STRATEGIC ASSET MANAGEMENT AND BUSINESS CO

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GUERRA HOLDINGS: INTELLECTUAL PROPERTY AND PATENT SERVICES, REAL ESTATE AND TRANSPORTATION, SCIENCE AND TECHNOLOGY, ENTERTAINMENT, RETAIL BUSINESS, MARKETING, CONSULTING AND BRANDING SERVICES.

www.guerraholdings.com



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WE WANT TO DO BUSINESS WITHYOU



EDITORS FRANCISCO GUERRA PRESIDENT | CEO

THE INTERVIEW

Tell me a bit about yourself.

I was born in Cuba and immigrated to the States when I was 5. At a young age there was an inclination to magic; illusions fascinated me. In my early 20's I invented a process of making it snow. This new technology was called evaporative snow. I formulated my first special effects factory called SnowMasters.

What is your company about?

For the past 20+years we've been designing special effects for the movie and special event industry. In our Northern Alabama R&D facility, we have been working on unusual new technologies. In addition we have continued to grow our business and diversify Guerra Holdings.

What is Guerra Holdings?

Guerra Holdings is a conglomerate of businesses that includes; military defense, capital management, digital media, product manufacturing, and product licensing.



What advice would you give to a young person with entrepreneurial ambitions?

Keep dreaming of ways to improve the way people do things. I have found that if something has never been done before, then I'd like to be the first. This attitude is needed when one wants to become an entrepreneur. Work hard; find advice you need from those who have made it. Be careful taking advice from those who have not made it.Finding advice from those who have made it is precisely what this blog is about and it's good to know that there are entrepreneurs who believe in the same practice. Should the need to have your head in corporate clouds arise, you'll now know where to look.

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MIKE GILES

Our President has been with Global Special Effects since the beginning, which is going on 20+ years. He comes form the Midwest where he attended Carthage College in Wisconsin and then Northern Illinois University where he studied business

FOGMASTERS

Global Special Effects Inc. is a manufacturer of atmosphere effects products, specializing in the material and equipment for Evaporative Snow, foam, fog, cryo, bubbles, confetti, Flogos and scent technology. Business segments include: SnowMaster, FogMaster, ConfettiMaster, BubblerMaster, Ecoscent and Flogos. Flogos are the flying logo clouds created in any shape or logo by extruding helium filled foam through pre-made or custom stencils.

www.globalspecialeffects.com

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WARA MAIRING MAIL



NATHAN HOLLOWA



Nathan Holloway, our Chief Engineer and Chemist, has oversight of the fluids manufacturing facility. Nathan has assisted and marketed products such as Flogos Lite, Stadium Air Scent

Machine, Confetti Cannons, and others, as well as several new fluid products, including a new FG-420 Bubble Fluid and six different Fog Formulas. Nathan has been with Global Special Effects since 2010 when he originally started working in the manufacturing department as Chief Engineer. In 2011 the Research and Development Department was reorganized and relocated. Nathan grew up in Summertown, Tennessee and attended Tennessee Technological School, Columbia State College and Belmont University in Nashville Tennessee.

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info@globalspecialeffects.com

Kitchen Master

PAM ROBERTS



Pam Roberts has been with Global Special Effects and Global Home since 2009. Prior to Global Special Effects and Global Home, Pam had a very successful career in the retail industry

over the course of 20 years. Pam was born and raised in Alabama and graduated from Sheffield High School in Sheffield, Alabama. Pam furthered her education by attending Shoals Community College in Muscle Shoals, Alabama and ultimately graduated from college in Athens, Georgia. Since joining the Guerra Holdings family, Pam has worked in shipping, sales and customer service. Pam now serves as the President of Global Home: one of the retail divisions of Guerra Holdings. In this capacity she is responsible for the sourcing, manufacturing, shipping, product development and property brand of Guerra Holdings while working closely with our factories domestically and overseas that are responsible for product manufacturing and development.





