
PAUL CAMPER

ABBREVIATED PORTFOLIO

More, complete examples are curated at
<https://readpaulabout.com/writing-portfolio/>

Included in this abbreviated portfolio are excerpts of
larger Fundable marketing profiles and collateral:

- Dented Brick Distillery – showcasing product description and market analysis..... 2-5
- GRIPBELL – showcasing product description and infographic capabilities..... 6-9
- Westfalia Developments – showcasing market analysis, technical and financial writing, and business plan writing..... 10-13
- BoodsKapper – showcasing technical and financial writing..... 14-18
- Sample Email for Existing Network..... 19
- Sample Pitch for News/Industry Publication..... 20
- Sample Social Media Posts..... 21



SALT LAKE UTAH



DENTED BRICK
DISTILLERY

OUR DENTED BRICKS: A HISTORY

Our fully operational distillery sits on the site of 19th-century distiller Hugh Moon's operations.

A noted entrepreneur, Moon sold his spirits to church leader Brigham Young and his Mormon followers, and they all agreed that his product, distilled from local grain and water, was the best.

When we first visited the historical site of Hugh Moon's spirits operations, we found an old brick house. Built in 1919, it still stood as an inspiration to us. The house had character, and an artesian well that drew from the Salt Lake aquifer was in the backyard.

As we stood on the front porch, we knew we were in the right place.



THE SPIRITS OF DENTED BRICK



Antelope Island Rum

Though only a patch of land in Great Salt Lake, Antelope Island and its herds of grazing pronghorn inspired our take on island rum. Firmly rooted in rum making history, our flavor comes from the highest quality organic sugar cane, rich molasses, aromatic yeast, and repure water.

Carl Ethan Akeley Gin

Akeley Gin is an innovative "rooibos tea gin" with a deep flavor profile unlike any other. The spirit is made in house from a short list of botanicals, with Utah-grown, organic, and non-GMO wheat and rye.

Roofraiser Vodka

When we tried to fit our pot still in the distillery, it was too tall. So we raised the roof. Our vodka is as simple as that. It starts sweet, finishes rye, and proves the benefit of handcrafting with non-GMO, organic wheat and rye and artesian well water.

MARKET OPPORTUNITY

While craft beer and breweries have been the focus of the alcohol industry for the past several years, **the beer market is quickly becoming over-saturated**. Distilled spirits offer an unexplored market for many, especially Millennials.

Craft brands are quickly becoming valuable players in that market space. Consumers are looking for authenticity and brands they can trust, and key players have noticed.

Among others, Pernod Ricard purchased a majority stake in Monkey 47 gin despite already owning mainstream gin brands Beefeater and Seagram's.

By leveraging consumer desire for authentic ingredients and unique character, Dented Brick Distillery stands poised to achieve significant success in a growing craft industry.

The premium and value spirits industry is an

\$11.6 billion industry.



