



# THE AngelPreneur

BUILDING THE DREAM IN REAL TIME



## Building the AQUARIUM PLAZA

*The Heart of a New Hospitality Ecosystem*

By Peter "The AngelPreneur" Ortmann

*The Origin Story of the ClubZERO Movement*

**A Preview Draft**  
**Full Book To Be Released In April**

**The AngelPreneur**  
**Building the Dream in Real Time**

**The Building of the Aquarium Plaza**  
*The Heart of a New Hospitality Ecosystem*

By

**Peter “The AngelPreneur” Ortmann**

Published by



**AngelPreneur Venture Group Inc.**  
11035 Lavender Hill Dr #160-410  
Summerlin, Las Vegas, Nevada 89135

Printed in the United States of America.  
First Edition – 2026

No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means - electronic, mechanical, photocopying, recording, or otherwise - without the prior written permission of the publisher, except for brief quotations used in reviews or scholarly commentary.

Copyright © 2026 by The AngelPreneur Venture Group Inc. All rights reserved.

# DEDICATION

I dedicate this book first to my loving wife, **Corrin**, my partner of more than thirty-one years. Thank you for putting up with what can only be described as my entrepreneurial illness, and for patiently seeing far more of the back of my head than the front as I spent countless hours designing, writing, and creating the many projects you will find throughout the pages.

I also dedicate this book to the **spirit of Marissa**, the inspirational seed that has kept me healthy, focused, and determined for the past two decades.

Though we lost Marissa in the physical sense in 2005, her spirit remains alive in the hearts of all who knew her. Today, Marissa and I are building **Marissa's Reef together**, supported by the collective vision, belief and support of our members.

I would also like to acknowledge my close family members, including my children, from whom I have learned more than I ever imagined was possible. In particular **Steven, Charlie, and Kash**, and Joe and Cindy - the best in-laws anyone could ever hope for - thank you for all your many years of support, encouragement, and belief in me and the many ideas I have pursued.

Finally, I want to express my gratitude to the many **friends, investors, partners, and associates** I have had the privilege to work with over the years. Your insights, feedback, and positive perspectives have helped me shape the vision you now see taking form.

To all of you - **thank you. I will forever be grateful.**

*For **Marissa** – you are forever part of the dream.*

Peter “The AngelPreneur” Ortmann

# The Words that Shaped My Thinking

In the mid-1980's, I had the opportunity to meet Steve Jobs while considering a position at Computer. Sadly, I was sidetracked by my second wife recovering from a brain aneurysm. One of my few regrets in life was not joining Apple back then.

In 1997, Steve Jobs launched the Apple “**Think Different**” Campaign, and his “*Here's to the Crazy ones*” quote stayed with me ever since. It reminded me that those who change the world are often the ones who refuse to accept the limits others try to place on them.

That idea helped shape how I approach business, risk, and opportunity. It taught me to listen carefully to advice, but never allow anyone's negative opinion of me, my projects or passion to become my reality - especially when those opinions come from people who have never taken the risk of building something themselves.

The quote below still represents the mindset that drives me today.

*Here's to the crazy ones.  
The misfits. The rebels. The troublemakers.  
The round pegs in the square holes.  
The ones who see things differently.  
They're not fond of rules,  
You can Quote them, Disagree with them,  
Glorify or vilify them, but the only thing  
you can't do is IGNORE Them,  
because the Ones who are Crazy enough  
to think they can change the world,  
are the ones who do.  
Steve Jobs, co-founder of Apple*

# The Shark's Perspective



I came to be known as “**The Shark**” because, from the earliest conception of my *Marissa’s Reef for Heavenly Helpers* (*Marissa’s Reef*), aquatic memorial exhibit - I always planned to place a reef shark into the aquarium to watch over *Marissa* and her *Heavenly Helpers*.

