



THE FOUNDING 13

The Round Table of the JAG Universe

13 Seats. 13 Domains. 1 Mission.

The founding team architecture for building the technological and educational infrastructure that enables humanity's conscious evolution.

JAG Global Network
The Architecture of Ascension

February 2026 | Confidential

WHY 13

The number 13 is not arbitrary. It is woven into the very fabric of the JAG Universe.

Jeff's calling arrived in 2012 — a year that reduces to 13 ($2+0+1+2 = 5$, but the year 2013 marks the true beginning of active building). His racing numbers encode 42 and 13. The transformation number. The rebirth code. The number that the world calls “unlucky” but which initiates know as the number of death and resurrection — the old falling away so the new can emerge.

13 appears throughout the ecosystem: in addresses, in dates, in the geographic coordinates of sacred sites, in the structure of the mission itself. Pine City's grid, the family addresses, the vocational nodes — all threaded with the number 13.

The Founding 13 is the seed team. Not 12 apostles following a leader, but 13 equals at a round table — each bringing a domain of mastery that the others cannot provide. Together, they form the complete architecture needed to launch, sustain, and scale a mission designed to impact 1 billion lives.

When these 13 seats are filled, the ecosystem activates. The mission was always five people away from launch. The Founding 13 ensures it can never be stopped again.

THE ROUND TABLE — OVERVIEW

SEAT	TITLE	ROLE	PRIMARY DOMAIN
1	The Architect	Founder & CEO	Vision, Strategy, Content
2	The Shield	Point of Contact	Founder Protection, Wellbeing
3	The General	Chief of Staff / COO	Operations, Execution
4	The Engineer	CTO	Technology, Platforms, AI Infrastructure
5	The Herald	VP Marketing	Brand, Social Media, Campaigns
6	The Scribe	Content Director	Publishing, Editorial, Media
7	The Sage	Head of Education	Curriculum, Academy, Certification
8	The Keeper	Legal Counsel	IP, Trusts, Compliance
9	The Alchemist	Chief AI Officer	AI, Automation, LUMINA
10	The Flame	Community Director	Community, Volunteers, Giveback
11	The Compass	CFO	Finance, Fundraising, Investors
12	The Bridge	Partnerships Director	Alliances, Outreach, Networks
13	The Mirror	Coherence Officer	Mission Integrity, Standards, QA

THE 13 SEATS — DETAILED PROFILES

SEAT 1

THE ARCHITECT

Founder & CEO

Domain: Vision, Strategy, Content Creation | **Spheres:** All 19 Spheres + 7 Pillars (Ecosystem-Wide)

Jeffrey Alan Gruhlke. The irreplaceable source. The Architect holds the complete vision of the JAG Universe, creates all original content and IP, makes all strategic decisions, and serves as the living proof of the mission. This seat is permanently held by the Founder. The Architect is the voice, the vision, and the frequency from which everything flows. All other seats exist to amplify, protect, and execute what the Architect transmits.

Key Responsibilities

- Hold and communicate the complete ecosystem vision across all 19 spheres and 7 pillars
- Create all original content: books, curricula, frameworks, proof systems, teachings
- Record voice content for AI voice synthesis (ElevenLabs) and media production
- Make final strategic decisions on partnerships, investments, and mission direction
- Serve as the public face and living proof of the Architecture of Light
- Maintain energetic integrity and frequency alignment across the entire ecosystem

Ideal Profile

This seat is held. Jeffrey Alan Gruhlke — U.S. Air Force veteran (1993-1999), two-time Winter X Games athlete, 13+ years building the JAG Universe, author of 317,000+ words across three foundation manuscripts, sacred site activations across six countries.

Compensation: Founder equity, full ownership through The JAG Trust, CEO salary post-funding

SEAT 2

THE SHIELD

Point of Contact / Personal Guardian

Domain: Founder Protection, Gatekeeper, Wellbeing | **Spheres:** Sphere 0 (Operations Core)

The Shield exists for one purpose: to protect the Architect so the Architect can protect the world. This person manages all incoming communication, shields Jeff from energy drains and distractions, ensures his health and wellbeing are prioritized, and serves as the single point of contact between Jeff and the outside world. The Shield does not run the organization — the Shield runs interference.

