

UNITING PEOPLE THROUGH TECHNOLOGY



We Grow Superstars

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OUR MANAGEMENT



About the founders

CHRISTOPHER MOON

Christopher Moon, a marketer, producer, engineer and songwriter is credited with over 20 million record sales, worldwide.

Internationally recognized for the discovery of Pop Star Prince, Moon wrote 3 of the 4 songs on Prince's demo tape, taught Prince how to record and produce in the studio, named him, found him his manager and wrote his first hit song ("Wet and Wild" on Warner Brother Records). Moon co-authored a song on the #1 album of the year by MC HAMMER and has over 20,000 hours in studio production.

Moon was a significant force in launching the "The Minneapolis Sound"

Moon has also produced, recorded and/or worked with the following artists:

- Then unknown Jimmy Jam and Terry Lewis who went on to become producers for Janet Jackson
- Alexander O'Neal who went on to become a double platinum recording artist on Tabu Records.
- Cynthia Johnson who was the artist/singer with Lipps Inc on the #1 hit song Funky Town which sold 35 million copies worldwide.

Moon also worked with Morris Day, Dez Dickerson, Andre Simone and most of the young black artists in the Minneapolis music scene.

British born and educated, Christopher Moon spent his life specializing in marketing and the arts. He is also an accomplished painter of modern art, computer programmer, filmmaker in the jungles of Africa and New Guinea, explorer, and international marketing expert.



CHRISTOPHER MOON

As CEO for Intesel (www.intesel.com) Mr. Moon has personally designed and created marketing programs for some of the world's largest Fortune 500 companies including: IBM, Apple Computer, Wells Fargo, Sharp Electronics, The SuperBowl and The Olympics, to mention a few.

Moon authored and created the "COLORS PROJECT" which was a "first in music history". This unprecedented project was a simultaneous release of a single song (written by Chris Moon) produced in 50 different versions by 50 various independent artists representing each of the 50 U.S. states and commemorating the 9/11 attacks on America. Mr. Moon has been invited, at the request of the President, to the White House, is featured in "Who" "Who" and other prominent international listings. An avid adventurer, he has wrestled sharks in Australia, lived with tribes of headhunters in New Guinea, and engaged and flown in acrobatic dogfighting. He has been featured in Rolling Stone, Entertainment Tonight, People Magazine, BBC-TV and countless other media stories worldwide.

As cofounder of MIA Hunters (www.MIAhunters.com) Mr. Moon heads a nonprofit organization (personally funded) which travels the world seeking to return lost W.W.II MIA - "Missing in Action"- servicemen back to their homelands for burial at no cost to their families. To date 32 airmen of American, Japanese, and German origin have been located with recoveries scheduled or completed.

Mr. Moon is also on the Board of Trustees of the Internationally renowned George Adamson Wildlife Preservation Trust along with His Royal Highness Prince Bernhard of the Netherlands, Her Royal Highness Princess Michael of Kent, Kenyan & ambassador to the U.N., Ali McGraw, British Parliament member and serving Queens Counsel Robert Marshall-Andrews QCMP, Retired Superior Court Judge Leer and Bishop Koda.

CHRISTOPHER MOON

About the founders

LARSON ELMORE

Mr. Elmore is a seasoned professional visionary, with a proven track record for identifying companies with products and services with hidden potential, then building an effective business model around them.

Throughout his career he has been instrumental in raising over \$3 billion from professional and private investors for a variety of projects.

He began his career in the Seminar and Education sector, working with prominent leaders including Zig Ziglar, Paul Harvey, Art Linkletter and other pioneers in media, management and marketing. Over the

years he has been involved in property development, managing a personal portfolio over \$100 million while working on large scale projects, consulting for RBC Mortgage Group, securing a \$43 million dollar commitment for the construction of Home Depot's 250,000 square foot National Headquarters in Atlanta, and a \$2.4 billion casino resort project in Mississippi.

He also founded a direct response telecommunications firm using AT&T and MCI WorldCom billing systems to generate revenue.

For the last 20 years Larson has focused on the formation of concept- centric ventures around emerging market sectors.

