

WHITE PAPER January 2018

http://tokensale.heroesjourney.world

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Projections, pro forma financials and other forward-looking information contained in this Presentation, including all statements of opinion and/or belief, are based on a variety of estimates and assumptions, including, among others, market analysis, estimates and similar information. These estimates and assumptions are inherently uncertain and are subject to numerous business, industry, market, regulatory, competitive and financial risks. There can be no assurance that the assumptions made in connection with the projections will prove accurate, and actual results may differ materially.

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# Introduction

HeroesJourney<sup>™</sup> is a new concept in the world of F2P and MMO mobile games. It is a progress based strategy game where the player starts the game with modest resources. The goal is to progress through the game and earn more experience and advance in level. The player is rewarded throughout the journey for doing well and helping others. Core functionality of the game revolves around the player interacting with other players in the virtual world. As the hero spends time and completes the tasks, they will be rewarded with the in game currency known as the HeroesJourney Coin (HJC). This coin can be used to power up the character, obtain game world power items and refresh energy. HJC will be featured in a world wide in game marketplace. Players will be able to buy and sell items to each other. All transactions will be done with HJC.

HJC allows the F2P player to participate without having to spend fiat currency in the app store. This helps level the playing field and gives all players a positive experience. Fraud is eliminated due to the Limited-Proof-of-Work nature of the blockchain technology behind HJC.

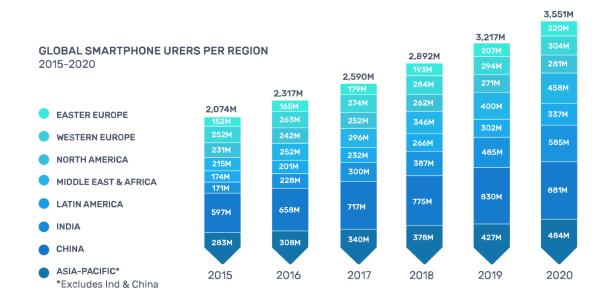
All transactions on the network will incur a modest 1% HJC transaction fee.

F2P – Free to Play which is a category of mobile games that are free to download and play. Revenue is generated by in game purchases of special items that range from \$0.99 to \$99.

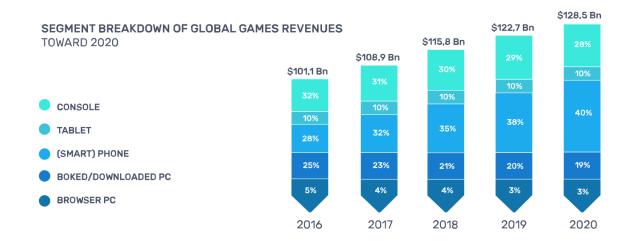
MMO – Massively Multiplayer Online which is a type of game that allows millions of users to play at the same time and interact in a virtual world.

# Market Size and Opportunity

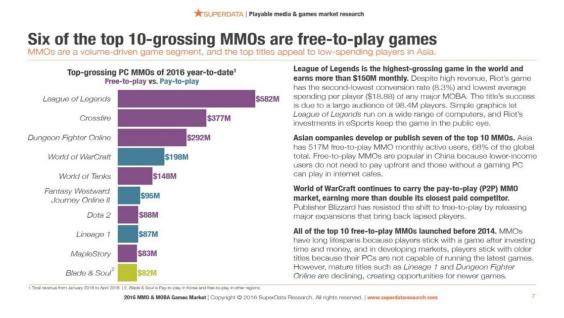
With extreme growth in the amount of mobile devices inevitably leads to growth in the mobile gaming Industry. With over 2.3 billion smart phones on the planet, and 31% of the world's population owning a smart phone, there is major opportunity to break into the mobile gaming market. This figure is estimated to reach 3.6 billion by 2020 and will only continue to grow from there. The estimated global mobile app revenue was \$35 billion in 2014, \$45 billion in 2015, \$58 billion in 2016, and a predicted \$77 billion in 2017.