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OBAL MANUFACTURING





BLUE PRINT

DESIGN



PROTOTYPE



At Global Manufacturing, our management team employs an aggressive growth strategy to expand our business to serve more customers day by day. Our goal is to be a leading supplier of wire harness and cable assemblies proudly bearing the label MADE IN THE USA!

Our team has an average of 30+ years of industry experience and takes pride in their work to ensure that every part leaving our facility is of the most outstanding quality.

Located just 50 miles east of Huntsville Alabama, we provide Box builds, Soldering, cable assembly and wire harness services through the south and east coast.

We have 30+ years of experience in the wiring harness and cable assembly industry with competitive pricing and outstanding quality.

ISO 9001: 2015 Quality Systems Certified confidently providing our customers with defect free reliable products in a timely manner.

Always evaluating and improving our skills, quality assurance and quote to delivery lead times to better service our clients.



256.789.0948



HELPING INDIVIDUALS AND BUSINESSES TO SUCCEED IN TODAYS GLOBAL MARKETPLACE



At Guerra Holdings, we realized that good ideas and start-up capital don't always come hand-in-hand, so we created Global Fund to bridge the gap. To date we have helped dozens of budding inventors and entrepreneur's by investing in their projects and seeing them to fruition.



PATENTS | LITIGATION | COPYRIGHTS | DEVELOPMENT | MANUFACTURING | MARKETING | SALES

The intellectual property attorney at LMP undertakes responsibility for the protection of inventions and other forms of intellectual property. Each individual at LMP Inc. has worked with start-up inventors, Fortune 500 Companies, and even celebrities. We provide protection, searches, prosecution and litigation services.

Product Development

We understand the excitement that a new product idea can bring and can assist you with the steps needed to completely develop a new product. We can take your drawings and develop them with CAD engineering and 3D modeling to demonstrate how your product will look and perform. Furthermore, our in house manufacturing facility can create rapid or ALS model prototype.

Manufacturing

Once your product is selected we can get it on the shelves. Our in house manufacturing facility provides efficient mass production for a quick turnaround.

Furthermore, we have a functioning shipping/ receiving system in place to deliver your product anywhere in the world.

Licensing & Sales

If your product is manufactured, packaged and ready for sale our seasoned licensing agent and executives know how and where to market and sell your product. Will work with you to ensure that we have a full understanding of all elements of your product, to make the proper sales contacts, etc.

Public Relations & Marketing

As a part of our comprehensive services, we offer public relations and email marketing. Our team of writers and marketing specialist can work with you to determine which publications best relate to your product and provide the highest return in consumer purchases. Press releases and email marketing allow you to provide customers, subscribers and followers with latest updates about your product.

256.789.0940

STRATEGIC

LEXINGTON GROUP Lexington Group Alabama specializes in

WITH A GROUP OF PROFESSIONALS AND STRATEGIC VETERANS AT ITS CORE

turning companies around and providing them with the tools and connections they need in order to help them expand and grow in the marketplace. Lexington Group Alabama works with small business and large corporations worldwide. Their professional service includes sales and marketing, corporate structuring, sourcing and distribution, mitigation and public image.

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GUERRA GLOBAL MANAGEMENT

STRATEGIC ASSET MANAGEMENT & BUSINESS CONSULTING.



TRANSACTION MANAGEMENT

Whether you are procuring equipment to expand your business potential or acquiring another business to expand your holdings portfolio, GGMS business service will ensure a smooth transaction.

ORGANIZATION STRUCTURING

At GGMS we understand asset allocation & reorganization. We can examine and guide you in streamlining your organization to increase productivity while building your business or brands identity and equity.



CENTRALIZED ACCOUNTING

Specializing in business finance, we work with you to create tailored solutions. Building on your existing systems we effectively & efficiently increase your cash flow awareness, saving you capital.

INFORMATION TECHNOLOGY

Fully managed I.T. solutions to audit and improve day to day functionality.





