



# LUKE RICHEY

Gravity Jack

Co-Founder and Chief Visionary 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

Richey began coding software at fourteen (including work for NASA) and created many successful startups. He sold his last company to a gaming company in 2009 and founded Gravity Jack, Inc. that November with the vision of mobile-based Augmented Reality, he quickly established the company as a leader in the space, with a strong patent portfolio, dedicated research team, and a top-tier client roster. He is the father of four, grandfather to one, fully submitted follower of Jesus, was a cage fighter, has thousands of skydives and races his wife on their sport bikes every summer.

## SOCIAL MEDIA

-  X
-  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™"

### 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 LUKE**

### **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>

### **VENTUREBEAT**

<https://venturebeat.com/entrepreneur/ceo-fight-club-why-one-software-exec-became-an-mma-cage-fighter/>

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## **MEDIA APPEARANCES**

**CHRIST  
AND CRYPTO**

<https://youtu.be/keVzCcO6m6U>

**CARBON12**

[https://youtu.be/HQOnptF\\_3BE](https://youtu.be/HQOnptF_3BE)

**CROSSPOLITIC**

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