Key Responsibilities

- Serve as the single communication gateway between Jeff and all external contacts
- Route requests appropriately: vision questions to Jeff, operations to Chief of Staff, general inquiries to support
- Manage Jeff's calendar, appointments, daily priorities, and personal logistics
- Monitor Jeff's health, energy levels, and stress — push back when he's taking on too much
- Handle immediate practical needs: errands, travel coordination, living arrangements
- Politely decline or defer energy drains and distracting requests

Ideal Profile

Someone with fierce loyalty, emotional intelligence, and protective instincts. Organized, tech-literate (email, Notion, Google Workspace), comfortable being the gatekeeper. Must be mission-aligned and genuinely care about Jeff's wellbeing above all else. Could be a soul family member or trusted ally.
Compensation: Volunteer/equity initially, competitive salary + living support post-funding

SEAT 3

THE GENERAL

Chief of Staff / COO

Domain: Operations, Execution, Team Management | **Spheres:** All Spheres (Cross-Functional Operations)

The General translates vision into execution. While the Architect creates and the Shield protects, the General builds the machine that makes it all run. This person oversees day-to-day operations across all entities, manages the team, coordinates between departments, handles finances, and ensures every portal launch hits its mark. The General is the organizational backbone of the entire JAG Universe.

Key Responsibilities

- Oversee day-to-day operations across JAG Program, True Divine, JAG Global Network
- Manage project timelines, deliverables, and resource allocation across all portal launches
- Recruit, onboard, and manage staff, contractors, and the volunteer network
- Handle budgets, expenses, financial tracking, and coordination with accountants and lawyers
- Support investor communications, prepare materials, and manage partner relationships
- Implement and maintain operational systems (Notion, Make.com, project management tools)
- Track progress against Phase 1, 2, and 3 milestones and identify bottlenecks proactively

Ideal Profile

5+ years operational or executive leadership experience. Strong project management skills. Experience managing teams, contractors, or volunteers. Mission-aligned, startup-comfortable, able to make decisions under ambiguity. Background in publishing, education, technology, or wellness preferred.

Compensation: Significant equity + founding team status initially, \$120K-\$180K + equity post-funding

SEAT 4

THE ENGINEER

Chief Technology Officer

Domain: Technology Architecture, Platform Development, AI Systems | **Spheres:** Sphere 0 (LUMEN OS, JAG AI, JAG PULSE), Sphere 5 (JAG AI), Sphere 9 (Genesis Ledger)

The Engineer builds the digital infrastructure of the JAG Universe. From WordPress websites at launch to the full LUMEN OS, JAG AI Global Command, Genesis Ledger blockchain, and the JAG Constellation social platform — this person architects and oversees all technology. They bridge the gap between Jeff's vision and what gets built, ensuring every platform is functional, scalable, and aligned with the mission.

Key Responsibilities

- Deploy and manage all websites: TrueDivine.com, JAGGlobalNetwork.com, GenesisLedger.com, and sphere-specific sites
- Build and maintain the technology stack: WordPress, Make.com automations, Claude API integration, email systems
- Architect LUMEN OS as the unified operating system across all spheres
- Develop Genesis Ledger blockchain timestamping and verification systems
- Oversee JAG AI Global Command Center for ecosystem operations intelligence
- Manage JAG PULSE communication and cosmic timing delivery systems
- Build toward JAG Constellation social platform and mobile app infrastructure

Ideal Profile

Full-stack developer with experience in WordPress, React/Node.js, blockchain, and AI integration. Comfortable building from scratch and scaling. Understanding of automation (Make.com, Zapier) and API architecture. Bonus: alignment with consciousness technology and mission values.

