

PetFriendly Partners, LLC, Whitepaper



Love Pets
Love People

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(Introduction)

PetFriendly Partners, LLC, is a collaborative and transparent social platform designed to provide a comprehensive PetFriendly Certification Program for animal products and services. We bring together all parties that want to make the world more friendly to pets. Love Pets. Love People.

PetFriendly Partners was founded in 2017 by Collaborative Fund Partners and Peggy R. Hoyt, LLC. The PetFriendly platform will allow **Non-Profits** to access new funding sources, engage measurement tools for tracking program effectiveness, collaborate with other non-profits, businesses, individuals and donors, to explore best practices for growth, synergy and innovation; **Businesses** can advertise their products and services to reach a PetFriendly community while collaborating with non-profits and individuals on meaningful projects in their communities in order to bring awareness to the role animals play in the health and happiness of all people; putting the company's Corporate Social Responsibility dollars to good use; and PetFriendly **Individuals** can access information and collaboration tools for making meaningful decisions about product and service selections in a fragmented and often overwhelming sea of pet-related products and services information.

Background

PetFriendly Partners, LLC, was co-founded in 2017 by Collaborative Fund Partners, LLC and Peggy R. Hoyt, LLC. Collaborative Fund Partners, LLC (www.collaborativefund.fund) was formed in 2017 to pursue collaborative investments that result in a positive social impact. The team that makes up Collaborative Fund Partners, LLC, has extensive experience in creating sustainable businesses, early stage investment, and 'doing well by doing good.'

Peggy Hoyt (www.PeggyHoyt.com) is an attorney and animal advocate who has dedicated her professional career to helping families create estate plans that work for people and for pets. She is the author of numerous books, including *All My Children Wear Fur Coats – How to Leave a Legacy for Your Pet*. She also hosts a weekly podcast of the same name. She is a co-founder of MyPetWill.com, a first of its kind online pet trust and identification system. In addition, she spends her free time rescuing pets that currently include three horses, seven dogs and three cats.

In November of 2017 Jodi M. Clock, CPLP joined the team as Chief Operating Officer. Jodi is passionate about pets and serves families at Clock's Funeral Home and Clock's Timeless Pets with compassion.

Mission

- Champion standardization and certification of PetFriendly organizations providing transparency and certainty for the PetFriendly consuming public.
- Promote awareness and elevate the ethics related to the human-animal bond, animal welfare and animal rights.
- Aid in the creation of protocols and legislation, that will create greater animal protections and recognition as living, feeling sentient beings.
- Provide reliable and timely education to assist the PetFriendly public to evaluate the efficacy of products and program selections in both corporate and non-profit environments.
- Communicate on a closed Facebook Group to discuss questions with likeminded individuals.
- Provide a forum for non-profit organizations to increase the funding of their organization by participating in interactive online fundraising activities.
- Create peace of mind through referrals to subscription and certified members of the PetFriendly Network, knowing they will receive a quality service or product that promotes the animal-human bond.
- Allow consumers and influencers to rate and review subscription and certified PetFriendly Network members regarding the efficacy of their business, service, or program offerings.

Certification

PetFriendly Partners was formed by thought leaders in Social Impact Investing to provide: a solid definition of the term Social Impact Investment, user generated rankings for Social Impact investments, tools and pathways for more impactful efficiencies through both direct and indirect partnership and collaboration for Social Impact Investment funds, companies and foundations. PetFriendly begins by defining the space, deploying data analytics through research, surveys and white papers, while delivering the social impact investing insight necessary for our members to make the impactful decisions every day.

Opportunity

PetFriendly.Love provides opportunities for consumers, business and charities to gain recognition through online paw reviews, income opportunities through our PetFriendly.Love Ambassador Program, and annual recognition through our awards program for exemplary organizations who have successfully completed the PetFriendly.Love certification and have consistently received “5 paw reviews.” PetFriendly.Love certified businesses will also participate in advertising opportunities, guest blogging and network visibility with likeminded professionals.

Pet Market

http://www.americanpetproducts.org/press_industrytrends.asp

Estimated 2017 Sales within the U.S. Market

For 2017, it *estimated* that \$69.36 billion will be spent on pets in the U.S. alone. Worldwide, this number is exponentially greater.

