



# Invest in NZ

<https://investnz.us>

# 2025

## “Investnz.us” -Campaign Launch



An **Endless Summer**  
NZ Agribiz Sanctuary

### C'MON BOOMERS!

### RELIVE YOUR “ENDLESS SUMMER”

### INVEST 'N LIVE IN NZ (NEW ZEALAND / AOTEAROA)

#### LAUNCH STRATEGY BRIEFING PAPER

This paper presents a synopsis of **(1)** the US “Invest in NZ” Showcase launch process, **(2)** why we have chosen to target the US baby-boomer generation to invest in NZ, **(3)** why we plan to develop an web-hosted open source investor prospecting in the US to attract this generation to a direct “one on-one” interface with NZ companies seeking expansion capital.

#### Copyright notice

The Corp uses “The Endless Summer” intellectual property herein under license to the CA based film Corp owners thereof.

Linda Brink – US resident director

NZ Showcase USA Inc

3/23/2025

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## **“INVEST-US” COMMERCIAL OBJECTIVE & MARKETING**

To operate both a physical and virtual investment showcase ecosphere in the US to:

- (1) **Present NZ investment opportunities** to High Net Worth (HNW) Americans who have an interest in investing abroad. Some seeking “Residency-By-Investment”.
- (2) **Target as our primary HNW prospects**, “Baby-Boomers” who today control 50% of the estimated USD82T of US personal wealth. *The greatest treasure trove in recorded history.*

### **WHY “THE ENDLESS SUMMER” THEMED MARKETING?**

"The Endless Summer" (1966) is an iconic surf documentary that captures a carefree, sun-soaked, and adventurous lifestyle. It holds a timeless appeal, especially to baby boomers in the USA. Our targeted HNW individual / family demographic.

- ✓ The documentary serves as an emotional and aspirational marketing tool because it taps into the baby boomer generation’s love for travel, adventure, nostalgia, and a carefree, enjoyable lifestyle.
- ✓ When used in the context of selling investments abroad, it aligns *perfectly with their hopes and dreams of an adventurously idealized lifestyle post-retirement.*

### **WHY OPEN SOURCE PROSPECT MARKETING IN THE US?**

The reasons set out in Addendum 2 herein, illustrate how and why Open-Source democratizes the ability of investors to directly access and engage with opportunities in a way that’s transparent, customizable, cost-effective, and importantly, aligns with traditional baby-boomer values. It simplifies the entire process and often provides a more attractive, flexible investment framework than traditional proprietary intermediary owned and operated models in NZ. Open-Source allows for:

- ✓ **Direct peer-to-peer investments.** Investors can engage with projects directly.
- ✓ **By-passing traditional financial intermediaries.** This direct approach allowing for;
- ✓ **Greater control, quicker transactions,** and very often, far more attractive deals.

Due to the limited size, depth and the regional nuances that epitomize the early stage capital market in NZ, the need for a peer to peer model to attract foreign investors is clearly evident to any NZ entrepreneur who has gone out into the local capital market seeking capital. The more regulatorily accommodating, early stage capital raising ecosystem in the US makes it easier to operate the model in the US targeting HNW US investors *in a capital market circa 100 times larger than that which is available in NZ.*

## LAUNCH STRATEGY

### (A) COMPANY FORMATION – USA

The following launch procedure / steps have been taken / progressing:

- (1) [NZ Showcase USA Inc](#) (“NZUS”) was incorporated as a Dom C Corp in Florida on July 3<sup>rd</sup> 2024 to own and **operate a physical “Showcase”** property in Ft Lauderdale where NZ investment opportunities are to be “listed” for inspection by HNWI’s.
- (2) Noting the fast-growing tech advances in web delivered information, in particular AI and open source based data delivery, the business plan has been widened to include the **development of a US securities complaint web-hosted ecosystem** to connect NZ company owners with qualifying US investors.
- (3) For this reason, the URL [“investnz.us”](#) was registered to host such ecosystem which will **directly connect NZ companies seeking capital with HNW American investors.**

### (B) CAPITAL FORMATION/EXPANSION

NZUS was incorporated with an authorized share capital of 1,000,000 shares of no par value. The following share issues priced at USD1 per share have been **(a)** issued or **(b)** allocated.

