

85/15 Playbook



Ascension Hive

The Ascension Hive 85 / 15 Playbook

The Most Unequal Deal in the Founder's Favor

This presentation is designed to be read after the Vision, Architecture, and System Power decks. Its purpose is to make the trade undeniable. Before the trade, there is the path. Ascension Hive is not a traditional educational institution. Learning to run a business is a major component of the curriculum, not the entirety of it.

Students continue to study:

Core academic foundations — Critical thinking and judgment

Life skills and responsibility — Health, nutrition, and personal resilience

Business operation is integrated alongside these disciplines, not in place of them.

Year 1: Students are taught the core foundations of business — decision-making, cash flow, markets, responsibility, and consequence — while continuing their broader education.

Year 2: With parental consent and the explicit backing of Ascension Hive, **each 10-student pod forms two real, legally registered 5-student companies as part of their curriculum.**

That business may be: Solely owned — Jointly owned — Founded with one or more partners

This is not full-time entrepreneurship. It is applied learning inside a protected system.

From that moment forward, the students are no longer simulating entrepreneurship. They are operating inside reality. Everything that follows in this document exists to support, protect, and compound that decision.



The Trade

Ascension Hive takes 15% permanent minority ownership.

The founder-operator keeps 85%, control, and upside.

No Personal Guarantees. No debt. No tuition. No coercion.

This is not an accelerator deal. It is not education.

It is a time, risk, and infrastructure exchange.



What the Founder Actually Brings (85%)

The founder contributes exactly three things:

Time

Years of focused effort at the most fragile stage of a company.

Execution Risk

If the company fails, the founder bears the failure. Ascension Hive does not intervene to save it.

Identity and Reputation

Their name, credibility, and future are tied to the outcome.

No capital is required. No personal guarantees are demanded.

85% reflects that execution is hard and cannot be outsourced.



What Ascension Hive Contributes (15%)

Ascension Hive contributes what founders cannot easily obtain alone:

Capital without debt

Living runway (Chiang Mai on-site resort, 24/7 living and working)

Company formation and compliance

Banking and accounting rails

Operational infrastructure from day one

A controlled environment to fail without life-ending consequences

Ascension Hive compresses 10–15 years of painful founder learning
into a few years.

That compression is the asset.



Executive Capability Is Earned, Not Taught

Founders do not study roles. They rotate through reality.

Inside the Hive, every 6 months each founder acquires:

CEO capability — decision-making under uncertainty

CFO capability — cash flow, unit economics, trade-offs

CMO capability — selling before building, market truth

CSO capability — systems thinking and long-term alignment

CIO capability — gaining a deep understanding of AI and how it serves

After rotation, leadership teams are elected based on demonstrated competence.

These skills are acquired through consequence, not instruction.

This is not safe learning. It is contained learning.



Graduating Solvent Changes Everything

Most systems graduate people:

In debt

Credentialed

Hopeful

Ascension Hive graduates students

With money in the bank

With a live operating business

With no debt

With no cap-table traps

That outcome is statistically rare.

Solvency creates freedom. Freedom creates better decisions.



Graduation Is Optional, Not Terminal

Graduates may:

Continue operating inside the Hive

Spin out independently

Exit completely

Many remain.

Why?

Ongoing pattern intelligence

AI-mediated mentor insight

Early warning of known failure modes

Fewer blind spots as scale increases

The system compounds instead of resetting.

Solvency creates freedom. Freedom creates better decisions.



Mentors, AI, and Divergence

Each company receives mentorship. With two companies per pod, advice may differ.

This is intentional. Contrast creates learning.

The Hive observes:

Advice given

Decisions taken

Outcomes produced

Patterns are detected. Mentors are recalibrated. Better explanations replace weaker ones.

Founders remain autonomous.

The system improves through consequence.

This advantage cannot be copied.

It only accumulates.



Why the 15% Never Goes Away

The 15% is:

Taken early

Uniform

Non-negotiable

Non-controlling

If a company wins, the Hive participates.

If it fails, the Hive absorbs it at the portfolio level.

This is alignment, not extraction.



The Long Game

Every month, Ascension Hive forms hundreds of companies.

That creates:

Thousands of executive decisions

Millions of causal data points

Deep pattern intelligence about what actually works

That intelligence feeds back into:

Mentor guidance

Curriculum evolution

Early risk detection

Students inherit not just experience, but system memory.

That is the advantage.



Final Truth

Ascension Hive does not sell education.

It manufactures capable, solvent founder-operators and retains minority alignment in what they build.

The 85 / 15 split is not fair in theory.

It is unfair in practice.

In the founder's favor.

That is why it works.