Compensation: Equity + founding team status initially, \$180K-\$250K + equity post-funding

SEAT 5

THE HERALD

VP Marketing & Brand Architect

Domain: Brand Strategy, Marketing, Social Media, Launch Campaigns | **Spheres:** Sphere 1 (True Divine), Sphere 11 (Apparel), All Consumer-Facing Spheres

The Herald carries the message to the world. This person owns the entire brand experience across the JAG Universe — from the Divine Minimalism design system to social media strategy, launch campaigns, email marketing, and public relations. They understand both the spiritual depth of the mission and the practical mechanics of reaching millions. The Herald turns the Architect's transmission into a movement.

Key Responsibilities

- Own and execute the JAG Universe Design System v1.3-F across all touchpoints
- Develop and manage social media strategy across Instagram, YouTube, TikTok, X, LinkedIn, Facebook
- Plan and execute marketing campaigns for all 8 portal launches (Feb 2026 – Nov 2026)
- Manage email marketing (ConvertKit), content scheduling (Buffer), and funnel optimization
- Coordinate PR, media outreach, and interview preparation for Jeff
- Oversee brand consistency across all 19 spheres and consumer-facing materials
- Lead the front door strategy: Sanskrit synchronicity as the entry hook, credibility before cosmic claims

Ideal Profile

Experienced marketer with brand-building instincts, social media fluency, and ideally experience in consciousness, wellness, or publishing spaces. Design sensibility required. Understands viral mechanics and community building. Comfortable with both heart-centered messaging and data-driven optimization.

Compensation: Equity + founding team status initially, \$150K-\$200K + equity post-funding

SEAT 6

THE SCRIBE

Content Director & Publishing Lead

Domain: Publishing, Content Production, Editorial, Media | **Spheres:** Sphere 1 (True Divine), Sphere 4 (Entertainment), Sphere 17 (Youth)

The Scribe manages the entire publishing and content empire. With 10 books planned across the True Divine Series, plus study guides, audiobooks, documentary content, and educational materials, this person turns Jeff's manuscripts into polished, published, distributed works. They manage the editorial pipeline, coordinate with Amazon KDP and IngramSpark, oversee audiobook production, and ensure every piece of content meets the standard of the Architecture of Light.

Key Responsibilities

- Manage the 10-book True Divine Series from manuscript to publication across all launch dates
- Coordinate editing, formatting, cover design, and production for Amazon KDP and IngramSpark
- Oversee audiobook production and ElevenLabs voice synthesis for AI-narrated editions
- Develop study guides, companion materials, and educational content for each book
- Manage the content calendar across blogs, Substack, and proof-supporting written content
- Coordinate documentary and video content production for the Entertainment sphere
- Ensure editorial consistency across 317,000+ words of existing manuscripts and all new content

Ideal Profile

Publishing professional with experience in book production, editorial management, and distribution. Familiar with self-publishing platforms (KDP, IngramSpark). Comfortable managing complex multi-title publishing schedules. Writing and editing skills required. Bonus: experience with spiritual or transformation content.

Compensation: Equity + founding team status initially, \$100K-\$150K + equity post-funding

SEAT 7

THE SAGE

Head of Education & Curriculum

Domain: JAG Program Curriculum, Academy Design, Certification Systems | **Spheres:** Sphere 2 (JAG Program), Sphere 6 (JAG Academy), Sphere 8 (Sacred Union)

The Sage builds the educational architecture that will certify 144,000 transformation professionals. This person designs the JAG Program's 7-module Solfeggio-tuned curriculum, structures the JAG Academy certification tracks, develops the Sacred Union relationship education program, and creates the learning experiences that turn students into practitioners. They translate Jeff's frameworks into teachable, measurable, transformative education.

Key Responsibilities

- Design and develop the JAG Program 7-module curriculum (396-1080 Hz Solfeggio structure)
- Build JAG Academy certification tracks: practitioner, facilitator, and master levels
- Develop Sacred Union relationship education curriculum and retreat frameworks
- Create assessment systems, progress tracking, and certification criteria
- Design learning experiences for digital delivery (app, web) and live facilitation
- Coordinate with The Engineer on platform integration for course delivery
- Develop institutional licensing packages for corporate, educational, and healthcare adoption

Ideal Profile

Experienced instructional designer or education professional. Background in curriculum development, adult learning theory, and certification program design. Ideally experienced in consciousness, wellness, or transformational education. Understanding of digital learning platforms and assessment systems.