GRIP BELL™

WORKOUT
DIFFERENTLY

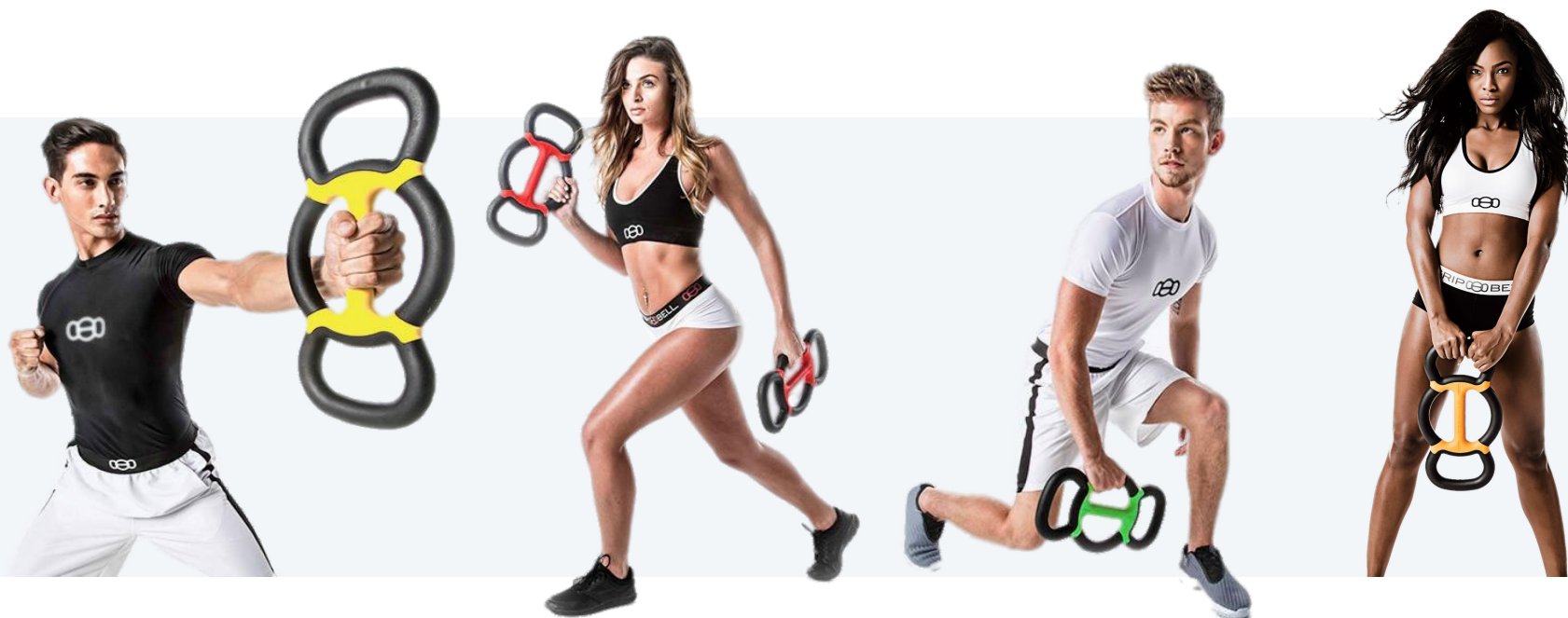


GRIPBELL™

Workout Differently

GRIPBELL changes the fitness routine.

The revolutionary, patent-pending GRIPBELL design is specially engineered to offer multiple grip points for hundreds of movements while being safer to use and easier to store. Transfer grip positions and even perform fluid hand-to-foot exchanges for strength training, rehabilitation or to enhance cardio and other fitness routines.



GRIPBELL replaces all other handheld, weighted fitness equipment for every level and age.

GRIPØBELL™

GRIPBELL Does it All and More

Simple and Effective Design

A single GRIPBELL can replace a room of dumbbells, kettlebells, and medicine balls. You can flow from set to set, using the multiple hold points for hundreds of movements. And because each GRIPBELL set is the same shape, you can change weight without interrupting your routine.

CENTER GRIP

Even
Weight



WHEEL GRIP

18%+ More
Weight



END GRIP

34%+ More
Weight



Natural Movement

Unlike other free weights, GRIPBELL is made with a recycled cast iron core at its center. The weight is perfectly distributed so you can increase intensity in training or rehabilitation without fear of losing control of the equipment.



Feel the Grip

The GRIPBELL is wrapped with a grippy, polyurethane exterior. That means all the grip with none of the slip. But accidents happen, and that's why we designed the GRIPBELL to be safer than your traditional dumbbell or kettlebell with no metal edges and no weighted points. And just because we could, we chose all hypoallergenic materials.



Building Affordable Residential Housing Projects for Middle-class
Homebuyers In Costa Rica

Meeting Housing Market Demand

Costa Rica is currently facing a
\$15.85 billion housing deficit.



For the past 5 years Costa Rica has experienced a steady growth in construction and housing, but the majority of that construction has been low income housing or homes and apartments priced above \$150,000 US.