Estimated Breakdown:

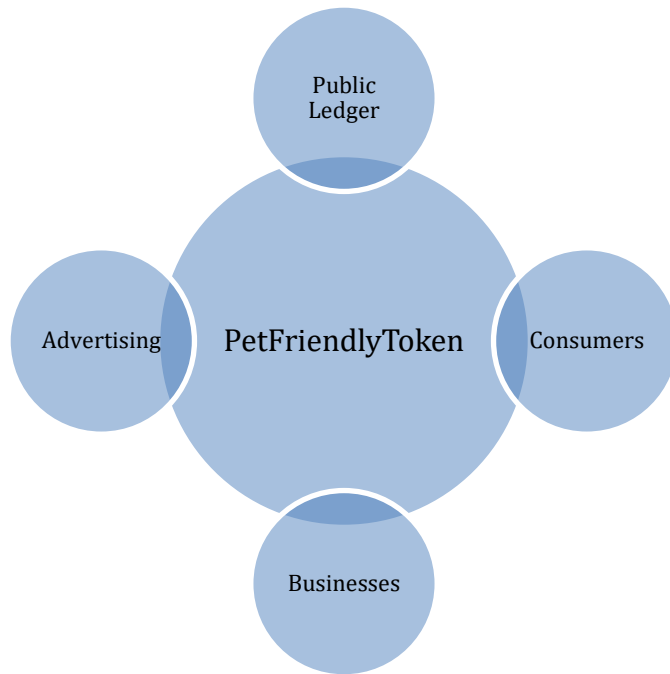
Food	\$29.69 billion
Supplies/OTC Medicine	\$14.93 billion
Vet Care	\$16.62 billion
Live animal purchases	\$2.01 billion
Other Services	\$6.11 billion

PetFriendlyToken

PetFriendlyToken™ is the official currency for the PetFriendly.Love™ site. This unique token will be used to provide transparency, facilitate interaction between consumers and businesses, create advertising opportunities and B2B/B2C commerce.

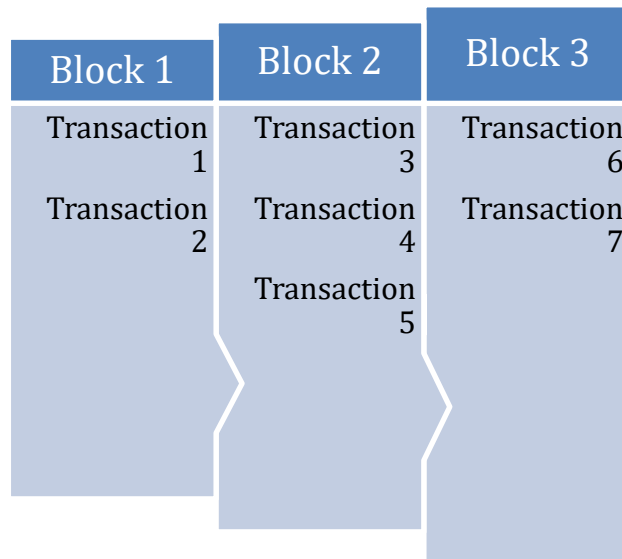
OmegaPoint™ is a new Proof of Stake (PoS) blockchain that has several advantages over existing Proof of Work (PoW) blockchains, including fast transactions, low fees and friendly to the environment. It was developed in 2018 by OmegaPoint Partners LLC in order to facilitate a blockchain that could be used by social impact companies. It has become known as the “Social Impact Blockchain” with several implementations in use today.

PetFriendlyToken™ will use the OmegaPoint™ blockchain to secure and decentralize the network. By leveraging this proven platform, PetCoin™ will be a stable and robust token with maximum utility. Master nodes can be run by staking 1,000 PetCoin™ tokens and allow the operator to earn transaction fees.



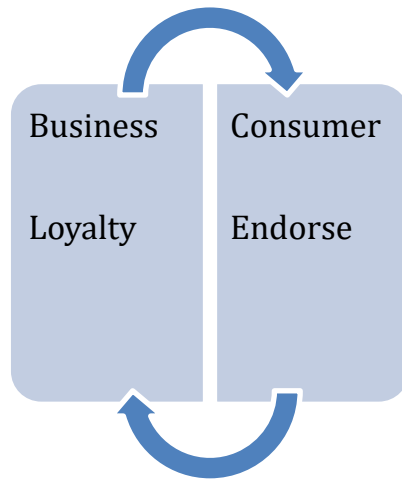
Transparency

The blockchain will provide full transparency with the public ledger. Every transaction conducted with a PetFriendlyToken™ will be instantly discoverable. This will provide trust between the PetFriendly.Love™ community and all participants.



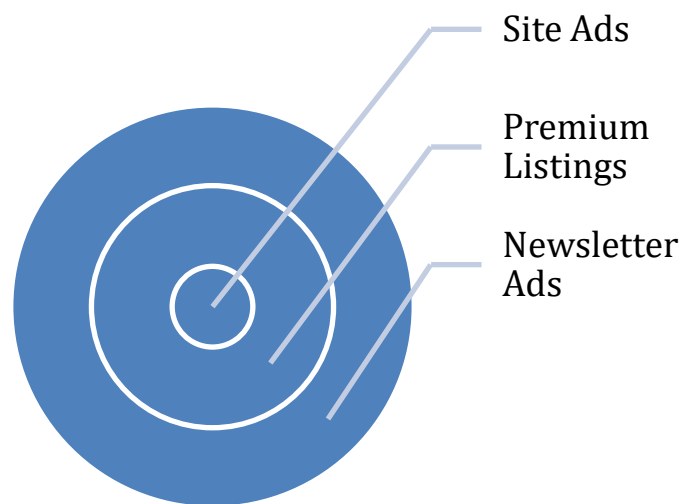
Interaction Between Consumers and Businesses

PetFriendlyToken™ will enable consumers and businesses to interact with each other on the PetFriendly.Love™ network. Businesses will be able to reward loyal customers with tokens and customers will be able to vote with their tokens to endorse their favorite businesses.



