VISIONARY

www.visionarycios.com



Mia Hamm: The Quiet Warrior Who Changed the Game for Every Girl Who Dared to Dream

The Science **Behind the 52/17 Rule** and Why It Works for Real Productivity

Adidas vs Nike: The Rivalry That Changed Sports, Style, and Billions in Sales

PHILIPP VON HOLTZENDORFF-FEHLING

Founder & CEO
Leela Quantum Tech and Quantum Upgrade

Harnessing Quantum Energy TO TRANSFORM WELLNESS

Most **PROMINENT**
HEALTH & WELLNESS
Leaders to Watch
in 2025 ★★★★★

SUBSCRIBE

How about showcasing your products to

90000+ C-SUITE SUBSCRIBERS?

To get recent updates of our magazines

SUBSCRIBE US

info@visionarycios.com

1985, Henderson Rd,
Columbus, Ohio, 43220

Follow Us On:

Publisher
Visionary CIO's

For Sales & Branding Enquiries:
info@visionarycios.com

Marketing Coordinator(USA)
Jeff Collins

Digital Circulation Manager
Chris Spain

Social Media Manager
Douglas Muir

PR & Marketing Coordinator
Helen Lao

Business Development Executive
Adam Moore

Creative Design Head
Kirsten Bay

Chief Editor
Lynn Howard

For Subscription:
info@visionarycios.com

VISIONARY



This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

Copyrights ©Visionary CIOs| 2025. All Rights Reserved. The images and content included in this magazine should not be copied, transferred or reproduced in any form or by any means, electronics, mechanical, photocopying, recording, otherwise, without proper permission from Visionary CIOs.
Visionary CIOs solely owns all the reprint rights.

FROM THE EDITOR

In an era where global health solutions remain largely pharmaceutical-led, a quiet yet powerful transformation is unfolding through quantum science and frequency-based wellness. At the forefront of this revolution stands **Philipp von Holtzendorff-Fehling, Founder and CEO of Leela Quantum Tech and Quantum Upgrade**, whose work is redefining how technology, energy, and human vitality intersect. It is with pride that *Visionary CIOs* present their journey in the feature issue, *Most Prominent Health & Wellness Leaders to Watch in 2025.*

With an accomplished corporate career that includes senior leadership roles at T-Mobile International and T-Mobile US, Philipp brings exceptional strategic depth to the wellness sector. Yet, it was his deep passion for functional medicine and holistic health that led him to challenge conventional boundaries. Through Leela Quantum Tech and Quantum Upgrade, he has introduced science-backed quantum solutions that harmonize EMFs, enhance cellular vitality, and support overall well-being for humans and pets alike.

What truly distinguishes Philipp's leadership is his steadfast commitment to scientific validation, trust-driven culture, and purpose-led innovation. From independent studies and real-world customer validation to global expansion, every milestone reflects a disciplined balance of research, operational excellence, and human-centered design. His belief in empowering talent, fostering collaboration, and building a global wellness ecosystem has transformed his companies into more than enterprises—they are movements.

As quantum science gains momentum in mainstream wellness, Philipp von Holtzendorff-Fehling's vision stands as a defining force shaping the future of holistic health worldwide.



Lynn H.

CONTENTS

COVER STORY

08 **Philipp von Holtzendorff-Fehling**: Harnessing Quantum Energy to Transform Wellness



MEGA ICON

20 **Mia Hamm**: The Quiet Warrior Who Changed the Game for Every Girl Who Dared to Dream



ARTICLE

28 **The Science Behind the 52/17 Rule** and Why It Works for Real Productivity



RIVALARIES

32 **Adidas vs Nike**: The Rivalry That Changed Sports, Style, and Billions in Sales




EVERYTHI
HILLS
DEVELOPMENTS
CLOU


N G I S U P
DSIDE
15808
HILLSDEVELOPMENT.COM

Philipp von Holtzendorff-Fehling

Harnessing **Quantum Energy** to **Transform Wellness**

Founder and CEO
Leela Quantum Tech and Quantum Upgrade

As most modern health solutions often focus on pharmaceuticals and conventional therapies, **Philipp von Holtzendorff-Fehling, Founder and CEO of Leela Quantum Tech and Quantum Upgrade**, dares to challenge the norm. Through his and his team's impactful work, he has unlocked the transformative potential of quantum energy—offering science-backed solutions that harmonize EMFs, enhance vitality, and elevate well-being.

With an executive background that includes serving as Vice President at T-Mobile International and T-Mobile US, Philipp von Holtzendorff-Fehling brings deep expertise in corporate leadership across the U.S. and Europe. His experience at the C-suite level helped him identify a critical gap in mainstream health and technology: the underutilized potential of frequency-based healing. Driven by a passion for functional medicine and a mission to bridge this divide, he set out to develop groundbreaking quantum solutions that merge ancient wisdom with cutting-edge science—emerging as one of the ***Most Prominent Health & Wellness Leaders to Watch in 2025.***


BIO HACKERS WORLD
BIOHACKERS

Pioneering Quantum Energy for a Healthier Future

Philipp was driven by his passion for functional medicine and a vision to merge quantum energy with frequency-based healing. After years in corporate leadership across the U.S. and Europe, he recognized a significant gap in mainstream health and technology—one that overlooked the potential of energy and frequencies in enhancing well-being. Determined to bridge this divide, he set out to develop science-backed quantum solutions designed to harmonize EMFs, boost vitality, and support both mental and physical health.

However, introducing groundbreaking technology to a world unfamiliar with its potential came with challenges. Overcoming skepticism, educating the public, and ensuring widespread recognition required not just Philipp's persistence, but also the collective dedication of his team. Together, they invested in rigorous research, engaged in expert collaboration, and shared a unified vision to bring this innovation to life. For Philipp, this journey is not a solo mission—it's a team-driven pursuit to redefine wellness. With the undeniable impact of their innovations, he believes it is only a matter of time before a broader audience embraces the next evolution in wellness technology.

To overcome the challenges, the company focused on:

- Conducting scientific studies to prove the effectiveness of our technology.
- Partnering with health professionals, biohackers, and researchers to validate results.
- Demonstrating real-world benefits through customer testimonials and live blood analysis studies.

As awareness grew, people began to experience the benefits firsthand, leading to widespread adoption.



Leading with Trust, Empowerment, and Purpose

Philipp's leadership philosophy is built on trust, empowerment, and purpose-driven innovation. He believes in leading by example, creating an environment where every team member feels valued and inspired to contribute their unique talents. Collaboration, integrity, and a commitment to long-term impact serve as the foundation of his approach.

To ensure these principles are deeply embedded within the organization, he prioritizes open communication, fosters creativity, and reinforces the significance of their mission. For Philipp, the work at Leela Quantum Tech and Quantum Upgrade goes beyond selling products—it is about making a meaningful difference in people's lives.





Balancing Innovation, Strategic Growth, and Talent

Innovation remains the driving force behind Leela Quantum Tech and Quantum Upgrade, but it must be balanced with strategic decision-making, highlights Philipp. Every breakthrough is backed by extensive research, expert collaboration, and rigorous testing before reaching the market.

At the same time, Philipp emphasizes the importance of a strong operational foundation—ensuring efficiency, maintaining high product quality, and delivering exceptional customer support. Just as important is the cultivation of a thriving global community—one where customers aren't just buyers but active participants in a larger movement toward holistic well-being. By fostering a sense of belonging, encouraging user feedback, and creating platforms for shared experiences, Philipp has built more than just a business—he's nurtured a wellness ecosystem. This approach, combined with a steadfast commitment to the company's mission and adaptability to market needs, has driven lasting, sustainable growth.

At Leela Quantum Tech and Quantum Upgrade, talent is identified not just by expertise but by passion, self-motivation, and the ability to think beyond conventional boundaries. Mentorship is a cornerstone of Philipp's leadership, as he prioritizes guiding and empowering his team to take ownership of their work. By providing the right knowledge, resources, and support, he fosters a culture of continuous learning and collaboration—key elements that drive innovation and long-term success.



