



# JENNIFER RICHEY

Gravity Jack  
CSO, Chief Strategy Officer



Gravity Jack is a private research, design, and development firm on a mission to create The Future Experience™. Specializing in augmented reality, computer vision, and machine learning technologies, our custom software solutions have supported some of the most respected names in the world, including Mondelez (OREO), Kraft Heinz Company, GOJO, Ford Motor Company, US Department of Defense, Bloomberg, Coca-Cola and many more.

## The WarTribe of Binyamin

Gravity Jack is creating a mobile AR game called The War Tribe of Binyamin, combining two competing AIs (good vs evil), and a play-to-earn engine that generates machine-learning training sets for the 7,100 unreached languages that comprise 50% of the planet. WarTribe introduces never been seen game mechanics encouraging global players to unite in game across borders to defeat the evil AI. WarTribe takes augmented reality gameplay to a level that's never been seen before.

## BIO

Jennifer Richey is a southern California native, transplanted to the great northwest. Along with being a technology futurist and entrepreneur, she is a mother of four, sport bike rider and skydiver.

Jennifer has been in the technology sector since leaving school to help kickoff a startup in 2002. Her first foray into technology was as the CFO of Tometa Software, a custom software development company that was acquired in 2007. From this, Jennifer went on to assume the same role at PlayXpert, a gaming company and, in 2009, helped spearhead the formation of Gravity Jack.

## SOCIAL MEDIA



[Twitter](#)



[Facebook](#)



[LinkedIn](#)



[Youtube](#)



[Website](#)



[Instagram](#)

## INTERVIEW TOPICS

### ARTIFICIAL INTELLIGENCE

- The common misconceptions of AI
- Should we fear AI?
- AI as a tool and how we can use it

### AUGMENTED REALITY

- Why AR is important
- The different ways AR can be used
- AR gaming
- AR in business
- "Software is limited by hardware/technologies"
- What Apple Vision Pro means to the future of AR
- Gravity Jack: the first AR game
- The future of AR: AR will be an expectation
- AR tech recent advancements


### GRAVITY JACK

- The history of Gravity Jack
- AI, AR, and Gravity Jack
- "The Future Experience™"
- Being female in a male-dominated tech world

### WARTRIBE OF BINYAMIN

- Geocentric, multination: how this game is making people re-think earning worldwide
- Working with and teaming up with people around the globe geographically to accomplish missions in the game

- Breaking ground in gaming in a number of ways, combining AI, AR, and several patented techniques
- Why the timing is right for a game like WarTribe of Binyamin
- Incredible shareholder return while uplifting the impoverished
- New ways to automate dividends off the top
- Why Gravity Jack we went crowdfunding instead of VC
- Investors can be involved in creative decisions

 [wartribe.gravityjack.com](http://wartribe.gravityjack.com)

## FAITH BASED

- How to translate the gospel to every language in 5 years
- Pay people and evangelize at the same time (pay them to read and translate the Bible)
- Rethinking the model of separation of your walk with Jesus and business
- ANY problem in the world can be solved with a Godborn solution that is sustainable and does not require constant donation input

## CRYPTO PEOPLE

- How to do web3 and not have anyone know it
- How web3 and blockchain in *WarTribe* helps people in impoverished countries
- *WarTribe's* longtime strategies using blockchain and crypto
- The place and time for crypto: decentralization
- Why crypto should matter to everyone

## PATRIOT MOVEMENT

- Why it matters that a woke company does NOT control the future of AI
- Gravity Jack's commitment to being entirely American based

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## ARTICLES ABOUT JENNIFER

### YES MAGAZINE

<https://yfsmagazine.com/2012/12/19/interview-gravity-jack-ceo-luke-richey-talks-industry-leadership-augmented-reality-and-why-cash-isnt-king/>

### NEWS DIRECT

<https://newsdirect.com/news/ar-pioneer-gravity-jack-unveils-plan-to-reach-people-of-every-language-through-war-tribe-of-binyamin-game-660287990>

### MARKETS INSIDER

<https://markets.businessinsider.com/news/stocks/gravity-jack-announces-milestone-of-providing-over-300-clients-with-cuttingedge-mixed-reality-technology-1032415996>

### STARTUP.INFO

<https://startup.info/jennifer-richey-gravity-jack/>

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## **MEDIA APPEARANCES**

**AWE**

<https://youtu.be/UYSaABmEI9w>

**CROSS POLITIC**

<https://crosspolitic.com/podcast/augmented-reality-for-the-glory-of-god-w-gravity-jack/>

**DIGITAL  
HOLLYWOOD  
PANEL**

<https://www.youtube.com/watch?v=Td84XXvonMc>

**FAIRCHILD  
AFB LIFT**

<https://youtu.be/-efYeOPlvio>

**CHEDDAR TV  
INTERVIEW**

<https://cheddar.com/media/how-augmented-reality-will-become-the-future-of-advertisements>

**REGRID  
PODCAST**

<https://regrid.com/living-in-the-map/jennifer-richey-gravity-jack>