Westfalia Developments looks to focus on middle-class homebuyers. **Pricing our homes between \$100,000 - \$130,000 US will make them accessible to 34.87% of the population.**

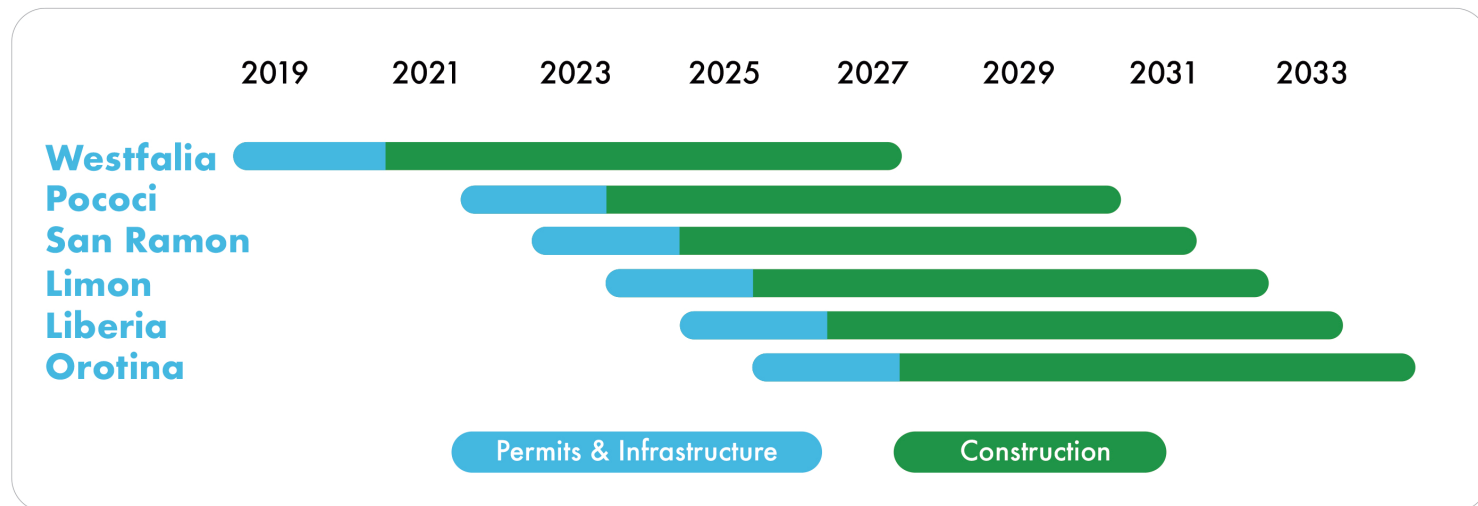
To further differentiate ourselves from the competition, we will build in cities outside the San José Greater Metropolitan Area (GAM) where the market is significantly underserved.

Development Plans

Each Westfalia Developments project will consist of 370-420 houses, 2-4 commercial spaces, and community amenities on 10-12 hectares (25-30 acres) of land.

Our first project will be located in Limon where we have already identified and designed a site for 406 homes and 2 commercial spaces. We intend to begin in 2019, with delivery beginning Year 3 (2021) following a gestation period required for permitting and initial infrastructure construction.

Future projects will begin in 2022 following sufficient sales of our first project. We will begin a new project every year thereafter.



The Ask

Westfalia Developments is seeking \$2,200,000 US in equity at a pre-money valuation of \$8,082,341.

This funding will enable us to purchase the property for our first Limon project and secure the necessary permits for development.

Construction Permits

56%

Working Capital

13%

Land & Improvements

20%

Contingency Reserves

11%

Investors can expect dividend distributions once we achieve a threshold of \$6,000,000 cash on hand.



