

ENTREPRENEUR

Spring 2020

MINDSET

JOSH
ELIZETXE
for Snow

CYRUS
MOHSENI
*The Keystone
Team*

DAVID
JIANG
*A Reason to
SMILE*

SHELLEY
LORUSSO
*Positive
Impact*

PARMALEE

THE MUSIC INDUSTRY IS A ROLLER COASTER



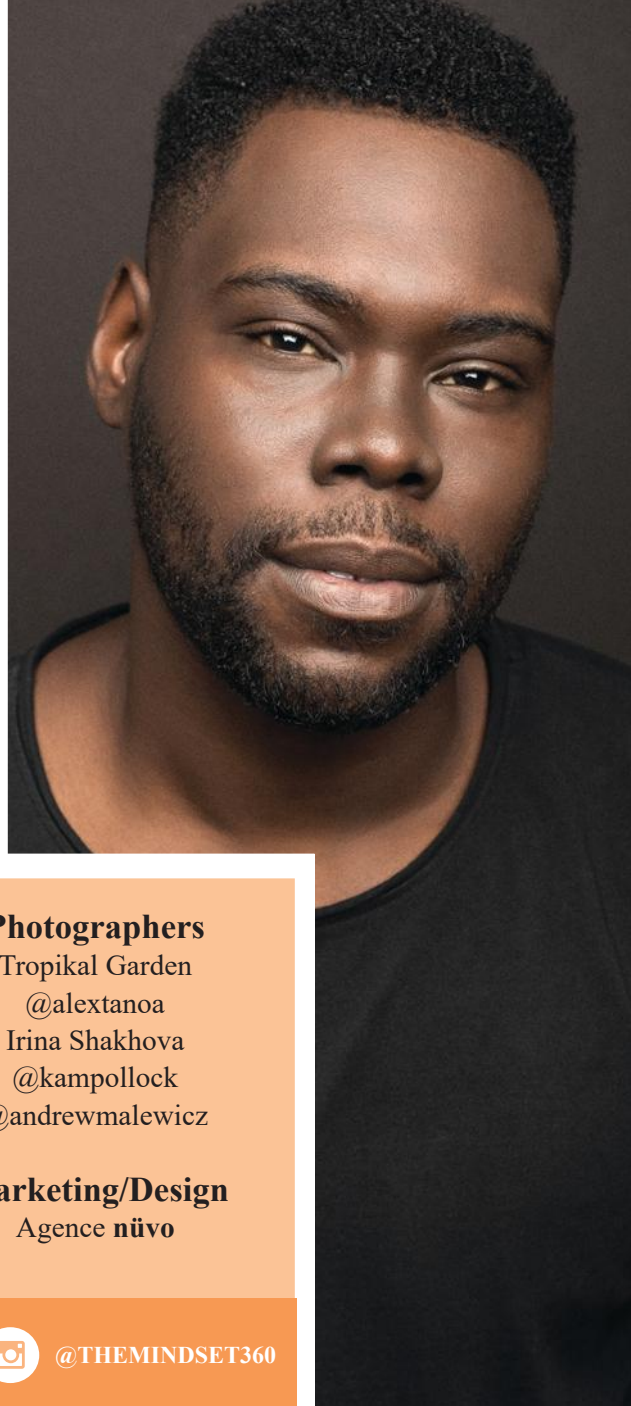
ENTREPRENEUR **MINDSET**

HOME OF CREATORS, INNOVATORS
& VISIONNAIRES.



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Editors in chief

CDN

Johana Morena

Contributing writers

Igor Leganev

Nicolas Bernard

Loana Robert

Grégoire Voustad

Leah Parton

Photographers

Tropikal Garden

@alextnoa

Irina Shakhova

@kampollock

@andrewmalewicz

Marketing/Design

Agence nüvo



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DESTINATION PLANÈTE INCONNUE

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ANOUARE ABDOU

Anouare, thanks for sitting down with us today. We truly appreciate your presence. Being a consultant and the founder of Fast Track Badass, how did you get the idea to start your own business?

I was raised by entrepreneur parents and always knew I would have my own business at one point. I saw my mom build something impressive from complete scratch and it instilled in me a huge sense of self-belief and vision as well as traits like risk-taking and not following the status quo. But it took me a while to have an actual business idea I was passionate about working on.

My background is in media and journalism. Despite an unconventional academic path and setbacks when I was younger (I was quite the troubled teen and struggled with mental health issues in my early 20s), I built a successful career in digital media in a short amount of time and completely turned my life around from those darker days. I loved the experiences and learnings I was able to accumulate by working for other people and I am glad I picked up some valuable skills in both corporate and startup environments before taking the leap of entrepreneurship.

These experiences allowed me to develop my business ideas: Fast-Track Badass, my online career mentorship program, and Seeksolve, my soon-to-be-launched management consulting firm. They were both born out of challenges and opportunities I directly experienced in the workplace.

The idea for Fast-Track Badass came when I was thinking about topics I was passionate about. I realized that I was always helping my friends out with career advice and loved those conversations.



“I am really into personal development and regularly sign up for online programs and coaching myself. I actually attended a retreat where many of the attendees were coaches and that’s when it clicked!”



@Anouare_a

Plus, as one of the few women in leadership roles in the companies that I worked for, I would end up taking more junior women under my wing and helping them with their own career development. And I was so passionate about seeing them flourish, step into their confidence and take charge of their career paths. I am really into personal development and regularly sign up for online programs and coaching myself. I actually attended a retreat where many of the attendees were coaches and that's when it clicked:

There was so much I already knew and already was doing that I was taking for granted and that I could share right now. I packed all my insights and tools in one framework and created a six-week course.

As for Seeksolve, when I was working as the director of operations of Goalcast, a fast-growing startup, I would jokingly describe my role as "getting shit done, with the word shit being interchangeable depending on the day." I would bridge different gaps depending on the needs of the company at a given point in time and loved it. I got to touch everything, from content production to partnerships and people & hiring.

I saw first-hand the struggles that startups in growth phases experience in terms of management and finding and keeping the right people. My bosses would always comment that they needed more people like me. I'm resourceful and adaptable and can figure anything out and make stuff happen. I'm more of a generalist, a quick learner, and I follow my intuition when it comes to solutions. It's the employee profile startups need in their early stages. So that is the premise of my consulting agency - it's officially launching early next year and more details will follow then :)

What is the best way to describe Fast Track Badass? A six-week career development online program designed to get you on the fast track to more fulfilment, opportunity and authenticity. It includes both mindset work and strategies to help you create your dream career, get paid to be yourself and have fun in the process.

What types of services do you offer to your clients?

Fast-Track Badass is a self-study course and a way to access my mentoring anytime, anywhere. Seeksolve provides services such as strategic planning and business development, content production, content marketing and PR, and people and culture solutions.



"Fast Track Badass... A six-week career development online program designed to get you on the fast track to more fulfilment, opportunity and authenticity."

As a Montreal based entrepreneure, do you think your city is about to become a startup mecca? Is it harder or easier to launch a business in Montreal today?

I personally think that mindset is the most defining factor of launching a business -- regardless of the city you're in. Montreal has some great tech talent, it has a buzzing startup scene, especially in AI these days. I think it's helping put the city on the map.

Tell us a little about your background and what you did before FTB?

