

INVEST IN **POSITIVE POLAR**

Join us to support whale conservation and ocean science through expedition cruises

positivepolar.com Tampa, FL



Highlights

- 1 Positive Polar restores the ocean while taking passengers on exhilarating expedition cruises.
- 2 Positive Polar's whale biomimicry tech. will convert ship waste so that it supports marine life.

- 3 Positive Polar's whale biomimicry tech. and other R&D may generate billions USD in value.
- 4 5% or more of guest ticket sale revenues will be invested in Positive Polar's whale biomimicry R&D.
- 5 Diverse and resilient revenues from ticket sales, cargo deliveries, carbon credit sales, licensing.
- 6 Distinctive experiences, e.g., "Positive Whaler" capturing samples alongside whale scientists.
- 7 Operational and scientific team accomplished in generating value from cruising and licensing.
- 8 Join the Movement! Unite and feel proud with Positive Polar restoring the oceans while we cruise!

Featured Investors



Ansgar Müschen 

Follow

Invested \$500,000 

Founder and Managing Director of B&M Maritima. Ansgar has vast experience in all aspects of in all aspects of the local and international shipping market and a passion for the sea.

"Positive Polar's concept and fundamentals represent a unique future of expedition cruising, and we are proud to be their chosen partner for delivering the logistical solutions needed at every port of call. Efficiency and passion are essential when supporting a company at the top of its class."



Gary Yeung
Syndicate Lead

Follow

Invested \$5,000 ⓘ

"I have known Jenn for over 20 years since we worked at Genentech together, and have always believed in her endeavors. Her career trajectory and success at Genentech, Gilead, and other life science companies validate my conviction. As a VC now, I like Jenn's new venture of combining travel with Science to create a new category of travel, which she called Science Expedition Cruise. I always believe in "doing well by doing good." Positive Polar fits that mission well! Thus, being an early and lead investor for Positive Polar reflects my conviction in Jenn and the company. Wishing Jenn and the team all the best in building this Positive Polar! - Gary
<https://www.linkedin.com/in/garykyeung/>"

Our Team



Jenn Bonilla, PhD President, Co-Founder

Passionate expedition cruiser. Lover of whales and science. 20+ years experience translating biotechnology into profitable businesses in companies such as Roche, Gilead and Genentech. Princeton University Alum.



Hugo Hinrichsen Chief Executive Officer, Captain, Co-Founder.

Staff & Executive Officer, Naval Engineer. Proven track record as Polar Helicopter Pilot & Sailor in rescue operations and working directly with scientists and guests from cruise lines on extreme environments. Master in Strategic Development and Business.



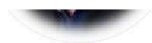
Hans Lagerweij Chief Commercial Officer

Expedition cruise expert and frequent panelist on cruise market trends. Formerly CEO and President of Victory Cruise Lines; President of international businesses of Albatross Travel; Senior Vice President at Four Seasons. MBA and MA Brand Management.



Chris Youngblood Chief Financial Officer

Senior finance leader experienced in maximizing cruise profits through all legal options. 25 yrs experience incl. senior finance roles at Grand



Expeditions, TUI Travel, and Travelopia. Masters Degree in Accounting and is a Certified Public Accountant.



Matt Savoca, PhD Science Director

Ground breaking publications in top tier journals on whale recovery and related topics. PI at Calif. Marine Science Foundation. See his work at: MatthewSavocaEcology.weebly.com.



Nikki Baxendale Creative Officer

Award-winning environmental artist and photographer. Led global design teams, collaborated with industry giants Disney, MTV and others. See her Insta to be inspired: [@nikkibaxendaleart](https://www.instagram.com/nikkibaxendaleart)



Tim Foresman, PhD Product & Programs Senior Leader

NASA Digital Earth Chief Scientist. Creator of PBS movie "Whales that wouldn't die." UN Environmental Program chief scientist.



Shannon Robison Communications Manager

Communications professional with a passion for storytelling, media strategy, and brand elevation. With a foundation in public relations, she has helped various type of companies to find their voice, shape their narratives, and secure meaningful coverage.



Phil Hunter Expedition Director

California native, has a degree in Aquatic Biology at the University of California Santa Barbara. He has logged over 100 trips to the Antarctic & over 80 to the regions of the High Arctic. Extensive experience leading expedition teams in both areas.



Aria Mckenna Public Relations Coordinator

She is a multi-hyphenate filmmaker and strategist who works to build bridges between climate scientists, policy makers, media and the public. Her mission is to use storytelling to break down the cultural barriers that keep us from restoring a safe climate

It's more than an expedition... It's an ocean wildlife adventure on a mission to heal the planet!



