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DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, August 18, 2021 2:29 PM
To: Mike Maggard
Subject: WeFunder GAAP Financials
Attachments: SeaTac on MC 3968 GPR Ranch Inspection trip 210813.pdf; Bend on MC 3968 GPR Ranch Inspection trip 210813.pdf; GPR OR ARTICLES OF INCORPORATION 210712.pdf

Mike – Here's the issue that slipped my mind in our call. We need GAAP financials and a CPA Review opinion to finish our WeFunder submission to the SEC. Do you know of anyone who would take these two tasks on for us at a rock bottom price? We could offer them some future business in exchange for a rock bottom price on this. The GAAP financials would be as of July 31 when SBI had spent a few hundred bucks on incorporating and a domain for GPR INC That was about it for expenses at that date. The main requirement would be the Notes and Subsequent Events, followed by the independent CPA Review. To maintain independence, we would need to pay whatever is asked to get the Review opinion, as well as pay someone to compile the basically zero balances in the income statement and balance sheet. It would be very helpful if these folks had prior experience with a Reg CF offering so the SEC would accept the WeFunder filing without comment.

We have lots of documentation available to draw from and can assist with the prep as needed. The summary of organization expenses through July 31 is as follows:

Following items relate to GPR INC as paid by Sheldon Beef Inc in exchange for 100,000 shares of common stock:

ATM & DEBIT CARD WITHDRAWALS

DATE	DESCRIPTION
07/01	Card Purchase 07/01 Facebk Ckx4J47562 650-5434800 CA Card 3285
07/06	Card Purchase 07/02 Delta Air 00624622397 Delta.Com CA Card 3285
07/06	Card Purchase 07/03 Facebk P32Lh4K462 650-5434800 CA Card 3285
07/06	Card Purchase 07/04 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/06	Card Purchase 07/06 Facebk NJ2Sm47562 650-5434800 CA Card 3285
07/06	Card Purchase W/Cash 07/06 Acme 1777 Edgewater NJ Card 3285 Purchase \$3.18 Cash Back \$100.00
07/07	Card Purchase 07/06 Acme 1777 Edgewater NJ Card 3285
07/07	Card Purchase 07/06 Jfk Legrand Comptoir 11 Jamaica NY Card 3285
07/07	Card Purchase 07/07 Motel 6 #4076 Redmond OR Card 3285
07/08	Card Purchase 07/08 Africa Lounge Cncrs A Seattle WA Card 3285
07/08	Card Purchase With Pin 07/08 Septa Fare Machine Philadelphia PA Card 3285
07/12	Card Purchase 07/11 Facebk R8DX343562 650-5434800 CA Card 3285



July 01, 2021 through
Account Number: 001

ATM & DEBIT CARD WITHDRAWALS *(continued)*

DATE	DESCRIPTION	
07/12	Card Purchase	07/11 Www.Line2.Com 888-3176574 CA Card 3285
07/12	Card Purchase	07/11 Corporate Filings LLC 888-7898466 WY Card 3285
07/12	Card Purchase	07/11 OR Sec State Corpdiv 503-9865376 OR Card 3285
07/15	Card Purchase	07/14 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/21	Card Purchase	07/20 Facebk 9M63M4F462 650-5434800 CA Card 3285
07/22	Recurring Card Purchase	07/21 Hp *Instant Ink 855-785-2777 CA Card 3285
07/23	Card Purchase	07/22 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/26	Card Purchase	07/23 Dnh*Godaddy.Com 480-5058855 AZ Card 3285
07/26	Card Purchase	07/25 Facebk 2Nnxn47462 650-5434800 CA Card 3285
07/27	Recurring Card Purchase	07/26 Dnh*Godaddy.Com Https://Www.G AZ Card 3285
07/29	Recurring Card Purchase	07/28 Grasshopper.Com Logmein.Com MA Card 3285

Total ATM & Debit Card Withdrawals

Two attached receipts relate to GPR. I am contributing them to Sheldon Beef Inc. They should be considered contributed by SBI to GPR. This set of expenses, other than Facebook (ads) and OR Secretary of State and registered agent (both incorp costs) are related to my visit to Lakeview, OR ranch site inspection.

There were some other expenses but they were charged on a personal credit card and I no longer have access to those records. There were no assets, no payables, no checking account yet associated with GPR as of July 31. I opened a zero balance Chase checking account for GPR just yesterday.

As previously mentioned, we will need \$50K in WeFunder reservations before WeFunder will file with the SEC. WeFunder does not charge for the filing, though WeFunder said we will have to file in Oregon for about \$200 as well. I imagine there will be an SEC fee of some sort as well.

Thanks, Mike.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, August 18, 2021 2:09 PM
To: Mike Maggard
Subject: \$16 Billion Market Gap

Here's a summary of our \$16 billion market opportunity in a space with exceptionally low obsolescence risk and a long and strong trend of widespread consumer adoption and repeat sales.

Organic consumers care deeply about where their food comes from and how it is raised. They care enough to shift their spending habits to organic foods that cost 70% to 285% more than the conventional substitutes. They have been doing this for more than 50 years in ever increasing numbers. Today, 81% of Millennials with children regularly buy organic foods. 47% of the rest of us do the same. The \$56 billion organic foods market share grew 12% last year, in the midst of the pandemic. Keep in mind that the industry is resource constrained, not demand constrained. Sales growth could have been higher.

Organic grainfed chicken sales were up 25% last year to \$1.2 billion. That grainfed organic steak you'd like to eat tonight? Try to find one for dinner. Your butcher can get you a grassfed organic burger or steak, lean and not so tender, the taste different than what you're used to. You'll pay \$40 to \$50 for your grassfed organic New York Strip. But a grainfed organic steak? Can't buy one. With traceable heritage? Can't buy one, even though they actually taste significantly better than either grassfed or conventional feedlot beef, according to USDA grading tests.

But here's your chance, Gannett Peak Ranch:

- **Stage:** Seed/early stage venture. Pre-orders start next week. Revenue toward the end of Q421. Profitability with first revenue.
- **Sectors:** Consumer and ag tech.
- **Products:** Organic Grainfed Beef and Pork, both key organic proteins, are not currently available from any source domestically or globally.
- **Market Potential:** Current organic protein market gap in the US is \$16 billion, based upon 0.6% overall share of organic proteins compared to 6% overall share of organic foods. 81% of Millennials with children regularly purchase organic foods, 47% of all consumers also regularly purchase organic foods. Fresh organic produce and milk are priced at a 70% premium to conventional milk, organic eggs at 285%. The practical market growth upper bound for beef and pork products is approximately \$3 billion by 2028, primarily due to supply constraints and animal reproduction rates. It will take decades to fully supply retail consumer demand in this space, given both the scale of the current gap, and the continuing growth of organic foods overall. Organic foods overall CAGR is about 6%, so the sector doubles every 10 years or so. The likely grainfed organic beef and pork market gap will be \$21 billion in 2028, up from the current \$16 billion, and assuming a \$3 billion sales level by that time.
- **Comparable:** \$1.2 billion of grainfed organic chicken, up 25% in 2020 over prior year. Chicken reproduction rate and age at harvest are key factors in its continuing rapid growth.
- **Quality and Price:** Requires use of a proprietary pasture based finishing process which provides 73% premium Choice grade product compared to 43% for comparable conventional products. Our organic grainfed beef and pork price premiums are approximately 100% above current retail prices for the same conventional feedlot cut. As mentioned above, typical organic price premiums for fresh organic foods range from 70% to 285% at retail. Our organic grainfed beef pricing, for example, is in line with Wagyu, another specialty beef product which enjoys increasing popularity.
- **Organic Alternative Products:** Organic ground beef, made from former organic dairy cows, is widely available. Grassfed organic beef and pork have tiny sales. There are less than 40,000 organic beef cattle in

the US, 0.1% of total US beef cattle. 10,000 organic pig sows comprise 0.2% of the total sow population. But North American consumers strongly prefer grainfed taste to grassfed taste. It takes talent and experience in animal health, added labor, strong supply chains, and a committed team to finish and market organic grainfed protein products.