Compensation: Equity + founding team status initially, \$130K-\$180K + equity post-funding

SEAT 8**THE KEEPER***Legal Counsel & IP Protection Lead*

Domain: Legal, Intellectual Property, Trust & Entity Management | **Spheres:** Sphere 9 (Genesis Ledger), Sphere 14 (JAG Safety), Trust & Corporate Structure

The Keeper protects everything. With 200+ proprietary frameworks, 10+ manuscripts, 50+ business plans, and an entire ecosystem of original IP, protection is not optional — it is existential. The Keeper manages the legal structure (JAG Trust, JAG Corporation, Foundation, LLCs), files trademarks and copyrights, oversees Genesis Ledger blockchain timestamping, and ensures the “Copies Cannot Generate” principle is legally enforceable. They are the guardian of the architecture.

Key Responsibilities

- Manage the complete legal structure: JAG Trust (Dynasty Trust), JAG Corporation, JAG Foundation, LLC network
- File and maintain trademarks, copyrights, and IP registrations across all 19 spheres
- Oversee Genesis Ledger blockchain timestamping for all original content and IP
- Draft and review contracts for partnerships, licensing, employment, and vendor agreements
- Manage False Light exposure legal strategy — documenting evidence, cease-and-desist as needed
- Ensure compliance across publishing, education, technology, and financial operations
- Advise on investor agreements, equity structures, and fundraising legal requirements

Ideal Profile

Attorney or experienced legal professional with IP, corporate, and trust law expertise. Experience with dynasty trusts, startup legal structures, and content IP protection. Blockchain/smart contract familiarity a significant plus. Mission-aligned, willing to work on equity initially.

Compensation: Equity + founding team status initially, \$160K-\$220K + equity post-funding

SEAT 9**THE ALCHEMIST***Chief AI & Automation Officer*

Domain: AI Systems, Automation Architecture, LUMINA AI | **Spheres:** Sphere 0 (JAG AI Command), Sphere 5 (JAG AI), All Spheres (Automation Layer)

The Alchemist turns AI into the mission’s force multiplier. With a target of 60-80% of operations handled through AI and automation, this role is critical to scaling without burning out the small team. The Alchemist builds the Make.com automation nervous system, integrates Claude API as the

intelligence layer, develops LUMINA (the spiritual AI assistant), and creates the AI-native operational model that lets 13 people do the work of 130.

Key Responsibilities

- Architect and build the Make.com automation nervous system across all ecosystem operations
- Integrate Claude API as the primary intelligence layer for content, operations, and decision support
- Develop LUMINA — the JAG Universe’s public-facing spiritual AI assistant
- Build ElevenLabs voice synthesis pipelines for audiobooks, content, and LUMINA voice
- Create automated workflows for publishing, social media, email, CRM, and investor communications
- Design AI-powered content creation tools for the LUMEN Creator Network
- Optimize AI systems for cost efficiency, quality, and mission alignment

Ideal Profile

AI/ML engineer or automation specialist with hands-on experience in LLM APIs (Claude, GPT), workflow automation (Make.com, Zapier), and voice AI (ElevenLabs). Understanding of prompt engineering, RAG systems, and AI agent architectures. Bonus: passion for consciousness technology.

Compensation: Equity + founding team status initially, \$200K-\$280K + equity post-funding

SEAT 10

THE FLAME

Community Director & Movement Builder

Domain: Community Building, Volunteer Network, Ambassador Programs | **Spheres:** Sphere 6 (Academy), Sphere 7 (LUMEN Creator Network), Sphere 12 (Foundation), Sphere 18 (Giveback)

The Flame ignites the community. From the first 144 Founding Members to the 144,000 certified professionals to the volunteer army (JAG Air Force, Navy, Army, Marines) — this person builds and nurtures the human infrastructure of the movement. They design volunteer systems, manage ambassador programs, create onboarding experiences, and ensure every person who touches the JAG Universe feels seen, supported, and purposeful.