I have over 8 years of experience in digital media. I started my career as a multi-platform lifestyle journalist, covering stories around topics like fitness, food, fashion and beauty. I was the managing editor of AskMen, where I oversaw the production of over 200 articles per month ranging from social-first trending news to SEO and commerce-driven pieces. I then joined Goalcast as the editorial director of the publication and grew traffic by 1M uniques in my first three months there -- with the same budget. My role quickly evolved into leading operations as I became passionate about building the business as a whole. I touched upon all departments of the company and helped implement initiatives around content production, licensing & partnerships and people & hiring.

What excites you about entrepreneurship?

The fact that it accelerates my growth as a person. The freedom. The learning. The possibilities in terms of creating impact.

What goals have you achieved for your business so far?

I am going to be focusing a lot on getting Seeksolve off the ground in 2020. In terms of recent milestones I partnered with a co-founder who really complements my strengths. We landed our first client (an exciting feat considering we don't even have a website yet) whom we are supporting with marketing solutions. Our first PR campaign scored our client coverage on 3 TV stations, and we quintupled their Instagram performance with our content strategy.

Which female entrepreneurs inspire you the most?

Whitney Wolfe Herd, CEO of Bumble. Kathrin Zenkina from Manifestation Babe. My mom, who owns Star Laser, a Montreal-based laser hair removal company.

What is your #1 priority now?

My consulting agency. We will be focusing on lead generation efforts in the immediate future as well as refining our offers and pricing model.

DR. KAVISH GURJAR

Interview by Igor Leganov

Dr. Kavish Gurjar, who is originally from India, is now one of the top implantologist in America who graduated from NYU and is the go-to dentist for bone reconstruction with guided bone regeneration. Beyond what we may think 'regular' dentists do though, Dr. Gurjar is now working on implementing ground-breaking augmented reality and artificial intelligence research as part of dentistry overall and helping to bring the future of technology to his field.

Hello Dr. Gurjar, thanks so much for the opportunity to interview you. First of all, why did you choose dentistry and what are your specialties?

Thanks for the opportunity! I grew up in Ahmedabad, in India, and my father had a successful career in business, but my mother's dream was that I would grow up to become a doctor, so I was drawn to medical studies from early on. I saw dentistry as a field where I could not only be successful for myself, but also make real improvements in the lives of the people who would become my patients. It gives me a lot of satisfaction to deliver results to patients that exceed their expectations, improve their quality of life every day, and help them to take charge of the health of their own teeth and gums in ways they never knew were even possible. I came from India to NYU Dental School, and was honored to be selected for NYU's Periodontal Honors Program, where I learned how to treat serious conditions of the gums and other structures that support the teeth, as well as how to surgically place dental implants in the jaw when teeth need to be replaced.

Could you please explain what is "implantology" to our readers?

Sure, implantology is a dental specialty where we replace missing teeth with artificial teeth

made of titanium. Patients have missing teeth for a variety of reasons – injuries, tooth decay, degeneration due to aging, presence of harmful bacteria, and abnormal jaw bone growth to name a few. For these patients, dental implants offer a long-term solution that is superior to dentures, because the implants are permanently placed in the jaw and do not get damaged or worn out over time.

"I saw dentistry as a field where I could not only be successful for myself, but also make improvements in the lives of the people who would become my patients."

Their placement in the jaw is much more stable than dentures, and they are much more convenient than dentures, which have to be taken out and sterilized in a special solution each night. The up-front cost of getting implants is higher than for dentures. But dentures have hidden costs over time. The cost of implants has been coming down, and they provide the best long-term solution for patients with missing teeth.

What's the most challenging aspect about your work?

Well, in implantology, a major challenge in the field has been what to do when the jaw bone itself has degenerated, because then there may not be enough bone left to anchor the implant.

As a student at NYU, I learned about a surgical procedure called Bone Reconstruction with Guided Bone Regeneration, which basically tricks the jaw bone cells into generating new bone tissue by creating micro-perforations in the bone tissue, which then generate new tissue in the healing process. The new bone tissue then provides a surface that is stable enough to hold an implant. This type of procedure is much more convenient and affordable for patients than the conventional jaw surgery, where a patient had to go through general anesthesia and have part of their own pelvic bone removed, then grafted on to their jaw.

Bone Reconstruction with Guided Bone Regeneration is done in the dental office with local anesthesia at a fraction the cost of the old procedure, and the patient is home in a few hours, without the weeks of recovery time involved in the old procedure. At the office where I now practice in Maryland, a patient with severe bone loss came to us, and we initially referred him

to an oral surgeon because of the severity of his condition. The oral surgeon himself said that the extent of the bone loss was more than he felt he could treat, so the patient came back to our office. I decided to take the plunge and perform the surgery myself. It was a great success! Results exceeded expectations, and I knew I had found a great technique, which I have been able to repeat on other patients with excellent results.

“One goal I am working toward is to open a complete reconstructive dental care center and non-profit foundation.”

In your speciality, on what would you insist from the point of view of prevention?

There is so much that patients can do on a daily basis for their own oral hygiene. Prevention is the best medicine, and I do all I can to educate patients on the self-care measures they should be taking so that invasive measures like surgery and implants are taken only as a last resort.

Patients who are at-risk for developing gum disease can use medicated mouth rinse and medicated prescribed toothpaste which helps prevent gum disease. You can also avoid brushing your teeth too hard. Gum disease is present due to multiple reasons and a few factors like genetics, diabetes, medications, malocclusion and smoking. According to my own research, those who smoke or use some type of tobacco are more likely to get some sort of gum disease. In summary, if you smoke, try to stop right away or seek smoking cessation therapy.

Everyone should brush their teeth twice a day and floss twice a day. And everyone should maintain a six months teeth cleaning schedule at their local dental offices no matter what other treatments you are getting so that a dentist can keep an eye out for any problems in your mouth.

Do you treat all kinds of patients? Or how do you select which ones you work with?

I do treat all kinds of patients, but I have focused particularly on patients with severe gum and jaw conditions that my training and experience gives me a special ability to help. One goal I am working toward for the future is to open a complete reconstructive dental care center and non-profit foundation, for patients who are financially weak, but still want to achieve the same smiles and teeth that people in better financial positions can. No one should have to suffer treatable gum disease or have to wear re-



movable, partial or complete dentures. I want to give patients what they need to always have smiles that give them self-confidence.

What do you think will happen in implant dentistry over the next 5 years? What are the most important trends?

I feel I entered the field at a very exciting time, when I am able to provide patients with more than I ever could have before. There are new technologies and refinements being introduced all the time, like 3-D imaging and 3-D printing of implants. I do love to keep up with the latest developments by attending conferences and upgrading my own knowledge. But I think for patients, the most important trend will be the

cost of implants coming down and hopefully being covered by more health insurance plans. Currently I am working on augmented reality (AR) and artificial intelligence (AI) research as part of dentistry to provide more evolved better dental service for humanity.

What is one quote you live life by?

My motto is: I seek to tap into the immense hidden potential within myself to serve humanity! Also, I love the quote, “There may be a hundred reasons to cry, but there are thousands of reasons to smile.”

Official website:
stateofheartdentalgroup.com

PARMALEE

Interview by Nicolas Bernard

Platinum-selling country group PARMALEE, whose hit single Carolina topped the charts years back, is now back in the spotlight and a-top various music charts again with their latest single Just The Way, which is performed with viral mega rapper Blanco Brown.

Hi guys, thanks so much for the opportunity to interview you. To kick things off, I'm wondering how did the band come together in the 2000's?