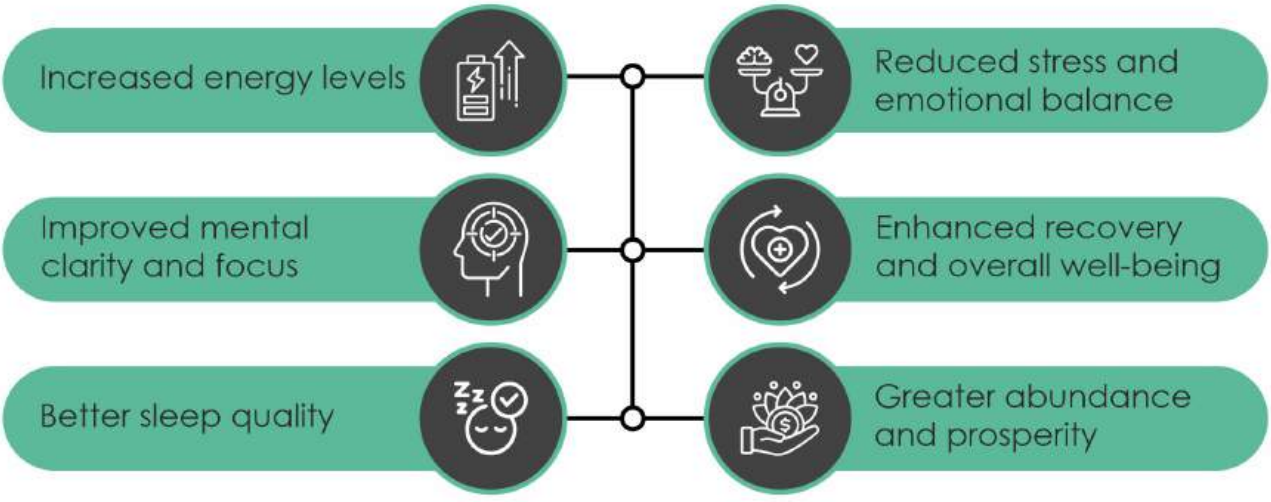
Well-Being Through Quantum Technology

Leela Quantum Tech and Quantum Upgrade are at the forefront of quantum energy and frequency medicine, pioneering innovative solutions designed to harmonize EMFs, enhance vitality, and optimize well-being for humans and pets. Their groundbreaking technology is backed by scientific research, including live blood analysis, heart rate variability studies, and dark-field microscopy tests, all of which have shown improvements in energy levels, cellular function, and stress reduction. These results, combined with real-world validation and user testimonials, make quantum energy not just a theoretical concept but an accessible and practical tool for everyday wellness.

While Leela Quantum Tech specializes in physical quantum-infused products, Quantum Upgrade focuses on continuous quantum energy transmission services. Together, they offer a holistic approach to personal and environmental well-being, redefining the way quantum technology integrates with modern health and wellness.



Tangible Benefits of Leela Quantum Tech and Quantum Upgrade





A Comprehensive Approach to Quantum Energy Optimization

Leela Quantum Tech and Quantum Upgrade specialize in two core areas:

Leela Quantum Tech provides physical, quantum- and/or frequency infused products such as the Infinity Bloc, H.E.A.L.360™ Capsule, and quantum clothing, all designed to optimize energy levels, support well-being, and harmonize EMFs. Unlike traditional EMF protection methods that block frequencies, Leela's technology transforms them, allowing safe interaction with modern devices. Additionally, the EMF+ (EMF Blocking + Quantum Frequency Infusion for Enhanced Well-Being) blocking clothing line stands out as the best in its class—not only shielding against EMFs but also infused with the proprietary H.E.A.L.360™ frequency, delivering additional benefits to the wearer.

Quantum Upgrade is a cutting-edge subscription-based service that delivers continuous quantum energy transmission to individuals, homes, businesses, pets, and even electric vehicles. With no physical device required, users receive a customizable energy boost 24/7, enhancing vitality and overall well-being. They can also choose all kinds of different frequencies that can support anyone in various ways. It's also simple to use which is important.

Together, these cutting-edge solutions provide a flexible and powerful approach to integrating quantum energy into daily life.

With *Leela Quantum Tech*, customers can incorporate quantum energy through wearable devices, home-based solutions, and business applications, actively engaging with their well-being. Meanwhile, *Quantum Upgrade* requires no physical device—users receive continuous quantum energy transmission in the background, making it a completely effortless way to experience the benefits of quantum optimization.







Driving Innovation in Quantum Energy

Leela Quantum Tech and Quantum Upgrade's progress is driven by rigorous scientific research and independent studies that validate and enhance their technology. Customer feedback also plays a crucial role in refining and improving their product offerings, ensuring they meet the evolving needs of users. Moreover, collaboration with leading experts in quantum physics, frequencies, medicine, and holistic healing allows them to explore new applications and push the boundaries of what is possible.

A key aspect of their innovation strategy is the continuous expansion of Quantum Upgrade's capabilities—enabling users to customize their energy levels and extend quantum benefits to businesses, vehicles, and pets. By staying ahead of industry trends and evolving their offerings, the companies provide transformative, science-backed solutions that optimize well-being and energy balance for users worldwide.

A Scientifically Validated Breakthrough and Global Growth

A pivotal moment for Leela Quantum Tech and Quantum Upgrade came with the scientific validation of their technology through independent studies. This breakthrough provided credibility and propelled the company forward by:

- Gaining recognition among holistic health practitioners, biohackers, and wellness experts.
- Expanding into global markets, making quantum technology accessible to customers worldwide.
- Launching Quantum Upgrade, offering an always-on quantum energy service.

The combination of scientific validation and increasing adoption by top athletes, biohackers, and practitioners has driven significant growth. Since their inception, Leela Quantum Tech and Quantum Upgrade have continued to expand sustainably in key areas, including:

- Widespread customer adoption across the globe.
- Ongoing scientific studies further validate their technology.
- Continuous product innovation and service expansion.
- A growing presence across multiple industries, from biohacking and holistic wellness to pet health and business applications.