The shark eventually became the icon within the APVG logo as a reminder of the unfinished mission of building *Marissa’s Reef* and of my promise to build it. One of the life lessons I learned long ago is:

*A shark confined to a tank may find comfort there,  
but it will never outgrow its environment.*

*The same is true for people who surround themselves  
with small thinking - with those who doubt their ideas  
or try to convince them their dreams are impossible.*

*Success often begins the moment we recognize  
that our environment no longer allows us to grow.*

*The key is knowing when it’s time  
to leave the tank behind,  
and return to the wide open ocean  
where we can once again swim freely.*

*Peter “The AngelPreneur” Ortmann*

# The AngelPreneur Credo

Over the years, I have come to believe that entrepreneurship is more than simply starting companies or pursuing opportunity. At its best, it is about creating meaningful ventures that improve the world around us. The idea behind my *AngelPreneur Philosophy and Credo* grew from that belief.

It reflects a mindset that blends the curiosity of an entrepreneur with the responsibility of someone who invests not only capital, but vision, time, and purpose into the future.

Therefore, every project we build, every company we launch, and every destination we imagine begins with the same simple question:

*“How can this idea, initiative or business make life better for others while inspiring people to think bigger about what is possible?”*

## The AngelPreneur Credo

*My companies exist because I believe that the world can be improved - one meaningful moment and purposeful project at a time.*

*Whether we are growing food, pulling water out of the humid air, removing plastic from our oceans, or drawing power from the wind and sun, every venture and initiative is rooted in the same truth:*

***We are here to honor the present while shaping the future.***

*We do not run from our challenges; we rise through them.*

*We create businesses that regenerate, innovate, empower, and reward those who support the journey.*

*We build real solutions that bring people together, and reconnect humanity with nature – demonstrating that purpose-driven businesses can stand beside and strengthen the non-profit initiatives that help transform our world.*

***My philosophy is simple:***

*Live with intention. Live without fear. Build with impact. Lead with heart.*

***This is the path of the AngelPreneur.***

*Peter “The AngelPreneur” Ortmann*

# Preface

## Why This Book Exists

Most business books are written after the story has already happened. The company has already succeeded, or the destination has already been built. The entrepreneur or author is looking backward, explaining how it all came together.

This book is different.

This book is being written **in the middle of the journey**, while the dream is still taking shape.

For more than twenty years now I have been working toward the creation of a personal passion-driven project - **Marissa's Reef**, an aquatic memorial exhibit inspired by my granddaughter Marissa, who was swept to her death in a flash flood in 2005 at the age of seven.



What began in 2006 as a simple concept for a standalone memorial exhibit has, over time, evolved into something far bigger than I could have imagined.

Today that original inspirational seed has grown into a vision for the **Aquarium Plaza Resort**, a next-generation hospitality destination designed to bring together travel, innovation, AI-collaboration, entrepreneurship, marine-life conservation, and environmental awareness under one roof.

But the story does not stop there.

Aquarium Plaza is only one part of a much larger ecosystem that includes the **ClubZERO Rewards platform**, a membership-driven travel and lifestyle network designed to help fund and build the very destinations of tomorrow for all members to enjoy.

This book tells the story of how that vision came together.

It explains the ideas, the setbacks, the pivots, and the lessons learned over two decades of pursuing what many considered an impossible dream. One that most people would have long ago given up on. Not me – it will drive me until my last breath.

More importantly, this book explains **how the future may be built differently**.

Instead of relying solely on traditional capital markets, the vision behind ClubZERO is to build a **community-powered ecosystem**, where early members help fund and shape the initial growth of the platform itself. While all members help fund its growth long-term.

In doing so, those members become more than customers. They become participants in building something meaningful.

At seventy-one, I am very aware that there is now more sand in the bottom of my hourglass than the top. That realization has brought a sense of urgency and clarity to this project.

It is time to stop waiting for the perfect moment and begin building the future now.

This book is part of that process. I thank you for buying it in support of our efforts.

It is a record of the vision, a blueprint for what comes next, and an invitation for others who believe that bold ideas, when pursued with persistence and purpose, can still change the world.

If nothing else, I hope these pages remind readers of one important truth:

The future does not build itself.

It is built by people who are willing to imagine it first.