The mobile gaming market is by far the largest segment of the global games market, currently amounting to 42% of the markets revenue. By 2020 this number is expected to increase by up to 50% and is estimated to amount to 62.3 billion in revenue.



Free to play games are currently the top grossing games in the gaming industry. There has been a major shift in recent years to free to play games, due to the fact that players are more willing to spend money on upgrades and tokens in a free to play game than they are in a subscription based game. Among the top 10 grossing MMO's 6 are currently free to play.



MMO's, which stands for Massively Multiplayer Online earned almost \$17B in revenue in the year 2016. This figure accounted for 60% of all PC game revenue with a majority of that money coming from Asia, Europe, and North America.

### MMOs earn \$19.8B in 2016E, 60% of all digital PC game revenue

Asia wins out thanks to audience numbers, but North America and Europe have higher conversion and average spending.



Emerging markets drive free-to-play MM0 revenue up by a CAGR¹ of 7.8% from 2016E to 2018E. Users in Asia and Eastern Europe flock to free-to-play MMOs because full-priced games are unaffordable for many. Players with low spending power are also less likely to pirate games that are free.

Pay-to-play MMO revenue levels out, earning \$2.7B in 2018E. Dedicated users continue to play older subscription-based titles, but fees turn off new players who have a variety of free-to-play options. In the West, players pay \$10-\$15 per month for MMO access, while in Asia, subscription MMOs tend to charge by the hour.



1. Compound Annual Growth Rate. See slide 25 for definition

2016 MM0 & MOBA Games Market | Copyright © 2016 SuperData Research. All rights reserved. | www.superdataresearch.com

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# **Technology**





The HeroesJourney $^{\text{TM}}$  game and the new HJC with its decentralized in game marketplace will create a fully transparent and open network for transacting digital goods. The blockchain will provide the safest storage for virtual assets, and smart contracts will create a transparent public ledger.

The Ethereum blockchain will serve as the backbone for HJC. We have chosen Ethereum because of its flexibility, standards and wide spread adoption. Gamers can easily buy and sell in game items using the game interface or an Ethereum compatible wallet. The blockchain will act as a game database, securely storing all digital goods and HJC and account for who owns them.

With the new HJC, we revolutionize the F2P market by unlocking digital goods from each game and creating liquidity for them via trading in the decentralized ecosystem. Blockchain technology allows game item trading to take place in the game and universally across any third-party marketplaces, safely and securely.

HJC will utilize the Ethereum blockchain, the current industry standard for issuing custom digital assets and smart contracts. By conforming to the ERC-20 token interface, HJC will be compatible with the existing

Ethereum infrastructure, such as development tools, wallets, and exchanges. At the core of the Ethereum blockchain, the Ethereum Virtual Machine (EVM) allows the deployment and execution of smart contracts, enabling complex issuance rules for crypto-currencies like HJC and automating incentive structures. The EVM enables trust and protects the transacting parties against fraud. These powerful features and dynamic ecosystem make Ethereum a strong fit for HJC, and we are confident that this will translate to big success for the game.

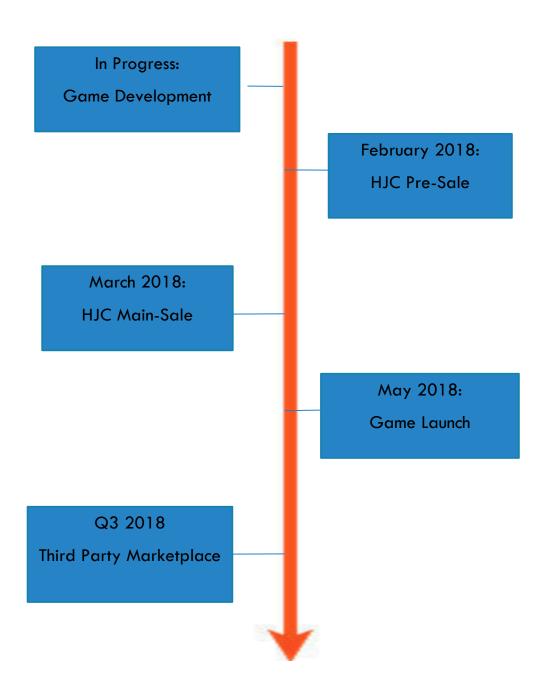
# Road Map

The HeroesJourney<sup>™</sup> game is in development with the core gaming engine complete. The presale of HJC will begin in January of 2018 followed by the main sale of HJC within the same month. The game will launch in May of 2018 with the third-party market place coming sometime in the 3rd quarter.