Me (Lead singer Matt Thomas), my brother Scott and our cousin Barry were playing in a cover band called Jerry Thomas and The Thomas Brothers with our dad. Eventually we were ready to step out on our own and do our own material. We were fans of another local band called Amsterdam, notably their guitar/keys player Josh McSwain. One night at the local bar where we both played, I ran into him and asked him if he would like to come out to our rehearsal spot to jam. We knew that night that we had found our fourth member of the band, and we have all been together ever since.

How would you describe Parmalee to the Entrepreneur Mindset magazine reader?

We are a group of small town guys that grew up together and all had the same passion for music. A little bit rock, a little bit country... and a LOT of heart and soul. Started in a small town in North Carolina and worked our way into playing some of the largest venues and having multiple country radio hits, including our first #1 hit 'Carolina' that changed our lives forever.

Let's talk about your newest single, "Just The Way". What inspired that song?

A couple years ago I was in LA and got hooked up to write with two buddies of mine. One of the writers already had the hook when I walked into

the room, and when I heard it for the first time I knew it was special. I knew that this was more than a song and more of a message that the world needed to hear, especially in this day and age.

What's your relationship with Blanco Brown? How did you hook up with him? Did he reach out to you or did you have to reach out to him?

We met Blanco a few years back at CMA's when he was talking to the VP and President of our record label, so I figured that anyone that got the attention from the people that have helped shape our career, was somebody I needed to get to know. We went and introduced ourselves and asked him to come write. We hit it off and have since been friends, written songs and worked on projects together ever since.

Success is a very personal concept. How do you personally define your own success?

I think for all of us, being able to play music for a living, and provide for ourselves and our families, that's the ultimate success. Being able to do what we love in front of thousands of people everyday is really a dream 'job'.

Let's talk about the business side of being a music artist. What do you look forward to accomplishing as entrepreneurs? For an artist, why is it so important to be educated about the business and entrepreneurship?

We ultimately want to continue to create a brand that stays and connects with people even after we are gone from this earth. In the entertainment industry, a lot of the times you are dealing with people like ourselves who are creative but didn't know when we got into this, that we also need to be business savvy. Business education was crucial to taking us from a local band to a professional touring act.



*"Just The Way" ft. Blanco Brown
now available on every
music platform.*



“The music industry is a roller coaster, sometimes you are at the top and sometimes you are at the bottom. I think we have been through enough lows to really appreciate the highs.”

Is there anything you wish you knew back when you first started that you now know today?

This goes back to the education part, I wish we would have known how much ‘business’ is in the music business. It is really just as important as the music part of being a musician. From what it takes to keep a bus going down the down the road, to taking care of your crew and team around you, to the lights, production, sound... It has so many moving parts that are all so crucial to what we do, but just like any business, if you don’t hire the right people, budget your expenses correctly then it would be tough to sustain.

When we talk about the music industry, we’re also talking about MONEY. How hard is it to keep your feet on the ground when you’re successful as an artist?

The music industry is a roller coaster, sometimes you are at the top and sometimes you are at the bottom. I think we have been through enough lows to really appreciate the highs.

What two main pieces of advice would you give someone looking to follow in your footsteps? Forming a great team around you that has the same dreams and goals is the key. Second one: Never take ‘NO’ for an answer.

Is there anything you’re working on currently that you’d like readers to know about?

We are always working on new music, but we are also working on expanding our brand to new levels with bigger shows, bigger production, bigger everything. Music is constantly changing, and you always have to be on the forefront of that if you want to stay relevant.

What is one quote that describes how the band lives life by these days?
Keep on pluggin’!

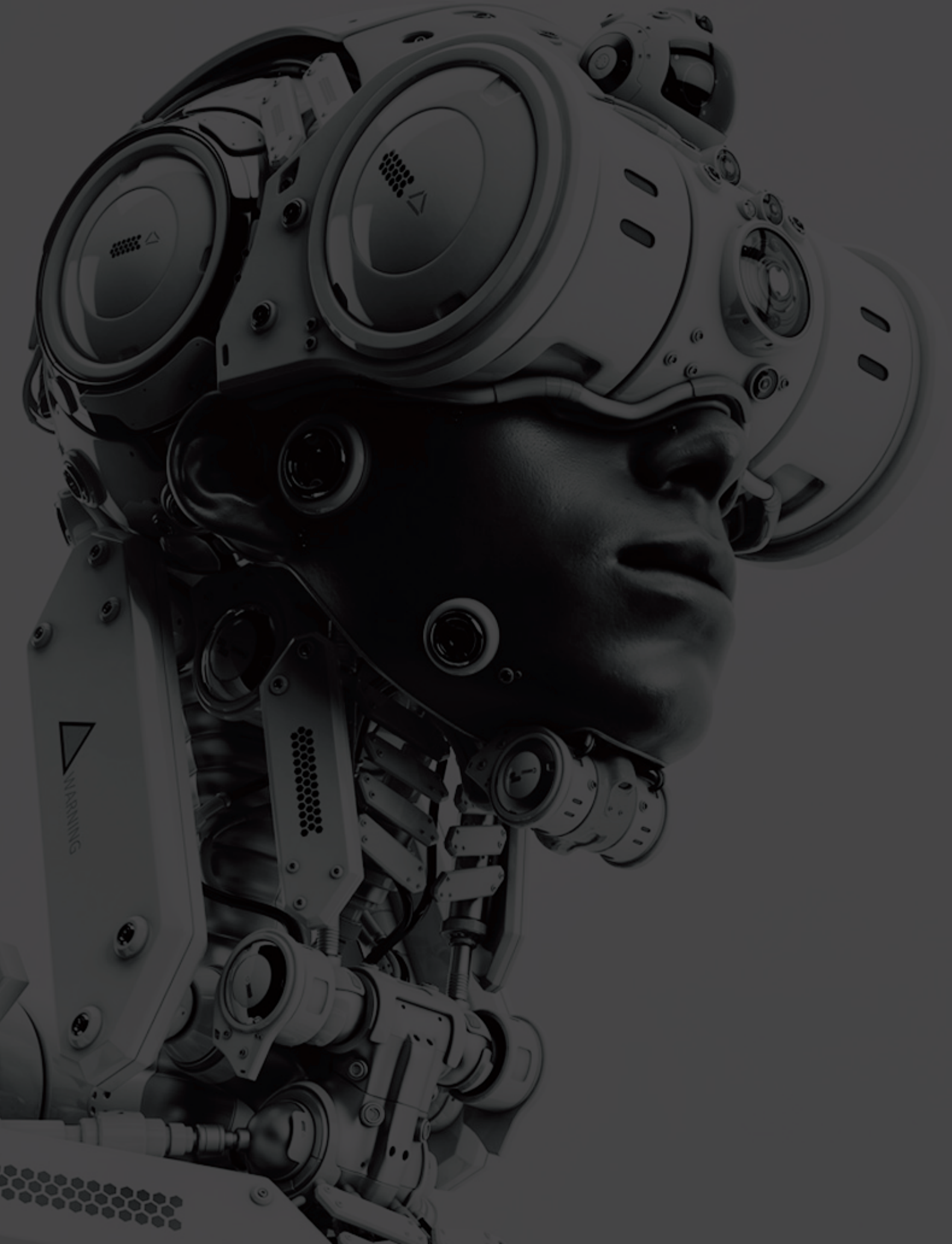
*Website: parmaleemusic.com
Instagram: [@parmaleemusic](https://www.instagram.com/parmaleemusic)*

THE MINDSET 360

Innovators, entrepreneurs & visionnaires

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irinashakhovaphotography.com

IRI



NA

S H A K H O V A

My name is Irina and I am the owner of Irina Shakhova Photography. I am a family photographer based in Montreal, Canada. I specialize in maternity, newborn, family and couple photography. I also enjoy shooting individual portraits, boudoir and content for social media. I moved to Canada 10 years ago from Moscow where I worked in the travel and tourism business. I have two boys who are my inspiration for everything.