- **Supply Chain:** Use 340,000 organic dairy calves born annually, which are currently converted after birth to conventional cattle for finishing. Pigs reproduce about 24 offspring each year, so there will be adequate supply for sustainable organic market growth.
- **Intellectual Property:** Complete consumer level package blockchain-based traceability under development. Proprietary pasture based grain finishing process.
- **Technological Risk:** Alternative proteins, comprised of massive monocultures of pea protein, or lab-grown cell cultures are extremely unlikely to supplant organic proteins. Organic consumers value fresh, real foods, without trace chemical contaminants, grown naturally in diverse, regenerative environments using minimal outside inputs and minimally processed. While food is subject to fads, proteins have been with us since the first hunters walked the land. Organic foods have regrown from their former 100% market share before the industrially-driven Green Revolution (chemically based fertilizers, fungicides, pesticides) to a 6% share of the \$1.1 trillion food sales in the US today. Organic foods continue to gain market share at premium prices, as they have since the 1970s. Organic foods are the least likely segment of foods to be supplanted by artificially-derived products.
- **Traction:** Online pre-orders begin next week, deliveries late in Q421. Our unique product line is under evaluation by Walmart's SVP protein merchandising and VP meat as directed by the EVP, Food, who runs Walmart's \$190 billion 26% share of total US retail grocery sales. Pre-order information will be available well in advance of any practical due diligence completion by a seed investor.
- **Investment:** \$2MM seed gets initial orders fulfilled. Subsequent \$10MM round can be staged to gated growth benchmarks. We have interested follow-on investors in Canada and the US we can disclose during due diligence.
- **IRR:** Projected profitable from first revenue in Q421. Expected IRR exceeds 40%.

You can check out our pre-launch website at www.GannettPeakRanch.com and our Facebook page (link at bottom of Home page). We'll be shifting to our WordPress/WooCommerce website to begin taking consumer pre-orders next week for delivery beginning in Q421. Full doc set available including Business Plan, pro forma, pitch deck at <https://wefunder.com/gpr.inc.dba.gannett.peak.ranch> at the bottom of the first page.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, August 18, 2021 8:36 AM
To: brad@blumberg.com
Subject: Potential VC partners/co-investors, Alt Debt Sources

Brad - Good morning – Here are some future partnering options we have developed for Gannett Peak Ranch, our organic grainfed beef and pork operation.

Correlation VC (David Coats) has expressed an interest in filling out this Seed round (\$100K to \$4MM typical range), and/or an A round, partnering with a VC.

Future rounds:

- Fiera Comox - Matt Corbett (high millions)
- NGEN – Peter Grubstein (low millions)
- Vision Partners – Doug Towler (low millions)
- Manna Tree Partners – Shannon Flahive (\$15MM plus)

Debt:

- Yieldstreet - Ashvin Viswanathan (\$5MM plus)
- Harvest Returns – Allison Stewart (\$500K plus)
- Clear.co (not known)

I look forward to our further discussions.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
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DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, August 18, 2021 3:14 PM
To: Shelby Golan
Subject: RE: VC partners/co-investors, Alt Debt Sources

Thanks, Shelby. I look forward to your feedback.

Regards,
Dennis

Dennis Brewer

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From: Shelby Golan <sgolan@mayfield.com>
Sent: Wednesday, August 18, 2021 2:58 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: VC partners/co-investors, Alt Debt Sources

Hey Dennis – I forwarded your initial note to a couple of our investors and I'll circle back shortly.

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Wednesday, August 18, 2021 5:37 AM
To: Shelby Golan <sgolan@mayfield.com>
Subject: VC partners/co-investors, Alt Debt Sources

Shelby - Good morning – Here are some future partnering options we have developed for Gannett Peak Ranch, our organic grainfed beef and pork operation.

Correlation VC (David Coats) has expressed an interest in filling out this Seed round (\$100K to \$4MM typical range), and/or an A round, partnering with a VC.

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Debt:

- Yieldstreet - Ashvin Viswanathan (\$5MM plus)
- Harvest Returns – Allison Stewart (\$500K plus)
- Clear.co (not known)

I look forward to our further discussions.

Thanks.

Regards,
Dennis

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DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, August 18, 2021 12:26 PM
To: David Baskin
Cc: Ryan Stackhouse; Tyler Lehr
Subject: RE: Update Request

David – Thanks for the feedback. If you wouldn't mind, I'd appreciate any added comments you have on the pricing model.

Thanks, David.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
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Office: 800-956-9883

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From: David Baskin <David.Baskin@walmart.com>
Sent: Wednesday, August 18, 2021 10:07 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: Ryan Stackhouse <Ryan.Stackhouse@walmart.com>
Subject: RE: Update Request

Dennis we are going to pass on this at this time. I don't feel this will enhance our assortment and the pricing model doesn't fit the strategy.

Thanks

David Baskin Merchandising Vice President-Meat

Phone 479-204-4683, Fax 479-273-8938

david.baskin@wal-mart.com

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Bentonville, AR 72716-0945

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From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Monday, August 16, 2021 6:29 AM

To: David Baskin <David.Baskin@walmart.com>; Ryan Stackhouse <Ryan.Stackhouse@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: EXT: RE: Update Request

EXTERNAL: Report suspicious emails to **Email Abuse**.

Good morning, David – Just doing my Monday check-in to see where you are in your decision process. Let me know how we can help.

Thanks!

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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Office: 800-956-9883

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From: David Baskin <David.Baskin@walmart.com>

Sent: Monday, August 9, 2021 5:40 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>; Ryan Stackhouse <Ryan.Stackhouse@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: RE: Update Request

My apologies. I understood you were going to look at your mix based off the items we discussed. I am not interested in shanks, stew, roasts etc...It would be the ribeye, strip, tenderloin and then grinds.

I thought there was a different structure you were going to send over.

That's what my interest would be.

Thanks

David

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Monday, August 9, 2021 6:01 AM

To: David Baskin <David.Baskin@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: EXT: Update Request

EXTERNAL: Report suspicious emails to **Email Abuse**.

David – Good day. Hope all is well with you. Checking to see where you are in your evaluation process. Let me know how we can assist.

Thanks.

Regards,
Dennis

Dennis Brewer

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To: DENNIS BREWER
Cc: Ryan Stackhouse
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Thanks

David Baskin Merchandising Vice President-Meat

Phone 479-204-4683, Fax 479-273-8938

david.baskin@wal-mart.com

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From: David Baskin <David.Baskin@walmart.com>

Sent: Monday, August 9, 2021 5:40 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>; Ryan Stackhouse <Ryan.Stackhouse@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

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Sent: Monday, August 9, 2021 6:01 AM

To: David Baskin <David.Baskin@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: EXT: Update Request

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David – Good day. Hope all is well with you. Checking to see where you are in your evaluation process. Let me know how we can assist.

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Regards,
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DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, August 19, 2021 10:59 AM
To: Mike Maggard
Subject: Update

Mike - No website progress today for second day, contacted Support and original Recruiter, trying to determine issue, this very unusual for this freelancer.

Have been able to start work on plugins to provide landing page for consumer refer-a-friend contest, though without video.

Any progress on loan? We likely won't need funds until we move website to GoDaddy early next week, but will need to begin our Influencers work immediately thereafter and pay for CA Restaurant Assoc ad and allied membership, probably at least \$3,500, including my \$450 reimbursement as previously mentioned.

Will provide updated GPR Startup Sequencing Plan tomorrow.

Thanks.

Regards,
Dennis

Dennis Brewer

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DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, August 20, 2021 1:10 PM
To: Mike Maggard
Subject: RE: Personal Loans, Online Draw Requests And More

Mike - Okay, thanks. Website turnover planned for tomorrow so I will be able to begin loading products.

Trying to work out the best deal with the two marketing agencies I can to minimize cash burn while still securing the leads we need. Should have that all figured out next week by the time of our soft opening, likely to be mid-week or a little later.

I'll let you know as soon as site is viewable with some products loaded on GoDaddy dev environment so you can add your critique.

Want to get at least a week of soft live store operations under our belt before we do substantial promotion, including a review and critique of the live site by the two marketing agencies. Also want to be sure we can properly land/track lead sources, engage, capture info, and broaden audience with referral contest and follow-on emails and texts before we begin widespread marketing. This will take a bit of time to set up and tune up.