BoodsKapper

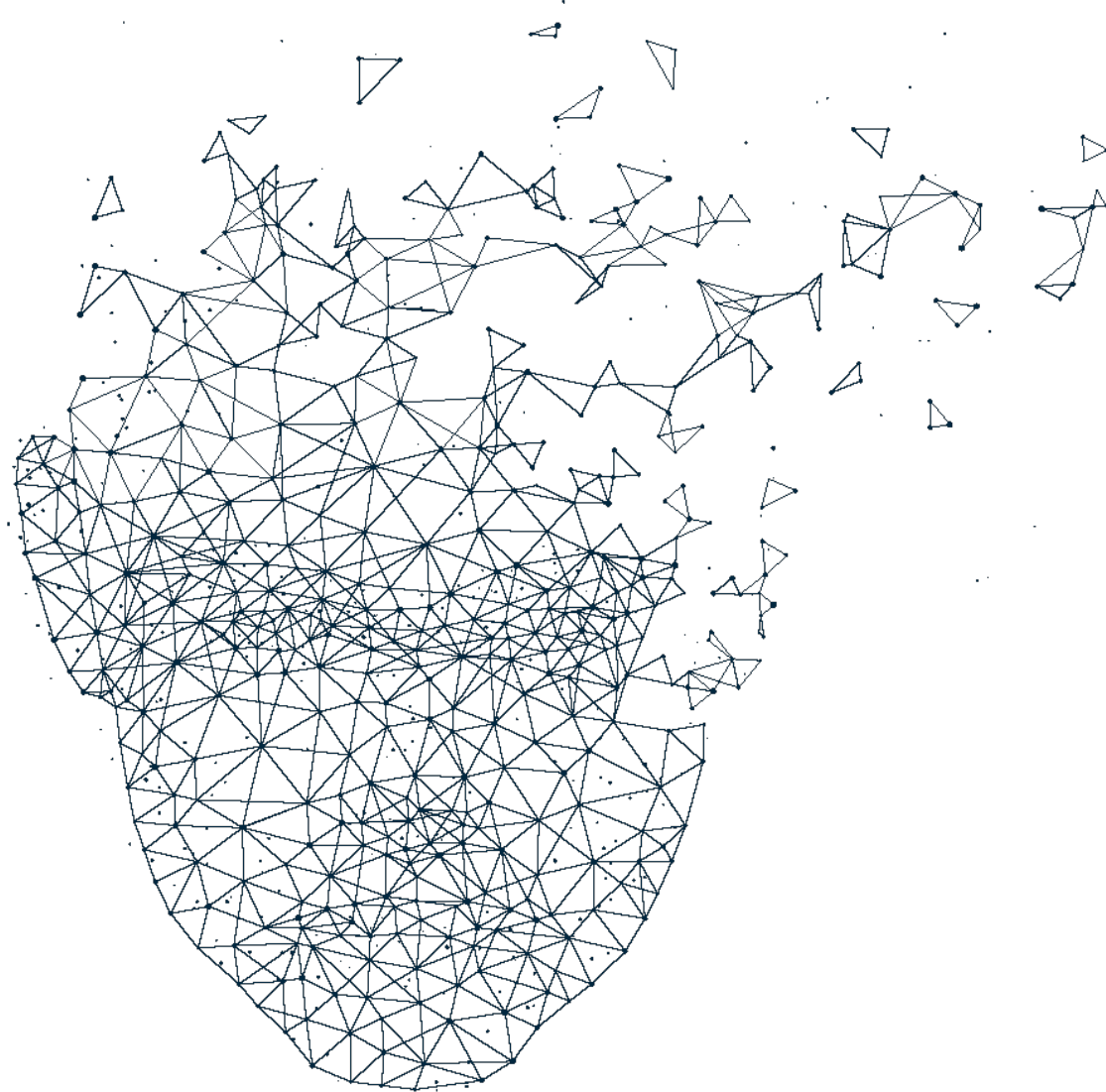
AI-POWERED VIRTUAL EMPLOYEES

BoodsKapper: Quick Facts

AI - POWERED VIRTUAL EMPLOYEES

BoodsKapper is a developer of AI-powered virtual employees for large enterprises.

Our software solutions are trained like new employees, not programmed, to provide reliable and consistent customer support via voice, SMS, Facebook Messenger, Skype, Siri, and Amazon Alexa. BoodsKapper software also includes integration capabilities with existing CRM and ERP systems.

