



Alessandra Maderni <ale@madfreshentertainment.com>

Shipsomnia Introduction

25 messages

Karl Holz <karl@karlholzadvisorsllc.com>

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To: Maderni Alessandra <ale@madfreshentertainment.com>

Greetings Vago,

Prior to the September 17th Shipsomnia meeting in Geneva, I wanted to tell you about the team you'll be meeting. They are an extraordinarily talented trio, and I think you'll enjoy getting to know them. You will find their photos at the end of this email. So...

Alessandra Maderni is the CEO and Co-Founder of Shipsomnia. I met her in Florida and was really impressed with her vision and business acumen. She is a serial entrepreneur in various sectors of the entertainment industry from opening nightclubs at a very young age to conceptualizing themed festivals for global brands and even designing and building the largest entertainment complex in South East Asia... She is half Italian and half Thai, born and raised in Rome and speaks both languages and English natively.

Jay Slangen is the Chief Creative executive and the other Co-Founder of Shipsomnia. He has worked alongside Alessandra for over ten years. He comes from a background in the travel industry having been Creative Director for the world's biggest high school travel operator, Rustic Pathways. He's a brilliant creative mind with talents across multiple disciplines including graphic design, videography, marketing, event production, and storytelling.

Adam Leipzig, like me, is a former Disney guy. He was a senior executive at Walt Disney Studios and later became the President of National Geographic Films. He's built and operated theaters, produced more than 300 live productions, and made more than 30 movies – including some classics like *Dead Poets Society*, *Honey I Shrunk the Kids*, and *March of the Penguins*. Ask him to tell you about shooting *Titus* in Rome with Anthony Hopkins, and his recent documentary *A Plastic Ocean*, about a subject we all care so much about, that has had a global impact and was invited to screen at the United Nations.

Shipsomnia is a far cry from the normal "run of the mill" entertainment found on cruise lines. Shipsomnia is an immersive, all-encompassing event experience that can live for the life of the cruise. It is an intense delight for the senses that enables cruises to be a part of the show. It is something that cannot be compared to the hour long variety shows typically found on cruise ships. I know that the Shipsomnia team looks forward to speaking to you and your key staff about doing something truly special on MSC.

I should also let you know that since we first discussed this concept, I've joined their team as an overall business advisor. From my perspective, this has the opportunity to be hugely successful and even more fun! Let me know if you would like to have a call before the meeting. Shipsomnia is a breakthrough concept and opportunity, and I'd like to help pave the way for the possible future relationship.

Best,

Karl

The team going to Geneva: Alessandra, Jay and Adam:

