



## **BUSINESS OVERVIEW**

 [www.unitedplanetsolutions.com](http://www.unitedplanetsolutions.com)

Uniting People Through Technology

# Vision

## Our Scope

UPSC's combination of companies in our 4 sectors of water, waste, soil, and air creates industry-defined opportunities that are impactful across many verticals. The focus is on long-term performance and capital infusion for expansion. Our selected diversified Portfolio of investments in the following industries:

1. Public Acquisitions
2. Real Estate
3. Reality Media Programing
4. Publishing
5. Music Venues
6. High Tech Medical
7. Manufacturing
8. Translation Technology
9. Bioscience
10. Waste Remediation
11. Sports Media
12. Social Media

## One World For Humankind



PLAY

## Business Model

### **EMPOWERING VISION AND ADDED VALUES FOR COMPANIES AND PEOPLE**

**UNITED PLANET SOLUTIONS CORPORATION PROVIDES THE OPPORTUNITY FOR COMPANIES THAT ARE PRIVATE SEEKING TO BECOME PUBLIC AS A PART OF A GROWTH STRATEGY.**

UPSC ALIGNS WITH ESTABLISHED COMPANIES WITH PROVEN TECHNOLOGIES THAT HAVE TANGIBLE AND INTELLECTUAL PROPERTY ASSETS TO BECOME A PART OF A GROWTH COMPANY.

THE MAJOR OBJECTIVE IS TO BE LISTED ON A MAJOR STOCK EXCHANGE IN THE PUBLIC MARKET.

The UPSC model is designed to add value to drive innovation and expansion. We focus on four major sectors of industry that address Water, Waste, Soil and Air.

Our objective is to assist companies from their current positions in the market to stimulate growth, expand their products market share, and to provide professional marketing to increase awareness. We introduce to companies with Fortune 500 style marketing to complement and support their underlying business.

We provide an exit strategy for the investments being made in concert with stakeholders of the existing management to transcend to the public market.

## Business Description

We are an emerging marketing activism acquisition model in the Eco Growth Sectors of Water, Waste, Soil and Air. We have identified the need for the change to the branding of Climate Change crisis issues and provide significant solutions. Our intent is to build a community of integrated solutions encompassing conventional and breakthrough technologies of high potential brands within the selected sectors: Water, Waste, Soil and Air.



## Funding Methodologies For Financing The Business Plan

- Private placement
- Asset Based Financing
- Reg A Plus
- Convertible Notes
- Public Stock Allocations
- IPO
- Seed Capital Offerings



## Sustainability and Expansion Strategy

### What we Are About:

United Planet Solutions provides environmentally purposeful programs. We develop a wide range of initiatives that address and embrace our environment. Our focus is in four sectors: Water, Waste, Soil and Air Which includes engagements and alignments with companies, products and talents that have passion and to expand and embrace sustainable environmental efforts.



### We do the following:

1. Brand and rebrand products and companies
2. Develop and engineering Marketing programs
3. Structure high level promotional events
4. Acquisition of companies
5. Provide various funding strategies and resources



# Compliance

# MARCUM

ACCOUNTANTS ▲ ADVISORS

## Marcum

Marcum is a national accounting and advisory services firm dedicated to helping entrepreneurial, middle-market companies and high net worth individuals achieve their goals. Since 1951, clients have chosen Marcum for our deep expertise and insightful guidance in helping them forge pathways to success, whatever challenges they're facing.

Marcum offers a complete spectrum of tax, assurance and advisory services, as well as an extensive portfolio of industry-focused practices with specialized expertise for both privately held and publicly registered companies, and nonprofit and social sector organizations.

### Services

Marcum provides a full spectrum of traditional tax, accounting, and assurance services; financial, risk, and transaction advisory services; valuation, forensic and litigation services; technology consulting and managed services; and an extensive portfolio of specialty and niche industry practices.

Business owners and managers choose Marcum for our pragmatic, industry-focused insights. Our mission is to help your organization become more successful.

### MARCUM YEAR-END TAX GUIDE

The Marcum Year-End Tax Guide features a detailed analysis of the current tax environment and provides an overview of many of the issues affecting individuals and businesses.

Proactive planning has never been more critical with new provisions on the horizon and the phasing out of certain Tax Cuts and Jobs Act measures. Our tax guide addresses the diverse needs of virtually any portfolio, covering everything from personal investments to retirement planning, estate considerations, and beyond.

# PEARSON BUTLER

Attorneys at Law

## About Pearson Butler

Pearson Butler is comprised of 60 dedicated professionals, including over 30 qualified attorneys who excel in their specific areas of law. Collaboration is crucial and attorneys at Pearson Butler know that you receive the best results when you have access to multiple attorneys across multiple disciplines. No matter your needs, you can count on the skilled professionals at Pearson Butler to understand your legal matter and how to help you, no matter how large or small. The firm is widely known for helping clients navigate the legal system with compassion and skill. Schedule a confidential consultation to find out how Pearson Butler's attorneys can assist you.

### Our Commitment To Our Clients

At Pearson Butler, we know that having any type of legal matter or concern can be extremely difficult for both our clients and their families. Often, we know that the biggest obstacle is finding the right representation and knowing that your case is being handled with the utmost care and attention to detail. As one of the only mid-sized multi-practice law firms in the state, we pride ourselves on providing a comprehensive approach to the law. With legal professionals that specialize in a variety of specific avenues of the law, we're able to resolve many complex legal matters in-house. Our philosophy is simple; when life happens, we're here and we understand. To get started, please reach out to one of our convenient locations at your earliest convenience.

