



MITHRAS

THE HUMAN PERFORMANCE SYSTEM

CROSS THE THRESHOLD. BECOME MORE.

MITHRAS is not another fitness brand.

It is a human performance system.

Built to strengthen the body, discipline the mind and create repeatable standards for personal performance.

CROSS THE THRESHOLD. BECOME MORE.



THE HUMAN
PERFORMANCE SYSTEM

Performance is built through three disciplines.

01

BUILD THE BODY

Progressive strength, movement quality, recovery and sustainable physical capacity.

02

COMMAND THE MIND

Discipline, focus, emotional control and the ability to perform under pressure.

03

BECOME MORE

A measurable evolution in standards, identity, responsibility and daily execution.

The system connects physical development with the standards required to sustain it.

THE SYMBOL

The threshold marks a decision.

The emblem represents the moment a person chooses to cross a limit, leave an old standard behind and enter a stronger version of themselves.

ENTER

Commit to the process.

CROSS

Outgrow the former limit.



One identity. Multiple paths to performance.

01 TRAINING SYSTEMS

Progressive programs built around strength, capability and measurable execution.

02 NUTRITION FRAMEWORKS

Clear structures that support performance, recovery and sustainable results.

03 DISCIPLINE EDUCATION

Content and practices that turn motivation into repeatable standards.

04 COMMUNITY + ACCOUNTABILITY

A shared identity designed to reinforce consistency and responsibility.

05 APPAREL + EQUIPMENT

Physical expressions of the system, built for training and belonging.

06 FUTURE CERTIFICATION

A pathway for coaches and leaders to teach the MITHRAS method consistently.

Designed as a system that can be taught, repeated, measured and scaled.

Built for people who expect more from themselves.

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| 01 | STRENGTH SEEKERS | People ready to build real physical capability. |
| 02 | DISCIPLINED BEGINNERS | People who need structure, not empty motivation. |
| 03 | ATHLETES + COACHES | People committed to measurable performance. |
| 04 | LEADERS + BUILDERS | People who understand that standards shape outcomes. |

MITHRAS is inclusive by design and demanding by standard.



**PARTNER WITH
A SYSTEM,
NOT A CAMPAIGN.**

Launching 2026

Partnership opportunities

MITHRAS is seeking aligned partners that strengthen performance, credibility and community experience.

- APPAREL + PERFORMANCE WEAR
- SUPPLEMENTS + RECOVERY
- TRAINING EQUIPMENT + TECHNOLOGY
- GYMS + PERFORMANCE FACILITIES
- CONTENT + EDUCATIONAL COLLABORATIONS
- EVENTS + COMMUNITY EXPERIENCES

We build long-term alignment around standards, not one-time exposure.

FOUNDERS

**Built with intention.
Designed to endure.**

MANUEL MOJICA

JENNY MOJICA

FOUNDERS / MITHRAS

PARTNERSHIPS + INQUIRIES

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LAUNCHING 2026