- (1) **120,000 shares** for the intellectual property plus goodwill attaching to the 44 years of trading history from the property’s location.
- (2) **400,000 shares** have been allocated for issue upon transfer of ownership to NZUS of the Showcase property when released from probate.
- (3) **480,000 shares** have been allocated to a Showcase Launch Round of USD480k for issue as follows:
  - a. 240,000 to US Showcase Sponsors
  - b. 240,000 to NZ Showcase Sponsors of which 120,000 have been reserved for issue to a NZ Anchor Sponsor.
  - c. Brink, the US resident director returns to “soft-open” the Showcase upon closing of the NZ Anchor Allocation.

### (C) SUBSCRIBED TO NZ ANGEL ASSCN

Attended the Oct ’24 “Runway” conference in Wellington where the topic *“US capital is absolutely transformative”* was presented / discussed.

- (1) Have reached out to all regional angel groups advising of Showcase project.
- (2) Keep in contact with Assn activity through member newsletters.

*Launch strategy contd*

**(D) JOINED NORTH-CHAMBER**

Due to **(1)** their widespread business community reach, **(2)** their market credibility, both Regional Councils and regional Chambers of Commerce are **accepted as Showcase Listing Sponsors**. In order to gain a better perspective of the commerce supporting activities undertaken by regional Chambers, through its NZ subsidiary, Northland Angels Ltd, the Corp has access to NorthChamber member benefits. In NZ there are:

- (1)** 13 Regional Councils
- (2)** 67 District Councils
- (3)** 13 City Councils.
- (4)** 30 Regional Chambers of Commerce – supporting circa 22,000 members.

Should each Chamber become a Showcase Listing Sponsor with a **“Listing Sponsor Agency Agreement”** they could support their members who own and operate “Emerging Growth Companies” (“EGC”) across NZ who are **seeking expansion capital from USD1M upwards**. Earning the “Listing Sponsor” fee on closing of an investment by an American HNWI into an NZ EGC.

**(E) REACHING OUT TO NZ LICENSED PROFESSIONAL GROUP MEMBERS**

The members of the following professional groups across New Zealand are directly involved with companies whose capital raising activity would see participation by these members in the capital markets sector. All being Licensed by a nationally recognized body, positions members each of these groups to be accepted as Listing Sponsors of NZ investment products into **(1)** the Showcase **(2)** the Open-Source web hosted, prospective investor introductory service when it comes onstream.

- |            |  |         |                   |
|------------|--|---------|-------------------|
| <b>(1)</b> | CPA Firms                                | circa   | 1,000 nationally. |
| <b>(2)</b> | Law Firms                                | circa   | 1,500 nationally. |
| <b>(3)</b> | NZ Business Mentors Association ,members | circa   | 1,800 nationally. |
| <b>(4)</b> | FMA Licensed Market Participants         | circa.. | 500 nationally.   |

A key benefit arising from nationally licensed professional groups acting as Listing Sponsors, is the building of US HNWI confidence and trust in the web-hosted, investment offering supporting ecosystem as it gains traction. This will certainly serve to attract FDI into NZ seeking that **“Endless Summer”** lifestyle.

**(F) SHOWCASE LAUNCH-STAGES**

This is discussed on the next page.





Superb location. 500 yds from where USD200M mega-yachts tie up. The artwork above is a concept render only.

## SOFT OPENING

This is the concept image I sent to Bob, my office manager in early '24 to conduct our highly successful “*Test-the-Waters*” expression of interest based campaign which ran Mar’24-May’24. It pulled in 103 walk-ins with investment interest totalling USD515M (NZD850M) in 90 days.

## Concept window display posters to start



My late mother was “very retro”

## FULLY REPURPOSED BUILDING

Being located in the tourism precent of the “Worlds Yachting Capital” I cannot think of a more appropriate, themed marketing campaign than “**The Endless Summer**” to get the attention of the thousands of HNW baby boomers who own the expensive pleasure craft moored in this vibrant, year round holiday city!