# Why This Book Matters

Every generation is shaped by people who refuse to accept the world exactly as it is. This is especially true with entrepreneurs.

They see possibilities others overlook.

They imagine solutions before the problems are fully understood.

And when they feel strongly enough about an idea, they begin the difficult work of turning that idea into reality.

This book matters because it tells the story of one of those ideas while it is still being built.

Most business books are written after success has already arrived. They look backward at a finished company or completed project and explain how it happened.

*The AngelPreneur: Building the Dream in Real Time* is different. It documents the creation of a vision as it unfolds - the thinking behind it, the challenges along the way, and the evolving blueprint for what may become a new kind of hospitality ecosystem.

At the center of that vision is **Aquarium Plaza**, a purpose-driven destination inspired by a deeply personal mission: the creation of **Marissa's Reef**, an aquatic memorial exhibit dedicated to celebrating life, ocean awareness, and the power of human connection.

But Aquarium Plaza is only part of the story.

Surrounding it is a broader idea — a community-powered platform called **ClubZERO Rewards**, where members help build the destinations they will one day enjoy.

Rather than relying solely on traditional capital markets, the vision is to invite people who believe in the mission to participate in creating something meaningful together.

This approach represents a different way of thinking about entrepreneurship.

Instead of building companies only for profit, the AngelPreneur philosophy encourages ventures that combine **purpose, innovation, and community participation**. It asks a simple but powerful question:

*“What if the future could be built not by a handful of investors, but by millions of people who believe in a shared vision?”*

That question is the foundation of this book.

Whether Aquarium Plaza ultimately becomes one destination or many, the ideas behind it reflect something larger: the belief that bold dreams are still possible when people are willing to imagine something better and work together to bring it to life.

This book is both a story and an invitation to participate.

An invitation to think bigger than any one person can on their own.

To question limits and set personal boundaries.

And perhaps to become part of building the future yourself.

# Introduction

## Building the Dream

Every great destination begins as an idea that most people cannot yet see. For me, that destination idea has been evolving for the past two decades.

In 2006, I began designing the first concept for **Marissa's Reef**, an aquatic marine-life memorial exhibit inspired by my granddaughter Marissa, who we lost to a flash flood in 2005 at the age of seven.

What began as a simple vision for an aquatic standalone exhibit soon grew into something larger - a place where families could learn about the ocean, celebrate life, and reconnect with the natural world.

Over the years, the vision traveled across many possible destinations. First on the Island of Maui, then here in Las Vegas, then Vancouver, Canada, The British Virgin Islands, Cancún, Mexico, and eventually back to Maui again in 2018 - as part of a 500-acre resort concept.

Conceptual Design  
Rendering For The  
Proposed

**MAUI AQUARIUM PLAZA**  
Resort & Conference Center

Proposed Resort Retail & Business Tenants  
All Companies & Projects Developed by the AngelPreneur Venture Group Inc.

Project Propensity

**AngelPreneur**  
Venture Group  
A Photo Ventures Development Firm

Signature Partners

**Clear Blue OCEANS FOUNDATION**

**Prinade Golf Club**  
Island of Maui, Hawaii

Engineering & Consulting

**SPECIALTY**  
Engineering & Design

Project Name: PROJECT SITE PLAN

Scale: 1" = 100'

Concept Design Issued by The **MAUI AQUARIUM PLAZA** Resort & Conference Center

NOTES: Subject property used in the rendering located on approximately 500 acres of former sugar and cattle lands in the heart of Maui, Hawaii, and is the location of the Maui Regional Airport. Although this site is the subject of a project location on Maui, the location is not intended to be the location of the Maui Regional Airport. The location is not intended to be the location of the Maui Regional Airport. The location is not intended to be the location of the Maui Regional Airport.



Each step along the journey brought new ideas, new partners, and new lessons. And like many ambitious projects, the path forward was not always smooth. As they say - *“the road to success is always under construction.”*

The global pandemic in 2020 forced us to pause and rethink the direction of the Maui project entirely.