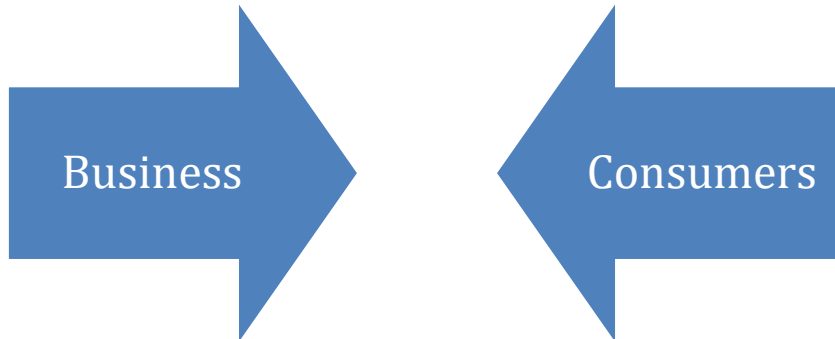
Advertising

PetFriendlyToken™ will enable a brand-new advertising opportunity for all members. Tokens can be used to buy premium ad space on the site.



B2B and B2C Commerce

PetFriendlyToken™ will allow consumers and business to transact with each other using their tokens. Wallets will secure these transactions and enable them to occur anywhere in the world.



PetFriendly.Love™ Services

PetFriendlyToken™ coins can be used to purchase membership and certifications on the PetFriendly.Love™ site as well as be used to purchase goods and services from members.

Crowd Sale and Distribution

A total of 100,000,000 PFT will be created and distributed among the pre-sale main-sale and PetFriendly.Love™ site. 50,000,000 of this total are expected to be sold during the Pre-Sale and Main-Sale, 40,000,000 will be sold after the pre-sale, and the remaining 7,000,000 will be used for special promotions.

Pricing: 1 US Dollar will buy 1 PFT

Distribution:

Distribution of PFT

<i>Pre and Main Sale</i>	50,000,000
<i>Website after token sale</i>	40,000,000
<i>Specials and Promotions</i>	7,000,000
<i>Founders</i>	3,000,000

Pre-Sale:

- Starts April 30, 2018 - Ends May 30, 2018
- Currency accepted: BTC, LTC, ETH, DASH
- Minimum amount per purchase: \$500
- Bonuses:

>= .1 ETH	50%
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MAIN SALE STARTS MAY 31

Main Sale:

- Starts May 31, 2018 – Ends July 31, 2018
- Currency accepted: BTC, LTC, ETH, DASH
- Minimum amount per purchase: 0.1 ETH
- Bonuses:

Main Sale	25%
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Proceeds

The proceeds from the token sales will be used for the development, promotion, and growth of the PetFriendly.Love™ ecosystem. The preliminary allocation is set forth below but is subject to change:

- Product Development: 60%
Platform development, infrastructure and support.
- Marketing: 10%
Advertising and other marketing expenses for the company.
- General and Administrative: 30%
Costs associated with rent, utilities, insurance and salaries.

Management

PetFriendly Partners, LLC was co-founded in 2018 by Collaborative Fund Partners, LLC (www.collaborativefund.fund). Collaborative Fund Partners was formed to pursue sustainable investments through collaboration of efforts. CFP believes that through the power of collaboration, more things are achievable. The team that makes up Collaborative Fund Partners has years of experience in creating sustainable businesses, early stage investment, and doing well by doing good.

Company Partners



Collaborative Fund Partners



**CENTRAL FLORIDA
FOUNDATION**

Key Members



Peggy Hoyt

Co-founder & CEO

<https://www.linkedin.com/in/peggyrhoyt/>

Peggy Hoyt was born loving animals and asked for her first horse before the age of one. She spent her formative years in and around animal welfare as her father joined The Humane Society of the United States in 1971. He retired 27 years later after building a world-wide presence for animal welfare organizations promoting protective legislation and bringing ongoing awareness to the plight of animals. Initially interested in veterinary medicine, her vocational choices took her on an alternate path. She earned both her B.B.A., M.B.A. and J.D. degrees from Stetson University. She is co-founder of The Law Offices of Hoyt & Bryan. She and partner, Randy Bryan serve the Florida estate planning and elder law communities as the only Florida law firm with two attorneys dual board certified in Wills, Trusts and Estates and in Elder Law.

Peggy has authored numerous books on estate planning and administration topics. She's most passionate about her first, *All My Children Wear Fur Coats – How to Leave a Legacy for Your Pet*. Peggy enjoys a national reputation as a pet trust expert, podcast and blog personality and animal advocate.

