Asse Sauga — Introduction for Media and Organisers

Public background material for journalists, event organisers and partners. The texts are written in the third person and may be used unchanged.

1. Who is Asse Sauga and what is her professional role?

Asse Sauga is an internationally certified personal development guide, teacher and Ritual Master of the Lineage of King Solomon. She supports entrepreneurs and leaders who want to see a bigger picture of the world and of themselves, and to better understand their mission.

She is co-founder and partner of the personal development agency MINA.ee and has worked with people for more than 15 years. Her international website is assesauga.com.

2. What does she do and what is her core competence?

Asse's core competence is guiding people onto a structured path where they begin to understand themselves and the processes of life more deeply. The wisdom, tools and methods come from a platform that has stood a long test of time, known as the Lineage of King Solomon.

Offering	What it is
Life Activation	An individual, potential-opening session that begins a person's journey in the lineage
Empower Thyself	A workshop giving everyday tools for continuing to work with oneself
Stress Management course	A five-module course for entrepreneurs and teams
Max Meditation	A meditation protocol for beginners, children and advanced practitioners
Open classes	For example the Ancient Mystery Schools workshop, covering the last 3,000 years of humanity

She is also the author of two bestselling books and builds AI-powered digital tools for her international community.

3. What journey brought her here?

Asse's working life began in 1999 at MicroLink on Tatari Street in Tallinn. She still remembers that first day, the excitement and the office. Later came crypto: she became a crypto expert and the author of the book "Kõik sai alguse Bitcoinist!" (It All Started with Bitcoin!).

She has always been curious and wants to understand how things really work — how a car engine works, how a blockchain works, and how ancient wisdom has survived through the ages. The same curiosity led her to the Lineage of King Solomon.

The turning point came right after her first practical training. Asse sensed that something had changed in her, both mentally and energetically. She noticed she could use special tools to direct her own energy far more powerfully. For a sceptic, this was a fundamental discovery and proof that these things really work and influence the hidden world around her.

From there her path led deeper into the Lineage of King Solomon. In her words, the Healers Academy was the second most important decision of her development. She had not planned to

become a healer; it simply felt like the logical next step and a good opportunity to heal herself and understand more. In an international community gathered around one strong mission, she felt she had finally come home.

She has worked with people for more than 15 years and holds the lineage levels of Healer, Spiritual Guide, Teacher and Ritual Master.

4. Who is her audience?

Entrepreneurs and leaders who have already achieved a lot in work and life and now want to understand the bigger picture. Asse works with them deliberately: it is her own background, they have the right mindset, and they also create the most impact.

Her work suits people who are ready to take responsibility for their own development. It is not for those looking for a quick experience or for someone to make decisions for them.

5. What problem does she help solve?

Many entrepreneurs and leaders are outwardly successful and financially strong, yet feel an inner emptiness. They lack an answer to the question of what it is all for. What is missing is balance, inner peace and clarity about their mission.

Asse answers this with a structured path, together with a guide and special tools. People are not left searching for solutions alone or scattering their energy across different directions.

An example from practice: a client came to Asse with visibly suppressed anger. The face was angry, the body tense and the body language guarded. Asse says it felt as if the person might explode right there in the room. After just the first 15-minute session the change was visible: the body language shifted, the client felt better and a small smile appeared.

> "*I was surprised myself at how well these tools work.*"

6. What makes her approach different?

IT and crypto background. Asse approaches very deep metaphysical concepts analytically and in a grounded way, explaining them in language that entrepreneurs and engineers understand.

A clear system. The work is based on the Lineage of King Solomon, a unique and structured personal development platform that has stood a very long test of time. People follow a defined path, supported by a guide and an international community, and receive practical tools.

International qualification. Asse studies, works and is certified within the international Modern Mystery School, takes part in the yearly recertification process and in various workshops, for example in Toronto and London, to guarantee her qualification and continuous development.

Entrepreneurial experience. She is an entrepreneur herself and knows what a leader's days, decisions and pressures are like.

7. What value does her work create?

People gain a bigger picture of the world and of themselves. They understand life's processes and themselves much more, notice more and see further. And they better understand their mission here on Earth. They have practical tools for different life situations to raise their own quality of life and prepare themselves even better for life's ups and downs. In addition, there is a personal contact and a community to turn to for help when needed.