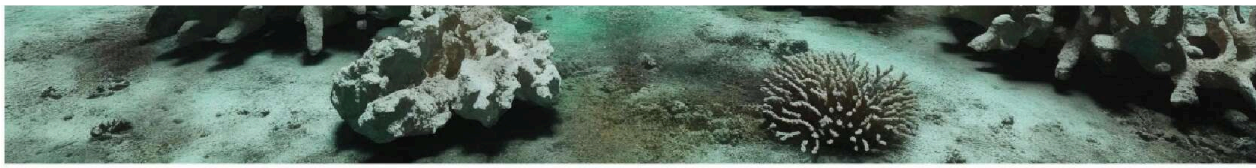
Restore Ocean Wildlife and the Environment while Proudly and Happily Cruising



PROBLEM

Oceans warming, ecosystems dying, people feel powerless





OUR SOLUTION

Restore oceans with whale-inspired tech. and take people on exhilarating expedition cruises to finance essential science



LEVERAGE

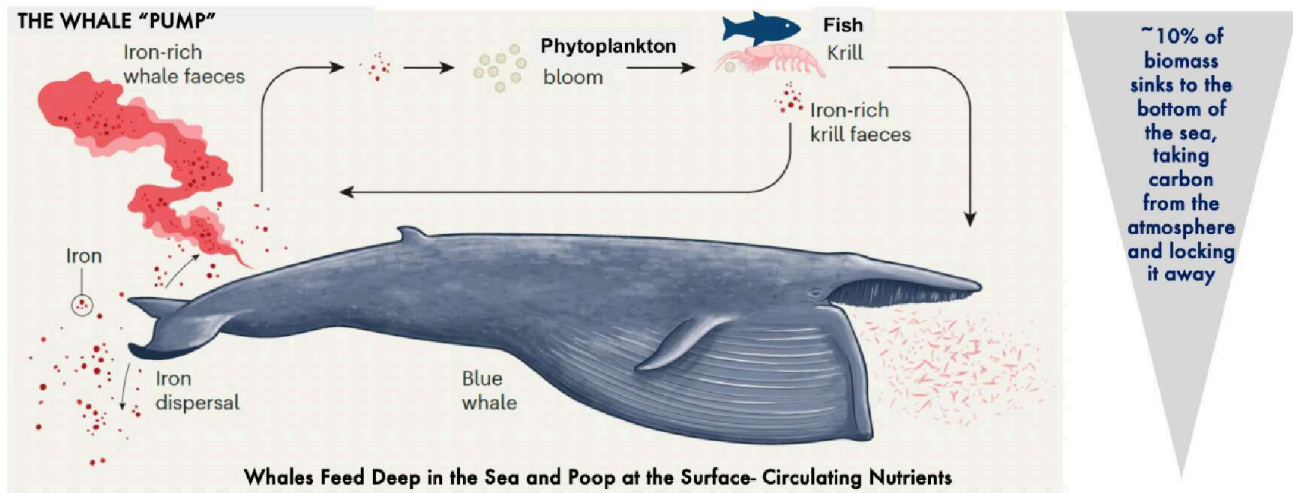
Positive Polar finances and popularizes whale-tech / ocean restoration by bringing guests and scientists together



**Positive Polar invests 5% or more of ticket sale revenue into R&D.
Guests will Love and Support What They Experience!**

WHALE BIOMIMICRY

The whale pump feeds all marine life; Industrial whaling removed so many that there remains an imbalance in the sea