START

I started my business 8 years ago, but I had a passion for photography since childhood. Years later and half-way across the world when I was pregnant with my first son, I bought myself a DSLR camera and haven't let it go ever since. Back then photography was just a hobby and I didn't know it would one day be my main source of income.

After getting a DSLR camera, I had neither knowledge, nor experience, so I decided I would try everything: I photographed fireworks with a local meetup group, beautiful landscapes on my trip to the Rocky Mountains, street photography and summer festivals in downtown Montreal. When my first son was born, I started taking pictures of him and realized my true passion. Then I did a session for my friend's 6 month-old daughter. Ever since family photography has been part of my everyday life.

YOUR STYLE

As a recommendation to beginner photographers looking for their niche, I would suggest experimenting and trying different types of photography. I have tried shooting weddings, events, corporate portraits

and baptism ceremonies only to realize that my style is more personal and intimate. I would also recommend to my fellow photographers to do a 365 project, this is when you challenge yourself to produce a different picture every day. It helps to define your style and boost your creativity.

I would describe my personal style as vivid, clean and timeless. I mostly enjoy a lifestyle approach to photography. I love home sessions where I can capture the essence of a family. I try to avoid stiff posing my clients, my goal is always to capture real emotions and interactions.

INFLUENCES

It is difficult for me to name specific influences as my style has been refined throughout the years. My style is a reflection of my inspiration that comes through traveling, day to day life and different forms of visual art. Nature has probably been the biggest influence on my style, it is the greatest teacher. What I love about photography is that, like all of nature's creations, every picture is a unique piece of art.

BACKGROUND

I am predominantly self-taught through trial and error. I did a 3-month portrait photography course at a local college; I also did a personal workshop with renowned maternity and newborn photographer Eden Bao. I have attended numerous photo conferences such as, Click Away and The Newborn Summit. I have also taken several online courses covering different aspects of photography, post-production and business marketing. There's always a lot more to learn and that's what makes it exciting. You can never get bored!





LENS

If my lens was fused to my camera it would have to be my Sigma Art 50 mm. It's my primary lens because of its versatility in all the different environments that I work. It can capture a beautiful portrait with a nice bokeh, or a lifestyle shot where the setting is an integral part of the photograph. It is just perfect for my style of photography.

"My goal is always to capture real emotions and interactions."



Follow Irina on Instagram

[*@Irina_Shakhova_Photoshop*](https://www.instagram.com/Irina_Shakhova_Photoshop)

HIGHLIGHT

My proudest moments are receiving positive feedback from my clients. When hearing that your work has made someone cry tears of joy, it is the best feedback a photographer can get. I am also proud of having a solid and loyal client base, watching their kids grow up year after year and capturing priceless family milestones.

ADVICE

Value yourself and your time! What you produce is lifetime memories that the family will cherish for generations to come! Price your services accordingly and do not waste your energy on work you don't enjoy. Learn to delegate and only work with clients who share your vision and appreciate your talent.



CYRUS MOHSENI

FOR THE KEYSTONE TEAM

Cyrus, could you introduce yourself and your role with the Keystone Team?

No problem, thank you for having me. My name is Cyrus Mohseni and I am a former professional athlete and current award winning real estate agent. I am CEO and Founder of The Keystone team and oversee day to day operations. I also am a big believer in leading by example and am an active top producing agent.

Would you mind sharing some of your professional background with us?

Growing up I never thought I would be in real estate. I actually grew up from middle school age thinking I will play professional soccer until I was about 40 years old then retire and own a soccer school. All of that changed a couple years ago when I got into a life changing car accident. I was driving home from lunch and someone T-Boned me. Then a couple weeks later the doctors told me I couldn't play soccer anymore. I had been getting my real estate license in the off season just because I thought it would come in handy one day. When they told me I couldn't play anymore I went through a total identity crisis. I thought people only loved me because I played soccer, which was a total false narrative.

Anyway, I got in my car accident then a couple months later I got my real estate license. Since then I have built The Keystone team to be one of the top teams in the state and country.

In just a few sentences, what is the Keystone Team? What is your mission and your work ethic?

The Keystone Team is a marketing team and a team of top producing agents with a goal of changing the real estate industry and how it operates. There is no one that will out work me. I live by that.

When I bring on a new agent to the team, or any

team member for that matter, I bring them on with the intention that they will push me to be better. See when I played soccer I used to play goalkeeper. There were a lot of goalkeepers that didn't want a second string goalie that would compete with them because their job would be safer but I was different. I always have been. I love competition, I love when people push me to be better, I love the thought there is someone out there getting better than me by working harder than me. It keeps me driven to achieve more. In order to become the best in your field you have to push the boundary every day. My team helps me do that.

"Covid-19 has turned the world upside down for a lot of people. The Keystone Team is set to succeed in this climate."

What does T.K.T offer that traditional real estate services do not?

We are constantly pushing the boundaries and innovating to create a better customer experience as well as get properties sold quicker and for more money than our competitors.

What we did differently when we started the team is we built a marketing team before we hired agents. We looked at all of the major companies in the industry that claimed they had the best marketing and realized it was all cookie cutter. It was all the same old stuff, cut and paste photos into a flyer put the flyer on the post and so on. The reason for this is because most brokerages make money from the agent hanging their license with them by charging monthly fees, in house escrow services, etc. We

knew there was a better way for the agent and for the consumer. So we decided what really gets homes sold is boundary pushing marketing. It was clear we needed to hire a creative team before we ever hired an agent.

What were some of the hardships you faced in the early days of T.K.T?

I get this question a lot. I always say this industry is filled with hardships and requires extreme resilience. If I had to choose one of the mistakes I made and learned from, it would probably be the fact that some of the first agents I hired to join the team I brought on solely because I thought I needed a huge team of agents.

I brought them on even though they didn't work as hard as I wanted them to, even though they are not organized and focused, even though they were not self driven, you get the point. I brought them on despite it going against my values. That was a big mistake because I used a lot of my time to train them and get them to produce when in reality I could have used that time on one great agent rather than five mediocre agents.

Hiring is very important. Since then I have a full interview process and won't bring on an agent if I have one ounce of doubt. It is just not worth it.

What are the current challenges you are facing now with the Covid-19 pandemic?

Covid-19 has turned the world upside down for a lot of people. The Keystone Team is set to succeed in this climate. We have used and will continue to use 360 videography, virtual reality walk throughs, and video conferencing amongst other tech with our clients and marketing. We also are continuing to innovate and take this as an opportunity to grow and implement even more ground breaking tactics.



I think it will change the landscape of our economy as a whole but I am not scared. I know our nation and the world will get through it. We always do. I truly believe everything happens for a reason. I am not sure what the reason for this is but maybe it is to bring people back together in a weird way. Maybe it is to allow everyone to take a step back and look at what they have right in front of them. Maybe it is to bring down global pollution. Whatever it is I believe we will get through it and be stronger because of it.

As a marketing expert, what avenues do you use to communicate about your services?

