. Following that debut, he faced an unexpected setback — denied an apartment after being approved, which ultimately sparked his journey into financial literacy. Forced to move his belongings into storage and relocate back with his father for the first time since leaving home at seventeen, frustration gave way to focus — and stillness gave birth to strategy, purpose, and what would later evolve into Dim Wealth Solutions.

After his second professional fight, Joshua faced an even deeper series of personal battles — the kind that tests a man's mind, heart, and faith. Around that same time, he lost loved ones, repeated old cycles of self deprecation and his father began home dialysis, a reminder of life's fragile balance and the strength required to endure. These overlapping challenges became fuel — forcing reflection, recalibration, and renewed clarity about what truly matters.

Then, two weeks before his third professional fight, Joshua tore his pec minor clean off his bicep tendon, with partial tears to the short head of his bicep and bicep tendon — another moment of forced stillness that became revelation.

The first person he turned to was Jose Garcia (BBJ Recovery / Body By Jose) — personal physical therapist to Nick and Nate Diaz and a long-time friend of his father. A year later, as Joshua prepared to resume his full training schedule, he was back with Jose — a reminder that the pendulum always swings back. Except this time with a twist of fate and a new story to be told. For every fall, there's a return; for every silence, a resurgence.

During this period, while his father battled kidney failure and performed home dialysis, Joshua studied consumer law, diving deep into factual disputing and credit repair. What began as a

personal fight for fairness evolved into mastery — the seed that grew into Dim Wealth Solutions, a counterpart to Big Kidz Inc. focused on teaching future generations financial literacy and about the emerging technologies that are shaping our very future.

Numbers always fascinated him growing up, aside from art, literature and sports. Back in high school, he'd already been drawn to technical analysis and charting — that's when he first heard of Bitcoin, around 2011–2012, through the Silk Road era. By 2016, he was investing in crypto, and by 2018, one of those voices preaching XRP before most paid attention. He even wore Litecoin on his fight shorts — because he knew then what the world would soon learn.

From that stillness and struggle came alignment — a new clarity that tied discipline, financial literacy, and digital innovation together under one mission: empowerment through resilience.

From that stillness emerged Lair M — the creative den where instinct meets innovation — and with it, Slumdog Billionaire, a movement for those who create opportunity through courage, creativity, and conviction.

“Sometimes, God isolates you — so that way you can hear his messages clearly.”

Tribute: Tralena Wolfe & U.S. Cryotherapy — thank you for your care, precision, and restoration of my body along this journey. Thank you, U.S. Cryotherapy, for being my only true ‘sponsor’ ever since the beginning of my amateur career.

Frank “The Tank” Gosposnetich also deserves tribute — a brother, mentor, and confidant who carried the spirit of a father figure in Joshua’s life. The last fight he attended was the one where Joshua wore LTC on his shorts — a moment that now carries a deeper meaning, symbolizing conviction, foresight, and belief in innovation long before the rest of the world caught up. A lifelong student of sport, Frank had a sharp eye for athletics and commentary, a passion rooted in his own high school basketball days. He’d always joke, *“White boys, in fact, do not have hops, Joshy,”* — a line that still makes him laugh until this day. When his father passed, Frank inherited the family window business and set aside his dream of becoming a sports commentator, but his insight and love for the game never faded. One of the last times Joshua trained him, Frank left him his old basketball from high school — a quiet passing of the torch.

Back in 2018, while Joshua was training Frank at his father’s gym, he had just come out of one of the hardest seasons of his life. After being involved in a T-bone collision with a commercial vehicle outside the gym as Joshua was pulling in — he lost nearly everything. Frank, understanding the weight of that hardship and the gratitude they shared for one another, stepped in to help as a thank-you for the impact Joshua had made in his life. During one of those sessions, Frank quoted the line from *The Godfather*: *“Someday, and that day may never come, I’ll call upon you to do a service for me.”* At the time, it was said jokingly — but after Frank passed, those words took on a deeper meaning, echoing in Joshua’s mind as a reminder: *don’t let me down*. Frank’s legacy planted the seed for what would one day become their promotional company — a promise to carry forward the voice Frank never got to share. #VP

After Frank's passing, Joshua reached a crossroads — one that forced deep reflection. He decided to retire from coaching full-time to pursue the vehicles that would expand his reach and deliver the impact he was meant to make. What began as mentorship in motion evolved into building systems, brands, and opportunities that could inspire and empower far beyond a single room or ring — fulfilling his purpose.

6. PHILOSOPHY — DAWG / M = MERCENARY

DAWG = Determined Attitude With Gratitude.

It's not a slogan; it's a standard, a way of life.

M = Mercenary.

'MERCENARY' is Joshua's mixed martial arts alias — but not in the traditional sense.

He doesn't fight for money. He fights for impact, for innovation, and for influence — to cause, create, inspire, or invoke one percent of a positive shift in the thoughts we have and the actions we take.

Because he doesn't need 100% of one body — he just needs 1% of everybody he comes across.

His inspiration came from the movies — the stories of mercenaries who, despite their rugged nature, always sacrificed for the greater good. That spirit of purpose and service became the meaning behind his name.

To Joshua, being a MERCENARY isn't about fighting for hire — it's about fighting with honor, alignment, and purpose. It's a philosophy of adaptability — to operate with precision in any environment, to take risks others avoid, and to stand firm when the world folds. It's about being self-reliant yet community-driven; disciplined yet dangerous; strategic yet selfless.

Every great movement needs both warriors and builders — and Joshua embodies both. He is the architect and the athlete, the artist and the strategist, blending instinct with intellect in pursuit of a greater mission. Through this duality, the *Mercenary* identity became more than a name — it became an ethos.

“What happens when I'm on a platform that can influence a million, a hundred million, or even a billion people? Can you imagine, the shift that we could make?”