## Then migrate to a repurposed Showcase



Professional window sign writers will do a much better job!

## WEB-HOSTED “OPEN SOURCE”

We all know the power of viral marketing driven by the reach of social media. While I have no doubt that the “walk-in” traffic will be up considerably with the increasing socio-economic polarization emerging in the US, it will also be a big driver of HNWI’s to websites that offer investments abroad. With interest in NZ high on the scale, web-hosted “Open-Source connecting” will become a much big driver of FDI inquiries than any physical store/Showcase.

## But the web will pull in far more visitors



<https://investnz.us>

Development planned to be funded in the US from an SEC “REG-CF” (Regulation Crowdfunding) campaign. Contract signed with an SEC licensed crowdfunding portal.

## **NZ RESIDENT “AMBASSADOR”**

This role is suited to an experienced NZ businessperson of the Baby-Boomer generation for whom “The Endless Summer” marketing theme resonates. This because it will be HNWI, American Baby-Boomers who will be the predominant investor seeking to recreate an intergenerational “Endless Summer” investment in NZ as an adjunct to their US investment portfolio. HNWI’s our Ambassador will “mentor” on their NZ-US journey.

Interalia, the role includes:

- (1) A initial 50% shareholding in “NZ Showcase USA Inc”. (Dilution will follow).
- (2) A Directorship role, guiding the NZ Listing Sponsor take-on program.
- (3) An “Ambassadorial” role, interacting with American HNWI’s.
- (4) An advisory role in the development of the “Open Source” investor intro platform.

### **(1) THE INVESTMENT**

To subscribe for / arrange for the 120,000 shares in NZ Showcase USA Inc, (“NZUS”) priced at USD1 each to be taken. This investment **(i)** soft-launching the Showcase, **(ii)** representing a 50% portion of the 240,000 shares allocated to the NZ Listing Sponsor role and **(iii)** further representing a 50% interest in NZUS. This stake diluting as upon completion of the Showcase setup / property transfer, a total of 1M shares will have been issued, taking NZUS to a post money capitalization of USD1M.

### **(2) THE DIRECTORSHIP ROLE**

As a NZ resident director of NZUS, this role includes guiding / overseeing the NZ Listing Sponsor take-on program. This requiring interaction with the various NZ organisations as described as items (1) through (8) on Page 3.

### **(3) THE “AMBASSADOR” ROLE**


As a NZ resident director of NZUS, you will **(i)** be the initial contact person in NZ for the HNWI’s who express an interest in commencing a DD exercise on a Showcase listed investment opportunity and **(ii)** play a role in guiding the proposed “Sister City” program between the Showcase’s hometown of Ft Lauderdale with a NZ regional port city that has an active, vibrant yachting/boating community and expresses an interest in partnering with the “world’s yachting capital”. The showcase hometown of Ft Lauderdale.

### **(4) OPEN SOURCE INVESTOR-INTRO PLATFORM**

As compliance with US Federal and State securities laws is an absolute requirement of this planned “peer to peer” investor introductory service, the site will be developed in the US using a US sourced white-label app/solution. As this will be a unique, algorithmically driven, customizable software package it is proposed to develop this solution through a newly incorporated affiliate of NZUS in order to pull in external investor capital to fund its launch. The NZ resident director/ambassador will play a role in this development, contributing to its functionalities from a NZ Listing Sponsors input need perception.

**WITHIN 3 MONTHS OF OPENING THE SHOWCASE, IT WILL BE A HIVE OF “INVEST IN NZ” ACTIVITY WITH DEALS CLOSING FROM A GROWING PIPELINE OF INTERGENERATIONALLY FOCUSED NZ “ENDLESS SUMMER” SANCTUARY SEEKING HNW AMERICAN INVESTORS!**

## 18,000 Americans look into moving to NZ the day after Trump won

 Tom Hunt | The Post

November 9, 2024

## Record numbers of wealthy Americans are making plans to leave the U.S. after the election

 Robert Frank  
@ROBERTFRANK

- Attorneys and advisors to family offices and high-net-worth families said they're seeing strong demand from clients looking for second passports or long-term residences abroad.
- The American rich have been increasingly interested in leaving the U.S. since Covid-19, and wealth advisors said this time many of their wealthy clients are taking action.