# **Milestone** Completion Date

Game Development	In Progress
HJC Pre-sale	Feb 2018
HJC Main Sale	Mar 2018
Game Launch	May 2018
Third Party Marketplace	Q3 2018

# <u>Timeline</u>



# Crowd Sale and Distribution

A total of 100,000,000 HJC will be created and distributed among the pre-sale main-sale and in game transactions and achievements throughout the games life. 50,000,000 of this total are expected to be sold during the Pre-Sale and Main-Sale, 40,000,000 will be sold within the game, and the remaining 7,000,000 will be acquired through in game achievements and partnerships.

Pricing: 1 ETH will buy 1,000 HJC

Distribution:

#### **Distribution of HJC**

Pre and Main Sale	50,000,000
In game HJC	40,000,000
Special in Game Achievements	7,000,000
Partnerships	3,000,000

#### Pre-Sale:

- Starts February 15, 2018
- Ends March 15, 2018
- Currency accepted: ETH
- Minimum amount per purchase: 0.5 ETH
- Bonuses:

Pre-Sale Bonus	50%
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# MAIN SALE STARTS MAR 15

### Main Sale:

- Starts March 15, 2018
- Ends April 15, 2018
- Currency accepted: ETH
- Minimum amount per purchase: 0.1 ETH
- Bonuses:

Main Sale Bonus	25%

# **Proceeds**

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

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

# **Company Partners**





# **Development Parnter**



http://dunitech.com/

# Team

HeroesJourney Partners, LLC is a New Hampshire LLC 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.

Heroes Journey Partners, LLC A New Hampshire Limited Liability Company

#### Michael Cameron – Co-founder & Advisor



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

Mike Cameron is a lifetime entrepreneur. He is a Co-Founder of multiple companies including: National Solar http://natlsolar.com/ Waste to Energy Partners

http://www.bolderindustries.com/ I-4 Capital

Partners http://i4fund.com/ and JobPath Partners https://yourjobpath.com/ Mr. Cameron, was also the President and CEO and a major shareholder in Zephyrhills Water, and was primarily responsible for developing it from 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. 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 in 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 & Chief Technology Officer



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

Dan Liptak is the CTO of HeroesJourney Partners, LLC, with over 20 years in the computer programming industry to date. Liptak is an experienced web developer who has developed and managed multiple consumer driven websites including Cambridge Homes and InformedEater.

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 entrepreneurism, Dan's attitude and culture within the team is complete.

#### **Advisors**

**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.



#### **Roland Reznik**

Roland Reznik, founder and Chief Executive Officer of KD Smart Chair, is a true entrepreneur with his various enterprises under his belt. However, his accredited success is not to be overshadowed by his true passion for improving the lives of others. As the innovator behind perfecting the

world's most technologically progressive electric wheelchair, Roland is seeing his mission carried out. This contemporary version is of course a reinvention of one of the greatest solutions for individual's living with disabilities in the 21stcentury. Only now, with breakthrough technology, wheelchairs are taking over and helping to enrich the lives of people who suffer with these extreme daily challenges. It seems only logical to finally put these advancements to good use. Smart TV's, smart phones, and now smart wheelchairs provide the convenient and efficient ways, which lead to luxury performance and assistance for individuals living with ailing conditions.

According to US Census Bureau, there are approximately 3 million wheelchair users in America and that number is growing every year. It is estimated that there are about 2 million new wheelchair users every year with expected \$3.9 billion market growth by 2018 in the power wheelchair industry. Having family members in the medical field, Mr. Reznik saw the need to improve the heavy bulky traditional wheelchairs and make them lighter, more durable and having the ability to make them more compact. What he and his team of engineers came up with is KD Smart Chair. A lightweight, foldable power wheelchair that weighs only 50 pounds and can be used for travel with passengers weight support of 265 pounds. "I get daily emails and phone calls from our customers saying how grateful they are for our smart chair. This is what makes me get up in the morning knowing that I am helping people and improve lives of those who need assistance", says Roland Reznik.

