

# SHARKFILET LLC

## Founder Profiles

For Investors, Partners & Press · April 2025

## Rolando Tin Huerta Jr.

*Founder & Chief Executive Officer*

SharkFilet LLC · sharkfilet.com

### The Origin

Rolando Tin Huerta Jr. built SharkFilet from the ruins. Not as a metaphor — as a literal description of how the company was founded. After years working inside the creator economy, watching platforms extract value from the people generating it while giving nothing structural back, Rolando hit the same wall that eventually finds every creator who takes their work seriously: the system was designed to consume them, not to build with them.

SharkFilet was not conceived in a boardroom or a business school. It was conceived in the gap between what the creator economy promises and what it delivers — and built on the conviction that a better architecture was not only possible but urgently necessary. The company's founding document, the company bible, was written before a single investor meeting. The theoretical framework, Networked Communal Capitalism, was co-authored and published before the first product shipped. The brand voice was defined before the first hire. This is what building from conviction looks like.

## What He Brings

<b>Education</b>	BA, Brown University. Executive Diploma, Oxford University. Academic foundation in strategic media innovation, economic theory, and brand development.
<b>Domains</b>	Brand strategy · creative vision · investor relations · community leadership · Entertainment IP development · token economics philosophy.
<b>SharkFilet Role</b>	Sets the creative and strategic direction across all four divisions. Primary author of the Entertainment IP assets (75% complete). Leads investor relations and fundraising. Architect of the Networked Communal Capitalism framework.
<b>Theoretical Work</b>	Co-author of 'Networked Communal Capitalism: A Theoretical Framework for Post-Platform Economic Architecture' (April 2025) — to our knowledge, one of the first formally co-authored academic works between a human economist-practitioner and a large language model. Published before SharkFilet's first raise.
<b>What Drives Him</b>	The question that has animated every decision at SharkFilet: what would commerce look like if it were designed for the people generating the value, rather than the platforms extracting it? Every product, every financial architecture, every hire flows from that question.

## In His Own Words

*"I created SharkFilet because I was drowning in tools, trauma, and expectations. I watched creators I loved spiral into silence. I broke too — but I built this from the ruins. We are not building another platform. We are redesigning what a platform is allowed to do. Commerce has a conscience again. That is the whole thing."*

## What Investors Should Know

Rolando is not a founder who found a market opportunity and built a company around it. He is a founder who lived the problem, developed a structural theory of why it exists, and then built the company as the proof of that theory. The authenticity this creates — in the brand, in the community, in the creator relationships — is not a soft asset. It is the most durable competitive advantage SharkFilet has.

His academic credentials (Brown, Oxford) signal the intellectual rigour behind what can appear at first to be an emotionally-driven founder story. The NCC paper demonstrates the capacity to synthesise theory and practice at a level most startup founders cannot match. Investors who want a founder who will stay true to the mission through the pressure of scaling should know: the mission was documented, theorised, and published before any capital was raised. It is not subject to pivot.

# Jennifer PoChue

*Also known professionally as J.A. Thomas*

*Chief Operating Officer & Chief Technology Officer*

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## The Combination That Does Not Exist

Jennifer PoChue holds a Master of Social Work from Fordham University, is a licensed clinical therapist, and has a full-stack engineering background with professional experience at Sony and NTT Data. This combination — clinical mental health expertise and production-grade technical capability in the same person — does not exist at any of SharkFilet’s competitors. It is not a background that can be replicated through hiring, because the integration of clinical and technical judgment happens in one mind rather than across a team.

For EmotiConnect AR specifically, this means that clinical design decisions — which exercises to include, how emotional state should be represented, what dropout risk looks like in session data — are made by someone who has sat in both the therapist chair and the patient chair. The product knows what group therapy actually feels like from the inside, because its designer does.

## What She Brings

<b>Education</b>	BA, UCLA. MSW, Fordham University (licensed clinical therapist). Full-stack engineering background through professional experience and self-directed technical development.
<b>Professional</b>	Former roles at Sony Corporation and NTT Data. Enterprise-scale operational and technical experience in media and technology contexts.
<b>Clinical Domains</b>	Group therapy · cognitive behavioural therapy · HIPAA compliance · mental health platform design · telehealth engagement · burnout and disability access.
<b>Technical Domains</b>	Full-stack engineering (React, Node.js, Express) · platform architecture · database design · HIPAA-compliant infrastructure · AR overlay systems (WebXR, ARKit, ARCore) · Socket.io real-time systems.
<b>SharkFilet Role</b>	Leads all platform engineering and product development across three divisions. Principal Investigator on federal grant applications (NSF SBIR, HRSA). Primary technical architect of EmotiConnect AR and the \$FILET smart contract layer. Operational backbone of the company.
<b>On Grants</b>	Jennifer’s clinical credentials make SharkFilet’s NSF SBIR and HRSA applications materially stronger than those of technology-only startups. Federal health grant reviewers weigh clinical PI credentials heavily. She is the reason SharkFilet is competitive for federal non-dilutive capital.

## In Her Own Words

*“Every technical decision I make at SharkFilet is informed by what I know about what it actually feels like to need help and not be able to access it. The platform we are building is not abstract to me. I have been in the rooms we are trying to make less painful.”*

## What Investors Should Know

Jennifer is the operational and technical guarantee that SharkFilet’s ambitious vision is executable. Where Rolando brings the ‘why’ and the strategic architecture, Jennifer brings the ‘how’ and the execution discipline. Her Sony and NTT Data experience means she has operated inside large-scale systems and knows what the journey from startup to institutional scale requires.

The dual clinical/technical background is the company’s deepest product moat — specifically for EmotiConnect AR, where the clinical authority embedded in the product’s design is a form of defensibility that no amount of capital can quickly purchase. A well-funded competitor can hire engineers to build AR overlays. They cannot hire Jennifer.

## Why This Founding Team

The standard startup founding team is two technical co-founders, or one technical and one business. SharkFilet’s founding team is one cultural architect with deep academic credentials and one clinical-technical polymath with enterprise experience. This is unusual. It is also exactly right for what SharkFilet is building.

SharkFilet is not primarily a technology company with a social mission attached. It is a social architecture project — a systematic attempt to redesign the economics of the creator economy — that requires both the intellectual authority to articulate a new framework and the technical authority to build the infrastructure that makes it real. Rolando provides the first. Jennifer provides the second. Together they make a founding team that is harder to replicate than most.

*"The most durable companies are built at the intersection of market opportunity and moral urgency."*

SharkFilet has both. The founding team has lived both. That is why this exists. That is why it will work.