Social media is huge. I do not think enough people realize it yet. You have a network of people whether it is on instagram, linkedin, facebook, or even now TikTok that are interested in seeing what you do. When you post, they interact with you. This is one of the easiest avenues to communicate your services yet so many do not take advantage of it.

"We are constantly pushing the boundaries and innovating to create a better customer experience..."

Plans on expanding your services to new cities/locations?

We do have plans of expansion starting in Northern California then other states. One day at a time though. We do have investments throughout the country and have a network of agents and investors that we help throughout the world.

Thanks for taking the time to answer some of my questions, anything you'd like to add or close with?

No problem, thank you again for allowing me to be part of what you are doing!

I just want to let everyone know whatever they are working on, whatever they desire to achieve, whatever they want in life it is there for the taking it just takes hard work, focus and drive. Do not let anyone tell you that you can not accomplish something. The power of the



JASON WINKLER

Jason Winkler is the Los Angeles based co-founder alongside his brother Eric of the cannabis company, Five Star Extracts. Jason got his start though in the music industry at a young age producing some of the largest concerts and events around the world, as well as managing some of the most buzzed about upcoming artists. From there he helped create a tech company called Liquipel taking it from 0 to 100 million dollars in the first two years. Jason organized and executed partnership deals for Liquipel with Pharrell Williams, WME, Nyjah Huston and Steve Aoki. Beyond the cannabis and music scene, Jason has also been a marketing executive for over 10 years consulting for companies such as Uber, Honest Tea, Appster, Insomniac and many others.

Jason, tell us more about your interesting career prior to FIVE STAR EXTRACTS?

Before Five Star Extracts I started back in high school renting out local venues in the Orange County and Los Angeles, CA area by putting together door and bar deals. I started booking talent ranging from Snoop Dog, Far East Movement, LMFAO, YG to Paul Oakenfold and threw some of the biggest 18+ and 21+ clubs and concerts in the area. I did this until I was in my second year of college while at the same time helping build a company called Liquipel with my little brother and a couple friends. From there I dropped out of college to focus on Liquipel full time heading up all marketing efforts and partnerships.

Liquipel was the first ever nano technology that waterproofed electronics and famously was the first technology to waterproof cell phones without a case. At Liquipel I put together deals using my music background with artists such as Pharrell Williams and Steve Aoki. While at Liquipel I was doing some marketing consulting for brands such as Honest Tea, Skull Candy, Appster, Uber and few others. I left Liquipel after 7 years at the company and had the music

itch back and decided to go into music management full time signing and launching the careers of artists such as Gavin Haley, Weathers, and The Strike to name a couple. Five Star was created with my brother while I was managing artists because of the positive effects we saw from cannabis, getting people off pain meds, and truly saving lives in many ways.

What inspired you to be an entrepreneur?

I grew up programed to be an entrepreneur at an early age going to meetings with my dad at age 10 learning the ropes on how to build brands. In my family we know no other path but to be a creator and a disruptor in business. My dad inspired us with always let us know anything is possible and there are no limits on what a motivated, creative person can do.

What do you think are the common misconceptions about entrepreneurs and why do you think people never start the business that they want to do?

I think people assume entrepreneurs have it easier than others and all the freedom in the world but in reality we are always on call and we work day or night at any moment if necessary.

My wife would tell you some stories about our honeymoon that would explain just that. In regards to some people never starting business I feel its because that are not programed to think in that way and they are afraid to fail and lose their comfort in their 9-5 job. You have to be able to risk it all even if it means your family is a long for the ride for the good and bad times to make it out on the other side of having a successful business.

What has been your greatest source of inspiration? Who were your mentors when you started your career?

I am inspired by having a vision and seeing it come to life. That is what drives me coming up with ideas and executing them to the best of my abilities. My mentors when I started were my parents. My dad and mom both very driven entrepreneurs, Sara Newkirk Simon from WME who always made time for me and helped guide me in the many directions I was taking, and my overall group of friends that have the same mindset to strive to build something long lasting.



“2020... Building brand loyalty in the cannabis space, state expansion and creating products that are one of a kind and have large demand in the industry.”

What challenges did you face while building FIVE STARS EXTRACTS and how did you overcome those challenges?

If I listed all of the challenges this would be a very long interview. To name a few for us it was navigating regulations, creating a consistent supply chain from our manufacturing partners, choosing the right partners in this industry, and executing sales and distribution correctly with SOPs. We have overcome these mostly by trial and error and building a strong team around us. I think in the cannabis industry you need to learn from mistakes and not make them again.

What sets FIVE STAR EXTRACTS a part from other Cannabis companies?

What sets Five Star apart from other brands in the space is that we pride ourselves on creating category buster products that others are not doing or are not doing right. For example

our syrup tincture, our Double Shot product, and our 5mg infused flavored seltzers that are coming in May. We are also very focused on brand building and supporting our dispensaries and their bud tenders to the best of our abilities.

Your current company has a great team behind it also. Who are some of the main partners and advisors?

There are three of us that are the original crew myself, my brother Eric Winkler, and our partner & head of sales Shawhin Maghbouleh. We recently added what I feel is a dream of investors and advisors, John Reese who was one of the largest music festival producers in the US and was the manager of bands such as Guns & Roses, The Used, and many more, Johnnie Hernandez who was the previous Director of Retail for Best Buy for 10+ years, Head of Integration for Harvest, and is currently the Director of Op-

erations for Haven, Jerry Edouard who was a key member of Pharrell Williams management and A&R team and is now currently the Head of A&R for Electric Feel Management, Chris Ducar the VP of Inception one of the leading operators in the cannabis space, and Daniel Griesemer a seasoned CEO with years of experience as the former CEO of Tilly's, GAP, and others. A recent partner of Five Star that we are excited to have on the team for numerous reasons is Jonathan Spano, who is the founder of TMI and is very knowledgeable in growing companies with his company now employing over 2,000 people in the Long Beach area.

Which products are your top sellers today?

Top selling products in California at the moment is our 400mg and 100mg syrup tincture and in Nevada our 20mg shot Double Shot.



@joshsnow @snow



SNOW

“At Snow, we have spent millions of dollars on research and development. (...) We have created everything from our serum that goes into our whitening wands to our floss.”

JOSH ELIZETXE

W W W . T R Y S N O W . C O M

Josh Elizetxe aka Josh Snow is the successful 27-year-old CEO and founder of SNOW, the leading teeth whitening system in the world, which has the level of maturity and success one could only dream of achieving. Ever since he was 13-years-old Josh has been building companies, and had his first major exit at only 18. From the Kardashians to Rob Gronkowski, Floyd Mayweather, Chuck Liddell and others, Josh and SNOW have built up a huge fan base of customers & fans across

Hi Josh, tell us briefly about your journey as a successful entrepreneur. How did you create SNOW?

It all started when I was 13. My parents used to drop me off at the local library after school. It was an excellent way to keep me off the streets and in the books. I started reading books about coding and creating websites. That is when I began my journey as an entrepreneur. I started building websites and creating blogs; soon enough, I was getting paid to make websites and allowing people to advertise on my blogs. That led me to create Foresold, a portfolio of online businesses, which later grew into a marketing agency. In 2015, I sold it. After selling my first successful business, I was left with the need to build a company that would be around for a long time. That is when I created Snow, and I wanted to make a brand that would disrupt a 100 year old industry.