Driving Innovation and Expanding Quantum Energy Access

Leela Quantum Tech and Quantum Upgrade continue to lead the quantum energy space by constantly researching, refining, and expanding their technology. Their commitment to innovation is driven by scientific validation through independent studies, customer feedback that helps evolve their offerings, and a flexible approach to advancements in frequency medicine, biohacking, and quantum physics. Additionally, their global expansion ensures that Quantum Upgrade is accessible worldwide while broadening the reach of Leela Quantum Tech's physical products.





Key principles that set

LEELA QUANTUM TECH AND QUANTUM UPGRADE APART

1. Scientific Integrity

Their technology is backed by research and independent studies, ensuring credibility and effectiveness.

2. High-Quality, Effective Solutions

Every product and service is designed to deliver tangible, lasting benefits.

3. Innovation and Continuous Improvement

The company is committed to refining and expanding its quantum energy offerings.

4. Customer Satisfaction and Trust

Real-world results drive strong word-of-mouth growth and a loyal global community.

More and more Top Athletes use Quantum Upgrade and Leela Quantum Tech to improve their performance and shorten recovery time.


sc.com/ae/priority


• How far can your savings take you? •
standard
chartered
priority



MIA HAMM

The Quiet Warrior Who Changed the

GAME FOR EVERY GIRL WHO DARED TO DREAM



> I hope all you young girls see yourselves up there We were just like you



This quote echoed through the stadium.

A huge stadium is full of cheering fans. Flags wave—camera flash. Everyone is waiting. Suddenly, zoom! A blur of speed moves across the field. She dodges one defender, then another. She kicks the ball, bam! and it flies into the net. The crowd explodes with joy.

But wait, it's not Ronaldo.

It's a girl. She's wearing a ponytail and the number 9 on her back.

That girl is Mia Hamm.

Long before girls' soccer was popular, Mia was already a star. She didn't just play well, she played like a hero. The kind of hero others dream of becoming. If soccer had superheroes, Mia would be the very first.

She didn't just kick a ball. She kicked open doors. Let's take this article straight to the back of the net!

#9: The Number That Became a Movement

It started as just a jersey number, simple, ordinary. But when Mia Hamm wore it, #9 became something powerful. "It became hope. It became pride." Little girls didn't just cheer for her, they copied her. They wore #9 on their backs and imagined themselves scoring that winning goal. Mia made #9 more than a number. She turned it into a symbol, for hard work, for dreams, for believing in yourself. And even after she left the field, the number kept running. In every young girl who plays today, #9 still lives on, as a movement that started with fearless kick.

one

What Happens When a 15-Year-Old Joins the U.S. National Team?

The Girl Who Kicked Open the Door for Women's Sports.

Mia Hamm's story began in Selma, Alabama, in 1972, but her legacy would stretch far beyond. Growing up in a military family with five siblings, she was full of energy and heart. It was her adopted brother, Garrett, who first lit the spark for soccer in her life. By 15, she wasn't just playing, she was making history as the youngest ever to join the U.S. women's national team.

At the University of North Carolina, Mia led her team to four NCAA titles, scoring goals like poetry in motion. She helped the U.S. win the very first Women's World Cup in 1991 and later earned two Olympic gold medals, becoming a worldwide symbol of greatness.

After retiring in 2004, Mia didn't slow down; she founded the Mia Hamm Foundation and kept championing women's sports. Today, she remains a guiding voice, proving that legends don't just score goals, they open doors for others to walk through.



CAREER HIGHLIGHTS: "MAKING HISTORY ONE GOAL AT A TIME"

When Mia Hamm stepped onto the field, she didn't just play the game; she changed it forever. Her career wasn't built on one moment. It was a collection of unstoppable moments that made history, one goal at a time.

2× World Cup Champion (1991, 1999): Mia was only 19 when she helped lead the U.S. to victory in the very first FIFA Women's World Cup in 1991. But it was the 1999 World Cup Final, in front of over 90,000 fans, that turned women's soccer into a global movement. Mia wasn't just scoring goals; she was making the world believe in what women could do.

2× Olympic Gold Medalist (1996, 2004): When women's soccer debuted at the 1996 Olympics, Mia was front and center. She helped the U.S. win gold on home soil in Atlanta. Then, in 2004, in her final tournament, she walked away with one more gold, ending her career with a win that inspired a generation.

158 International Goals: At the time of her retirement, Mia had scored 158 international goals, more than any player in history (male or female). Her record stood for years, proving her dominance and consistency on the world stage.

These figures tell a story all on their own:

STAT	NUMBER
International Appearances (Caps)	276
International Goals	158
Assists	144
World Cup Titles	2 (1991, 1999)
Olympic Gold Medals	2 (1996, 2004)
NCAA Championships	4 with UNC



Mia Hamm's numbers shine, but it's her impact beyond the stats that truly defines her. She made the world pay attention. She inspired millions. And every time she pulled on that #9 jersey, she played not just for herself, but for every girl who dreamed of being next.

