

T H E C L A R I T Y P R O T O C O L

Rebuild Curriculum 12wk

Built in Cape Town. Engineered for the world.

THE CLARITY REBUILD: 12-WEEK TRANSFORMATION CURRICULUM

Executive Summary

Price Point: R20,000+ (High-Ticket) **Target:** Successful men (28-45) in high-stress careers who have let their health slide. Executives, founders, professionals re-entering their physical prime.

The 3 Pain Points This Solves: 1. **"I used to be fit but life got in the way."** — The Rebuild addresses the gap between who they were and who they've become. 2. **"I don't trust the information."** — Seed oils, bad advice, conflicting science. The Clarity Filter removes the noise. 3. **"I don't have time for complexity."** — The Protocol is one movement, one meal framework, one thermal session. Radically simple.

The Promise: In 90 days, you will be leaner, stronger, and sharper than you were at 25. No gym membership required. No supplements. No bullshit.

The 4 Pillars (Client-Facing)

PILLAR	INTERNAL NAME	CLIENT EXPERIENCE
Physical Mastery	Hybrid Calisthenics (100-Workout DB)	Tiered workouts selected by AI coach based on readiness
Biological Defense	The Clarity Filter	Zero-Toxin diet + localized shopping list + kitchen audit
Cognitive Architecture	Stoic Discipline	Mental friction tasks, journaling prompts, decision filters
Digital Integration	Agentic Edge	Personalized AI tracker, thermal log, progression alerts

12-Week Roadmap

PHASE 1: THE PURGE (Weeks 1-4)

Strip away everything that doesn't serve you.

WEEK	MILESTONE	TRAINING FOCUS	PROTOCOL FOCUS	DELIVERABLE
1	The Kitchen Audit	Big Six (#71-80) — learn the 6 patterns	Kitchen purge + first shopping run	Pantry cleared. Shopping list completed.
2	The First Cold	Big Six continued — build habit	First cold plunge (90s). First sauna.	Thermal log started.
3	The Baseline Test	Test Day: Max PU, Dips, Hang, 1-Mile	Full HGH meal plan implemented	Baseline PBs recorded on Dashboard.
4	Metabolic Reset	MetCon intro (#81-86)	11/60 Rule fully operational	Week 4 body comp photos. Weight tracked.

Gate: Client must have completed 12 sessions, 3 cold plunges, and a clean kitchen before advancing.

PHASE 2: THE FOUNDATION (Weeks 5-8)

Build the structural base for explosive growth.

WEEK	MILESTONE	TRAINING FOCUS	PROTOCOL FOCUS	DELIVERABLE
5	Grip Awakening	Grip & Hang batch (#21-30)	HGH fasting window locked in	First 60s dead hang.
6	The Hybrid Switch	HGH Hybrid batch (#01-10)	Circadian sync (morning sun, evening shield)	Sleep score baseline established.
7	Progression Unlock	HGH Hybrid + Level 2→3 attempts	Hygiene swap complete (tallow, alum, castile)	First Level 3 progression logged.
8	The Power Transition	Grip & Hang (#31-40) + MetCon mix	Stoic prompts daily. Decision filter active.	Chest-to-bar pull-up achieved.

Gate: 15 strict pull-ups, 60s hang, 30s false grip, seed-oil-free for 4 weeks.

PHASE 3: THE PEAK (Weeks 9-12)

The transformation becomes visible. The Muscle-Up approaches.

WEEK	MILESTONE	TRAINING FOCUS	PROTOCOL FOCUS	DELIVERABLE
9	MU Prep	Grip #36-40 (false grip + transition drills)	Full protocol running autonomously	Muscle-Up negative (controlled 5s).
10	Stoic Endurance	Stoic Finishers (#91-100)	90-day nutrition streak checkpoint	The Protocol Peak (#100) attempted.
11	The Muscle-Up	MU singles + HGH Hybrid Level 3	Client progress review + body comp	First Muscle-Up (any style).
12	The Peak Protocol	Client's Choice (top 5 favourites)	Full Dashboard review. 90-day photos.	Transformation complete. Alumni access.

Gate: Muscle-Up achieved (or 3 controlled negatives). 90-day photos submitted. Dashboard filled.

High-Ticket Package (R20,000)

COMPONENT	INCLUDED
The Tracker	Personalized AI agent (clarity_optimizer.py + clarity_tracker.py configured for client)
The Database	100 workouts assigned by readiness score
The Filter	Region-specific shopping list + meal plan
The Dashboard	90-day progress tracking with milestone gates
The Community	Private "Rebuild" group (Signal or Telegram)
The Coaching	2x monthly Protocol Audit calls (30 min)
The Guarantee	Measurable improvement in HRV + lean mass or money back