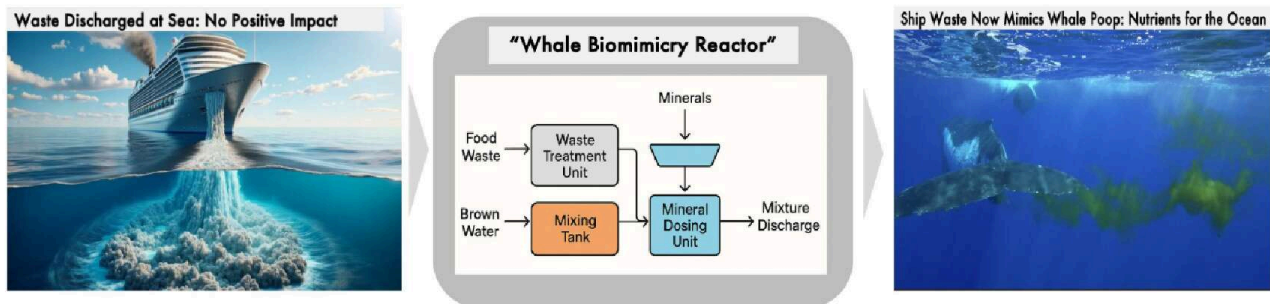


Adapted from V. Smetacek, Nature | Vol 599 | 4 November 2021

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WHALE BIOMIMICRY REACTOR

Positive Polar will convert waste to mimic what whales do



We will develop the "Whale Biomimicry Reactor" to transform human waste from ships into a positive mixture mimicking whale nutrients to restore marine ecosystems!!



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IMPACT THROUGH MERCHANT & CRUISE FLEET

Calculations suggest we may finally restore our environment



If one-third of merchant ships converted their waste to mimic whales, we could restore the environment to pre-industrial levels.
Bring Balance Back!



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PROJECT PLAN

Whale biomimicry development plan leverages our ship for efficient and effective development

Development Phases



6-12 Months

12-18 Months

18-24 Months

24+ Months

Ship Platform Leverage



Estimate 2 years and \$8M to get to a prototype (Ph 1 and 2)
self-financed with 5% of cruise ticket sales



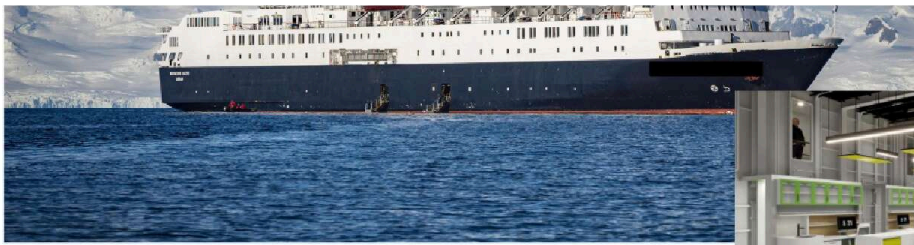
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MULTIPURPOSE SHIP

Cruises, cargo, and whale biomimicry housed in one vessel





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SCIENCE AND GUEST EXPERIENCE

Itineraries follow the "Whale Highways"

Cruise from 10 days to 23 days in both cold and warm places...

Feel Proud cruising with Positive Polar!



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GUEST EXPERIENCE

Memorable guest programs inspire ocean advocacy



MARKET OPPORTUNITY

Only Positive Polar creates a net positive impact



Axes: Neutral to Positive Environmental Impact; Enriching, e.g., citizen science, lectures to Entertaining Activities, e.g., shows, lounges. Placement relative to brand focus.

REVENUE STREAMS

Cruise, cargo, carbon credits, biomimicry IP licensing

Cruise Business Model

Positive Polar will generate income with revenue coming from tickets and onboard sales:

$$\text{Cruise Revenue} = \text{Passenger Cruise Days} \times \text{Ticket Price} + \text{Onboard Sales (e.g., premium alcohol, art sales, souvenirs etc)}$$

Carbon Credits

Potential value of carbon credit market under different scenarios (USD billion, 2024 prices)



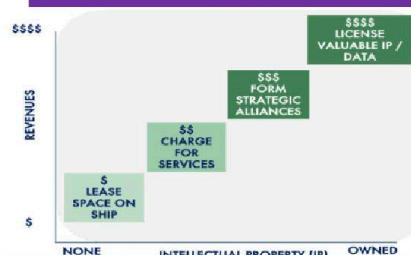
Legend: Low demand, loose supply; Low demand, tight supply; High demand, tight supply; High demand, loose supply

Cargo Revenue

We will use our multipurpose ships to generate **CARGO** revenues, e.g., delivering **medical and other supplies** to hard-to-reach communities and bases we are visiting at:

- Antarctic Peninsula
- Chilean Fjords
- Greenland Fjords
- Rarely visited islands