Trailblazer: "The Woman who Built the Stage She Played on

Mia Hamm didn't just shine on the field, she helped build the field so others could shine too. Long before women's soccer filled stadiums and appeared on global TV, Mia was fighting for more than goals. She was fighting for respect, visibility, and opportunity.

She wasn't just a player. She was a trailblazer.

Co-Founder of WUSA: Building a League from the Ground Up

After her 1999 World Cup victory, Mia could've rested on her success. Instead, she co-founded the **Women's United Soccer Association (WUSA),** the first-ever professional women's soccer league in the world. Launched in 2001, it gave female athletes a stage they had never had before.

She played in the league. She promoted it. She fought to make it real, so the next generation wouldn't have to start from scratch.

Without Mia, there may have been no professional league for women to dream of.

Voice for Equal Pay & Visibility

Mia Hamm used her platform to speak out about unfair treatment of female athletes. While male players were receiving big contracts, female players often earned less, even as they brought home gold for the country.

She wasn't loud or flashy. She let her legacy speak. And when she did speak, people listened.

Her early advocacy laid the foundation for today's equal pay battles, and paved the road that stars like Megan Rapinoe and Alex Morgan now walk.

WUSA: The Original 8 (2001–2003)

These were the trailblazing teams that launched the first-ever women's professional soccer league.

Team	City & State	Stadium	Status After 2003
Atlanta Beat	Atlanta, Georgia	Bobby Dodd Stadium	Dissolved with league
Boston Breakers	Boston, Massachusetts	Nickerson Field	Dissolved with league
Carolina Courage	Cary, North Carolina	SAS Stadium	Dissolved with league
New York Power	Uniondale, New York	Mitchel Athletic Complex	Dissolved with league
Philadelphia Charge	Villanova, Pennsylvania	Villanova Stadium	Dissolved with league
San Diego Spirit	San Diego, California	Torero Stadium	Dissolved with league
San Jose CyberRays	San Jose, California	Spartan Stadium	Dissolved with league
Washington Freedom	Washington, D.C.	RFK Stadium	Returned in 2006 (USL W-League)

"If Mia Didn't Exist…"

Let's imagine for a moment.

- What would women's soccer look like without Mia Hamm?
- Maybe there'd be no pro league like WUSA.
- Maybe the conversation around equal pay and respect in women's sports wouldn't have started as early.
- Maybe we wouldn't see young girls wearing #9 jerseys, dreaming big.
- And maybe the world wouldn't have believed a woman could become the face of a global sport.

Mia didn't just score goals.
She built the very stage she played on, and made sure there was room for others.

Fast Fact:
All eight teams were part of a bold dream, to give women's soccer a professional home. Though the league folded in 2003, it paved the way for leagues like the NWSL today.



More Than a Legend: How Mia Builds the Game Off the Field

Because sometimes, the strongest leaders don't need to shout.

Mia Hamm proves that true leaders don't always need to be loud. In 2003, she married baseball star Nomar Garciaparra, and together they've quietly built a life focused on family and giving back to sports. But Mia didn't walk away from the game. She became a part-owner of LAFC and Angel City FC, helping shape the future of soccer from behind the scenes. She mentors young athletes, serves on the U.S. Soccer Board, and supports youth coaching. Her leadership is calm but powerful, walking beside others, not ahead. She's still making a difference, just as strong and inspiring as ever.

Finale Shoutout: The Icon Playbook
How Mia Hamm became the blueprint for greatness?

Her legacy isn't just in goals or medals, but in the quiet wisdom she left behind.

Here are five timeless lessons athletes can learn from her story:

Win with Grace

Even in victory, Mia stayed grounded. She celebrated with her team, not just herself.

Lead with Humility

She led by example, not ego. Her quiet strength drew people in, not pushed them away.

Inspire Beyond the Field

From founding the Mia Hamm Foundation to mentoring youth, Mia showed that true greatness grows off the pitch, too.

Turn Records into Roadmaps

158 goals? Yes. But more than that, she made each one a stepping stone for the next generation.

Always Pass the Torch

Whether investing in teams or coaching kids, Mia never held onto the spotlight—she shared it.

"Leadership is not just shouting from the front, sometimes it's walking beside others."

I BET YOU CAN'T
CROSS THE STREET
WHILE LISTENING
TO MUSIC
WITH YOUR EYES
CLOSED



When you can't see, simple tasks can become disastrous.
That's why we made, get this, goggles that actually don't fog up when you ski.

SMITH

The Science Behind

THE 52/17 RULE

And Why It Works for Real Productivity

Have you ever noticed how your mind drifts as you hit your stride on a project? It seems like laziness, but it's biology. In the 1950s, researchers had deduced that our brains naturally pulse through periods of high alertness and quieter recovery, roughly every 90 to 120 minutes. Modern data science has refined this pattern into a powerful rhythm: 52 minutes of uninterrupted focus followed by 17 minutes of genuine rest. It's not about straining yourself until the timer dings; it's about riding the tide of your concentration, then using your break to replenish rather than scroll. This rhythm is based on studies of top performers who naturally adopted a cycle of concentrated effort followed by restorative breaks.