Peggy is a former investment advisor and now serves as a FINRA arbitrator and Florida Supreme Court Certified mediator for family estate and pet related disputes.

Peggy enjoys spending time with her pets and on long distance horseback rides. She has homes in both Florida and Virginia. She is a country girl who prefers a walk or trot in the woods to any other activity. A victim of wanderlust, Peggy seeks out opportunities for both U.S. and International travel. Favorite places include our nation's national parks and a recent visit to Iceland to ride the Icelandic horses.



Jodi M. Clock

Co-founder & COO

<https://www.linkedin.com/in/jodi-clock-b988908/>

Jodi M. Clock, CPLP, is an end of life expert for both people and pets. She holds the distinctive designation of Certified Pet Loss Professional granted by the International Cemetery, Cremation and Funeral Association (ICCF). Since 1988, Jodi has worked in the 'end-of-life planning' industry including family and corporate owned funeral homes, pre-need funeral companies, casket manufacturers, and now practices what she preaches as a business partner with her husband, Dale in their 120-year-old business, Clock Funeral Home.

Jodi recognized the need for the use of grief therapy dogs within funeral homes and all Clock Funeral Home families enjoy the company of her dogs. When their funeral home therapy dog Max died in 2006, she wanted to know what options were available for his final care. After experiencing first-hand the absence of end of life choices for pet parents, she created one of the country's first pet loss centers affiliated with a human funeral home. She believes pets and their families should receive the same dignity and respect afforded human death care.

She is also a published author and international speaker on helping families have difficult conversations with loved ones about legacy planning. Jodi has centered her career on helping people understand end of life options so they can avoid the emotional and financial confusion endured by families at an emotionally taxing time. She currently writes and speaks about the basics of Medicaid and asset protection, how to avoid family feuds, end-of-life directives and is a seasoned expert on pet trusts, as well as options for a beloved pet's final care.

Jodi grew up in Southern Indiana and moved to Battle Creek, Michigan where she graduated from high school. She holds an undergraduate Liberal Arts Degree and Masters in Organizational Development from Spring Arbor University. Jodi has

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earned many professional certifications including Pet Loss & Grief Companionship, as well as being a charter Certified Pet Loss Professional. She helped launch the Pet Loss Professional Alliance and is an educational co-chair. Other passions include mentoring and advocating for women in business. When she is not working, you will find her spending time with her family along the Lakeshore of Western Michigan and rocking out to Bruce Springsteen.



Aimee Jurenka

<https://www.linkedin.com/in/aimee-jurenka/>

Aimee Jurenka is the author of *The Lazy Raw Feeder* where she shares her tips on providing a natural dog lifestyle done simply and is passionate about having a

'healthy is happy' life with her pack.



Alex Farr

<https://www.linkedin.com/in/farralex/>

Silicon Valley veteran Alexander Farr for 20 years was a President of his own development firm, acting as strategic advisor for hundreds of companies and venture capitalists before dedicating his life full-time to protecting animals. He now is the President of

MyPetWill.com.



Ben Riggan

<https://www.linkedin.com/in/ben-riggan-26334715/>

Managing Partner/Founder of Paw Pods LLC and Loyal Paws Pet Memorial Center

The day Ben's dog died, was the day his life and career changed forever. His four-legged family member was given back to him in a plastic bag so he could transport him back

home to be buried. That memory picture never left Ben's mind. Shortly thereafter he founded PawPods, an eco-friendly pet caskets and urn company made from 100% biodegradable materials.

Initially his primary focus was on sales, as well as handling the day-to-day operations of the company. As Paw Pods has grown, he is now responsible for managing national sales, customer relations, processing, and of the most day-to-day operations.

Being passionate about a dignified end of life experience for pets, Ben went on to become a managing partner of Loyal Paws LLC (pet crematory and memorial center). He also focuses on building partnerships with veterinarian clinics and assists with overseeing the day-to-day operations. Ben is a CPLP (Certified Pet Loss Professional with the PLPA). His empathy for helping grieving pet parents is what drives him to be the best.

Ben has a BA in Psychology from Michigan State University. He also is a sitting board member for Spectrum Human Services which includes 5 separate affiliate companies in the social services field. He was awarded the Pet Age magazine "Top 40 under 40" in 2015.



Bob Jenkins

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Co-founder & President Let Your Love Grow and Verde Products, Inc

Bob is the co-founder and president of Verde Products Inc. and Let Your Love Grow. He oversees the daily operations, sales, marketing, business and product development. He has over 40 years' experience in funeral service that include all aspects of the profession from managing funeral homes, crematories and cemetery properties to building sales territories and managing sales teams for two nationally recognized funeral service companies. Bob has consulted with many firms throughout the U.S. to educate staff on product and presentation to enhance revenue. He graduated from Kentucky School of Mortuary Science, Louisville, KY.