But sometimes setbacks reveal the bigger picture.

By 2025, the vision had evolved into something far more ambitious than the original concept. Which was hard even for me to believe. What began as a single exhibit had grown into the foundation for an entirely **new hospitality ecosystem** centered around a new flagship destination called the **Aquarium Plaza Resort & Spa**.

Aquarium Plaza is not simply another resort development. It is designed to be a **purpose-driven destination**, combining immersive architecture, environmental awareness, entrepreneurial programming, and a member-powered travel platform known as **ClubZERO Rewards**.

At the heart of this ecosystem sits **Marissa’s Reef for Heavenly Helpers (Marissa’s Reef)**, the memorial exhibit that inspired the project. It serves as a reminder that even the most ambitious dreams can begin with a deeply personal purpose-driven objective.

This book documents the vision behind that dream.

It shares the ideas, the philosophy, and the blueprint for building a next-generation hospitality platform designed not only to create destinations, but to bring together a community of innovators, travelers, and like-minded entrepreneurs who believe in building the future together.

The has grown since and the journey is still unfolding in Real Time.

And that is exactly why this book exists.

Unlike most business books written after success has already arrived, **The AngelPreneur: Building the Dream in Real Time** documents the process as it happens.

In fact, it will be followed by my web series of the same name starting in the summer of 2026.

Together, this book and that series will capture the thinking, the planning, the people, and the vision that are shaping the Aquarium Plaza project of today and the broader ClubZERO ecosystem that will support it.

Consider this book both a story and a blueprint – it is also an invitation into the delivery room of the next generation hospitality ecosystem.

This is a story about how a single idea can evolve into something much bigger over time - by engaging millions of members - like you perhaps - in a common mission or goal.

This is an invitation to those who believe that bold ideas, pursued with the passion, the persistence, and purpose, can still shape the world around us.

Welcome to the journey.

*“Some people dream about the future.*

*Others decide to build it.”*

*Peter “The AngelPreneur” Ortman*

# Table of Contents

Dedication  
The Words That Shaped My Thinking  
Preface  
Why This Book Matters  
Introduction  
Before The Journey Begins

## **PART I:**

### The Seed of the Vision

*“Every great dream begins as a seed in the mind of someone who refuses to accept the world as it is.”*

### **Chapters**

1. The Beginning of the Journey
2. The Birth of an Idea
3. Why Vision Matters
4. The Courage to Think Bigger

## **PART II:**

### The Heart of the Mission - Marissa’s Reef

*“Sometimes the smallest life can inspire the greatest mission.”*

### **Chapters**

5. Marissa
6. The Moment Everything Changed
7. The First Marissa’s Reef Concept (2006)
8. A Twenty-Year Journey
9. Why the Reef Matters

## **PART III:**

### The AngelPreneur Philosophy

*“Entrepreneurs do not wait for the future. We design it.”*

### **Chapters**

10. What Is an AngelPreneur?
11. The Entrepreneurial Mindset
12. Lessons From Building Companies
13. The Shark Philosophy
14. Jumping Out of the Tank

## **PART IV:**

### **Building the ClubZERO Ecosystem**

*“When ideas connect, they become ecosystems.”*

#### **Chapters**

15. The Birth of ClubZERO
16. The Member-Driven Economy
17. The AngelPreneur Impact Fund
18. ReefShark and the Brand Ecosystem
19. BitZERO\$ Virtual Currency
20. Building a Community of Builders

## **PART V:**

### **Building the Aquarium Plaza**

*“A destination should be more than a place.*

*It should be a purpose.”*

#### **Chapters**

21. The Evolution of the Vision
22. From Maui to Las Vegas
23. The Aquarium Plaza Concept
24. Marissa’s Reef at the Heart
25. The Travel Club of Tomorrow
26. The Member-Built Future
27. The Road to a Public Company
28. Final Reflections
29. Welcome to the Dream

Join the ClubZERO movement

About the Author

**Based on a 20-year entrepreneurial journey**

*“This book documents the creation of the Aquarium Plaza and ClubZERO ecosystem in real time.”*

## Before the Journey Begins

Every meaningful venture begins long before the first building is constructed, the first company is launched, or the first investor writes a check. It begins as an idea.