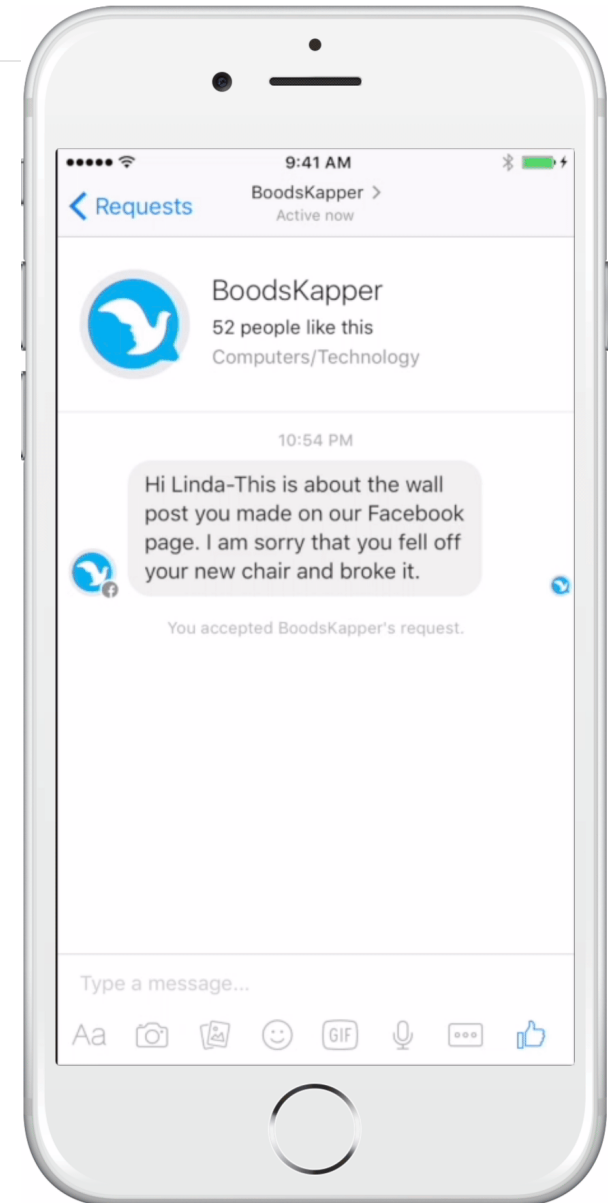


BoodsKapper is a Virtual Employee

AI-POWERED VIRTUAL EMPLOYEES

The BoodsKapper AI platform is designed to act like a new employee, but at a fraction of the cost. Our software has the unfair advantage of neural network learning. With proper training and repetition, BoodsKapper will continue to learn and get better over time.

**Our software is
indistinguishable
from humans within
business
applications.**



Au Courant AI Services

AI - POWERED VIRTUAL EMPLOYEES

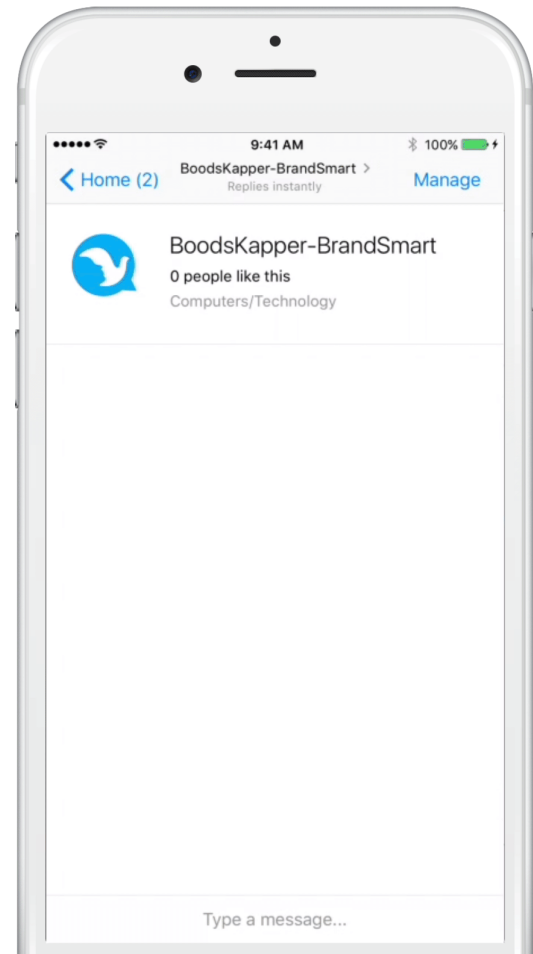
To achieve reliable and consistent customer service with our AI software, we programmed BoodsKapper to be *au courant* - always aware of what's going on:

Context is maintained in all situations.