This article will trace the science behind the 52/17 rule and explain how it helps your daily routine. If you align your work habits with natural brain rhythms, you'll find sharper focus, fewer energy crashes, and a more sustainable way to get things done.





What is the 52/17 Rule?

The 52/17 rule is a productivity strategy rooted in balance. It encourages focused work for 52 minutes, followed by a 17-minute break. Unlike rigid schedules that demand nonstop output, this rule acknowledges the limits of human concentration. The 52/17 rule is a time management method that asks you to work with complete focus for 52 minutes, then take a purposeful 17-minute break. Many productivity systems push you to keep going no matter what, but this rule prioritizes long-term sustainability. The whole thing comes from actual research. DeskTime, which tracks how people work, looks at their best users and sees something interesting. They found that the most productive people weren't grinding through 8-hour days. They worked in quick, focused chunks instead. These top performers weren't using tricks like checking their phones during breaks. They got up, walked around, talked to people, or just stepped away completely. When they came back to work, they were more focused than before.

The whole idea rests on how our brains work. We can focus hard for about an hour, but need breaks to make it happen. Seven years later, DeskTime ran the same study in 2021 and did it again around 2024. The 52/17 pattern held up. However, they also found something new, a more extended version (112/26) that many remote workers started using during the pandemic and kept using afterward.

Science behind the 52/17 Rule

Our brains aren't built to focus nonstop for hours. The science behind the 52/17 rule has been telling us this for decades, but we're just starting to listen. In the 1950s, sleep researcher Nathaniel Kleitman discovered ultradian rhythms, natural cycles that happen throughout the day, not just during sleep. These cycles last about 90 to 120 minutes, and they control when we're most alert and when we naturally start to fade.

Here's what happens during these cycles: your brain goes through periods of high focus, then gradually shifts into a recovery phase where concentration becomes harder. Fight against this natural rhythm, and you'll feel drained. Work with it, and you can maintain energy all day long.

The 52/17 rule taps into this science but shortens the cycle to match modern work demands. Instead of waiting for a full 90-minute cycle to play out, you work intensely for 52 minutes in that sweet spot where your brain is firing on all cylinders. Then you take a 17-minute break before your concentration starts to slip.

Studies on attention span back this up. Research shows that most people can maintain deep focus for 45 to 90 minutes before their minds start wandering. The 52-minute work block sits in the middle of this range, giving you maximum focused time without pushing past your brain's natural limits.

The 17-minute break isn't random either. Neuroscience research suggests that it takes 15 to 20 minutes for your brain to reset after intense focus. During this time, your default mode network, the active brain system during rest, kicks in. This network helps process information you learned and prepares your mind for the next focused session.

This rule differs from other productivity methods because the science behind the 52/17 rule is based on what your brain does, not what you think it should do. When you align your work schedule with these natural rhythms, you use them to your advantage.

Real Case Studies of the 52/17 Rule in Action

1. Draugiem Group & DeskTime Users

Julia Gifford, a tech lead at the Latvian software firm Draugiem Group, publishes DeskTime's research on employee focus. Her team analyzed thousands of time-tracking logs and identified that the top 10% of their most productive users worked in 52-minute bursts, followed by 17-minute breaks. These users treated each work block as a sprint, fully engaged for 52 minutes, then stepped away from their computers during the break. The result: higher daily output and fewer late-day energy slumps.

2. BBC & Wharton School Findings

In 2014, DeskTime's data caught the attention of outlets like BBC and the Harvard Business Review. Wharton doctoral student Hengchen Dai cited the study when she showed that well-timed breaks make people more diligent and reduce costly mistakes in high-stakes fields like healthcare. Doctors at one hospital, for example, washed their hands more consistently when they took structured breaks, illustrating how brief rests can boost productivity and work quality.

3. Medical Students Using the Method

Indiana University medical students struggled with marathon study sessions until one student shared the DeskTime method in their campus newsletter. By applying 52-minute study sprints and 17-minute downtime walks on campus, students retained information better and felt less burned out during exam periods. The technique quickly spread through study groups, proving its value outside traditional office settings.

4. Creative Teams at Insightful Coaching

A small design agency led by coaches at Insightful.io integrated 52/17 into their project workflow. Graphic designers used focused work blocks for client briefs, then used breaks to flip through design magazines or take quick sketches. Team satisfaction rose by 20%, and billable hours increased by 15% within two months, showing how creative professionals can harness the rule without losing flow.

Each real-world story highlights how the 52/17 rule, rooted in DeskTime's data, helps different teams maintain peak focus, reduce errors, and steady energy levels throughout the day. You can adopt the same rhythm in your routine by following proven examples.