Sometimes that idea appears suddenly.

Other times it grows slowly over years - shaped by experiences, setbacks, inspiration, and the people who cross our paths along the way.

The vision you are about to read about did not appear overnight.

It began with a deeply personal loss, a simple desire to honor a life, and a belief that something meaningful could grow from that moment.

Over time, that single idea expanded.

What started as the concept for a small aquatic memorial exhibit eventually evolved into a much larger vision - one that now includes a new type of hospitality destination, a member-driven travel ecosystem, and a global community of people who believe the future can be built differently.

This book tells the story of how that vision developed.

It is not a story written after the outcome is known.

It is the story of a dream **still being built**.

Some ideas remain ideas. Others become plans.

And occasionally, with enough persistence and belief, an idea becomes something far bigger than anyone first imagined.

The journey you are about to read began with one such idea.  
Now the story begins.

# PART I

## The Seed of the Vision



*“Every great dream begins as a seed in the mind  
of someone who refuses to accept the world as it is”*

Peter “The AngelPreneur” Ortman

For more than twenty years, the vision behind Aquarium Plaza has been evolving from a single seed: the idea that a place could exist where people come not only to travel, but to learn, connect, and help build something meaningful together.

What began as a tribute to the memory of a young girl grew into a mission to create a new kind of hospitality destination - one that blends purpose, innovation, environmental awareness, and entrepreneurial opportunity.

This is where the journey begins.

# Chapter 1

## The AngelPreneur

Every generation produces a few people who refuse to accept the world exactly as they find it.

They see possibilities where others see limitations. They imagine solutions before the problems have even been fully defined. And once they see the vision clearly enough, they begin the process of building it.

Entrepreneurs have always been the builders of the future.

Angel investors, on the other hand, are often the ones who help those builders get started. They provide the early capital and encouragement that allows a new idea to take its first steps.

For most of my life, I have lived somewhere between those two worlds. At different times I have been the entrepreneur chasing the idea, and at other times the early supporter helping someone else bring a vision to life. Over the years, that dual role led me to coin a term that I believe describes a new kind of builder.

### The AngelPreneur

An *AngelPreneur* is someone who both **creates ideas and helps bring them to life**, not only for themselves, but for others who share the same desire to build something meaningful.

As an *AngelPreneur* I believe that innovation is not just about individual success. It is about creating ecosystems where ideas can grow, where entrepreneurs can collaborate, and where communities can benefit from the value created by those efforts.

This philosophy eventually became the foundation for my **AngelPreneur Venture Group**, the company I formed in 2011 to help develop and support ventures built around innovation, sustainability, and entrepreneurial opportunity. But the story that led to this philosophy began several years earlier.

### The Seed of an Idea

In August of 2005, my granddaughter **Marissa** passed away at the age of seven.

Anyone who has experienced that kind of loss knows that it changes you. It forces you to rethink what matters most and what kind of legacy you want to leave behind.

In 2006, while searching for a way to honor her memory in a meaningful way, I designed the first concept for what would eventually become known as **Marissa's Reef**.

At the time it was envisioned as a standalone marine life exhibit - a place where families could experience the beauty of ocean life and learn about the importance of protecting our planet's oceans.

The idea was simple.

Create something beautiful.

Create something educational.

Create something that would help people reconnect with the natural world.

But like many ideas, once the seed was planted, it began to grow in unexpected ways.

## When Ideas Grow

Over the next two decades the concept behind Marissa's Reef continued to evolve.

What began as a single exhibit gradually expanded into something far more ambitious. As I explored different locations where the exhibit might be built, I began to imagine how it could become part of a larger destination — a place where travel, learning, innovation, and community could all come together.

The journey took the idea across several possible destinations:

- Maui was one of the earliest candidates.
- Las Vegas offered several intriguing possibilities.
- The British Virgin Islands presented an exciting opportunity.
- Cancún, Mexico presented too many challenges.
- Vancouver, Canada, briefly entered the picture as well.