WeFunder site is ready to go. Will put WeFunder link in banner on top of all website pages except Kidz Club pages. As you know, we'll need to hit \$50K to trigger SEC filing. Then we wait 21 days for it to become effective before we can receive funds from WeFunder escrow.

Thanks.

Regards,
Dennis

Dennis Brewer

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GANNETT PEAK RANCH

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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Friday, August 20, 2021 12:57 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Personal Loans, Online Draw Requests And More

Will look into it, just got word my app w Watermark is being submitted now. We will see what comes of it.

Mike Maggard

SVP, Recruiting and Operations
(469) 233 -1582
mike.maggard@cfo-search.com
www.cfo-search.com



Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Friday, August 20, 2021 9:50 AM
To: Mike Maggard <mike.maggard@cfo-search.com>
Subject: FW: Personal Loans, Online Draw Requests And More

Mike – A possible loan option. See below.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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GANNETT PEAK RANCH

Schedule a call at your convenience here:
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From: New Silver <sales@newsilver.com>
Sent: Friday, August 20, 2021 10:45 AM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Personal Loans, Online Draw Requests And More

[View this email in your browser](#)



It's been an exciting time for New Silver as our growing team has been hard at work bringing two exciting features to our platform.

First, we've made streamlining your construction draw requests with us easier than ever using our new servicing module. Servicing will let you track and interact with your loans, see statistics, request draws, and more. You can learn more [here](#).

Second, we've now started offering unsecured personal loans up to \$100k. You can get pre-approved online and choose from multiple lenders and loan options.

[See New Personal Loan Options](#)

[See New Personal Loan Options](#)

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Selling your home can be an emotional process and closing is one of the most crucial parts of the transaction. Make sure you cover all your bases [with this guide](#).

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United States

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DENNIS BREWER

From: David Baskin <David.Baskin@walmart.com>
Sent: Monday, August 23, 2021 9:52 PM
To: DENNIS BREWER
Cc: Ryan Stackhouse; Tyler Lehr
Subject: RE: Update Request

The concern I have is you are building a program and don't have it established. We are building a program currently (almost 2 years into the actual operation, 5 years planning) and are living 1st hand all the inefficiencies built into a new program and are 100% bearing the burden. Your program is completely opposite of what we are doing as we need a scaled program that includes fed cattle at scale as well. The plan is to democratize the program for every customer to be able to afford high quality beef at an affordable price. Your overage program is excessive (\$40 for a tenderloin isn't what our customer expects). I am afraid if you don't get the value on the other cuts that aren't desired at retail the weight of the middle meats will have to cover it. There will be a balance issue that concerns me as well.

When you are up and running we can certainly look at a couple of sku's.

Thanks

David Baskin Merchandising Vice President-Meat

Phone 479-204-4683, Fax 479-273-8938

david.baskin@wal-mart.com

Walmart
702 Southwest 8th Street
Bentonville, AR 72716-0945
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From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Wednesday, August 18, 2021 11:26 AM
To: David Baskin <David.Baskin@walmart.com>
Cc: Ryan Stackhouse <Ryan.Stackhouse@walmart.com>; Tyler Lehr <Tyler.Lehr@walmart.com>
Subject: EXT: RE: Update Request

EXTERNAL: Report suspicious emails to **Email Abuse**.

David – Thanks for the feedback. If you wouldn't mind, I'd appreciate any added comments you have on the pricing model.

Thanks, David.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>

<https://sheldonfoods.com/>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: David Baskin <David.Baskin@walmart.com>
Sent: Wednesday, August 18, 2021 10:07 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: Ryan Stackhouse <Ryan.Stackhouse@walmart.com>
Subject: RE: Update Request

Dennis we are going to pass on this at this time. I don't feel this will enhance our assortment and the pricing model doesn't fit the strategy.

Thanks

David Baskin Merchandising Vice President-Meat

Phone 479-204-4683, Fax 479-273-8938

david.baskin@wal-mart.com

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From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Monday, August 16, 2021 6:29 AM
To: David Baskin <David.Baskin@walmart.com>; Ryan Stackhouse <Ryan.Stackhouse@walmart.com>
Cc: Tyler Lehr <Tyler.Lehr@walmart.com>
Subject: EXT: RE: Update Request

EXTERNAL: Report suspicious emails to **Email Abuse**.

Good morning, David – Just doing my Monday check-in to see where you are in your decision process. Let me know how we can help.

Thanks!

Regards,
Dennis

Dennis Brewer

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From: David Baskin <David.Baskin@walmart.com>

Sent: Monday, August 9, 2021 5:40 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>; Ryan Stackhouse <Ryan.Stackhouse@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: RE: Update Request

My apologies. I understood you were going to look at your mix based off the items we discussed. I am not interested in shanks, stew, roasts etc...It would be the ribeye, strip, tenderloin and then grinds.

I thought there was a different structure you were going to send over.

That's what my interest would be.

Thanks

David

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Monday, August 9, 2021 6:01 AM

To: David Baskin <David.Baskin@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: EXT: Update Request

EXTERNAL: Report suspicious emails to **Email Abuse**.

David – Good day. Hope all is well with you. Checking to see where you are in your evaluation process. Let me know how we can assist.

Thanks.

Regards,
Dennis

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, August 24, 2021 3:25 PM
To: Mike Maggard
Subject: Status

Mike – Website store is moving ahead, working to get product page and pricing issues worked out as our requirements are non-standard, then secure registration/login/logout. Product descriptions are being written, so loading the 90 or so products will require creating and placing short description and pricing info on the page rather than having to write descriptions, so it will go much faster. I'll be out of the office Friday and Saturday but hope to be able to soft open sometime on Monday, the 30th.

Talked to WeFunder today. Seems their compliance department thinks I'm being too generous so will likely have to cut payback to 5 for early birds and 3 for the rest. WeFunder will file once we have GAAP financials audited and \$50K in funding reservations, then 21 days for any SEC comments, likely will be none. So, I will have to change the headline on our WeFunder page so it does not mention return, and a few other little tweaks. Once the WeFunder compliance team reviews and accepts the edited offering, it can go live.

In my discussions with WeFunder today, they asked for the above changes in headline and offer terms, for disclosure of the VPs individually, and for your initial investment reservation as lead investor to be increased to \$25K due to the \$5MM amount of the overall raise. Let me know if you are comfortable with that.

WeFunder estimates the total \$5MM raise will take 3 months or more. My strategy is to broadly expose and offer an excellent return so we sell it out asap. Partial disbursements are allowed as subscriptions are collected, so we can disburse funds any time after SEC review is complete.

No feedback yet from VCs I emailed. GAAP financials work will need to begin soon, so funds will be required for that, for audit, and for starting up our social media work. We will be using a social media agency in Hawaii to start. Had a good discussion with them today. They are going to provide some services as payment in kind with repayment via our WeFunder sales royalty, so that will help a bit with early cash flow. Will have a revised proposal and rollout schedule from them by Friday.

Any progress on loans to report?

Thanks.

Regards,
Dennis

Dennis Brewer

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, August 24, 2021 9:55 AM
To: David Baskin
Cc: Ryan Stackhouse; Tyler Lehr; charles.redfield@walmart.com
Subject: RE: Update Request

David – Thanks for your response. I certainly understand the issues you raise. We have been developing this program over many years. My experience includes numerous examples of developing new concepts and bringing them to reality at scale, including early experience with localized DTC grocery infrastructure across the West. Our organic grainfed protein program will scale on a relatively modest amount of funds (low millions) for the 3 Western states which make up 50% of organic food sales.

As you point out, the carcass balance issue is of the most concern. With the typical high/low limited sku mass market retail approach to these types of specialty items, the middle cuts would pose the most significant channel development issue. And, of course, initial product availability and distribution will be quite limited on high end cuts.

Our current focus is on Millennials in the urban/suburban West Coast metro areas. Organic foods interest and purchasing behavior cuts across all income levels in this group, with ability to pay obviously best at higher incomes. We are proceeding with our DTC and restaurant programs. We continue to aim for price points which are comparable to other categories of fresh organic foods. Over time, these margins may erode a bit, but the reality is that the organic protein market will be supply limited for the foreseeable future and healthy margins are needed to support sustained high growth rates.