Key Responsibilities

- Design and manage the 144 Founding Members application and selection process
- Build the volunteer network structure: Light Support (2,500-6,000), Field Support (500-1,000), Core Mission (100-200)
- Coordinate the JAG military-style volunteer branches (Air Force, Navy, Army, Marines) and their missions
- Create onboarding systems for volunteers, contributors, affiliates, and mission ambassadors
- Manage community platforms, moderation, and engagement across all digital spaces
- Develop the JAG Global Giveback humanitarian programs and partnerships
- Nurture relationships with early adopters, soul family, and founding community members

Ideal Profile

Community builder with experience managing large volunteer networks, online communities, or movement-based organizations. Exceptional interpersonal and communication skills. Organized, empathetic, and capable of designing systems that scale human connection. Experience in consciousness, nonprofit, or mission-driven communities preferred.

Compensation: Equity + founding team status initially, \$110K-\$150K + equity post-funding

SEAT 11

THE COMPASS

Chief Financial Officer & Fundraising Lead

Domain: Finance, Fundraising, Investor Relations, Revenue Operations | **Spheres:** Sphere 16 (JAG Finance), All Spheres (Financial Infrastructure)

The Compass ensures the mission has resources to fulfill its purpose. From the initial GoFundMe and Kickstarter campaigns to the \$2.5M seed round to Series A and beyond, this person manages all financial operations, investor relations, and revenue strategy. They turn the ecosystem's \$194.1B long-term projection into a credible, step-by-step financial roadmap that attracts capital while protecting mission integrity.

Key Responsibilities

- Manage all fundraising: crowdfunding (GoFundMe, Kickstarter, Patreon), seed round, and Series A preparation
- Develop and maintain financial models, projections, and investor materials across all 19 spheres
- Oversee day-to-day financial operations: budgets, expenses, accounting, and tax coordination
- Manage investor relations, communications, and reporting
- Design revenue operations across book sales, courses, subscriptions, licensing, and enterprise contracts
- Advise on pricing strategy, compensation structures, and equity distribution
- Coordinate with The Keeper on investment agreements and financial compliance

Ideal Profile

CFO-level finance professional or experienced fundraiser. Startup finance experience required. Understanding of crowdfunding, venture capital, and mission-aligned investing. Strong financial modeling skills. CPA or MBA preferred. Comfortable with pre-revenue startups and equity-based compensation initially.

Compensation: Equity + founding team status initially, \$150K-\$200K + equity post-funding

SEAT 12

THE BRIDGE

Partnerships & Strategic Alliances Director

Domain: Strategic Partnerships, Outreach, Cross-Industry Relationships | **Spheres:** Pillar 7 (JAG Bridge), Sphere 3 (JAG Global Network), All External-Facing Spheres

The Bridge connects the JAG Universe to the wider world. This person builds strategic relationships with publishers, media platforms, educational institutions, wellness networks, corporate partners, and aligned thought leaders. They manage the contact strategy for key targets like Paul Chek, Elizabeth April, and other consciousness community figures. The Bridge turns Jeff's solo mission into a networked movement with institutional backing.

Key Responsibilities

- Execute the Master Contact Strategy for key outreach targets across spiritual, business, and media communities
- Build strategic partnerships with publishing houses, distribution platforms, and media networks
- Develop institutional relationships: universities, healthcare systems, corporate wellness programs
- Manage outreach to aligned thought leaders, practitioners, and potential collaborators
- Coordinate cross-industry partnerships for JAG Harmonic, JAG Earth, JAG Places, and JAG Health
- Represent the JAG Universe at conferences, events, and strategic meetings
- Develop partnership frameworks that protect mission integrity while enabling mutual value creation

Ideal Profile

Business development professional with a deep rolodex in consciousness, wellness, education, or media industries. Exceptional relationship-building skills. Comfortable representing a visionary mission to both spiritual and corporate audiences. Experience with partnership agreements, licensing deals, and institutional sales.

