



**Angel Munoz**  
CEO - Mass Luminosity  
Founder - GTribe



# The **G**olden Code

## That is Revolutionizing Social Networking

The Code, the Golden Rule and the Next Generation in Social Media Networking



In a crowded field of social media apps and sites, **Angel Munoz** wanted to offer a completely different experience that would help build strong ties between people without the hostility that had become prevalent on other social media platforms. With this being his major focus, 6 years ago he created the blueprint for a next-generation social media network he named GTribe. The stated mission of GTribe was to become a “21st century tribe — unbound by history, culture, race, politics or religion. Instead, members are bound by their passion for life and their respect for each other.”

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# GTribe, The Code & The Golden Rule

## The Next Generation in Social Networking

**Angel Munoz**, a serial entrepreneur, has a history of launching successful companies across diverse industries ranging from finance, technology, to art and entertainment. In 1997, he founded a Dallas-based sports league specializing in video game competitions – and in the process, he pioneered what is now known as ‘esports’, currently a multibillion-dollar industry. After completing the sale of the league almost ten years ago, he turned his attention to social media.

In a crowded field of social media apps and sites, Munoz wanted to offer a completely different experience that would help build strong ties between people without the hostility that had become prevalent on other social media platforms. With this being his major focus, 6 years ago he created the blueprint for a next-generation social media network he named GTribe. The stated mission of GTribe was to become a “21st century tribe — unbound by history, culture, race, politics or religion. Instead, members are bound by their passion for life and their respect for each other.”

How does one create such a state of coexistence? Angel realized the change required a complete overhaul in how social media networks generate revenue. His first mission was to ensure that GTribe did not rely on advertising, data mining or member spying to generate revenue. This action instantly fostered an unprecedented safe and private environment.

Safety while upholding privacy was but one facet, the larger undertaking was a need for members to make the commitment of accountability in how they would interact with each other. This was the moment in which he had the epiphany of creating an ironclad Code of Conduct (now known simply as “The Code”) which begins with this industry-first rule: “We enjoy discussing our passions and interests, while omitting divisive subjects such as politics and religion.”

While controversial at first, since it clearly ran contrary to the Silicon Valley ethos of complete free expression with no corporate responsibility, Angel's methodology of creating communication boundaries that

follow paths of politeness and mutual respect (i.e. behavior one would maintain as a guest in another's home) soon hit a nerve with thousands of people around the world fatigued from the vitriol on other social networks. Around 4 years ago a groundswell began to take shape as GTribe began to grow, through word-of-mouth, at a rate of about one million members per year – attracting those seeking peaceful connections with others across the globe.

This revolutionary business concept enticed the former CFO of Revlon, Juan Figuereo, to become the Mass Luminosity Chairman of the Board of Directors (GTribe's parent company). Mr. Figuereo stated, “The company's next-generation technologies and the passion of their followers spanning the globe made my decision to join quite easy.”

Most recently Craig Kreeger (the former CEO of Virgin Atlantic and current Board Member of Virgin Galactic) also joined GTribe's parent company as a Board Member. During his appointment Mr. Kreeger stated, “I've had a long-standing friendship with Angel Munoz and it's my confidence in his vision and abilities that brought me to be a part of this company.”

*“There are no strangers here;  
only friends you haven't yet met.”*

In the summer of 2019, after years of eschewing media coverage, Angel completed the \$2.5 million acquisition of Fort Worth based Wheelhouse Marketing to, among other reasons, spread the word about “the oasis of social media” – as GTribe is often referred to by its members.

So, what's next for this innovative company? The GTribe team is currently designing a messaging platform based on the same principles of safety and privacy. They've called it Beacon, and it's expected to be released in mid-2020. Honestly, we can't wait to see it.

You can start your GTribe experience by downloading the free GTribe app in the Apple or Android store.