We'll be back in touch as our production and distribution capabilities evolve.

We appreciate your time, interest, and consideration, and look forward to the possibility of working with you down the road.

Thanks.

Regards,
Dennis

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From: David Baskin <David.Baskin@walmart.com>

Sent: Monday, August 23, 2021 9:52 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Cc: Ryan Stackhouse <Ryan.Stackhouse@walmart.com>; Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: RE: Update Request

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DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, August 26, 2021 11:36 AM
To: Mike Maggard
Subject: RE: Update

Thanks, Mike. Greatly appreciated as always! I will archive this email trail for the record.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Thursday, August 26, 2021 11:35 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Update

Dennis,

I will be sending \$5,000 via Zelle to the GPR INC account as loan with 6% interest due on maturity and acknowledge the authorized representative at GPR INC has provided the option to Lender of payback or rolling into the GPR INC wefunder account.

Best regards,

Mike Maggard

SVP, Recruiting and Operations
(469) 233 -1582
mike.maggard@cfo-search.com
www.cfo-search.com

Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Thursday, August 26, 2021 9:19 AM
To: Mike Maggard <mike.maggard@cfo-search.com>
Subject: RE: Update

Mike – If okay with you, let's make it a 6 month loan to GPR INC at 6% interest due on maturity for the moment. GPR can roll it into the WeFunder commitment later or pay it back as you wish. Let me know if that works for you.

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:
<https://calendly.com/ceosheldonbeef>

From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Thursday, August 26, 2021 9:53 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Update

Dennis,

How is this structured, as a loan? Basis contribution? I can get the money to you today, it is instant w Zelle but want to understand structure. It will be something auditors would likely need to know as well.

Best regards,

Mike Maggard
SVP, Recruiting and Operations

(469) 233 -1582
mike.maggard@cfo-search.com
www.cfo-search.com



Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Wednesday, August 25, 2021 3:27 PM
To: Mike Maggard <mike.maggard@cfo-search.com>
Subject: RE: Update

Mike – Zelle to dbrewer@gannettpeakranch.com will place funds directly in the GPR account.

Thanks!

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com
<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:
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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Wednesday, August 25, 2021 4:09 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Update

Do you have Zelle by chance? I can do that relatively easily.

Mike Maggard
SVP, Recruiting and Operations
(469) 233 -1582



Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Wednesday, August 25, 2021 11:37 AM
To: Mike Maggard <mike.maggard@cfo-search.com>
Subject: RE: Update

Mike – Thank you, it is appreciated. It would be best to place the funds in the GPR checking account and disburse using GPR checks or debit card for ease of tracking but we can do this another way if needed, just let me know what works for you.

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
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Office: 800-956-9883

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GANNETT PEAK RANCH

Schedule a call at your convenience here:
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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Wednesday, August 25, 2021 12:34 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Update

Yes, I can assist. Are you able to pay these expenses by credit card or does it need to be cash/check?

Mike Maggard
SVP, Recruiting and Operations
(469) 233 -1582
mike.maggard@cfo-search.com



Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Wednesday, August 25, 2021 9:55 AM

To: Mike Maggard <mike.maggard@cfo-search.com>

Subject: Update

Mike - Website progressing well, pricing remains to do as key item, checkout process and user security are in place, look good, though untested as of yet. Turnover likely tomorrow morning for pork product load tomorrow, beef product load Sunday, reasonable chance we will be live on Monday.

Expecting proposal from selected Influencer/agency by Saturday PM. Agency has tentatively agreed to payment in kind by investing some portion of proceeds for services in WeFunder campaign, will see how much that helps when I receive proposal.

Will need to disburse some funds next week - probably \$5,000 or so – for agency, GAAP financials, website wrap-up, and copywriting. Hopefully, you will be able to assist with that early in the week. Please let me know so I can communicate clear expectations to vendors.

I am in DC Friday and Saturday taking a brief break but reachable any time as cell phone will be with me.

Thanks, Mike.

Regards,
Dennis

Dennis Brewer

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This email has been scanned for spam and viruses. Click [here](#) to report this email as spam.

DENNIS BREWER

From: DENNIS BREWER
Sent: Thursday, August 26, 2021 5:39 PM
To: Mike Maggard
Subject: FW: Your Incoming Wire Alert From Chase

Confirmed below, thanks!

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

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From: Chase <no.reply.alerts@chase.com>
Sent: Thursday, August 26, 2021 5:28 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Your Incoming Wire Alert From Chase



For Chase account ending in 0896: This is a Security Alert you requested to help you protect your account. An incoming wire transfer of (USD) \$4,500.00 has exceeded your (USD) \$150.00 Alert limit on 08/26/2021 05:28:13 PM.

If you did not make this request or have any questions about this transaction, please call 1-877-CHASEPC.

This Alert was sent according to your settings. To update your settings, log on at www.Chase.com.

Please don't reply to this Alert. To send a secure message from your Inbox, log on at www.Chase.com.

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

ACTIVITIES	ACCOMPLISHMENTS	NOTES
<ul style="list-style-type: none"> Week 1, beginning Monday, August 9: 		
<ul style="list-style-type: none"> ○ A -Secure Walmart feedback and begin negotiation of contract. Negotiation and onboarding will require 6-8 weeks, perhaps longer. Moderate likelihood. 	WMT passed on price and assortment.	
<ul style="list-style-type: none"> ○ A - Secure SBI contract feedback for possible source of cashflow. First cashflow would be 4 weeks out at \$300,000 per month. Low likelihood. 	Revised contract delivered to agent 8/25, update to come.	
<ul style="list-style-type: none"> ○ Check out potential cross sell sites, incl PCC cross sell option, other organic grocers in region. 	Added online retailers, grocers as active prospects, including General Mills, Imperfect Foods, Natural Grocer, FreshDirect, Erewhon Market via email contact. No feedback yet. Also, restaurant association members to be contacted via association web ads, etc.	
<ul style="list-style-type: none"> ○ A- Wrap up website, web store, community pages development and test - \$250 dev costs remaining. 		
<ul style="list-style-type: none"> ○ A- Add RafflePress to website to coordinate contests - \$150 software license. Add EngageBay. SEO, per Cassi recommendation. 	Paid subscriptions in place on both.	
<ul style="list-style-type: none"> ○ A- Move site to GoDaddy dev2 environment - \$0. 		
<ul style="list-style-type: none"> ○ Determine ranch course of action – lease, buy. 	Likely able to acquire w/\$1MM deposit.	
<ul style="list-style-type: none"> ○ A- Secure and fund \$100K loan at Credible, LightStream, Direct Capital, Clear.co, Marcus 	Clear.co declined as do not currently fit their model. Credible, Marcus declined.	

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

<ul style="list-style-type: none"> • Week 2, August 16: 		
<ul style="list-style-type: none"> ○ A - Populate website with beef and pork products and prices for pre-order start - \$0. 		
<ul style="list-style-type: none"> ○ A - Checking acct, PayPal, SSL certificate, merchant account signup, Affirm link, soft pre-order start - \$100 SSL cert. ○ https://aboutssl.org/cheap-ev-ssl-certificates/ Comodo Order 539933625 GPRINC55 		
<ul style="list-style-type: none"> ○ A - Prep CA Restaurant Assoc banner ad for 4 week run. Join as associate member and get logo crawl \$1000. 	Ad submitted, waiting on funds, 30 day run starts Sep 14. Also logo crawl as new member on website.	
<ul style="list-style-type: none"> ○ Fup General Mills, Imperfect Foods, Natural Grocer, FreshDirect, Erewhon Market, Weber. 	General Mills telcon initiated 8/24, no other responses thru 8/24.	
<ul style="list-style-type: none"> • Week 3, August 23 		
<ul style="list-style-type: none"> • Week 4, August 30: CURRENT WEEK 		
<ul style="list-style-type: none"> ○ Seek \$4MM initial equipment financing. 		
<ul style="list-style-type: none"> ○ GAAP financials, audited. \$1,500 		
<ul style="list-style-type: none"> ○ Invest in a 4 week referral and ad campaign to drive traffic to site for pre-orders (with spillover to WeFunder) -social media, and email. See monthly budget at end of document 		
<ul style="list-style-type: none"> ○ Fund pre-order referral contest and hard pre-order start - \$500, GPR logo hat order. Add \$50,000 for prizes cost when we exceed minimum 25,000 referrals. 		

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

○ Draft ranch agreement for final negotiation		
○ WA sponsored content and soc media follow-on \$3000. ORLA blog and website ad \$2000. Add RangeMe full membership, \$1400 plus Hartford CGL insurance.		
○ Enroll for Harvest Returns \$500K livestock notes offering - \$4,000 enrollment fees. 90 day elapsed time to closing.		
○ Week 5, September 6:		
○ Complete GAAP CPA audit. \$4,000.		
○ Gauge initial success of pre-order and WeFunder ad campaigns and contest – approximately \$35,000 committed to date, balance of \$20,000 to fund in weeks 6, 7.		
○ Invest in a 4 week WeFunder referral campaign to drive traffic specifically to WeFunder site - \$5,000 per week, social media, and email. See monthly budget at end of document		

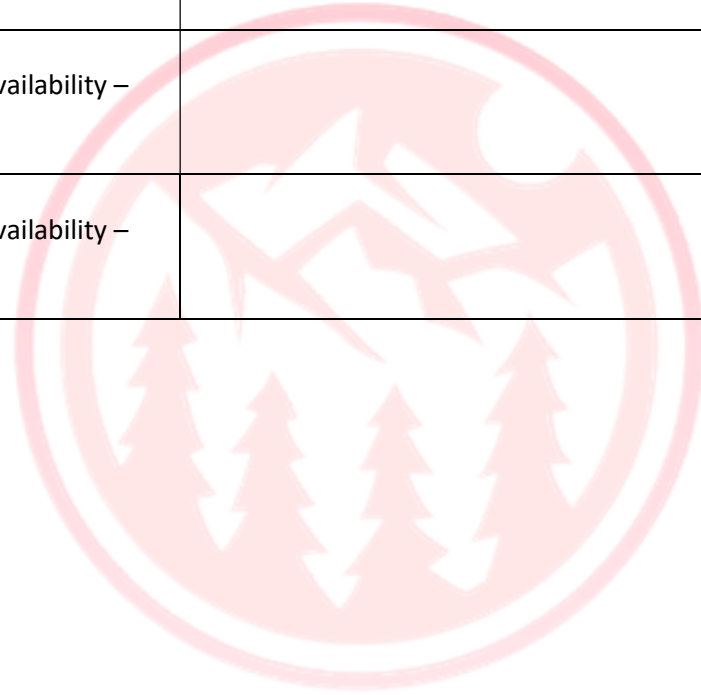
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**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

<ul style="list-style-type: none"> • Week 7, September 13 		
<ul style="list-style-type: none"> ○ SEC Filing at \$50K funding subscribed. 		
<ul style="list-style-type: none"> ○ Close on ranch lease or purchase. Likely lease initial payment at \$25,000, purchase down payment at \$1.5MM. Begin organic cert process. 		
<ul style="list-style-type: none"> ○ Interim controller start \$3,000/month. 		
<ul style="list-style-type: none"> ○ Initial equipment order \$4,000,000. 		
<ul style="list-style-type: none"> ○ Ranch team member start \$25,000/month. 		
<ul style="list-style-type: none"> ○ Develop meat label format. Seek FSIS label approval. 		
<ul style="list-style-type: none"> • Week 9, September 20 		
<ul style="list-style-type: none"> ○ Pig enclosure construction start \$75,000. 		
<ul style="list-style-type: none"> ○ Initial feed order \$100,000. 		
<ul style="list-style-type: none"> ○ Initial hay order \$25,000. 		
<ul style="list-style-type: none"> • Week 12, October 4 		
<ul style="list-style-type: none"> ○ Initial livestock purchases – 80 beef feeders, \$140,000 plus feed and labor. 		
<ul style="list-style-type: none"> ○ Initial livestock purchases – 600 weaners and 320 feeder pigs, \$150,000 plus feed and labor. 		

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

○ Hay shelter construction start \$100,000.		
○ Sales team member start \$25,000/month.		
• December 15, 2021 Estimated initial product availability – pork.		
• January 15, 2022 Estimated initial product availability – beef.		



GANNETT PEAK RANCH

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

SUBSCRIPTION BOXES – Our only fixed price product offerings, net weight. Special introductory price, which includes shipping to the 48 contiguous states. Monthly price shown. Introductory prices are effective through September 30, 2021 only. Price will increase as shown after that date. All cuts are vacuum packed and can be stored in your freezer for a year. See www.gannettpeakranch.com for more details and to order.

	Beef Only	Pork Only	50% Beef, 50% Pork
25 typical servings 10 pounds per month price per month	\$199 \$7.96 per serving	\$99 \$3.96 per serving	\$149 \$5.96 per serving
50 typical servings 20 pounds per month price per month	\$399 \$389 Save \$120 annually \$7.78 per serving	\$199 \$189 Save \$120 annually \$3.78 per serving	\$299 \$289 Save \$120 annually \$5.78 per serving
100 typical servings 40 pounds per month price per month	\$769 Now \$749 Save \$240 annually \$7.49 per serving	\$379 \$359 Save \$240 annually \$3.59 per serving	\$579 \$559 Save \$240 annually \$5.59 per serving
250 typical servings 100 pounds per month price per month	\$1899 Now \$1,799 Save \$1,200 annually \$7.19 per serving	\$949 \$849 Save \$1,200 annually \$3.39 per serving	\$1449 \$1,349 Save \$1,200 annually \$5.39 per serving

Discounts are for first year only, applied monthly at time of order confirmation, about one week before shipment. Subscription boxes may be rescheduled as needed any time prior to shipment. All subscription boxes contain a variety of cuts, and at least two servings of each cut. Typical serving size is 6.4 ounces, weight will vary by cut. Steak portions are typically in the 5 to 8 ounce range per serving, ground beef 6 to 8 ounces per serving, roasts 8 to 10 ounces per serving. Your subscription box is based on net weight (of the meat only) and may be slightly overweight. It will never be underweight.

AFFIRM payment option

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

Enter Our Friends of Gannett Peak Ranch Contest

It's So Simple – Refer your friends to become Friends of Gannett Peak Ranch (GPR) and win! Great Prizes! Great Products! Great Taste!

Over \$50,000 in prizes expected to be awarded. One Friends of GPR Grand Prize Winner, Two Friends of GPR Second Prize Winners, Ten Friends of GPR Runners-Up. Thousands more Friends of GPR Winners! And, EVERYONE gets a Friends of GPR 20 bucks off coupon.

GPR Grand Prize Winner will receive a 250 Serving per month Beef and Pork Combo Box annual subscription, worth over \$16,000. This GPR Grand Prize subscription box will be awarded to the Contestant referring the highest number of Friends. Invite them all for a barbecue at your house with this huge Grand Prize!

Two GPR Second Prize Winners will each receive a 100 Serving per month Beef and Pork Combo Box annual subscription, worth over \$6,700. These GPR Second Prize subscription boxes will be awarded to the two Contestants referring the next highest number of Friends.

Five Runners-up will each receive a 50 Serving per month Beef and Pork Combo Box annual subscription, worth nearly \$3,500. Seven of these Combo Boxes will go to the next highest Friends referrers, and three will be awarded to Contestants to be chosen at random from all contestants.

1,000 or more Gannett Peak Ranch logo ballcaps will also be given away to Contestants and Friends. 10,000 contestants will receive a ball cap if we get more than 50,000 Friend of GPR referrals.

Everyone – each Contestant and each of their Friends - receives a \$20 off Friends of GPR coupon on any pre-order over \$199. Coupon expires Friday, September 30th at 11:59 PM Eastern Daylight Time.