In 2018 the concept returned to Maui as part of an ambitious vision for a 500-acre resort and spa development.

Then, like many projects around the world, the momentum was halted by the arrival of the COVID-19 pandemic.

For a time, it appeared the dream might remain just that - a dream. But sometimes the pause created by unexpected events allows a bigger vision to emerge.

## A Bigger Vision

By 2025, the concept had evolved once again. The idea of building a single exhibit had grown into the vision for a completely new type of destination – based on the former Maui project - a place designed not only to entertain visitors, but to inspire them.

That destination became known as **Aquarium Plaza Resort**.

Rather than existing as a standalone project, Aquarium Plaza would serve as the flagship destination for a much larger platform now being built and known as **ClubZERO Rewards** - a membership-based travel and lifestyle ecosystem designed to help fund and support the development of purpose-driven destinations around the world.

At the center of Aquarium Plaza would sit **Marissa’s Reef**, the memorial exhibit that had inspired the journey from the very beginning. It would serve as both a tribute and a reminder that sometimes the most ambitious visions grow from the most personal beginnings.

## Building the Future Together

Entrepreneurship is often portrayed as a solitary pursuit - the lone visionary chasing an idea against impossible odds. To me, impossible simply means “I’m Possible.” So I charge forward with the plan, regardless of the changes.

In reality, the most successful ventures are almost always built by member-based **communities of believers**. By partners, investors, advisors, team members, or early supporters – like our Founding Members.

The vision behind the **ClubZERO ecosystem** embraces that idea fully.

Rather than waiting for a single large investor to fund the entire dream, the goal is to build a **collective of founding members** who believe in the mission and want to participate in creating something meaningful.

Those early supporters become more than customers.

They become part of the story.

## The Journey Begins

This book documents the process of building that vision. It shares the thinking behind the ecosystem, the lessons learned along the way, and the roadmap for turning a twenty-year dream into a living destination.

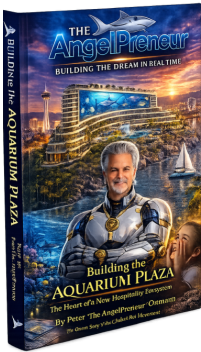
More importantly, it shows how the future can still be shaped by people willing to imagine something better and take the first steps toward building it.

The story you are about to read is not a reflection on something that has already been completed.

It is a record of something **being built in real time** – with your support for simply buying my book.

And if the vision resonates with you, perhaps you will one day find yourself becoming part of the journey as well.

# Pre Order Your Copy Today



## Founding Member Special - \$50

When you **pre-order my book**, you also receive the opportunity to become a **Future Founding Member of the ClubZERO Rewards Ecosystem** when the platform launches.

This **limited-time offer** is available exclusively to the **first 1,000 Future Founding Members**.

Become one of them today.

The digital **PDF edition** of *The AngelPreneur: Building The Dream in Real Time* will be released in **April 2026**. The **printed soft cover edition** will follow in **late summer 2026**. Standard Book Pricing after May 1, 2026:

- PDF Edition – \$35
- Printed Book – \$50 + shipping
- Signed Author Copy – \$100

## New Founding Member Pre-Order Special– Only \$50

When you pre-order the book, you will receive:

- **The full PDF edition** when released in early April
- **A signed printed copy of the book** when published later this summer (*shipping included*)
- **A \$50 credit** toward ClubZERO dues or merchandise in the ClubZERO online store
- **1,000 Bonus BitZEROS** when you activate a paid membership level

This special Founding Member opportunity is available only to the first 1,000 supporters who believe in the vision of the ClubZERO ecosystem.

Your purchase helps support the creation of the Aquarium Plaza hospitality ecosystem and the broader AngelPreneur **entrepreneurial movement**.

---

Reserve Your Copy Today - Visit

[www.ClubZeroRewards.com](http://www.ClubZeroRewards.com)

## Welcome to the Dream