Alicia Moore has been with the company since 2014 bringing 20 years of experience in Accounting and Contract Management. Alicia grew up in Five Points, TN, and graduated from the University of North Alabama with a Bachelor's of Business Administration dual majoring in Accounting and Computer Information Systems.

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M-EDSTAY

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Providing you Customized Medical Housing Solutions. MHS is a pioneer in providing comfortable, clean, tranquil and eco-friendly one and two-bedroom housing accommodations for patients who require short or long term medical treatments. MHS also provides these same services for those in the medical community. We are conveniently located near all major Nashville Hospital systems.

A HOME AWAY FROM HOME

At MHS, everyone we encounter is treated with the utmost kindness, compassion, integrity and empathy.



MHS BRINGS REAL WORLD SOLUTIONS

Medical Housing Solutions specializes in connecting people with customized housing, personal care and a unique medical housing experience. Our team of professionals at MHS strives to become your medical housing provider of choice. Our dedication to patient health, along with a proven track record of building and maintaining a customer/ patient environment in cooperation with companies in the hospitality industry and healthcare fields is what sets us apart!

VALUE OF SERVICE:

- Created with all patients needs in mind.
- Complete understanding of unique patient needs.
- 27 years of Hospitality & Medical Housing experience.
- Cost effective state of the art medical housing solutions.
- Team of experienced medical housing professionals.
- Conveniently located near all major Hospital systems.
- Strategically located near restaurants, grocery stores, pharmacies, entertainment, shopping and centennial park.

MED AIR SOLUTIONS 400 BENEFITS & FEATURES:

- 1. Uses ViraTech© Air Purification Technology.
- 2. Patented, FDA cleared kill-chamber technology, kills bacteria, viruses and reduces all types of indoor air pollution.
- 3. Cleans the air up to 8x per hour, utilizing 48" of hi-intensity germicidal UV-lamps, with no ozone emissions.
- 4. Unit effectiveness stays constant, while most
- HEPA filter units lose effectiveness daily, and can cause sickness if not changed at regular intervals.
- 5. Clinical studies have shown direct health links with Indoor Air Pollution and sleep problems, respiratory issues such as asthma and allergies, along with increased risks of stroke, diabetes and cancer.
- 6.Virtually maintenance-free, filter-less technology covers spaces up to 800 sq. Ft, several times the coverage of many competing products.
- 7. Simple and easy to use. Plug it in, turn it on and it goes to work. No special wiring needed.

www.medicalhousingsolutions.com

615.981.7431



Since 1926 SOMAY has been a leader in water proofing, as well as concrete floor & specialty coatings for the interior and exterior not to mention traffic safety marking paints, primers, undercoat sealers and UNDERWATER PAINTS.

Over the years, SOMAY has grown as a roof coating manufacturer and developed into a pioneer and leader in the waterproofing and paint industry. SOMAY developed the first mass produced and mass marketed so- called "latex" paints, which are waterborne, and thus easy to use paint for interior and exterior walls of residences, with easy clean-up using just soap and water. For many years, SOMAYs principal customer for these new products was Sears, Roebucks & Co.

Since the late 1980s and early 1990s SOMAY has received kudos from around the world for its unique 100% solids, polyamine epoxy coating, SOMA/ Underwater technologies "HyCOTE" 151, a paint which can be used effectively underwater on such surfaces as US Navy and Coast Guard vessels, major petroleum offshore oil production platforms, pipelines, shipping docks and piers, even the Panama Canal. It is the only product in the world which has US Navy approval for application underwater to US Navy vessels.

SOMAY's latest pioneering efforts have resulted in introduction and commercialization in the late 1990s and early 2000s of SOMAY "STERI-SHIELD" Fungistatic Paint tested and proven by independent laboratories to be the most effective paint available for use by homeowners as well as institutional, commercial and industrial property maintenance professionals to resist the growth of harmful mold, mildew fungus and bacteria on the "STERI-SHIELD" paint surface.