His broad based knowledge of various disciplines, along with his high-level contacts in multiple industries facilitate his ability to organize the resources and high- quality leadership necessary to implement and execute these strategies.

He earned his BA degree from Johnson University in Knoxville, Tennessee, where he received its Outstanding Speaker Award and has completed coursework towards a master's and PhD in Speech and Communications at Lincoln University, Indiana University, and Hebrew Union in Jerusalem.



LARSON ELMORE

About the founders

JOHN “JR” RIVERS

As Key Executive, John will manage and develop the programs needed to accomplish the objectives of United Planet Solutions. John “JR” Rivers brings to the team valuable executive leadership experience, a strong financial background, and effective longterm strategic planning and risk management expertise in the Entertainment industry.

He has built new businesses, and negotiated and integrated a number of successful acquisitions. Mr. Rivers has successfully steered businesses into profitability.

In addition, a long and successful career in the entertainment industry JR bridges the worlds of business and entertainment which broadens the marketing options for the team. With a degree in Mathematics and a long track record of company structure Mr. Rivers is a major asset to the UPSC team



JOHN “JR” RIVERS

Senior Executive

THOMAS KORSTAD

Mr. Korstad is a versatile senior executive and operations specialist with extensive international business expertise in operations, finance, and risk management across multiple industry sectors; combined with 40 years of experience in building new businesses and growth models for emerging companies and start-ups, along with leading large M&A and finance transactions. Mr. Korstad's strength has been in the operational management of businesses with revenues over US\$100,000,000. In addition, he has extensive business development, due diligence, company formations experience along with global business expansion, sales, developing channel strategies, and contract management knowledge. For the past eight years, Mr. Korstad has gained broad knowledge and experience, being actively engaged in a variety of consulting assignments in the energy, risk management, biotech, and construction industries

Mr. Korstad has been instrumental in providing due diligence in the operations, logistics, financial, and management of these entities; and was instrumental in developing the marketing and sales program for a Kansas City based regional construction contractor that resulted in multi-million dollars in successfully completed commercial construction contracts along with the opening of multiple regional operations.

Mr. Korstad has a unique combination of operational, product manufacturing, problem solving, and business development expertise focused on the development and advancing of strategies for emerging companies. He has been an organizer of several successful venture-capital/project financings involving start-up ventures. He also has extensive experience in strategic planning and investor relations' development.



Senior Executive

STEVEN MACHAT

Mr. Machat has been a worldwide entertainment attorney, music publisher, manager of music talent, and record label owner as well as a film producer, among other commercial endeavors. His clients have included Electric Light Orchestra, Genesis, Peter Dinklage, Phil Collins, Ready for the World, Leonard Cohen, Phil Spector, Stacy Jackson, Snoop Dogg, New Edition, Bobby Brown, Manu, DiBango, Rita Lee, and new artists from Sweden, Yung Lean, and The Bad Boys.



Machat was born in Manhattan, New York. His father, entertainment lawyer Marty Machat, was known for representing artists such as Phil Spector, Sam Cooke, and The Rolling Stones. He attended University of Miami as an undergraduate, where he studied accounting, and then attended Vanderbilt University Law School.

Machat has been a worldwide entertainment attorney, music publisher, manager of music talent, and record label owner as well as film producer, among other commercial endeavors. His clients have included Electric Light Orchestra, Genesis, Peter Gabriel, Phil Collins, Ready for the World, Leonard Cohen, Phil Spector, Stacey Jackson, Snoop Dogg, New Edition, Bobby Brown.

In London, Machat wrote the book *Gods, Gangsters and Honour*, filled with stories about the celebrities he worked for. Machat wrote the book to share the light he discovered handling the careers of many of the top icons of the music industry. The first edition of the book was published in the UK by Beautiful Books Limited (UK) in August 2009. Machat lectured across Europe and the United Kingdom at universities, including both Oxford

Senior Executive

CHANA GREENBERG

Chana Greenberg has 20+ years experience in the startup and innovation space, transitioning from traditional investment banking at Barclays and JP Morgan to Buttonwood Capital, a hedge fund founded by a former Goldman Sachs partner, where she researched artificial spinal discs and dental implants. She was until recently Vice Chair of Hadassah UK, supporting Hadassah Hospital, Jerusalem. She championed the HadaSeed Innovation Fund to leverage the IP created within the hospital alongside Hadasit- their technology transfer arm.