Conversations are intrinsically contextual and phrases can change meaning based on their framing. BoodsKapper retains the proper framing.

Topics are understood independently of each other.

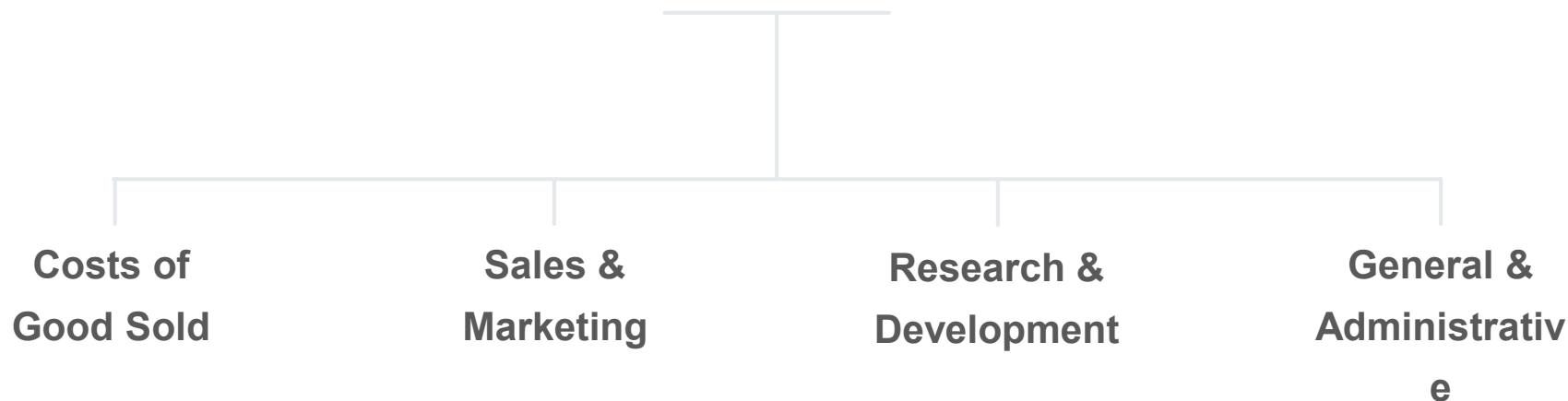
Customers often change topics suddenly. BoodsKapper has the agility to avoid confounding two topics or those it doesn't handle.



The BoodsKapper team is seeking funding of
\$XX in convertible debt
at a 20% discount and \$XXM cap

The payment term will be 3 years with a 7% interest rate on issued notes.

The funds raised will be allotted toward further research & development of the BoodsKapper AI software. We will also make key hires necessary for growing our market presence through a strong marketing push and new strategic partnerships.



**** The following is a sample email I crafted for Casa Carmen, Inc. – a startup Maryland winery. This announcement email was for use with an existing email network. ****

EXISTING EMAIL NETWORK

****Note to Casa Carmen, Inc.: red text will need to be customized prior to sending!****

Sample Subject Lines:

- 1. Casa Carmen, Inc. Launches a Crowdfunding Campaign to Fund Winery Renovations**
- 2. The First Casa Carmen Harvest is in and Our Fundable Campaign is Launched**
- 3. Join the Casa Carmen Proprietor's Wine Club Through Our Fundable Campaign**

Hey, **RECIPIENT NAME!**

SENDER NAME here with some big news from the **Casa Carmen, Inc.** team.

We have officially launched a crowdfunding campaign on Fundable **<INSERT HYPERLINK>**: the world's largest crowdfunding platform for startups and small businesses!