### Utah's Premier Full-Service Law Firm

Whether you've unexpectedly been injured, are filing for divorce, want to protect your assets for yourself and generations to come, need guidance and representation in a corporate transaction, or are struggling to navigate a complex system of insurance following an accident, you can turn to Utah's premier full-service law firm for the help you need. The attorneys at Pearson Butler fill many roles: strategists, problem solvers, counselors, listeners, and healers.

# Management & Execution team

## Christopher Moon: Chairman of Board / Director



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.

CEO for Intesel ([www.intesel.com](http://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.

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.

### Corporate Structuring Model:

UPSC serves as the parent company for the acquisitions of companies and projects.

Valoria Ventures Corporation is a subsidiary of UPSC. The various initiatives that UPSC pursues will be structured as (SPV) and will report to the Parent USPC.

UPSC's model focuses on acquisition of companies as subsidiaries to brand, rebrand then development of comprehensive marketing programs. Additionally, the company employs various funding strategies, including private placements, asset-based financing, Reg A Plus, convertible notes, public stock allocations, and IPOs, which can provide the necessary financial support for the transition.



## Management & Execution team



### **Larson Elmore - CEO / Director**

Seasoned professional with a track record in identifying hidden potential in companies and building successful business models. He has raised over \$3 billion from investors and worked in various sectors, including education, property development, and telecommunications. In recent years, he has focused on concept-centric ventures, including renewable energy and pharmaceuticals, and has served in executive roles for companies like The Healing Company.



### **Michael Lane - CFO / Director**

Accomplished leader with experience in renowned firms, currently chairs a prominent business alliance. With a strong track record of raising capital for early-stage ventures from major industry players, their insights into business start-ups, funding, and operations are highly valued. Serving on various company and industry boards, their academic journey includes a BA and an MBA from respected institutions.



### **Marc Segelnick - Strategic Advisor / Director**

Experienced financial strategist with extensive expertise in portfolio management and comprehensive financial planning. Known for fostering lasting relationships with industry leaders, they currently lead growth initiatives in a prominent firm and oversee a consultancy tailored to the Family Office community. Their commitment to integrity and performance underscores a philosophy focused on creativity and growth, ensuring success for their esteemed clientele.



### **Harvey Dale Cheek - Construction Manager & Programming**

An accomplished professional with a strong educational background from the Georgia Institute of Technology, showcasing a versatile career trajectory from the construction industry to executive leadership in a prominent global hospitality consultancy firm. With an extensive portfolio managing projects valued at over \$14 billion internationally, he has fostered partnerships with renowned industry players including Marriott Hotels, Hyatt Corporation, and Ritz Carlton. Demonstrating a commitment to excellence and a passion for delivering high-quality results, his track record speaks to his leadership in the field.



## Management & Execution team



### **Tom Korsad - Independent Board member**

A versatile senior executive, boasts 40 years of international business experience across finance, risk management, and operations. He excels in building growth models for startups and managing businesses with over US\$100 million in revenue. His expertise spans business development, due diligence, global expansion, and strategic planning. Additionally, he's a skilled organizer of venture capital and project financings, with a strong track record in investor relations.



### **John Rivers - Director**

Excels in launching new ventures and successfully managing acquisitions. He has a track record of steering businesses towards profitability. With a background in the entertainment industry, he merges business and entertainment for enhanced marketing strategies. Possessing a Mathematics degree and expertise in company structure, Mr. Rivers is a valuable asset to any team.



### **Chana Greenberg - Independent Board member**

Over two decades of experience, transitioning from investment banking at Barclays and JP Morgan to roles at Buttonwood Capital, Hadassah UK, and the HadaSeed Innovation Fund. She's dedicated to advancing plant-based medicine and has been involved with the Centre for Medicinal Cannabis, the Australian Cannabis Agency, Brains Bioceutical, and Pharma C Investments plc, which she listed on Acquis in London in 2022.



### **Steven Machat - Senior Executive**

Globally recognized entertainment attorney and music industry veteran, has shaped the careers of iconic artists like Electric Light Orchestra and Genesis. Born in Manhattan, he studied accounting at the University of Miami and later attended Vanderbilt University Law School. Beyond his legal expertise, Machat is a prolific author, sharing insights in "Gods, Gangsters, and Honour." His global influence extends to lecturing at prestigious universities across Europe, leaving an indelible mark on the entertainment landscape.

## Management & Execution team



### **Rich Kwesell - COO**

Richard Kwesell, co-founder of Strawberry Fields and Heartland Industries, oversees cultivation and production, achieving \$30 million in annual sales with around 200 employees. His expertise spans the cannabis industry, while he also boasts a successful career as a magician and corporate trainer for renowned companies.



### **Michael Kwesell - Project Administrator**

Michael Kwesell, an entrepreneur, co-founded Strawberry Fields and Heartland Industries in the cannabis industry, achieving \$30 million in sales. His diverse expertise includes cultivation, agriculture, finance, and graphic design, reflecting a versatile career.



### **Brian Oliver - Senior Executive**

Saginaw Valley State University graduate in Chemical Engineering and Business Administration, excels in a distinguished career. With a track record from Merrill Lynch to pivotal roles in Asia and industry giants like Cadence Design and Siemens, he's driven sales exceeding \$1 billion. Brian specializes in strategic partnerships in electronic design and manufacturing, earning multiple honors. He champions education initiatives, donates EDA design software, and holds leadership roles in companies like MaxClean Global 756, TC logiQ, and MiriamTec.



### **Daniel Pérez Gallegos - Design Executive**

A creative Marketing Designer at United Planet Solutions Corporation, known for an innovative approach to design. With a diverse background in Architecture, Computer Technology, and UX Design, Daniel crafts captivating designs reflecting a commitment to effective marketing strategies. Notably, visionary leadership was demonstrated in a groundbreaking initiative, conceptualizing a comprehensive platform for immersive virtual learning experiences before pandemic.



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Uniting People Through Technology

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