 Newsweek

U.S. | Donald Trump | 2024 Election | Immigration

## Trump's Victory Sparks Rise in Americans Looking to Leave the Country

Published Nov 12, 2024 at 4:13 PM EST | Updated Nov 12, 2024 at 5:01 PM EST

## Americans are flocking to expat websites after the election: 'They want out, fast'


Published Thu, Nov 7 2024 2:05 PM EST

 Jennifer Liu

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**Stuff**  
NZ NEWS / QUIZZES / SPORT / WORLD

## New Zealand named among world's top safe havens for millionaires

 Lorna Thorner

June 19, 2024, 11:59am

## Fear of 'Trump's America' fuels search for haven abroad

Reuters / Updated: Nov 9, 2024, 06:30 IST

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## Golden Visa: Election prompts Americans to search for the best spots to move



NZ Herald

26 Nov, 2024 12:15 PM · 6 mins to read

# NZ Agribiz

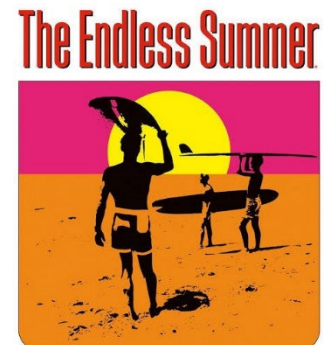
Endless Summer images used under license to the USA based owners of the intellectual property reflected in the images.



## ADDENDUM 1

### EVOKING BABY-BOOMER INTEREST IN NZ INVESTMENT/RESIDENCY

"The Endless Summer" (1966) is an iconic surf documentary that captures a carefree, sun-soaked, and adventurous lifestyle. It holds a timeless appeal, **especially to baby boomers in the USA**, for several reasons:



1. **Nostalgia:** Baby boomers, especially those who were young in the 1960s, remember the post-World War II era as a time of optimism and exploration. The movie, with its carefree spirit and exploration of far-off places, taps into a deep sense of nostalgia. It evokes memories of youthful adventure, freedom, and a simpler time, which many find appealing as they look to invest in property abroad for *lifestyle purposes*.
2. **The Idealization of Leisure and Escapism:** The film highlights the idea of endless vacations, perfect weather, and a relaxed lifestyle. For many baby boomers, the dream of escaping the hustle and bustle of American life to enjoy a slower pace in an offshore paradise / sanctuary resonates. This fantasy aligns with the idea of investing in property abroad, where they can escape to a place that offers similar warmth, leisure, tranquility and security.
3. **The Allure of "Adventure":** "The Endless Summer" presents travel as an exciting, transformative experience, tapping into the baby boomer generation's adventurous spirit. Buying investment property abroad may feel like a way to not just make a financial decision but to indulge in a lifestyle of adventure, reminiscent of the movie's surfers traveling the world in search of perfect waves.
4. **Subtle Connection to Investment:** The film's portrayal of "The Endless Summer" symbolizes an unending period of enjoyment and opportunity. The concept of an "endless" vacation parallels the idea of an investment property abroad that provides long-term value, constant enjoyment, and potential financial gain, all of which can appeal to those looking to secure their future.
5. **Appealing to the Desire for a "Second Home" or Retirement Paradise:** Baby boomers are now nearing or have entered the "retirement age" and looking for places to spend their later years. The imagery from "The Endless Summer" of beautiful, sun-drenched locales aligns with the dream of owning a second home or a retirement property in an idyllic, exotic location. The film evokes the idea of living out one's golden years in a place where the lifestyle is blissful, further fueling the desire for property abroad.

## ADDENDUM 2

### OPEN SOURCE CONNECTING

Open-source technology can make it easier to market investments directly to high-net-worth individuals (HNWIs) and families for several reasons:

#### 1. Transparency and Trust

- **Open-source projects are transparent**, meaning that the code or product can be inspected, reviewed, and audited by anyone. For HNWIs and families, who are often cautious about where they allocate capital, transparency builds trust. They can assess the risk and reliability of the investment *by looking at the underlying code or business model*.