Our mission? To **deliver premium, local, dry wines and a unique winemaking experience that enhances the local culture and community.**

More specifically, this campaign will provide us with the capital necessary to **complete renovations on our historic farmhouse and almshouse (circa 1847) which will house our tasting room, cellar, and expanded production facility.**

I also wanted use this opportunity to personally thank you for your continued support for our project. You've been an invaluable asset to our company and we simply wouldn't be here without you.

If you have any questions at all, please hit reply. Thank you again for all that you do.

**** The following is a sample email I crafted for GRIPBELL – an exercise equipment startup. This email was for use when pitching to industry publications. ****

**CLIENT'S INDUSTRY
PUBLICATIONS**

****Note to GRIPBELL: red text will need to be customized prior to sending!****

Sample Subject Lines:

1. Pitch for **PUBLICATION NAME** feature
2. Story lead: **GRIPBELL is a Safer, More Efficient Weighted Workout Tool That Will Replace All Other Equipment**
3. Follow-up to your piece on **REFERENCE PREVIOUS ARTICLE**

Hello **JOURNALIST FIRST NAME**,

My name is **SENDER NAME**.

I'm an avid reader of **PUBLICATION** and have been following your stories for a while. I particularly enjoyed your recent piece on **REFERENCE & HYPERLINK RECENTLY-PUBLISHED ARTICLE AND CALL ATTENTION TO A KEY ASPECT YOU ENJOYED TO PROVE YOU ACTUALLY READ IT**.

I wanted to reach out to see if you might be interested in telling your readers about GRIPBELL: a patent-pending weighted fitness tool that can be used for hundreds of movements to safely and effectively challenge your body at all fitness and age levels.

The highlights:

- GRIPBELL has received rave trade show reviews and features in Muscle Fitness, Good Morning San Diego, Health.com, and Las Vegas Review-Journal.
- We've shipped 15,000 units to customers since launching in Q2 2017.
- Our extended line of GRIPBELL weights is set to be released later this year.
- Successful Kickstarter and IndieGoGo GRIPBELL campaigns in 2016 resulted in \$354,000 of sales.
- We completed a Series 1 financing round in June 2017.

Is this something you'd be interested in exploring further? I thought I'd give you first refusal to review this story before contacting other publications.

Thanks a lot for your time!

**** The following is a collection of sample social media posts I created on behalf of RubyRide, a subscription car-sharing/taxi service in Phoenix, Arizona. ****

Social Media

Twitter

Do what you need to do: we've got the wheel. Find out more about @RideRuby personalized driver service @Fundable: ****insert profile link here****

@RideRuby will take you where you need, when you need, with your own personal driver. See our service area and packages: ****insert website link here****

Tap, Tap, Tap! and you're on your way with @RideRuby. Download our app and learn more by visiting our webpage: ****insert website link here****

@RideRuby just launched a profile on @Fundable to help develop an analytic scheduling software! Learn more about us at: ****insert profile link here****

Facebook

Owning and operating a car is stressful. With RubyRide you can relax. Our safe and reliable, personalized driver service will get you where you need to go: ****insert website link here****

RubyRide offers unlimited rides for an affordable monthly fee. Our fleet of friendly and reliable drivers will take you to work, school, even the store. Anywhere you need to go!

RubyRide is offering customers the flexibility of a car without the hassle of owning one. Help us to reduce the number of cars on the road. Learn more about our affordable service plans at ****insert website link here****

RubyRide will expand to Arizona State University starting Fall 2014! Find out how our new proprietary scheduling software will help make this possible at Fundable: ****profile link here****

LinkedIn

Owning a car is a hassle, but in low-density cities like Phoenix, AZ, people need the freedom a car offers. With RubyRide consumers still have the flexibility and freedom of owning a car without the high costs or stress. RubyRide is a subscription-based, personalized driver service for day-to-day transit needs. Learn how we are changing transportation: ****insert website link here****

Jeff Ericson, founder of RubyRide, found it extremely frustrating as an architect to continually worry about providing enough parking. For every car in Phoenix, AZ, there are four more empty spaces. RubyRide is reducing cars on the road and, for an affordable monthly fee, offering customers the flexibility of a car without owning one. Learn more about Ericson and RubyRide here: ****insert link here****