Participation Rules: Everyone who refers at least one Friend is a Contestant, even if someone else referred you first. Any US resident 18 years or older can participate. Additional shipping charges apply to all orders outside the continental US. Friends referred must be 18 or older. No purchase required. Void where prohibited. **Contest will be cancelled, and no prizes awarded, if we receive fewer than 5,000 total eligible Friends of GPR referrals. Contest ends Thursday, September 30, 2021, at 11:59 PM Eastern Daylight Time. Prizes distributed beginning November 2021. Let's team up and make everyone a winner!**

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

Tentative Marketing and Promotion Schedule and Budget

Restaurant -by In-house	September	October	November	December
CRA ads and membership	Banner ad runs starting 9/14 and membership \$1,000. Email automation set up and fup	Email automation set up Ads \$1,000	Email automation set up Ads \$1,000	Email automation set up Ads \$1,000
WA Hosp Assn		Mid-month – Ad and content \$4,000	Ads \$3,000	Ads \$3,000
ORLA ads				Start in January or later
Consumer – by Game Changer (GC)				
Emails campaign execution by Lead Better Digital	Mid-month A/B testing on contest email content for 10,000 contacts \$500	Ramp to 100,000, \$800x4=\$3,200	Ramp to 350,000, \$2800x4=\$11,200	Ramp to 1MM, \$8000x4=\$32,000
Influencer campaign by GC	Influencer start \$2,000	Influencer services \$2,000	Influencer services \$2,000	Influencer services \$2,000
Social posts – GPR accounts by GC	FB, IG, Twitter, LinkedIn \$3,000	FB, IG, Twitter, LinkedIn \$3,000	FB, IG, Twitter, LinkedIn \$3,000	FB, IG, Twitter, LinkedIn \$3,000
SEO, ad management by GC	\$1,500	\$1,500	\$1,500	\$1,500
Retargeting ad words/paid search w/Google focus by GC	\$1,500 primarily for Influencer retargeting ads	\$5,000 influencer and email campaigns retargeting ads	\$10,000 influencer and email campaigns retargeting ads	\$20,000 influencer and email campaigns retargeting ads
Marketing automation set-up, content, tracking by GC. AdRoll and EngageBay as the tools used.	Automation setup: \$1,500 Content: \$1,500	Content: \$1,500 Added campaign build: \$1,500 TBD	Content: \$1,500 Added campaign build: \$1,500 TBD	Content: \$1,500 Added campaign build: \$1,500 TBD
GC 20% (approximate)	\$2,000	\$2,000	\$2,000	\$2,000

**Gannett Peak Ranch
Startup Sequencing Plan
September 3, 2021**

WeFunder -by In-House except mktg. automation by GC	September	October	November	December
Maggard LinkedIn network	Early month distribution, then automated fup, to \$50K committed, then SEC filing	Form C effective month end, first draws		
Marketing automation set-up by GC	Included in costs above	Included in costs above	Included in costs above	Included in costs above
Systems Support				
WooCommerce Store	Up and lead capture, accept deposits. Refine, error checks \$0	Lead capture, notify deposit holders prior to fulfillment	Begin fulfillment ops	
RafflePress Contest	Up and track contest points \$50/month	Track contest points	Track contest points	Track contest points
EngageBay - Consumer	Email automation dev and support \$0	Email automation support	Email automation support	Email automation support
EngageBay - WeFunder	Email automation dev and support \$0	Email automation support	Email automation support	Email automation support
Total Estimated Expenses By Month	\$12,000	\$22,000	\$30,000	\$65,000

Key assumption: WeFunder campaign will hit \$50K minimum by end of September, so marketing funds can be disbursed from WeFunder by November.

GANNETT PEAK RANCH

DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 30, 2021 9:20 AM
To: Mike Maggard
Subject: FW: Status
Attachments: GPR Startup Sequencing Plan Updated 210829.docx

Mike - See text below and attachment.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com
<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:
<https://calendly.com/ceosheldonbeef>

From: DENNIS BREWER
Sent: Monday, August 30, 2021 9:19 AM
To: Mike Maggard <mike.maggard@cfo-search.com>
Subject: Status

Good morning – This is a crucial transition week from dev to test to live for our new site and live store. All beef and pork product short descriptions were completed and turned over yesterday. A few adjustments to the store remained to be made, primarily to breadcrumb navigation (making it easier for users to navigate the site) and adding the layaway style logic required to permit \$5 pre-order deposits. Turnover has not yet occurred as I have been unable to reach the developer this morning and day is turning toward evening there. Soft live site date has been delayed to later in the week due to the fact product load, marketing automation, and contest plug-ins still to be set up before going to soft live.

Pre-orders will be available from the soft live date forward, though some testing will still be underway. The pre-order ramp will begin with our Influencer's network around September 13, as soon as we can arrange for the balance of the marketing automation to be set up, and our deposit payment system will allow us to actually accept these \$5 deposits. These deposits will be set aside for customer refunds in the event we must pull back on the site for any reason.

I expect we will be able to put your LinkedIn/WeFunder funding network referrals plan into action on September 7 as planned. The WeFunder site is live now for the \$50,000 minimum initial reservations. A top-of-page crawl is being placed on our website allowing customers to access the Wefunder site from the website. We will also be applying the same marketing automation logic to the WeFunder campaign so we can maintain contact with those who make a commitment and those who may need added information and exposure to make a decision. Opting out is, of course, allowed at any time.

GAAP financial statement prep has started and a potential auditor has been contacted based upon a WeFunder referral. Once the \$50K line is crossed, WeFunder will integrate the GAAP financials and file with the SEC. WeFunder tells me the first and last week of the campaign are the most productive and a max raise will likely take 90 days plus. Hopefully, our email and network marketing efforts will accelerate completion of the offering.

We are currently about 4 weeks into our schedule and need to catch up this week by compressing the testing schedule, arranging the soft opening of the store for pre-orders, and preparing for increasing traffic and effective follow-up on both our website and WeFunder by setting up the marketing automation so we can follow through on initial contacts.

Two specific actions are needed from you asap:

- If possible, an increase in your commitment as Lead Investor to \$25K or more. According to WeFunder, this is needed to attract larger investor commitments in the \$10K to \$100K range. My recommendation is that you consider the \$5K you recently loaned the company will be contributed to the WeFunder commitment when the time comes, along with another \$35,000, making your total reservation \$40K. Your commitment is crucial, voluntary, and can be cancelled just as any other investor may cancel prior to committing actual funds to escrow.
- Funds for the first 2 months of marketing and related expenses (September-October) are needed if at all possible. This is an additional \$35,000, can be staged, \$12K now and \$23K by October 1, and can be in the form of loans to GPR. If we are fortunate, the WeFunder campaign will allow us to begin to advance funds in November for these expenses and for other investments we will need to make to operationalize the company and begin producing product.

Please let me know how I can best support your efforts.

The site looks quite good now, is ready for product loading, and is expected to be ready for pre-orders toward the end of the week, hopefully Thursday, September 2nd. Link to current site in dev environment below:

<https://innovhosting.com/gannet/>

I will be working with our Influencer's agency, Gamechanger Marketing, to set up the marketing automation and kick off her Instagram network campaign with her 450K followers. She has tentatively agreed to add an \$8K reservation to the WeFunder campaign as part of our program. We will complete a services contract with the agency later this week.

We will generally be following the sequence in the last budget shown at the end of the Startup Sequencing Plan (current version of this week's update is attached.)

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 30, 2021 10:53 AM
To: Jason Waseman
Subject: RE: Recruiter call for you

Thanks, Jason. Have a good trip to Philly.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

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From: Jason Waseman <jwaseman@sheldonbeef.com>
Sent: Monday, August 30, 2021 10:50 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Recruiter call for you

Sounds good. I'll let you know of my findings.

Regards,

Jason

Sent from my iPhone

On Aug 30, 2021, at 10:42 AM, DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Jason – Keys for us right now are customer acquisition and cold chain fulfillment. I have spoken with Crystal Creek Logistics and eGourmet Solutions to date. If you find others to be of interest, please check them out.

Sunbasket, a SF area company with some organic foods offerings will be speaking. It would be good to connect with him and see if we can find a way in on the customer acquisition side and any cold chain logistics/fulfillment options:

Michael Thompson, Vice President of Supply Chain and Business Integration, **Sun Basket**

I am also talking to Hive, which does sustainable dry groceries currently about any possibilities for co-marketing, as well as General Mills (Annie's Organic, Cascadian Farms, Muir Glenn brands).