This top quality, high performance chair is being cited as, "The Smart Choice for Mobility." Made from durable aluminum alloy, the KD Smart Chair is the most convenient, chic, and portable mobility device leading the industry. It can be foldable in seconds for easy storage, transported in your car or SUV and can be used for travel. This unconventional, yet cutting edge piece of machinery allows people who live with disabilities to maintain traditional advantages with the optimal benefits that many of individuals take for granted.

# 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.

#### **Vada Nobles**

https://www.linkedin.com/in/vada-nobles-8643919/



Vada Nobles is a multi-Grammy award winning music Producer/Songwriter with a 25+ year career and credits that extend to Pop, R&B, Hiphop and Dancehall. It's that kind of versatility that has led to a career that has influenced the sales of over 30 million records sold. Some of the projects include Producer, Lauryn Hill's Grammy award winning 1998 Multi-Platinum album, "The Miseducation of Lauryn Hill,"

Producing the Top 40 HIT "Pon De Replay" which launched "Pop Star" Rihanna's career. Also producing songs for artist Melanie Fiona, Hillary Duff, Faith Evan's, LL Cool J and many more. He is also an adviser to Radivision.

# **Leslie Hartog**

https://www.linkedin.com/in/leslie-hartog-6746945/



Leslie Hartog has been a consultant in business, operations, and strategic planning for non-profit businesses, museums, and parks for the last 10 years - with clients including Rollins Philanthropy and Non-Profit Leadership Center, The Conductive Education Center of Orlando, the Chicago Museum of Science and Industry, the Statue of Liberty, and the U.S. Capitol Visitor Center. Leslie has over 25 years of

experience in operations and systems engineering, visitor and consumer research, analytics, and strategic and business planning.

While much of her career was with Walt Disney World and museum consulting, Leslie has discovered her true passion is in the non-profit sector -- helping non-profit organizations grow their impact, improve their effectiveness, and measure their results. Leslie has an Industrial Engineering degree from Georgia Tech and an MBA from the University of Central Florida.

# 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.

#### **Brad Andrews**



Mr. Brad Andrews has been Zoological Director Emeritus of Seaworld Entertainment, Inc. since April 1, 2016 and served as its Chief Zoological Officer from 2010 to April 1, 2016. Mr. Andrews served as Corporate Vice President of Zoological Operations of Busch Entertainment Corporation from 1991 to 2010, Vice President and Assistant Zoological Director of the same entity from 1990 to 1991. He served as Curator and Vice

President Mammals of SeaWorld Orlando from 1988 to 1990. He is also a member of the board of directors of the SeaWorld & Busch Gardens Conservation Fund, Hubbs-SeaWorld Research Institute, Wildlife Alliance, Cheetah Conservation Foundation, African Carnivore Research Association, Conservation Breeding Specialist Group and United States Rugby Foundation. Mr. Andrews holds a Bachelor's Degree of Science from St. Mary's College.

#### **Gene Gutierrez**

https://www.linkedin.com/in/gene-gutierrez-0571275/



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.

#### **Alan Chambers**

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Alan Chambers Alan Chambers is the co-founder and Chief Operating Officer of WeNet, a collaborative network connecting non-profits, for-profits, and individuals to achieve sustainable results solving society's toughest problems and an advisory board member for Collaborative Fund. A well-known speaker and expert, Alan has written for and/or been quoted by every major and minor

media outlet and appeared on every network and cable news program across the globe. He and his wife of 20 years, Leslie, co-authored Alan's third book, their memoir, My Exodus (Zondervan/Harper Collins, 2015). The Chambers, their tweenagers, Isaac and Molly, and German Shorthair Pointer, Beau live in Alan's hometown, Winter Park, Florida.

### 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.