Conclusion

The science behind the 52/17 rule offers more than just another productivity hack. It's a mindset shift. By working in cycles of focus and recovery, people protect their energy, sharpen their concentration, and ultimately accomplish more in less time. Examples from professionals and creative spaces prove its value and explain why it works.

Adopting this rhythm doesn't require drastic changes. All it takes is listening to your natural limits, respecting the need for rest, and creating a sustainable flow. In the long run, the 52/17 rule isn't about squeezing more hours into the day. Instead, it's about making the hours you already have count.



adidas®



The Rivalry That Changed

SPORTS, STYLE, AND BILLIONS IN SALES



Lacing Up: The Starting Line

Lace up. On your left foot, an Adidas sneaker: precise, powerful, born from German roots and polished by decades of innovation. On your right, a Nike Air: bold, ambitious, pulsing with American energy and that unmistakable swoosh swagger.

Every step forward is a stride through history, a race that began on opposite sides of the world, but now battles for every street, every stadium, every soul.

Adidas and Nike. Two giants. One track.

This isn't just about shoes, it's about stories. About how a shoemaker from Herzogenaurach and a coach from Oregon sparked a global rivalry. About how their designs, their dreams, and their daring changed what we wear, how we move, and even how we express ourselves.

In this journey, we'll walk their paths, from Olympic breakthroughs to celebrity collabs, from sports sponsorships to cultural milestones. We'll compare, we'll clash, and we'll ask the question everyone's been chasing for decades:

First Footprints: The Early Days

Take a step into the origin story of two titans. On your left foot, Adidas, born in a small German workshop where Adi Dassler believed great shoes could make great athletes. That belief took the world stage when Jesse Owens wore Adidas to Olympic glory in 1936. But behind the stripes was a family split, a rivalry sparked when Adi's brother Rudolf walked away to form Puma.

On your right foot, Nike, the American upstart that began in a trunk as Blue Ribbon Sports in 1964. With Phil Knight's business mind and Bill Bowerman's obsession for performance, Nike evolved fast. By 1971, it found its name, inspired by the goddess of victory, and its signature: a swoosh, a sole, and a revolution in motion.

Two continents. Two visions.
Adidas builds with tradition. Nike runs with ambition. The race? It's only just begun.

Quick Strides:

- Adidas was founded by Adi Dassler in Herzogenaurach, Germany.
- 1936: Jesse Owens wins Olympic gold in Adidas shoes.
- 1948: Adi splits from brother Rudolf (who founded Puma).
- Nike was founded as Blue Ribbon Sports in 1964.
- Rebranded as Nike in 1971, named after the Greek goddess of victory.
- Bowerman's waffle sole revolutionizes running shoes.
- Adidas: Global, precise, heritage-driven
- Nike: Bold, fast, rooted in American innovation

Product Footprint Comparison

Metric	Nike	Adidas
Total Products	773	1,847
Price Range	₹1,695 – ₹27,995	₹400 – ₹29,999 (more affordable range)
Men's Products	44.2%	73%
Women's Products	38.1%	27%
Unisex/Other	17.7%	0% (majority gendered)
Vibe	Sleek, curated store	Variety-loaded marketplace

Nike keeps it sleek and premium with a balanced gender approach. Adidas overwhelms the shelf with choices and a strong lean toward male-targeted products.

Adidas vs Nike Overview

Adidas	Category	Nike
1949 (roots from 1924)	Founded	1964 (as Blue Ribbon Sports), Nike since 1971
Adi Dassler	Founders	Phil Knight & Bill Bowerman
Herzogenaurach, Germany	Headquarter	Oregon, USA
Jesse Owens wins gold wearing Adidas (1936)	Breakthrough Moment	Waffle sole design revolutionizes footwear (1970s)
Brother Rudolf leaves to start Puma	Family Drama	No internal split, united vision
US $25.53 billion	Revenue Growth (2024)	US$51.36 billion
"Adidas" = Adi + Dassler	Name Origin	Named after Nike, the Greek goddess of victory
62,000 employees (2024)	Global Workforce (2024)	83,700 employees (2024)

The Head-to-Head Stats: Who's Winning Where?

Our journey continues, and the numbers reveal a shift in momentum. Nike still holds strong in the U.S., backed by a solid digital presence and a steady 2.2% dividend yield. But Adidas is picking up speed; its Q1 2025 revenue jumped 13% to €6.15 billion, and operating profit soared 82%, fueled by rising global sneaker demand. Analysts report that Adidas is now gaining ground in the U.S. market, while Nike faces some headwinds. This rivalry isn't just about revenue; it's a high-stakes race of innovation vs. momentum, dominance vs. comeback grit.

What's on the Shelf: The Footprint of Products

You pause mid-walk and glance down at two stores: one is a minimalist gallery of sleek design, the other a bursting cabinet of variety.