#### 2. Customization and Flexibility

- Open-source projects offer the **freedom to customize** solutions to meet the unique needs of individual investors. HNWIs often require tailored financial products or investment structures. Open-source tools can be adapted to create bespoke solutions that *align with specific preferences or goals*.

#### 3. Lower Costs and Higher Margins

- Open-source software is often free to use or available at lower costs compared to proprietary solutions. This can **reduce the overall cost of managing investments** and increase profitability for investors. High-net-worth individuals can allocate funds more efficiently, *making the investment more attractive*.

#### 4. Increased Efficiency and Automation

- Open-source technology can drive **automation and process improvement**, making the management of investments faster, more accurate, and more scalable. Tools like smart contracts, portfolio management systems, and blockchain-based assets are open-source, enabling efficient tracking and execution without intermediaries. This automation is appealing to investors *seeking greater control over their investments*.

#### 5. Innovation and Differentiation

- Open-source projects tend to be at the **forefront of innovation**. HNWIs often seek opportunities that are not only profitable but also innovative and unique. By supporting or investing in open-source-driven businesses or products, investors can tap into disruptive technologies and be *early adopters of the next big thing in tech or finance*.

#### 6. Community and Network Effects

- Open-source ecosystems often create strong communities of developers, creators, and thought leaders. By engaging with these communities, **investors can gain**

**insider access** to emerging opportunities and form *valuable relationships with innovators and other investors.*

## 7. Direct Access to Investment Opportunities

- The nature of open-source platforms, particularly those based on decentralized technologies (like blockchain or decentralized finance), allows for **direct peer-to-peer investments**. Investors can engage with projects directly, by-passing traditional financial intermediaries. This direct approach allows for *greater control, quicker transactions, and often more attractive terms.*

## 8. Global Reach and Inclusivity

- Open-source projects and platforms are inherently global, which means that high-net-worth individuals can easily access **international opportunities** without the barriers of regional limitations. For families looking to diversify their portfolio globally, open-source technologies make it *simpler to tap into international markets and ventures.*

## 9. Alignment with Values

- Many HNWI's are increasingly interested in **impact investing** or socially responsible investments (SRI). Open-source initiatives often align with values such as democratizing access to technology or supporting sustainability. This alignment allows investors to participate in projects that not only promise financial returns but also *have a positive social impact.*

In short, open-source allows investors to directly access and engage with opportunities in a way that's transparent, customizable, cost-effective, and aligned with their values.

*It simplifies the entire process and often provides a more attractive, flexible investment framework than traditional, closed proprietary systems.*

## CONTACT US

### US Resident Director



Linda Brink  
2929 E Commercial Blvd Ste 409  
Ft Lauderdale FL 33308 USA  
US Mobile +1-954-203 6233  
NZ Mobile +64-21-072 103  
[linda@sanctumstay.us](mailto:linda@sanctumstay.us)

### NZ Resident Ambassador



### ASP Support Director



Nicholas Iverson  
26 Kemp Rd Kerikeri 0230  
PO Box 80, Kerikeri -0245  
NZ Office: +64-9-945-6927  
NZ Mobile +64-21-178 7637  
[nic@sanctumstay.us](mailto:nic@sanctumstay.us)

**ADDENDUM 3**

# **SHOWCASE INVESTOR – DUE DILIGENCE**

The following “Pitch Pack” documents have been prepared to support investor entry into the US Showcase company, “NZ Showcase USA Inc” a US Dom C, for profit Corp. Docs available to qualifying parties upon request or via <https://sanctumstay.us/showcase>



**DOC-8218**  
Private Placement Memorandum



**DOC-8100**  
2-Minute Pitch



**DOC-9009**  
Notice of Private Placement



**DOC-8095R**  
Residency-By-Investment



**DOC-8090**  
Serviced Office Invitation



**DOC-8100**  
Pitch Deck