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>

<image001.png>

<image002.png>

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Jason Waseman <jwaseman@sheldonbeef.com>

Sent: Monday, August 30, 2021 10:07 AM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Re: Recruiter call for you

Hi Dennis,

Thanks for forwarding this over. Yes, I'll be in Philly this week for the Home Delivery Expo. You should check out the vendors that will be attending. There might be something of interest for us. Be happy to discuss our needs with them if you see something of value.

As soon as your ready I can do the website review for our site.

Hope your doing well.

Regards,

Jason

Sent from my iPhone

On Aug 30, 2021, at 9:51 AM, DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Hi, Jason – hope you are doing well. You got a call from a recruiter at ESG re logistics positions. If interested, you can reach him at 330-532-8140 x 140. Sorry, didn't get a clear read on his name. Something about a last mile home delivery conference you will be attending...

We may be getting closer to launch with our ecommerce site up soon for consumers. Will let you know as things develop.

All the best.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<image001.png>

<image002.png>

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 30, 2021 1:08 PM
To: Jason Waseman
Subject: FW: Frozen Protein Fulfillment

FYI one cold chain fulfillment option below.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:
<https://calendly.com/ceosheldonbeef>

From: Solutions Advisor <info@egourmetsolutions.com>
Sent: Wednesday, June 23, 2021 6:33 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Frozen Protein Fulfillment

Hi Dennis-

I reviewed with our Operational team and the only concern was a December 2021 launch. From October through December our volume increases significantly and onboarding during that time is difficult.

If you are willing to push this launch to January 2022, or prior to October 2021, we can schedule a call to discuss the next steps in our process.

I look forward to hearing from you.

Best,

Margaret Schultz

eGourmet Solutions, Inc. | www.FrozenFulfillment.com
1601 Fairfax Trafficway | Kansas City | KS 66115 | +1.816.396.8741
[Please consider the environment before printing this e-mail](#)

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Friday, June 18, 2021 3:34 PM
To: Solutions Advisor <info@egourmetsolutions.com>
Subject: RE: Frozen Protein Fulfillment

CAUTION: EXTERNAL Open links and attachments with caution.

Thanks, Margaret.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

<https://sheldonfoods.com/>



Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Solutions Advisor <info@egourmetsolutions.com>
Sent: Friday, June 18, 2021 4:34 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Frozen Protein Fulfillment

Hi Dennis-

Thank you for the follow-up on the project. I will review with our Operational team and get back with you regarding this early next week.

Best,

Margaret Schultz

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Friday, June 18, 2021 1:23 PM
To: Solutions Advisor <info@egourmetsolutions.com>
Subject: Frozen Protein Fulfillment

CAUTION: EXTERNAL Open links and attachments with caution.

We are resurrecting our grainfed organic proteins project. Attached please find a product listing. We will likely open with about 50% of the skus shown on the list. We will need pricing on the full set of processes from receiving through fulfillment. Estimated initial volume is 10,000 pounds per month in 500 e-commerce orders, shipped frozen. First fulfillment in December 2021.

Happy to discuss further. You can schedule a call in my signature block below, then send an invite for your preferred venue – phone, Zoom, Teams, whatever.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

<http://www.sheldonbeef.com>

<https://sheldonfoods.com/>



Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 30, 2021 9:17 PM
To: jessica@capstonetrade.com
Subject: Inquiry
Attachments: SBI FCO Utility Grade Wrapped Carcasses 210830.docx; SBI Beef Sales Contract ABT S210830-1.docx; SBI Quote - ABT Utility Wrapped Qtrs 210830.xlsx

Jessica – We have a potential \$58MM beef supply contract with a company in China. They require a 2% performance bond upon our receipt of a letter of credit from a Chinese bank to be disclosed in conjunction with their ICPO, due later this week. Once the Buyer's DLC is received, we will need to supply the 2% PB within a few days. See attached FCO and contract draft for more information.

Please advise asap if PB is available and at what price, so we can confirm the PB availability to the intermediaries for this transaction. The intermediaries will be paid by us from the DLC and those costs are included in our quote and contract.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:
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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, August 31, 2021 10:58 AM
To: Denis Mijajlovic
Subject: RE: Email access

Hi Denis – Simple answer is that I did not hear back from email messages sent 3 weeks ago on Sheldon Beef and more recently on Obsolutions, so I deleted the account to give myself another account we needed at the time. Sorry about that.

Quick update is that I have another party wrapping up GPR GAAP F/S late today and will be sending that to an auditor tomorrow so we can get our WeFunder campaign SEC filing completed by mid-September.

We will be able to reimburse you for expenses to date soon I hope, and will continue with you as Interim Controller if you are okay with that. Only a few transactions you will need to catch up on. Let me know if you are interested in continuing.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
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Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:
<https://calendly.com/ceosheldonbeef>

From: Denis Mijajlovic <dmijajlovic@obsolutionsllc.com>
Sent: Tuesday, August 31, 2021 9:59 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Email access

Hi Dennis,

It looks like I cannot access my Sheldon Beef email, and when I try to reset the password it tells me the email does not exist. Could you please take a look?

Thanks

Denis

Denis Mijajlovic, EA, SHRM-CP
Outsourced Business Solutions, LLC
P: [+1 \(888\) 237-0386](tel:+18882370386) F: [+1 \(888\) 237-3486](tel:+18882373486)
M: [+1 \(917\) 204-2492](tel:+19172042492)
dmijajlovic@obsolutionsllc.com
denismijajlovic@legalshieldassociate.com
www.obsolutionsllc.com
www.LegalShield.com



DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, September 1, 2021 2:24 PM
To: Jessica Governara
Subject: RE: Inquiry

Thanks, Jessica. I appreciate your prompt response. We are still waiting on if/when the end customer signs a contract. Will let you know if this proceeds.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Jessica Governara <jessica@capstonetrade.com>
Sent: Wednesday, September 1, 2021 2:21 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Inquiry

Hi Dennis,

We would have to conduct additional due diligence as our files are not up to date now but based on the material provided we could probably help with financing but we would not be able to put up the 2% Performance Bond. Not sure if this would cause you to not move forward but I wanted to let you know upfront as time is of the essence for you.

All the best,

Jessica

Jessica M. Governara
National Marketing Director

Capstone Capital Group, LLC
365 W Passaic Street
Suite 525
Rochelle Park, NJ 07662
Direct Line: 347.821.3414
Cell: 914.645.1178

www.capstonetrade.com

From: DENNIS BREWER [<mailto:dbrewer@sheldonbeef.com>]
Sent: Tuesday, August 31, 2021 11:38 AM
To: Jessica Governara <jessica@capstonetrade.com>
Subject: RE: Inquiry

Hi Jessica – Further to my inquiry, we only need a 2% PB on the first shipment, which will be for \$2.619MM. 2% collateral would be \$52,380 on that shipment only.

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:
<https://calendly.com/ceosheldonbeef>

From: Jessica Governara <jessica@capstonetrade.com>
Sent: Tuesday, August 31, 2021 9:00 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Inquiry

Hi Dennis,

Thank you for reaching out and I hope all has been well. I will look at everything and get back to you shortly.

Best,

Jessica

Jessica M. Governara
National Marketing Director

Capstone Capital Group, LLC
810 Seventh Avenue
27th Floor
New York, NY 10019
(cell) 914-645-1178
(direct) 347-821-3414
(office) 347-821-3400
www.capstonetrade.com

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Date: Monday, August 30, 2021 at 9:17 PM
To: Jessica Governara <jessica@capstonetrade.com>
Subject: Inquiry

DENNIS BREWER has shared a OneDrive for Business file with you. To view it, click the link below.

 [SBI Quote - ABT Utility Wrapped Qtrs 210830.xlsx](#)

Jessica – We have a potential \$58MM beef supply contract with a company in China. They require a 2% performance bond upon our receipt of a letter of credit from a Chinese bank to be disclosed in conjunction with their ICPO, due later this week. Once the Buyer's DLC is received, we will need to supply the 2% PB within a few days. See attached FCO and contract draft for more information.

Please advise asap if PB is available and at what price, so we can confirm the PB availability to the intermediaries for this transaction. The intermediaries will be paid by us from the DLC and those costs are included in our quote and contract.

Thanks.