- Adidas offers 1,847 products, with prices ranging from ₹400 to ₹29,999.
- Nike presents 773 products, priced between ₹1,695 and ₹27,995.

Gender Breakdown:

- Nike: 44.2% men's, 38.1% women's, rest unisex.
- Adidas: 73% men's, 27% women's, unisex:17.7%

Nike vs. Adidas: What's Happened in 2024?

Nike dominates the scoreboard in revenue & branding. Adidas plays the long game in innovation & focus.

Nike (Struggle)	Factor	Adidas (Thrives)
Nike's value dropped a lot this year. People aren't buying as many shoes.	Stock Value	Adidas' value went up! Old-school sneakers are super popular again.
Nike didn't sell much online. Their storage is full of unsold shoes.	Online & Inventory	Adidas made trendy shoes that people love. They didn't make too many extras.
Nike stopped selling in some big stores. Now they're trying to come back.	Stores & Partners	Adidas worked closely with stores. Their cool shoes sold really well everywhere.
Nike isn't doing well in places like China.	Around the World	Adidas is growing fast in many countries, even in China and North America.
Nike is using old designs but not many new ideas.	Shoe Styles	Adidas' retro shoes like Samba & Gazelle are a big hit.
Nike's new boss wants to fix things and try new stuff.	Future Plans	Adidas' boss is hopeful and expects to make a lot of money next year.

Mind Games: Battle of Brand Brains

On one side looms Nike, firing up souls with emotion and the power of never quitting. On the other hand, Adidas, stirring up energy through creativity, collaboration, and cool. Here's how their brand brains really go head-to-head, rooted in hard data, real campaigns, and iconic alliances.

Nike: Emotional Branding & Global Muscle

- **Inspiring "Never Quit" Campaigns:** Nike has built its empire on emotional storytelling, framing every wearer as the hero battling their inner obstacles. The "Just Do It" slogan, born in 1988, is more than a motto; it's a rallying cry that crosses borders and stirs action. Nike's ads rarely focus on the product; instead, they tell stories of triumph, setbacks, and comebacks, forging an emotional connection that keeps fans fiercely loyal.

- **Global Sports League Deals:** Nike's "global muscle" is built on major league partnerships:

1. **NBA:** Nike is the official on-court uniform and apparel provider, having secured billion-dollar deals through at least 2037.
2. **NFL:** Nike supplies all 32 teams with uniforms and gear through 2028.
3. **FIFA/Football:** Nike outfits key national and club teams, making its mark across the world's most popular sport.

- **Endorsement Powerhouses:** Nike doesn't just sign athletes, it creates icons:

1. **Cristiano Ronaldo:** Lifetime deal reportedly worth $1B. Ronaldo's social reach (600M+ followers) makes him a marketing juggernaut, bringing Nike's swoosh into the feeds and dreams of millions.
2. **LeBron James:** Signed for $90M before NBA debut, now also has a lifetime $1B deal. His partnership with Nike rewrote the playbook on athlete endorsement worldwide.
3. **Serena Williams:** Beyond ads, her "Serena Williams Design Crew" initiative at Nike empowers young designers and cements her as a brand icon.

Adidas: Culture + Collaboration

- **Music & Fashion Alliances:** Adidas rides the beat of culture by teaming with music and fashion stars.

1. **Kanye West (Yeezy):** Turned sneaker drops into cultural events, with hype-driven, limited releases creating a cult following.
2. **Pharrell Williams (Hu):** Brought color, inclusivity, and youth appeal, launching vibrant, message-driven lines.
3. **Beyoncé (Ivy Park):** Her deal is rooted in creativity and empowerment, blending streetwear, purpose, and the Adidas creative open-source mindset.

- **Strong Digital & Global Event Presence:**

1. **Digital Engagement:** Adidas leverages real-time consumer insights and innovative digital campaigns to keep its storytelling fresh and relevant. Collaboration is so central, the word is painted on their Portland HQ walls.

2. **UEFA & Olympics:** Adidas supplies athletes at the Olympics (including Team GB since 1984, through at least 2032) with performance and podium wear, symbolizing both heritage and cutting-edge design. Brand tie-ins with major football events like UEFA further cement its place in global sports culture





Final Lap: Who Wins the Race?

Adidas and Nike have sprinted far beyond shoes; they've shaped sports, style, and identity. Nike races ahead with emotional storytelling, iconic athlete deals, and a powerful U.S. presence. Adidas strikes back with product diversity, cultural collaborations, and global momentum. From Herzogenaurach's cobbled streets to Oregon's innovation labs, their rivalry is both fierce and fascinating. This isn't about choosing a winner, but understanding how two brands changed the game forever.




Get off the algorithm, listen
OCÉANO
93.9 FM

VISIONARY

www.visionarycios.com