There are a lot of teeth whitening products on the market, what makes SNOW so unique? At Snow, we have spent millions of dollars on research and development. We don't sell anything we haven't designed, and if we don't feel it's ready to sell, we don't sell it to our customers. We have created everything from our serum that goes into our whitening wands to our floss. As much energy we put into making our product, we like to put as much energy into its packaging and marketing. That is what sets us apart from other competitors; our attention to detail is second to none. Snow has made oral care fun and gift-able. We notice that customers are constantly buying Snow to gift to their significant others or friends/family.

How can you explain your viral success on social networks? Tell us your secret!

When it came to influencer and micro-influencer marketing, Snow was always on the forefront. It also helps when you have stars like Rob Gronkowski and Chuck Liddell invested in your brand. When other influencers/celebrities see that, they automatically know that Snow is a brand that they want to work with. That is why, in the past, we have worked with Joanna Krupa and other large female stars because we worked fast at building brand recognition.

“THINK BIG! THINK BIG! for your next idea and think about a project that will be around 10, 20, 50 years from now!”

How does your technology work?

The Original system comes with three silver regular strength wands and one gold extra strength wand. The proprietary serum in those wands works with the accelerating mouthpiece to speed up the whitening process. That is why we recommend 9 minutes a day for a whiter smile.

Do you have any recommendations for when people use it?

We recommend that they apply generous amounts of serum directly onto their teeth. They can do that by turning the bottom of the

pen clockwise until you see the serum come out. Make sure to avoid having the serum touch the gums.

Beyond the aesthetic approach, are there any other benefits to your product?

Besides whitening teeth, we provide people with confidence. We like to provide our customers with the confidence of having a white smile. You don't need to have straight teeth to use our product, but you can whiten them for a brighter more confident smile.

What advice do you have to the newer generation of entrepreneurs who aspire to be the next Josh Elizetxe aka Josh Snow?

Think big! Think big for your next idea and think about a project that will be around 10, 20, 50 years from now! Also, to build a great team around you, you are only as good as the people you surround yourself with.

As a busy entrepreneur, do you have any tips for effective time management? How do you find the right balance between your work and your personal life?

Plan wisely and don't cheat yourself of your sleep. Get up early and stay busy, but don't work just to work. Always make time for friends and family.

How do you see SNOW growing in 2020?

We're planning to expand our product line and have several retail rollouts. It's going to be a big year for us at Snow.



SPOTLIGHT ON

CONRAD BRITS

In this issue we spotlight CEO of eNabled Software CONRAD BRITS, an entrepreneur originally from South Africa who has turned his Colorado, USA based start-up into one of the top must-have digital development products to-date! At Enabled Software, Conrad and his team have been laser-focused on building digital products to personalize the consumer's experience linked to a client's inventory and/or manufacturing capacity.

Together, his company creates cutting-edge e-commerce websites and platforms for companies of all types, and also designs prototype online sample "3D models" for people's products, and helps them to advertise and promote them via Google and Facebook; A must in today's online climate in entrepreneurship and online sales. Some of the big US corporate companies he has done work and partnerships for include: Google, Groupon, Novartis, Deloitte, SAB Miller and GKN / Land Rover.

For more info on our CEO Spotlight's company, go to: www.enabledsoft.com





LOESJE K KESSELS

Shelley LoRusso

Shelley LoRusso is the President and Founder of The Olivia Hope Foundation. The Olivia Hope Foundation was created in 2018 to honor Shelley's daughter Olivia's dying wish to fight for a better world for kids with cancer. Olivia was diagnosed with Acute Myeloid Leukemia (AML) at the age of 11 and after 15 months of battling the disease she passed away on April 16, 2017 at the age of only 12. The foundation today has raised hundreds of thousands of dollars in her honor.

Shelley, can you please introduce to our readers The Olivia Hope Foundation?

I started Olivia Hope Foundation together with my family in 2018. The foundation was created in honor of my daughter Olivia who died from Acute Myeloid Leukemia in 2017 when she was just 12 years old. While receiving treatment, Olivia would tell me that when she got out of the hospital she wanted to help other kids that were suffering like she did. Although Olivia never got that chance, we have set out to deliver on her wish. Olivia Hope Foundation works in a few key areas: we give grants to underfunded, high priority childhood cancer research initiatives, we provide financial support to children and their families currently in treatment for cancer and we help raise awareness around the strong, devastating impact of childhood cancer.

What is Acute Myeloid Leukemia?

Acute Myeloid Leukemia most commonly referred to as "AML" is one of the more aggressive leukemias. It starts in the bone marrow with the rapid growth of abnormal white blood cells that interfere with the production of normal blood cells. Unlike normal blood cells, leukemia cells don't die when they should, causing the cells to spill over into the bloodstream. AML accounts for less than 1/4 of all leukemias in children, however it is the deadliest. It is one of the childhood cancers with the poorest prognosis, with brutal and dangerous treatment options.

What are the different programs proposed by the foundation?

Our main programs are the Warrior Support program and Liv's Sibs. Our Warrior Support

program provides funding to families that are experiencing financial difficulties while their child is going through cancer treatment. Families can apply themselves on our website or be referred by their social worker. Through this program we have been able to pay utility bills or rent, purchase items like strollers and diapers and provide gift cards towards groceries or household items.

Liv's Sibs is a program that was created by Olivia's older sister Gia and twin sister Sabrina. Siblings of kids with cancer are often referred to as the "forgotten children." For the families, the top priority is obviously trying to get the patient the best treatment possible. The "forgotten children" are left to figure out how to be strong for their sick sibling, how to not bother their parents and how to deal with the potential loss of one of the most important people in their life. This is not a normal thing for any child to go through. Liv's Sibs is a way for us to make the siblings feel special and be there as a resource during this tough time. Sabrina and Gia chat over the phone or FaceTime with the siblings and provide their perspective from dealing with the same thing. We also send packages and even host in person events focused directly on siblings.

For example, if we focus on the "Warrior Support". How can The Olivia Hope Foundation help families? With Warrior Support we help families across the country who are dealing with the financial difficulty that comes with treating a child with cancer. Oftentimes these families are struggling to pay rent or pay for gas to get to and from treatment. One of the parents usually has to quit their job to care for their child around the clock. We've even had families with single parents who have multiple children. The applications come in directly from families who have found us through a Google search or on social media or through social workers from various children's hospitals who we are connected with. Our top priority with Warrior Support is to get the families help quickly, because we know that things can change in a matter of hours with a child who has cancer.

We work to make the process as seamless as possible for the families so they can focus on what matters most. Once we receive an application we vet the case, usually through the social worker, and determine the family's need. Within a few days we are at the post office shipping out packages to the family.

"I know Olivia would want me to continue on with her wishes. I know I have to live for her and my family. Olivia desperately wanted to survive. She wasn't given that choice."

FOR MORE INFORMATION: www.oliviahope.org



What is your message for families who are currently going through hard times, being emotionally broken and feel totally helpless? My heart breaks for others facing childhood cancer and I wish I could give everyone a hug and say it's going to be okay. Unfortunately that's not the reality with childhood cancer. My advice is to lean on people when you need help. This can include allowing yourself to express your emotions to your family members or trusting in your hospital support team. Trying to take everything on yourself is going to land you in a very dark place. I do believe that people are intrinsically good and that there are people who are there to catch you when you feel like falling.

“Starting a nonprofit is a huge undertaking, so you’ll want people around you that are on the same page when it comes to your goals as a charity.”