And from that same ethos grew the heartbeat of The Big Kidz Inc. — the creation of The Big Kidz Table.

It was built for the underdogs — for those who were ever overlooked, undervalued, undermined, or left waiting on the sidelines while others were handed the spotlight. It's for the outcasts who had to watch everyone else eat while they kept building quietly in the background, sharpening their craft, waiting for their moment. Those who were doubted, counted out, or told they didn't belong.

The Big Kidz Table exists to level the playing field — a place where the outcasts, misfits, and overlooked finally have a seat, a voice, and a chance to rise. It represents more than inclusion; it's the reclamation of worth, the restoration of confidence, and the celebration of those who turned adversity into armor.

7. CULTURE ENGINE — DAWG Walk ENT & The Dog Walk Event

DAWG Walk ENT powers the immersive, interactive experience — merging culture, combat, and crypto into one unified movement.

The inaugural Dog Walk Event, set for mid-2026, will unite NFT holders, athletes, and creators from around the world. Paw Print Pass holders gain exclusive access — digital identity converting into real-world recognition.

But DAWG Walk ENT is more than an event — it's the ignition point of a movement. It's where art, competition, and community collide to form a living ecosystem of engagement. Behind the scenes, new layers are being engineered — from gamified experiences that fuse prediction and performance to dynamic platforms that reward intellect, instinct, and influence. Each system is designed to deepen interaction, spark emotion, and turn participation into ownership.

The future architecture extends beyond engagement — strategic treasuries are being established to sustain growth, reward contribution, and reinvest directly into the ecosystem. These treasuries serve as the heartbeat of the movement, ensuring that value flows back to the community and fuels every evolution that follows.

The physical and digital worlds mirror one another — from collectibles and on-chain access to strategic games of skill and story. Every move, every moment, every outcome feeds the greater narrative — expanding the Fighting Frenchies universe into something far beyond art or tokenization.

At the same time, DAWG Walk ENT brings the real-world Frenchie community into the fold — uniting dog owners, breeders, and enthusiasts in the same ecosystem as collectors and creators. The event bridges the digital kennel and the physical one, celebrating the loyalty, character, and charm that inspired it all.

This is the evolution of entertainment — a culture engine built not on trends but on timeless principles: discipline, risk, loyalty, and reward. Each activation, whether digital or physical, draws its energy from the same source — the fight within us all.

Fighting Frenchies isn't just a brand; it's a movement walking the line between two worlds — and redefining lifestyle in Web3.

Where culture meets crypto, and legacy fuels liquidity — a Diamond-Minded movement built to last.

8. LEGACY — From Lair to Legend

Every component fuels purpose:

- **Royalties** → the foundations
- **Merch & collaborations** → expansion
- **NFTs & passes** → lifetime utility and ownership

Beyond culture and crypto, the vision continues to expand — bridging innovation, education, and empowerment. What once began as rebuilding from struggle has evolved into the design of systems that create freedom, sustainability, and lasting impact. It is the continuous refinement of discipline into legacy — transforming experience into infrastructure and purpose into permanence.

But legacy isn't just built through structure — it's preserved through spirit. Every layer of **Lair M.** is designed to outlast the noise, connecting innovation with intention and proving that heritage can evolve without losing its heart. It is a living ecosystem of value — where technology, art, and impact move as one.

What began as a single vision now operates as a unified network — empowering creators, businesses, and communities to move beyond transaction into transformation. Each vertical carries the same DNA: discipline, resilience, and purpose.

This isn't a hype cycle. It's heritage. Longevity for lifetimes to come.

“As they say, leave no stone unturned — Well I my friend, have turned over every single blade of grass.”

9. ETHOS — Life, Love & Discipline

“Life, love and discipline. Where there is life, there is love, and where love lies, discipline resides.”

The empire of Lair M. is rooted in a timeless truth — that discipline is the highest form of love. It is the thread that binds creation to purpose, turning vision into reality and potential into legacy.

Life tests love. Love demands discipline. And discipline transforms both into growth. Within Lair M., this philosophy extends beyond individuals — it defines how art, culture, and community are built. Every project, partnership, and brand under its banner reflects that same principle: disciplined creativity driven by love for the craft, loyalty to the mission, and respect for the process.

This is more than an ethos — it's an operating system for life itself. The standard that unites artists, athletes, and entrepreneurs alike under a single pursuit: to build with love, move with discipline, and leave something that outlasts the illusion of time itself.

10. DAWN OF A DYNASTY — The Lair M. Vision

“Keep the main thing, the main thing.”

Lair M. is more than a company — it is a living ecosystem built on discipline, creativity, and legacy.

It stands at the intersection where culture meets innovation, and where story becomes strategy.

Every brand within the Lair M. universe — from Fighting Frenchies to future ventures — serves a single mission: to inspire resilience, ownership, and evolution through art, community, and technology. This is where culture is collected, creativity is currency, and authenticity is the highest form of value.

Lair M. exists to bridge the gap — between Web2 and Web3, art and automation, culture and commerce. It unites traditional principles with modern innovation, creating a seamless flow between worlds that were never meant to compete, only to complete each other.

The Fighting Frenchies brand embodies this philosophy — a fusion of fight culture, artistry, and digital identity that empowers individuals to own their narrative and walk with purpose. Through DAWG Walk ENT, physical experiences merge with Web3 expression, turning vision into movement and community into legacy.

Lair M. represents the next era of brand architecture — one that transcends products and platforms to build dynasties of impact.

Its foundation is discipline; its heartbeat is creativity; its currency is loyalty; and its legacy is ownership.

This is not the end of a story.

This is the beginning of a dynasty.

Real iP.

“Weave in the fabric of imagination.”

- **DIM**

Est. 1994