Now, after more than three-quarters of a century as an industry leading paint and roof coating manufacturer that has helped to protect, preserve and beautify property, SOMAY continues to work with customers from around the world helping to make our world a better, more attractive place to live.



🔳 305.633.6333





DEFENSE



Guerra Defense is pleased to announce the offering of our brand-new GD-Deflector Series of high performance armor for a variety of unique applications including architectural, vehicular, marine, aviation, personal body armor and more. The core offering of the GD-DEFLECTOR series armor line is ultra-high-performance ceramic composite armor, although other more conventional technologies can be easily supplied. GD-DEFLECTOR series armor has some armor piercing threats while maintaining as well as maintain a level of functional integrity. GD-DEFLECTOR Series armor is second to none, all with a surprisingly affordable cost to performance ratio. The GD-DEFLECTOR series armor can be tailored to meet your needs for the Weight-Performance Cost – Delta of your armor projects. You can generally have your desire on two, but not all three. GD-Deflector series armor blazes the trail on bringing that delta into your target. Made in the USA by people with a passion for protection who have extensive expertise in armor innovation and real-world deployment. GD-DEFLECTOR series armor is the new armor solution.

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FRANKIE GUERRA

With a degree in interdisciplinary studies in sales management and human performance, Frankie Guerra, No Doubt Fitness creator and CEO is a professional body builder and model committed to a total health philosophy. Pairing his expert advice with his motivational "No Doubt" attitude, Frankie educates and inspires his clients, giving them the tools and the motivation to pursue a healthy lifestyle.

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JOIN US AND HELP CHANGE THE WORLD





A CHARITABLE FOUNDATION

As citizens of the world Guerra holdings is committed to bringing new technology to third world countries. Particularly those kinds of technologies which are often taken for granted. Things like clean drinking water and solar energy. Seemingly little things with a far-reaching impact.



Guerra Capital is a boutique consulting firm that offers business consulting, marketing, advertising, development, accounting services and customized investment solutions for high net worth individuals, families and institutions. Beyond stewardship, Guerra Capital's aim is to grow businesses and wealth by selecting the right balance of development strategies and asset classes tailored to reflect each of our clients' business and investment aspirations."



BUSINESS SOLUTION



INVESTMENT MANAGEMENT

INSIGHTS

LET US HELP YOU GET OFF ON THE RIGHT FOOT.

A DISCIPLINED VALUE BASED INVESTMENT CULTURE. OUR OBSERVATIONS AND INSIGHTS TO ACHIVE DESIRED RESULTS



Ryan Clear started working with Guerra Holdings as Marketing Director in early 2018 adding to an extensive entrepreneurial career in business development, sales, marketing,

management and consulting. Ryan was born and raised in southern California, attended the United

States Military Academy at West Point, and ultimately graduated from Chapman University in Orange, California. Ryan is now running the West Coast Operations for Guerra Holdings out of Newport Beach, California as Vice President of Guerra Capital, Guerra Media and Managing Partner of Guerra Pay."

www.guerracapital.com

943.258.4405

PROVIDING STRATEGIC, CUSTOM INTEGRATED MARKETING SERVICES WITH IDENTIFIABLE AND MEASURABLE RESULTS.

Guerra Media excels at helping organizations get in front of influencers, customers, additional opportunities, and ultimately, grow their business. Our team of experts approach each client and their challenges with a fresh eye, tailoring custom marketing strategies for unprecedented measurable results.

CREATING PROFITABILITY THROUGH STRATEGIC IMPLEMENTATION

Guerra Media is a global advertising, web design, digital marketing, and overall consulting firm. We offer custom-built, integrated web design, web development, and campaign strategy solutions thanks to our dedicated team of design, programming, and consulting professionals. We are a data-focused and a results-driven firm that is constantly refining our approach to optimize your online success.

CONTENT CREATION SOCIAL MEDIA DIGITAL MARKETING SEO WEB DESIGN MOBILE APPS



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GUERRA MEDIA

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MANAGED CRYPTO MINING YOUR Hardware. No Work.