Can we also talk about Amazon Smile? How does it work exactly? How can people support the foundation while they go shopping? AmazonSmile is an amazing program run by Amazon that allows people to donate directly to their charity of choice while shopping. To support us, people can go to smile.amazon.com and enter Olivia Hope Foundation. After that, they'll just need to go through smile.amazon.com to make any purchases. This site has the same products, prices and features as amazon.com, the only difference is that Amazon donates .5% of every purchase to our foundation. I love this program because it provides a way for people to donate to the foundation by doing an activity that they already do regularly!

What is your social media strategy to grow awareness about Acute Myeloid Leukemia? We are blessed to have a large presence on social media, especially on Instagram and Facebook. Our primary audiences on each platform are different. On Instagram we have a lot of younger people from across the globe that are newer followers of the foundation. On Facebook, we actually transitioned the page I ran while Olivia was sick called “Prayers for Olivia Hope” over to “Olivia Hope Foundation.” This is great because a lot of people within our Facebook audience have been actively engaged



since they were following Olivia's battle with cancer. With this, we treat the two platforms differently when it comes to raising awareness about AML. On Instagram, we activate our young audience by posting more engaging content such as stories with calls to action or we solicit the audience to share out facts about childhood cancer. This really helps to get the word out there and encourages young people to be a part of the cause. On Facebook, we share more of the emotional side of AML and encourage our followers to get involved by attending our local events in the New York area.

You have had a lot of celebrity support as well. How has it felt getting some famous faces behind your foundation? It's been amazing to have celebrity backing for Olivia Hope Foundation. Millie Bobby Brown and Ol-

ivia were really close friends while Olivia was sick. They would always talk about how they wanted to work together to help other kids that were sick. Millie is now on our honorary board, and she is dedicated to helping our foundation. She released her makeup and skincare line, Florence by Mills, in 2019 and donates a portion of the proceeds to Olivia Hope Foundation. She also created an eyeshadow palette dedicated to Olivia called LoveLiv. Having Millie's support has helped us immensely and she is an amazing part of what we do. We also have the singer Daya as a supporter of the foundation. Daya met Olivia at an event while Olivia was in treatment and was greatly impacted by her personality and spirit. She remains a supporter and we love having her as a part of our charity as well.

A person is shown from the chest up, wearing a red hoodie and a blue jacket. They are wearing a VR headset with a black strap and a clear visor. The person's face is partially obscured by the headset. The background is a bright blue sky with some vertical lines. The entire image has a blue color overlay.

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NEPTUNE 1983

DAVID JIANG

GIVES YOU A REASON TO SMILE

David Jiang the young 24-year-old CEO & Founder of the popular CBD brand, SMILE. SMILE and their gummy products mission is to provide people with a 'Reason to Smile' through products that encourage self care and values that exemplify purpose. Prior to SMILE, David was the founder of waverly.co, a digital marketing agency servicing other CPGs, renowned entertainment companies (Atlantic Records, Republic Records, Warner Bros). However, after three years of working for other companies, he decided to develop his own brand: SMILE!

Hi David, thanks for sharing your story with our readers. Firstly, could you tell us what CBD is?

CBD is short for cannabidiol which is extracted from hemp but contains none of the psychoactive ingredients that hemp is known for. Our customers report that it helps relieve stress and induce relaxation, improve workout recovery, soothe sore muscles and tension, among many other benefits.

What experiences of your backstory motivated you to start your business SMILE (www.reasonstosmile.com)?

Prior to founding SMILE I ran a digital marketing agency called Waverly.co based out of New York City. We represented some very distinguished clients ranging from major record labels to some of the world's leading direct to consumer companies. We helped brands significantly increase engagement with their customers and grow their follower base through social media. It was my experience helping countless brands grow exponentially that inspired me to eventually start my own. As such, I've always had a competitive drive, in College, I was on the Division 1 swim team at Northwestern University.

My ultimate goal is for people to associate Smile as being the trusted CBD brand. To do that I knew I had to create a brand that changes people's association to taking vitamins and nutritional products. The products needed to be of the highest quality while also tasting so unbelievably good that people actually looked forward to taking them.

Unfortunately, I've lab tested various brands on the market and the results came back indicating that less than half of the amount of CBD advertised is in the product. Every single one of our products has exactly the levels of CBD that we claim are in them, so our customers can rest assured that they are getting a potent serving in every dose.

What makes our products unique is that our gummies are vegan friendly and double as a multivitamin. They include 9 of the most commonly lacked vitamins and minerals in the average American diet. I can confidently say that these are the best CBD gummies you will have ever tried. They're so good that every person that tries them, doesn't even believe they have CBD.

Our other products are available as tinctures in 4 delicious flavors: Mighty Mango and Zesty Lemon in our energize formulation, and French Vanilla and Mint Bliss in our unwind formulation. Soon we will be releasing a line of soothing topicals that we're really excited for.

What makes your products unique in the emerging industry of CBD?

We have the Instagram username @smile which is ranked as the 19th most hashtagged username in the world on the Instagram platform.

In the CBD industry there isn't a singular brand today that stands out as one that people both love to take and that they can also trust. I want people to think of Smile as the household name for CBD.

"I had to create a brand that changes people's association to taking vitamins and nutritional products."

www.reasonstosmile.com

Instagram @smile



“What makes our products unique is that our gummies are vegan friendly and double as a multivitamin. They include 9 of the most commonly lacked vitamins and minerals in the average American diet.”

smile

Are there any side effects of using CBD?

Honestly, only positive side effects from the feedback we’ve been receiving. Any product whether it’s nutritional or an over the counter product that you buy without a prescription can affect each person differently. So far the feedback on our products has been all positive.

It’s important for people to understand that CBD works most effectively when it is taken consistently. One of our customers wrote a review that they are finally waking up without feeling groggy after switching from a prescription sleep aid. Another customer wrote in recently that they used to feel extremely nervous before having to make a presentation to their boss at work and our gummies have significantly calmed them down.

What are some of the challenges you have had to face with marketing CBD?

Well, we can’t make specific claims about CBD helping with certain conditions and we also can’t take out advertisements online because of the restrictions placed on CBD. Luckily, we have strong word of mouth promotion and our customers have been extremely helpful in getting the word out. Some of our early customers are influencers on social media who enjoy taking our products so much that they promoted it on their social media channels for us. We recently had an influencer with almost 2 million followers promote us in 8 back to back

stories for free just because she believes in our mission and loves our products. It’s been truly rewarding for us after all the hard work that we put into building and developing the best products on the market to see our customers go out of their way to give us positive feedback and promote our products without charge. We’re going to send the love back to our fans by continuing to bring them game-changing, high quality products as often as possible.

What are your plans going forward and for growth?

Within the year we will have a full lineup of products to address almost any concern or ailment. We have a line of super effective topicals coming out for pain relief, but-tery lotions for everyday hydration, CBD beverages for natural energy, as a few examples. We are very excited for what’s to come!

As the SMILE brand grows and introduces more and more products we want people to continue associating our brand with trust and high quality while also being fun, uplifting and approachable. As our name implies we want people to associate positivity and smiling with our products. We want you to smile when you try our products.

DONALD PAUL

Actor, known for his role on the various TV series Elementary, POWER and SEAL Team. And he just finished filming "Atlanta" on FX, as well as currently working on season 3 of ABC's "Quantico". Beyond acting though, Donald has always been an entrepreneur, and in his younger days he was a DJ and would team up with bars in his local area for events. He also was a barber and always wanted to open up his own barber shop in Florida, but of course, acting took over.

Donald, please tell us more about you? How did you initially get into acting, and how did you break into the industry?