Through research and experimentation, Bob has partnered with a forensic team that includes an entomologist, toponomist and anthropologist to study and understand the environmental impact of the disposition of human and pet bodies that are either buried or cremated. Buried and cremated remains can have significant effects, positive and negative, on their surrounding environment yet these effects are insufficiently understood to serve as an effective foundation for cemetery management. His goal is help educate the after-life care profession as well as the consumer on the important aspect of memorializing while creating balance and harmony with Mother Nature.

Bob resides in Wildwood, Missouri with his wife, Annette and his beloved companion, Roscoe, a rescued dachshund.



Coleen Ellis

<https://www.linkedin.com/in/coleen-ellis-27b7b49/>

A chance encounter with a pet parent facing the death of her pet was a defining moment for Coleen in 1998. It was the beginning of her vision of how to best meet the needs of pet parents in their desire to mourn, memorialize and pay tribute to their beloved pets when they die. In 2004, the experience of the death of her dog, Mico, guided her in starting the nation's first stand-alone pet's-only funeral home. Soon, publications such as Kates-Boylston's Pet Loss Insider deemed her the "most well known pet funeral director" and a true "pet loss pioneer."

In 2009, Coleen founded Two Hearts Pet Loss Center, to guide people who wish to provide meaningful pet death care services in their communities, as well to be an educational resource in the pet grief discipline. In 2009, she received the first Death and Grief Studies Certification specializing in Pet Loss Companionship by Dr. Alan Wolfelt as well as releasing her first book, Pet Parents: A Journey Through Unconditional Love and Grief. She is also Certified in Thanatology and is a Certified Pet Loss Professional.

By 2014, Coleen was ready to take her vision to a new level. Joining Nick Padlo as managing partner and Chief Marketing Officer, they formed an acquisition company whose mission is to standardize and raise the service levels of the pet loss industry. The Pet Loss Center strives to be the nation's premier pet loss service, elevating the experiential component of pet loss and grief care across the country.

Coleen is a sought-after speaker on the topics of pet loss and grief. Through her delivery style, pet care professionals learn a variety of techniques immediately applicable to implement on how to companion families in their grief journey. Furthermore, her talks to pet parents give them the permission they need to not only grieve but mourn the loss of their beloved pet.

Coleen is currently the co-chair and founder of the Pet Loss Professionals Alliance and past president of the International Association of Animal Hospice and Palliative Care. She is a native of Kansas where she graduated from Fort Hays State University with a Bachelor of Science degree in Marketing.

Dallas, TX, is where Coleen and her husband, Chris Burke, reside. They share their home with their four-legged kids, Crisco, Harry, Ellie Mae, and Rudy.



Kim Butler

<https://www.linkedin.com/in/kimmerrittbutler/>

Kim Butler, aka The URL Dr, has been doling out prescriptions for online success to business clients for more than 15 years. Raised in the funeral business, she is a fourth generation self-employed business owner.

Nationally recognized since she was a teenager, Kim started her first company, Kim's Khocolate, at the tender age of eleven. Five years later, she was discovered by Guy Kawasaki and went on to do business with Apple, The Rolling Stones, AT&T, Land Rover, Bausch & Lomb, and Ralph Lauren.

Subsequent e-commerce companies have sold everything from dinnerware to dog products. Her most recent, Good Dog in a Box, is her first foray into subscription boxes. Kim's various retail companies have grossed over \$11.5M.

As The URL Dr, Kim speaks, conducts workshops, and consults with companies in all areas of e-commerce. Her e-learning system, The Small Business Academy, offers more than 500 educational and instruction videos to small business.

Kim has been a featured speaker at YPO Family University, The Wharton School, National Federation of Independent Business, ASBDC, SBDCs around the country, and the Association of University Technology Managers. She has testified before a US Senate Subcommittee on Entrepreneurship and received the NFIB Young Business Owner of the Year Award.

Kim's entrepreneurial activities have been highlighted in "USA Today," "Inc," "People," "Barron's," "Newsweek," "Success," "Ms," and "The Washington Post."



Tracy Krulik

<https://www.linkedin.com/in/tracykrulik/>

Northern Virginia based certified canine separation anxiety trainer and honors graduate of Jean Donaldson's prestigious Academy for Dog Trainers, Tracy Krulik, CTC, CSAT, is the founder and managing editor of iSpeakDog — a website and public awareness campaign to teach dog body language and behavior. Krulik trains dogs with separation anxiety for the Humane Rescue Alliance in Washington, D.C., and she is rapidly becoming the leading separation anxiety specialist in the D.C. area. Her writing can be found in publications including The Bark magazine, The Washington Post, and The Chronicle of the Dog. Krulik's passion is helping fearful

dogs discover confidence and joy — just as she did for her once “fraidy” pup, Emma the Beagle. Visit www.tracykrulik.com to learn more.