GUERRA

MANAGED CO-LOCATION MINING

Our data centers are specifically built for GPU mining rigs. Combined with our dedicated staff and propriety software, your rigs will achieve up-time, stability, and profitability not achievable by in home mining.

MINING



TRAINING AND CERTIFICATION COURSES

We offer a wide variety of crypto-currency and block chain related courses including our Crypto Currency Mining Technician (CCMT) and Crypto Currency Mining Expert (CCME) certification courses.



OTC TRADING DESK

Our network of buyers, sellers, and miners as well as finely tuned OTC trading process fast tracks KYC and AML and closes high volume deals in a fraction of the time of the other guys.



MINING FARM CONSULTATION AND BUILD-OUT ASSISTANCE

We have spent years building our network and learning from our mistakes. Save time and money by partnering with us. We can assist with rig and farm assembly, power, networking , physical and cyber security, and large scale management.



ICO AND CRYPTOCURRENCY DEVELOPMENT

Our programming department specializes in Block-chain technologies and can program entirely new crypto-currencies or build smart contracts and distributed applications on top of existing coins. we can also develop new applications to aid in mining farm management as well as modification and optimizations to mining applications.



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Icarus Group is the innovative leader in Intellectual Property procurement, development, and protection around the globe. Through the combined efforts of our leadership we have secured and completed numerous high profile IP projects which have totaled over one billion US dollars in the last two years alone.

Our expertise is derived from over twenty years of experience in IP development both domestically and internationally which has led us to the understanding of all the crucial steps to maximizing each individual IP's true potential.



PLANNING & DEVELOPMENT Let us help you get off on the right foot



SECURING IP

Proper development and securiang of all forms of Intellectual Property



QUALITY IP PROTECTION

We will ensure your IP is properly protected

Icarus Group is driven by a company culture that provides the most beneficial position to its clients with the expertise in everything IP in order to excel and succeed on the world stage.

The knowledge to guard each IP that has been so meticulously created is what the Icarus Shield stands for. We, at Icarus Group, are humbled and honored with your recognition and we sincerely look forward to our IP adventure in forging our place in this wonderful world together.

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Experience a payment technology solutions provider that values collaboration beyond typical boudraries, giving way to bigger and butter opportunities.

Guerra Pay is a leading provider of technology-driven, end-to-end payment processing solutions,. We service the global eCommerce, SMB acquiring and integrated payments (ISV) markets, enabling a wider range of payment acceptance solutions under one innovative platform.

Backed by experienced people, cutting edge technology and effective processes, we strive to create meaningful growth for our clients, partners and employees across multiple geographies and industries. We provide direct connectivity with the world's largest payment networks to power your success.



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- Provides aroma to your entire home or business.
- Scent cartridges last for 360 hours!
- Cost lest than 1 cent per minute.

- All ingredient are nonallergenic. 100% safe to use in the home.
- Lifetime warranty on every unit!

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Drawing inspiration from the famed Laurel Canyon bungalows of Joni Mitchell and "Mama" Cass Elliot, Estrella restaurant recreates this long-vanished artistic community through its seamless blend of indoor and outdoor spaces, modern American cuisine, and theatrical venue. Estrella, named after the circus girl from the Mitchell song "Ladies of the Canyon," evokes a time when food, music, artistry, and community all coexisted under one canopy. Guests will dine on globally inspired dishes from Executive Chef Mirko Paderno on an expansive outdoor terrace lined with a golden wood trellis, and hung with colorful glass pendants, twinkling lights, and locally sourced plants.

Estrella is located at 8800 Sunset Blvd., West Hollywood, CA 90069.



www.estrellasunset.com

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FRANCISCO GUERRA

THIS IS HOW YOU DO IT, KID

ICCO GUERRA

FRANCISCO GUERRARA

This is How You Doit, Kid

The Inventor

THE INVENTORPRENEUR'S HANDBOOK





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