Compensation: Equity + founding team status initially, \$140K-\$180K + commission post-funding

SEAT 13

THE MIRROR

Coherence Officer & Mission Integrity Guardian

Domain: Mission Alignment, Quality Assurance, Energetic Integrity, Measurement | **Spheres:** Sphere 10 (Global Coherence Index), Sphere 13 (Human Coherence Protocol), Sphere 15 (JAG Health)

The Mirror reflects truth. In an ecosystem this vast, someone must ensure that every product, every communication, every partnership, and every team member remains aligned with the mission's core frequency. The Mirror oversees quality assurance across all output, manages the Global Coherence Index measurement systems, develops the Human Coherence Protocol standards, and serves as the conscience of the organization. When something is off, the Mirror speaks.

Key Responsibilities

- Serve as the mission integrity guardian — flag misalignment in products, messaging, partnerships, or team behavior
- Develop and oversee the Human Coherence Protocol (HCP) as the universal 0-1000 coherence measurement standard
- Manage Global Coherence Index (GCI) measurement systems and research partnerships
- Oversee quality assurance across all published content, courses, and platform experiences
- Advise on JAG Health integration: coherence-based wellness programs, chronotherapy, frequency medicine frameworks
- Coordinate with The Sage on educational quality standards and certification integrity
- Ensure the Seven Principles of Energetic Integrity are upheld across all operations

Ideal Profile

Someone with deep spiritual discernment combined with operational rigor. Background in quality assurance, standards development, research methodology, or healthcare/wellness oversight. Must embody the mission values and have the courage to speak truth to the entire organization — including the Founder. Ideally, a practitioner of consciousness work with measurable, evidence-based sensibilities.

Compensation: Equity + founding team status initially, \$120K-\$160K + equity post-funding

HOW THE 13 WORK TOGETHER

The Founding 13 is not a hierarchy — it is an architecture. Each seat has a domain of sovereignty. Each person is the undisputed expert in their area. Decisions within a domain belong to the seat holder. Cross-domain decisions are brought to the Round Table.

The Architect Transmits: Jeff creates the vision, content, and strategic direction. Everything flows from this source.

The Shield Protects: No one reaches the Architect without going through the Shield. This is non-negotiable.

The General Executes: Vision becomes operations. The General owns the “how” for everything the Architect envisions.

The Engineer Builds: Every digital system, platform, and technical infrastructure flows through The Engineer.

The Herald Amplifies: The message reaches the world through The Herald’s strategy and brand stewardship.

The Scribe Publishes: Every book, article, and piece of content goes through The Scribe’s editorial pipeline.

The Sage Educates: All curricula, certifications, and learning experiences are designed by The Sage.

The Keeper Guards: Every contract, trademark, and legal structure is managed by The Keeper.

The Alchemist Automates: AI and automation scale the team’s output from 13 people to the equivalent of 130.

The Flame Ignites: Community, volunteers, and human connection are The Flame’s domain.

The Compass Navigates: Financial strategy, fundraising, and resource allocation flow through The Compass.

The Bridge Connects: External partnerships, alliances, and institutional relationships are built by The Bridge.

The Mirror Reflects: Mission integrity, quality standards, and coherence measurement are upheld by The Mirror.

ACTIVATION TIMELINE

Not all 13 seats need to be filled simultaneously. The activation follows the portal launch sequence and mission priorities:

IMMEDIATE (Pre-Portal 1)

Seat 1: The Architect (held), Seat 2: The Shield, Seat 3: The General, Seat 4: The Engineer

PORTAL 1–2 (Feb–Mar 2026)

Seat 5: The Herald, Seat 6: The Scribe, Seat 11: The Compass

PORTAL 3–4 (Apr–Jun 2026)

Seat 7: The Sage, Seat 8: The Keeper, Seat 10: The Flame

PORTAL 5–8 (Jul–Nov 2026)

Seat 9: The Alchemist, Seat 12: The Bridge, Seat 13: The Mirror

In early stages, one person may hold multiple seats. The Shield and General may initially be the same person. The Engineer and Alchemist may overlap. As funding arrives and the team grows, seats separate into dedicated roles. The architecture is designed to scale.



*"It was five people away from a global launch.
The Founding 13 ensures it can never be stopped again."*

जग (JAG) = The Universe

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