Kate Wilder

<https://www.linkedin.com/in/katewilder1/>

Kate Wilder is a Digital Marketing Consultant with a proven track record of helping brands build a stronger presence across social platforms and search engines through current digital marketing strategies. From early beginnings at Young & Rubicam Advertising and Burson-Marsteller Public Relations to becoming an early internet marketer, Kate has served Fortune 500 and small businesses for over 25 years in marketing, content development and technology. She holds a M.S. in Internet Marketing and B.S. in Psychology. When not in front of a computer or mobile device, Kate can be found in the world of wildlife photography for relaxation.



Gila Kurtz

<https://www.linkedin.com/in/gilakurtz/>

Gila Kurtz is a serial entrepreneur who found her deepest passion in working with dogs and their people. She is a Co-Founder and Co-Owner of Dog is Good, a lifestyle brand for dog lovers. The company creates original messaging and design for a broad array of products to celebrate and “share the unique joy one feels living life with Dog”. Along with her husband, Jon Kurtz, Gila has turned her love for dogs into a thriving business and highly recognizable brand.

She is the bestselling author of *Fur Covered Wisdom...A Dog Can Change the Way You See the World*, which quickly became a #1 International Best Seller on Amazon in both the Pet and Self-Help Categories.

Gila is the recipient of several business awards including recognition as one of the top 25 women of influence in the pet industry (2015) by *Pet Age Magazine* and, most recently, Women of the Year award for Women In the Pet Industry Network.

In addition to her role as Brand Ambassador for Dog is Good, Puppy Training Expert, Gila is an author, expert storyteller, and compelling teacher who speaks professionally on life lessons, entrepreneurship, building relationships, and parenting strategies... inspired by Dog.

Gila is a master of “Bliss-ipline”, loves her active lifestyle, and is #1 fan to her daughter-Abby.



Doug McPhail

<https://www.linkedin.com/in/douglasmcphail/>

Doug McPhail has more than 25 years experience in estate planning and has helped families like yours protect millions of dollars from estate taxes and nursing home expenses. He is an effective communicator and presenter and has taught numerous workshops, seminars, continuing education classes covering Medicaid planning, estate planning and elder law issues both locally and nationally.

Doug graduated with honors from the University of Detroit Mercy School of Law in 1988. While there he earned the American Jurisprudence Award for Academic Excellence in the area of professional responsibility and was a published member of the University of Detroit Mercy Law Review.

In 1984, he received his Bachelor of Arts degree in Political Science and Mass Communications from Taylor University in Upland, Indiana.

Mike Cameron

Co-founder

<https://www.linkedin.com/in/mike-cameron-28071a9/>



Mike Cameron is a lifetime entrepreneur. While serving as major shareholder, President and CEO of Zephyrhills Water, he was primarily responsible for developing the once small, local company into the largest bottled water company in the Southeastern US. He negotiated the successful sale of Zephyrhills to Perrier/Nestle, making the brand a household name.

Mike is currently co-founder of the Association of Angel Investor Clubs (AAIC). AAIC creates high-growth-potential, reduced-risk companies from intellectual property developed by its technology partners, universities and government-sponsored research entities. Mr. Cameron is a graduate of Georgetown University and holds an M.B.A. from The University of Pennsylvania's Wharton School. In addition to his business ventures, Mr. Cameron was a member of the Young Presidents Organization, served on the Board of Overseers for Georgetown University, and was the President of the Wharton School Club of Central and North Florida.

Dan Liptak

Co-founder

<https://www.linkedin.com/in/danliptak/>



Dan Liptak got his start early when he first discovered computers at 10 years old. An internship at NASA during high school put him on a 20-year path in Information Technology. He registered his first domain name in 1998 and has been helping companies big and small build their web presence ever since. With his experience in the computer industry along with his passion for entrepreneurship, Dan's attitude and culture within the Collaborative Fund Partners team is well-suited.

Dan and partner, Carolyn share their home with numerous cats, each of whom has special key board skills and assists Dan as he works.

Harold Graham – Co-Founder and CEO of HeroesJourney Partners LLC



<https://www.linkedin.com/in/harold-graham-lion-06902513/>

Harold Graham is an advisory board member at Collaborative Fund Partners, and is a formerly registered securities and commodities broker, lead HW Graham & Associates, an investment banking, fundraising, corporate development, and political consulting firm based in Orlando. During his 25+ year career, he served as a strategic business consultant and investment banker, developed strategic marketing campaigns and distribution partnerships with companies of all sizes. In addition, he spearheaded successful campaigns on behalf of corporate and philanthropic entities. His expertise also includes private placements involving equity and debt financing, raising growth and expansion stage capital, and acquisition financing for companies in various industries. He sourced alternative investments for individuals, institutions and family offices, was recently registered with FINRA and the NFA, CFTC and held Series 3, 7, and 63 registrations.