Chana is passionate about promoting the knowledge of the benefits of plant-based medicine. She was business development lead at the Centre for Medicinal Cannabis a UK lobby group and is now a director of the Australian Cannabis Agency. She was a director and VP Business Development at Brains Bioceutical to scale the use of their MHRA licensed CBD API in clinical trials for the pharmaceutical (human and veterinary), athletic and health and wellness markets. She was also CEO of Pharma C Investments plc which she listed on Acquis in London in 2022.

Chana holds a BA (Hons) in Business Studies from the University of Westminster, an MPhil in Finance from the University of Cambridge and completed SAID Business School's Private Equity Program at the University of Oxford.

Real to Reel Productions

Named in the first annual list of the top 25 most influential personalities in the direct response television industry, Packy McFarland is considered a pioneer of direct marketing. Over the last 40 years, Packy produced some of the most popular and lucrative infomercials in TV history. McFarland has written, directed or produced more than eighty powerful long-form programs, and hundreds of short form spots. He has recently turned his attention to marketing videos for internet consumption as well as constant contact campaigns.



Packy attributes his success to working with strong personalities, quality products and exciting companies.

His creative expertise has generated an excess of a billion dollars for his clients



Corporate Advisor

MICHAEL LANE

Michael Lane has been a Director of the Long Island Capital Alliance since 2013, and was recently elected Chairman. He has held various leadership positions throughout his career in global consulting firms (Accenture), technology companies (Pegasystems, Bottomline Technologies), and some of the world's largest financial institutions (Bankers Trust, Chase). He has raised multiple rounds of capital for his early stage companies from private investors, venture capital firms, and strategic partners such as Accenture, Bank of New York, and Microsoft, with successful exits delivering significant investment returns for shareholders.

His experience and counsel are frequently sought to advise on the challenges relating to business start-ups, funding and capitalization, operations, sales and marketing, leadership, and other organizational opportunities.

Mr. Lane also serves as CEO of a new venture called SteriLux Systems, as well as positions on various company and industry boards. He earned a BA degree from UCLA and an MBA from Columbia Business School.



Strategic Advisor

MARC SEGELNICK

Marc Segelnick is a highly esteemed financial strategist with a distinguished career spanning over three decades, specializing in prestigious portfolio management and comprehensive financial planning. With a strong emphasis on cultivating enduring relationships, Marc has fostered robust connections with top money managers, Family Offices, investment bankers, and private equity groups.

Currently serving as the Managing Director for Clutch Capital Management, Marc is instrumental in driving strategic growth initiatives and fostering a culture of innovation within the firm. Additionally, he holds the position of President at Optimum Client Consultants, overseeing the delivery of comprehensive resources and organizing exclusive events tailored to the discerning needs of the Family Office community. His commitment to honesty, integrity, and performance serves as the cornerstone of his business philosophy, as he consistently emphasizes creativity and growth opportunities to ensure success for his esteemed clientele.



Design Executive

DANIEL PÉREZ GALLEGOS

Daniel Pérez Gallegos is a distinguished Marketing Designer at United Planet Solutions Corporation, renowned for his creative leadership and innovative approach to design. With a background in Architecture and Computer Technology, complemented by a UX Design certification from Google, Daniel is known for crafting captivating and tailored designs that reflect his commitment to effective marketing strategies. His multifaceted expertise extends beyond design, encompassing a nuanced understanding of business dynamics, market trends, and the evolving landscape of digital marketing. Notably, Daniel has showcased his visionary leadership in various creative projects, including a groundbreaking initiative at the prestigious National Polytechnic Institute (IPN), where he conceptualized and developed a comprehensive platform for immersive virtual learning experiences. His contributions at UPSC underscore his dedication to innovation and client success, positioning him as a transformative figure in the realm of marketing and design.