Growing up my mother was a Haitian gospel singer that would travel all of south Florida performing in different church's. I would tag along playing the drums for her. That combined with me being in my church's Christmas play every year, made me realize that I'm comfortable being on stage. I eventually started signing myself up for improv groups in school and long story short, ended up moving to New York and here I am today. I studied Drama at The American Academy of Dramatic Arts and The University of Maryland.

"You pray for rain, you gotta deal with the mud too. That's a part of it."

Denzel Washington

Can you tell us more about your role in ATLANTA, the FX TV series?

What impressed me most about the set of "Atlanta" was how it managed to maintain a chill, laid back vibe while staying super professional. They set an environment where the artist can feel free to play and have fun. I played the role of Boogz, the not so friendly best friend of an upcoming rap artist from the streets of Atlanta. I've actually been auditioning for the show since season one. Once season two began Donald and his team reached out about a role they created for me and I happily accepted.

What movie / TV series projects are you involved with now that are due to be released in 2020?

I'm currently working on the CBS show BULL, playing the of James Wheeler and continuing my role as Cedric on season 5 of Queen of the South. As for movies, Untitled Lila Neugebauer Project starring Jennifer Lawrence and Faith Based starring Lance Reddick and Jason Alexander. Which both are due to release later in the year.

Is an actor an entrepreneur? What is your vision about entrepreneurship?

Yes. In ways you have/must create for yourself. There's no clocking into a 9 to 5 when it comes to the artist life. You are your own boss. So you must be aware of that because the harder you push yourself, the better the outcome. In acting, you are the business and product that you'll have to build from the ground up. There's a ladder that you'll have to climb and even though you'll see and hear other's skipping steps occasionally and get that breakout hit role. They'll still have a ladder to climb. That ladder doesn't go away.

At the end of the day you have to put in the work to be as attractive to the buyers who want to hire you for work. Those being the producers, writers, and directors.

Are you also an investor?

Yes. I mostly invest in art. There are fellow actors in the city that I collaborate with to put theatre shows, tv pilots, and readings of newly written work. Sometimes the best way to be seen is to invest in yourself. Can't just wait for the phone to ring. It might take awhile, so till then invest in yourself.

My family down south in Florida are really into real-estate. They own lots of properties on the east coast so I definitely see myself diving into the real-estate world fairly soon.

Do you plan to grow your personal brand online using social media channels? Do you see any potential in that for an actor like you?

It definitely doesn't hurt to do so. In a way the more eyes on you the better. It's always important stay up with you brand and social media because it gives the people a way to connect with you as an artists. And every thing doesn't have to be about any one thing in particular on your social media. There's just something about the people seeing you outside of those roles you play on tv and movies.

I try mostly to be true to myself and not try to put out a cooler version of myself. People want authenticity. It's a magnificent way to bring in the people and keep them around while your on your journey. I'm today more focused on keeping the fans I currently have. Their my day one's.



"I mostly invest in art. There are fellow actors in the city that I collaborate with to put theatre shows, tv pilots, and readings of newly written work."

How do you want your career as both an actor and entrepreneur to evolve over the coming years?

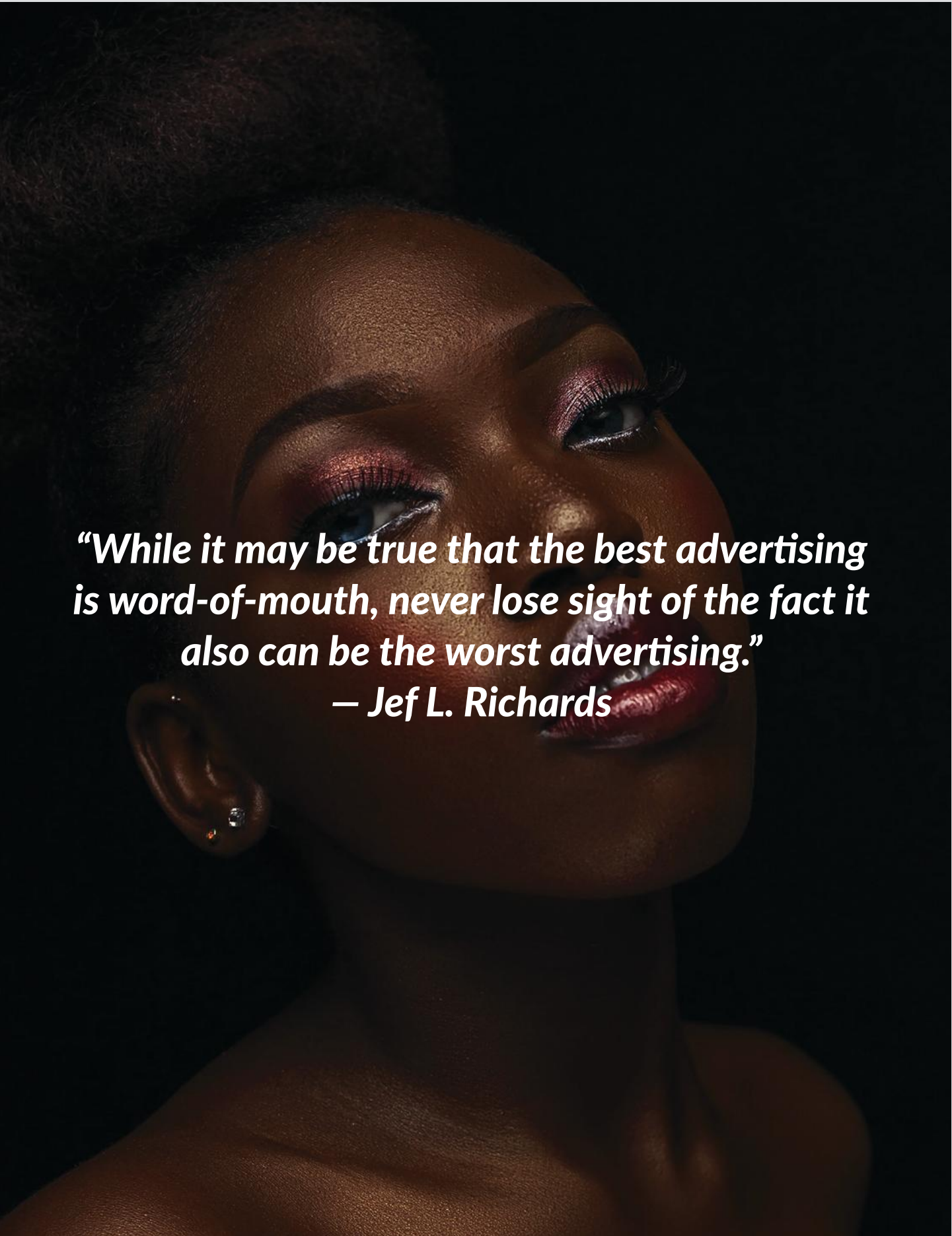
I'd like them to evolve at an even pace. While I'm working in project's, the project's that I've created are also blossoming into something of their own. Now, of coarse you have to be ready for whatever because in this industry you never know what's going to happen. I might be so busy working on a movie that the play that I've been developing might have to take a backseat for a while.

You just never know. In the future, i want my production company or real-estate business to be a well oiled machine that moving on its own.



@DONALD_PAUL





“While it may be true that the best advertising is word-of-mouth, never lose sight of the fact it also can be the worst advertising.”
— Jef L. Richards



TOESIE  KESZETS