In addition to HeroesJourney Partners <http://HeroesJourneypartners.com/>, Harold has also co-founded many other socially impactful companies including: Community Seal <http://communityseal.com/>, Affordable Housing Collaborative, <http://affordablehousingcollaborative.com/>, WeNet, <http://wenet.world/> Karitas, <http://karitas.world/> HeroesJourney, <http://heroesjourney.world/> and Brovo, <http://brovo.life/>

His previous experience includes serving as owner and lead consultant for Intellishare LLC where he was responsible for new account generation, account maintenance and penetration for the sales and marketing based consulting company. He also served as a senior vice president at US Telemedicine where he generated new business for a network-based hardware application hosted medical treatment center and HL7 electronic medical records. Earlier, he held similar positions with Lealta Media, Tax Advantage, AMP Film Studios and Fortis TCS.

Robert J. Murphy, CFA[®], FRM, CAIA

<https://www.linkedin.com/in/rjmurphy-cfa/>

Mr. Murphy is an accomplished financial industry professional with over 30 years of experience making decisions and achieving goals for clients through increasingly responsible roles in asset management and investment banking. The majority of the past 18+ years has been focused upon active portfolio and risk management, all phases of manager and investment research and due diligence, and senior management of investment products, portfolios and firms. Most recently, Mr. Murphy served as Deputy Chief Investment Officer, Vice Chairman of the Investment Committee, Head of the Total Risk Group and Portfolio Manager for Altegris Advisors through February 2016. Prior to joining Altegris in 2014, Mr. Murphy served as Chief Investment Officer, Chairman of the Investment Committee, Director of Risk Management and Portfolio Manager for Hatteras Funds, where his contributions helped mainstream liquid alternative mutual funds into the general investing landscape. Prior to joining Hatteras, Mr. Murphy worked with Ivy Asset Management Corp. LLC, a division of BNY Mellon Asset Management, where he served as a Managing Director in the Investments Group and in the Investment Products and Strategy Group. In these roles, he was responsible for investment research and portfolio management, and assisted product development and client communications, respectively. He was also previously a Partner and Director of Risk Management at Meridian Capital Partners, and held senior fixed income investment banking positions with A.G. Edwards, Cowen & Company, Donaldson, Lufkin & Jenrette, and Bear Stearns & Co., Inc.

Mr. Murphy received his Bachelor of Arts and Master of Business Administration degrees from the State University of New York at Albany. He earned his designation as a Chartered Financial Analyst (CFA) and has also earned designations as a Financial Risk Manager (FRM) and Chartered Alternative Investment Analyst (CAIA).

Whit McFarlin



Mr. McFarlin is a registered professional engineer, with several patents and technical publications. From July 1993 through July 1998, McFarlin was President, CEO, and Chairman of the Board of Angeion Corporation, a public medical device company developing products in the cardiac rhythm management field (implantable defibrillators and catheter ablation

systems). Mr. McFarlin led the company through its development stage into an operating company, then retired in January 1999. He continued to serve as Chairman of the Board through January 2000. From 1990 to 1993, Mr. McFarlin was Co-Founder, President, CEO, and Chairman of the Board of CLARUS Medical Systems, Inc., a private medical device company developing and manufacturing products for the orthopedic and neuro-endoscopy markets. Mr. McFarlin served on the Board of Directors of CLARUS Medical until the Company was acquired in February 2000. From 1985 to 1990, Mr. McFarlin was President and CEO of Everest and Jennings, International, Ltd., a \$200 million manufacturer of durable medical equipment for the physically challenged. This Company was acquired in 1990. From 1977 to 1985, McFarlin held several positions at Medtronic, Inc., joining the company as Vice President of Research and Development for pacemakers, leads and cardiovascular instrumentation. He was later named Executive Vice President, responsible for Medtronic's US Cardiovascular business. Medtronic is the world leader in cardiac rhythm management. From 1964 to 1977, Mr. McFarlin served in a variety of engineering management capacities at Texas A&M University, TRACOR, Inc. (Texas), and Beckman Instruments (California). In 1963, McFarlin earned a Bachelor of Science degree in Physics and Mathematics from Henderson University in Arkansas. His professional career began as Chief Engineer of Texas A&M Nuclear Particle Accelerator Program, while completing a Master of Science degree in Nuclear Engineering.

Mr. McFarlin has previously served on the Board of Directors of: Autonomous Technologies, a public laser eye surgery company

(acquired by Summit Technologies), PSICOR, a public cardiovascular company (acquired by Baxter, Inc.); Zero Corporation, a public diversified electronic equipment company (merged with Applied Power, Inc.); FENA Design, Inc. a private durable medical equipment company (acquired by Dane Industries); and POSSIS Medical, a public cardiovascular company (acquired by Bayer Corporation). Mr. McFarlin has also served on the Technical Advisory Board of Med Source Technologies, Inc. (a \$150 million public company serving the component manufacturing needs of the medical device industry), as well as serving as Audit Committee Chairman for several public companies and on numerous strategic and planning board committees.