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, September 1, 2021 2:02 PM
To: Mike Maggard
Subject: RE: Personal Reimbursement for Over-advances

Yep, thanks. Will update tomorrow.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Wednesday, September 1, 2021 2:00 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Personal Reimbursement for Over-advances

Sounds good, I am running out of free cash flow to contribute knowing the risk of losing all is a possibility. This could change depending on sales/receipts w the other business or assurances of payback through GPR or SBI successes. I will wait to hear from you on next steps.

Mike Maggard

SVP, Recruiting and Operations
(469) 233 -1582
mikemaggard@cfo-search.com
www.cfo-search.com

Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Wednesday, September 1, 2021 12:53 PM
To: Mike Maggard <mike.maggard@cfo-search.com>
Subject: RE: Personal Reimbursement for Over-advances

Mike – Thanks. I am concerned about putting you out on a financial limb. We don't need the \$8500 right this moment. We will know more soon on the SBI export sales agreement and do not immediately need additional funds.

Let' see what the balance of this week brings. For example, I am still unable to load products. There is no need for added funds until the website can be brought up and we can begin the pre-order process. Let me get those items and the GAAP F/S in hand, then we can move to the next funding step. Whatever you can do to line up added funds will be helpful when the appropriate moment arrives, and is much appreciated.

Thanks very much.

Regards,
Dennis

Dennis Brewer
Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com
<http://www.sheldonbeef.com>



GANNETT PEAK RANCH

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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Wednesday, September 1, 2021 1:49 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Personal Reimbursement for Over-advances

Dennis – no issues w the reimbursement you outlined below. I did just transfer \$1k to GPR account through zelle, good news is the transfer limit increased. I made an executive decision I figured you would be ok with. I will see what I can find out w B of A and look at any other avenues to access capital.

Mike Maggard

SVP, Recruiting and Operations

(469) 233 -1582

mikemaggard@cfo-search.com

www.cfo-search.com



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From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Wednesday, September 1, 2021 9:28 AM

To: Mike Maggard <mike.maggard@cfo-search.com>

Subject: Personal Reimbursement for Over-advances

Mike – My plan is to take a \$1,660 reimbursement from Sheldon Beef for over-advances between July 23 and September 1. I advanced a total of \$2725 to SBI during that time rather than \$600 I would normally advance (\$200 per month), some of which has been subsequently advanced by SBI to GPR.

This will allow me to pay off 2 ultra-high interest loans, add a \$100 back to my personal account, and still leave as much in the companies as I can for current and future services.

It will leave a bit over \$2,100 in the 2 companies, much of which is needed to pay for email and web services, the GAAP F/S prep, and some added website developer costs this month. As mentioned, I will not be able to commit for additional services until we are able to locate additional funds at least for September expenses. I do expect to be able to resolve the issues with pre-orders and product loads shortly and continue toward the store soft opening. The WeFunder campaign could be further delayed and hard opening of the store will be delayed as I would need to develop all the marketing automation for both WeFunder and Pre-order conversions. Since I am not familiar with that tool, it could take a while to get up to speed. Being able to use our marketing agency and their experience would greatly speed this process.

On the money topic, I have not yet received any news on the SBI export order.

Please let me know today if you have any issues with the reimbursement, otherwise I will proceed so the high interest personal loans get paid off.

Thanks.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

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DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, September 1, 2021 2:56 PM
To: Cassi Manner
Cc: Mike Maggard
Subject: RE: Final Proposal - Thank you!

Cassi – In reply to your questions:

- Will we have a secondary contract outlining how/when compensation will be paid? **The agency compensation will include a deposit on inception for the first month's fees. Thereafter, you will bill monthly in advance or arrears, depending upon your normal practice. Any ads will be billed direct on our account as agreed in advance.**
- Will this contract also specify how/when the 20% of service fees being allocated to WeFunder will be paid back in the off-chance we not see a return on investment? **The \$8,000 is simply a reservation in the beginning. Once the SEC filing becomes effective you will receive the same notice from WeFunder as other participants in the offering and have the same rights and risk of loss as anyone else. We cannot offer you additional assurances or rights superior to anyone else, and you will be free to make the reserved investment or not as you choose. Obviously, we believe that the investment will pay off but can provide no guarantee.**

So far as a deposit and start date, we are delayed a bit. I have been unable to begin the product loading process due to either my misunderstanding or some issue with product loading process not yet identified – I'm not sure which it is. Also, we have not yet started the WeFunder offer on LinkedIn since products are not loaded. Our chicken/egg problem here will be solved by the site developer correcting or instructing me on the proper method to load products. That loading process will likely take a few days once the issue is straightened out.

We will most likely be in a position to begin the process with you next week, with a bit of luck. Once we are able to start using the new site and plug-ins, we will want you to set up EngageBay marketing automation for the WeFunder campaign asap, followed immediately by automation for the consumer side and pre-orders. Then you will set up RafflePress and access your network to announce the refer-a-friend contest, store pre-orders, and move ahead from there with retargeting, ramping email lists, etc.

Happy to answer any questions. I'm sure your team is prepared to run hard, just as we are, once we are past this product load issue and free to do so.

Thanks, Cassi.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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From: Cassi Manner <cassi@gamechangermarketingsolutions.com>

Sent: Wednesday, September 1, 2021 2:40 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Re: Final Proposal - Thank you!

Hey Dennis,

Thanks for sending this over. Finally had time to read through it all. Everything looks good as far as the deliverables.

A couple easy questions...

Will we have a secondary contract outlining how/when compensation will be paid? Will this contract also specify how/when the 20% of service fees being allocated to WeFunder will be paid back in the off-chance we not see a return on investment?

Ready to sign and get started once we solidify these details.

Thanks,
Cassi

Cassi M

Game Changer Marketing Solutions LLC

No games, just solutions.

Digital Marketing Agency

cassi@gamechangermarketingsolutions.com

gamechangermarketingsolutions.com

[Clutch Profile](#)



GAME CHANGER
MARKETING SOLUTIONS
No games, just solutions

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Date: Tuesday, August 31, 2021 at 1:24 AM

To: Cassi Manner <cassi@gamechangermarketingsolutions.com>

Subject: RE: Final Proposal - Thank you!

Cassi – Good morning. Hope your day is off to a great start. Here is a dull, boring, inartfully drafted agreement, so please pay especial attention to all the elements, including the “fine print.” Seriously, though, please read carefully, think about the various requirements, and please be certain you agree as written. If any of the apps, for example, don’t fit with your understanding, let me know.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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<http://www.sheldonbeef.com>



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From: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Sent: Monday, August 30, 2021 3:04 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Final Proposal - Thank you!

Sounds good, have a great rest of your day!

Cassi M
Game Changer Marketing Solutions LLC
No games, just solutions.
Digital Marketing Agency
cassi@gamechangermarketingsolutions.com
gamechangermarketingsolutions.com
[Clutch Profile](#)



From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Date: Monday, August 30, 2021 at 8:56 AM
To: Cassi Manner <cassi@gamechangermarketingsolutions.com>
Subject: RE: Final Proposal - Thank you!

Cassi – Will most likely have draft contract to you tomorrow.

Regards,

Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

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<http://www.sheldonbeef.com>



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Schedule a call at your convenience here:

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From: Cassi Manner <cassi@gamechangermarketingsolutions.com>

Sent: Monday, August 30, 2021 2:48 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Re: Final Proposal - Thank you!

Sounds great. Feel free to shoot over the contract whenever 😊

Cassi M

Game Changer Marketing Solutions LLC

No games, just solutions.

Digital Marketing Agency

cassi@gamechangermarketingsolutions.com

gamechangermarketingsolutions.com

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GAME CHANGER
MARKETING SOLUTIONS
No games, just solutions

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Date: Monday, August 30, 2021 at 8:29 AM

To: Cassi Manner <cassi@gamechangermarketingsolutions.com>

Subject: RE: Final Proposal - Thank you!

Cassi - Yes, correct. Hope that works for you. For the moment, it is a reservation only, no funds required now from you.

We will provide a deposit with the contract. You can work and bill against that to start. As cash flow becomes more predictable, we will shift to a more normal regular monthly billing from your agency.

We are currently waiting on our website developer to finish some work, then we can start work on marketing automation activities as the next step while I load product information. Our store is a canned version of WooCommerce