



Business Lines	Offerings	Specific Examples / Comments	Desired Business
<p><b>BTL Group / Highland Poe</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Business development</b> in new markets via introductions to prospective customers and partners</li> <li>▪ <b>Relationship management</b> with key decision makers in communities and across all government levels</li> <li>▪ <b>Brand management</b> (especially around <b>social impact</b>) through use of strategic investment opportunities, and charitable activities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Delivery of <b>strategic IT vendors</b> for large U.S. beverage vendor's digitization initiative; <b>execution and oversight</b> of partnership(s)</li> <li>▪ Assisted <b>Israeli cybersecurity company</b> with opening <b>Detroit office</b>, securing <b>\$300K of public funding</b> for a pilot project, and running B2B outreach (GM, Ford, state officials, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>High-growth, innovative U.S. clients</b> looking to scale, expand into new verticals or new markets, and/or for investment capital</li> <li>▪ <b>International companies, and / or mature start-ups</b> looking for ESG strategies, crisis / PR management, and keen on doing business in the U.S.</li> <li>▪ <b>Highland Poe has a bigger team than BTL</b> with relationships at highest levels of government in D.C.</li> </ul>
<p><b>Author / Speaker</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Author of "Making Dollars While Making Change"</b> (re-release coming Nov / Dec of this year), a half-memoir, half playbook on how to intersect business and social impact</li> <li>▪ Curation of <b>short courses on entrepreneurship</b> underpinned by content in book</li> <li>▪ Point-of-contact for <b>hosting and mentoring international entrepreneurs</b> in Midwest; meaningful involvement with <b>State Department Speakers Bureau</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Partnered with <b>Federal Reserve</b> through speaking engagement and book sales focused on financial literacy</li> <li>▪ Entrepreneurship talks at <b>community-based organizations (Rhode Island Southside Community Land Trust, and University of Michigan-Flint)</b></li> <li>▪ Speaker for a variety of <b>college-level book clubs</b> focused on leadership</li> <li>▪ Appearances on podcasts and shows discussing <b>cross-border impact entrepreneurship</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Bulk book sales</b> for organizations interested in social impact and entrepreneurship</li> <li>▪ <b>Paid speaking engagements</b> at colleges / universities, trade and professional associations, socially-minded corporations, international forums, NGO's, embassies and / or financial institutions</li> </ul>
<p><b>Quartz Water Source</b></p>	<ul style="list-style-type: none"> <li>▪ Hub for 'second-line' clean water solutions with access to <b>innovative atmospheric water generation (AWG) and water filtration technology</b></li> <li>▪ Currently <b>developing a water outage prevention product</b> akin to "water insurance"</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mostly pre-revenue company at the moment</li> <li>▪ Minor revenue has come from merchandise line sales</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Socially-minded investors or partners</b> looking to help get water to communities around the world</li> <li>▪ <b>Municipalities that are disaster planning</b> and / or looking to avoid future water contamination and / or outages; available <b>grants</b></li> </ul>
<p><b>Investment Opportunities</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Real estate</b> investments / deals</li> <li>▪ <b>Strategic investing and deal syndication</b> (monetary capital and social capital) for <b>emerging industries</b> (cannabis, FinTech, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Owner of <b>residential properties in metro Detroit</b></li> <li>▪ Investor in telemedicine, <b>visual recognition technology, cannabis, data analytics</b>, and consumer &amp; retail (companies typically have a social impact component)</li> <li>▪ <b>Cannabis JV</b> for Korean investors and MI operators</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Commercial and / or residential real estate investment opportunities</b> that are going to yield residual income</li> <li>▪ <b>Strategic investments</b> (already cash positive or with short time runway to liquidation event) in emerging industries that will use my network and social capital</li> </ul>