Paul Koch



<https://www.linkedin.com/in/paulakoch/>

Mr. Koch has advised and co-founded a number of early stage companies, including JobPath Partners, a job posting and training site for military veterans, FabLab, a branded makerspace, and Energy Conversion Partners, a technology agnostic renewable energy center developer with a global presence. Paul is actively involved in the community through the Central Florida Foundation and volunteering as a mentor for the Young Entrepreneurs Academy at the Orlando Science Center. When Paul is not in the office he can be found playing ice hockey in a local league, or competing on the triathlon circuit. Paul is an Eagle Scout and a graduate of Rollins College.

Gene Gutierrez



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Gene Gutierrez currently invests in multi-family apartment buildings located throughout the mid-coastal region of Maine. Through his real estate investments he has become expert in affordable housing, working with federal, state and local government programs. He understands the needs of working class renters as well as "at risk" citizens that are financially struggling. As a result of Gene's efforts, he quickly learned the need to discover new and innovative ways that affordable housing professionals and tenants have to collaborate in order to achieve their individual goals and maximize their limited financial resource.

Gene owned and operated a printing and graphic communications company for over thirty-years in Miami, Florida. Confronted with rapidly changing technology and the growing global competitive marketplace, Gene transformed a traditional brick and mortar production company that primarily served a local market into an Internet-based marketing and graphic communications company that served clients throughout North America.

Gene obtained his undergraduate degree in accounting at Georgetown University and obtained an MBA at Rutgers University. He has served on the board of directors of numerous not-for-profits, chaired chamber of commerce committees and is a past president of the Rotary Club of Miami. Gene was a certified public account in Florida. He began his career in the management consulting division of a large global accounting firm and was chief financial officer of a large financial institution before embarking on his entrepreneurial career.

Dennis McBride

<https://www.linkedin.com/in/dennisjmcbride/>



Since 2010 Dr. McBride has been Founder of Intellectual Property Matters LLC (North Carolina) and a Partner at ipCapital Licensing Company LLC. Dr. McBride has 38 years of professional experience, as both an individual contributor in a wide variety of technical assignments and as a manager at various levels. He joined Lenovo (United States), Inc. in 2005 as Director of Intellectual Property Licensing as part of IBM's divestiture of its Personal Computing Division. He was also appointed to the Lenovo Singapore Board of Directors. Dr. McBride's thirty-one year IBM career spanned several divisions, including Research, Microelectronics, Personal Computers and Mainframe Systems. As a Program Director of Licensing he was in charge of monetizing the IP portfolio. These comprised patent infringement assertions; business development of trademark and technology licensing; identifying, negotiating and executing new deals to grow IP income; and managing the annuity income stream. Dr. McBride worked with Finance, Accounting, IP Law, and Product Development while having overall program management responsibility for IP income. He was also responsible for IP Defense in areas such as non-infringement through prior art and other defenses, working in concert with IP Law and General Legal functions. Dr. McBride drove the Patent Portfolio Management process to evaluate invention disclosures, select the most valuable inventions for first country and foreign counterpart filings within budget, and evaluate patents when maintenance fees were due. Earlier career responsibilities included Research Staff Member and management roles at IBM's T.J. Watson Research Center in Yorktown Heights, NY, technology strategy development, and hardware and software product development. He is an inventor with several patents. Dr. McBride has a Ph.D. (EE) from Polytechnic Institute of NY and M.S.(EE), B.S.(EE) degrees, combined honors curriculum, from Purdue University.

Don Cooper



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A visionary entrepreneur and professional engineer with over 40 years of technical and senior management experience. In 1999, Don became President and CEO of Simpson Environmental Corporation (SEC) and has led the company's growth from a manufacturer and distributor of commercial air and water treatment equipment, to world-class facilities that convert a range of waste into sustainable energy. Don has created, led, and employed state-of-the-art energy solutions for environmental projects on a global basis. He has designed numerous solid waste management and wastewater treatment processes and currently oversees all aspects of environmental engineering projects globally. Don's distinguished career includes working for the Department of National Defence, Ericsson Communications, and IBM/Rolm and Ericatel, where he led a merger with Tie/communications, and later, a management buy-out. As President and CEO of Ericatel, he took the Company from start-up to the Globe & Mail's Report on Business List of Canada's Top 300 Private Companies. Don's charitable work includes serving as the President of the Juno Beach Centre Association, a Canadian non-profit charitable corporation that provides a tangible and fitting memorial to Canada's participation in the Second World War on the D-Day beaches of Normandy.



Carolyn Gachet, Esquire.

Carolyn Gachet is the founder and President of Zip Bar Review, an online Bar Exam tutoring company. Ms. Gachet has a wealth of experience with helping Bar Exam students to pass the MBE, the Florida Bar Exam and the Bar Exam across the country. Ms. Gachet is innovative and she is a leader. Ms. Gachet has also created and implemented the social media campaigns and Digital Marketing for her company. Ms. Gachet attended college and law school with full-tuition, merit scholarships. She is excited about collaborating with entrepreneurs to bring their vision to fruition.