> *In Asse's own words: "I want more happy people around me — people who know who they are, who are balanced and at inner peace, and who live their mission and their full potential.*"

When an entrepreneur or leader changes, the impact reaches their team, family and clients.

The wider mission: to help create peace, joy of life and inner clarity in the world, starting with each individual.

8. Why might her experience or message interest an audience?

Because she comes from a world where everything must be measurable and must work. An IT and crypto person who talks about ancient wisdom is an unexpected combination — which is exactly why even people who would not normally listen to spiritual topics listen to her.

She doesn't ask anyone to believe anything. She explains how things actually work in her experience and lets the listener draw their own conclusions.

9. What can she speak about in the media or on stage?

Topic	What the audience gets	Suitable for
From crypto pioneer to personal development guide	How an analytical person arrives at metaphysics and why entrepreneurs need it	interview, podcast, radio
Why do Estonian leaders burn out?	Stress, inner peace and practical tools for leaders and teams	company event, leadership seminar, team day
Spiritual awakening is the next big wave after AI	Why does spirituality become more important in the age of technology?	conference, panel, interview
The importance of self-knowledge in everyday life	How knowing yourself shapes decisions, relationships and work	radio, magazine, workshop
Ancient foundational wisdom and the laws of the universe	Seven universal principles and how to use them in modern life	lecture, podcast, book launch
The role of AI in human development	What can AI learn from the seven Hermetic principles?	conference, tech media, panel
The growth of spirituality and awareness in society	Where is society heading and why is that direction hopeful?	interview, panel, podcast
Humanity's mental health — how to maintain and develop it	Everyday ways to maintain and improve mental health	radio, magazine, company event
Systematic self-development as a path to inner clarity and peace	Why disciplined, consistent practice works better than random searching	workshop, lecture, podcast
The state of joy — how to reach and keep it	Joy of life as a skill that can be developed	magazine, radio, public lecture
The big difference between suffering and purposeful suffering	How to tell suffering that drains you from suffering that moves you forward	podcast, interview, lecture
The importance of mission in a person's life	Why understanding your mission gives life direction and energy	leadership seminar, podcast, magazine

Formats: interview, talk (20–45 min), workshop, panel discussion. Languages: Estonian and English.

Key messages

- We are moving in the right direction, even when the world seems chaotic.
- Spiritual awakening is the next big wave after artificial intelligence.
- Systematic and disciplined self-development is the most effective way to unlock your potential.
- Hope, clarity and inner peace are available to everyone.

10. What does she want to be known for, and where is she a trusted voice?

As a personal development guide who connects technology and ancient wisdom. A trusted voice in three areas:

- the inner development of entrepreneurs and leaders
- technology, artificial intelligence and human wisdom
- ancient wisdom and teachings in today's language

In 10 years she wants to be a valued and recognised teacher in Estonia whom people find on their own.

11. One sentence people will remember

Asse Sauga is an internationally certified personal development guide who supports entrepreneurs and leaders with a clear path and timeless tools, so they can see a bigger picture of the world and themselves and understand their mission.

Shortest version for a headline: The crypto expert who found ancient wisdom.

12. Key credentials

Credential	Details
Lineage levels	Healer, Spiritual Guide, Ritual Master (Ritual Master 3), Lineage of King Solomon
International certification	Internationally certified personal development guide and trainer, Modern Mystery School
Experience	More than 15 years of working with people
Clients	More than 400 people through sessions and workshops
Books	"Teadliku inimese käsiraamat" (The Conscious Person's Handbook, 2025) — a practical guide to the seven universal principles with exercises at the end of each chapter. "Kõik sai alguse Bitcoinist!" (It All Started with Bitcoin!, 2018).
Technology	IT since 1999 (MicroLink), background as a cryptocurrency and blockchain expert, co-founder of the Estonian Web3 Chamber. Member of the Supervisory Board of Change Invest.
Company	Co-founder and partner of the personal development agency Mina.ee (At Your Service OÜ)
International training	Workshops in Toronto and London, among others
Media coverage	Õhtuleht, Postimees, Buduaar (TV3), Visionest Institute, GoodFight, GoodNews. See the list of coverage on this page.

Websites: mina.ee (Estonian) · assesauga.com (international)

Contact

Asse Sauga	asse@assesauga.com · +372 503 5347
Media agency	GoodNews Communication · info@goodnewscommunication.ee · +372 5551 7551
Photos	assesauga.com/en/media
Websites	mina.ee (Estonian) · assesauga.com (international)