

Joshua Groth

BUILDING NOVASAPIEN · BOULDER, COLORADO

ABOUT

I'm a Boulder, Colorado native with a passion for building businesses and the systems that run them. I've climbed and adventured in the mountains my whole life, and I've paraglided and BASE jumped since 2007. Climbing and flying fuel the work. My approach comes from aviation, where every critical failure point needs a backup.

In 2012 I founded SkyDance and spent ten years operating Outback air safaris and adventure flight getaways out of Brisbane, building a market that didn't exist when we launched. Running an aviation company in a hard industry gave me a whole-company view of a business, and the high-risk side of aviation gave me a feel for systems that hold up under pressure.

Today I'm the founder and CEO of NovaSapien Labs, where I build and run the brand, content, websites and growth systems for businesses with BizBrain OS, an AI system I created on the E-Myth framework. I also founded Vulcan 21 in 2024 to help individuals and companies secure crypto assets, recover wallets and avoid scams, and I'm now building NovaSapien. In Boulder, I'm the founder and chief pilot of Wild Sky Paragliding, a PASA-certified tandem operation.

WHAT I BELIEVE

Technology should free us to be more human.

As we transition to the information age, AI and technology empower us to spend more time on what humans do best: connecting, dreaming, being inspired, and being the pioneers we were meant to be.

Comfort is the real risk.

Humans are pioneers by nature, but modern life has made us timid. Climbing and BASE jumping taught me to be comfortable being uncomfortable: to stay present in the face of risk, prepare well, then commit.

Economic freedom is a foundation for peace and prosperity.

Freedom of expression, travel, life, liberty and the pursuit of happiness all depend on economic freedom. Keeping what we earn safe gives each human a foundation to live in service of the rest of humanity.

> Adventure and flight fuel my passion for building businesses, and the systems that give people the freedom to pursue their dreams. Now I'm building NovaSapien, an AI platform that gives business owners that same freedom.

JOSHUA GROTH

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Joshua Groth

NovaSapien Labs
2025 – Present

Founder & CEO · Boulder, Colorado

Created BizBrain OS, an AI system built on the E-Myth framework, and use it to build and run brand, content, websites and growth systems for businesses. Now building NovaSapien.

> Nova means new. Sapien means human.
>
> The new human focuses on what humans do best, and lets technology handle the rest. NovaSapien is the foundation that makes it possible.

Vulcan 21
2024 – Present

Founder & CEO · Boulder, Colorado

Crypto asset security, forensics and wallet recovery, helping individuals and companies safely secure their funds and avoid scams. Also runs an online store and education that support best practices for self-custody.

Wild Sky Paragliding
2023 – Present

Founder & Chief Pilot · Boulder, Colorado

PASA-certified tandem paragliding company offering tandem flights and one-on-one instruction. Flying tandem in Boulder since April 2022.

Earth Coast Productions
2020 – 2024

Fractional CFO & Business Systems Development

Worked alongside the founder on business systems, finances and the first fundraising round, as the company grew from one person to about five.

SkyDance
2012 – 2026

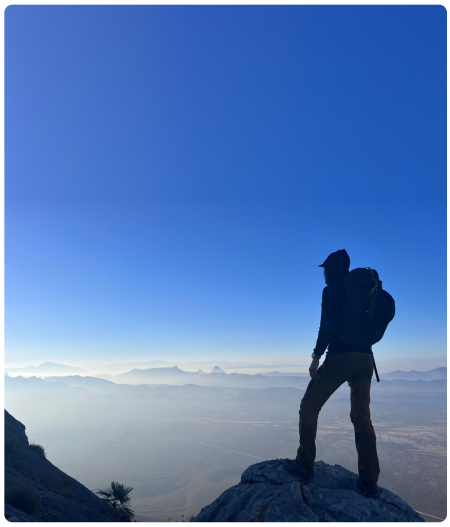
Founder & CEO · Brisbane, Australia

Operated Outback air safaris and adventure flight getaways out of Brisbane for ten years. Flew the early flights myself, then ran the company until it closed in 2026.

Outdoor Guiding & Instruction
2009 – 2016

Earlier chapter · Southeast Queensland

Climbing gear sales, rock climbing guide, river guide and instructor with K2 Base Camp, Riverlife Brisbane, SkyDance and others.



EDUCATION

Griffith University, Brisbane. Studied a Bachelor of Aviation and a Graduate Diploma of Aviation Management. Certificate in Small Business Management.

CREDENTIALS

USHPA Advanced commercial tandem rating
Author, mountain flying section, *Speed Flying Reference Guide*

SKILLS

Systems thinking, business process improvement, business development, operations, strategic planning, risk management, financial management, fundraising support, AI systems and automation, brand and content strategy, crypto asset security, aviation

Questions? Brainstorming? Advice? Let's talk.

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