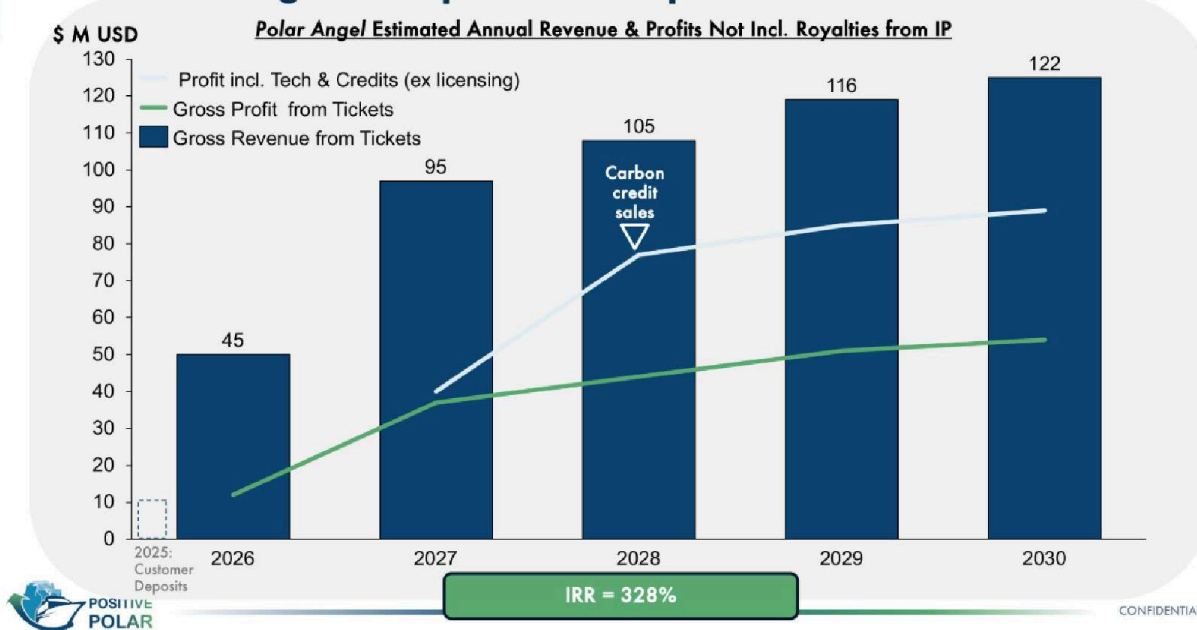
LICENSING



Future projections are not guaranteed.

FINANCIAL PROJECTIONS

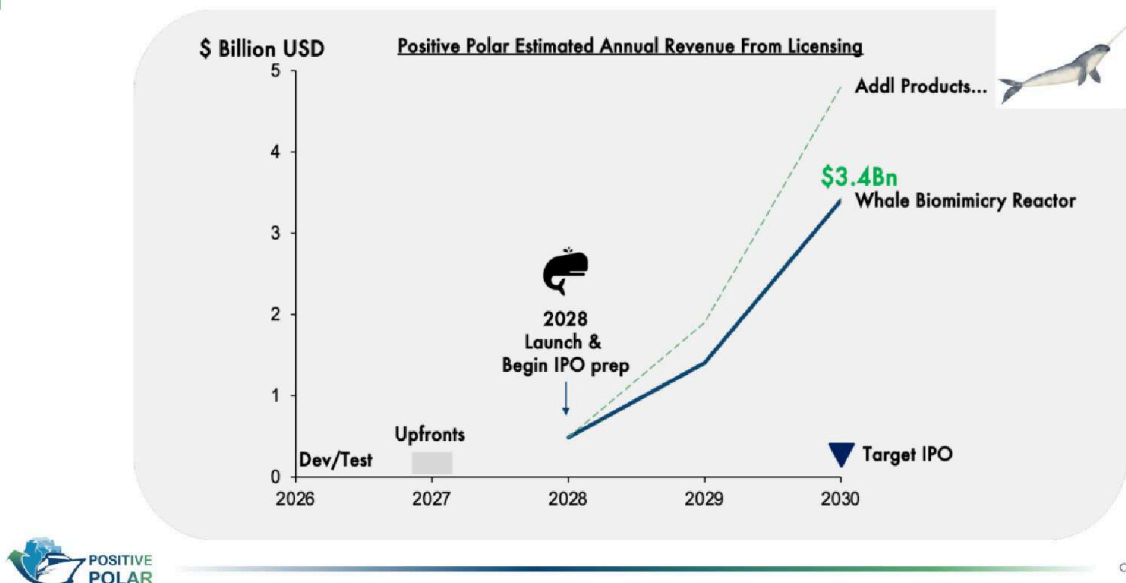
Positive Polar generates predictable profits from expeditions tickets & cargo and potential upside for carbon credits



Future projections are not guaranteed.

UNICORN POTENTIAL SUSTAINED IN A PREDICTABLE PROFITABLE BUSINESS

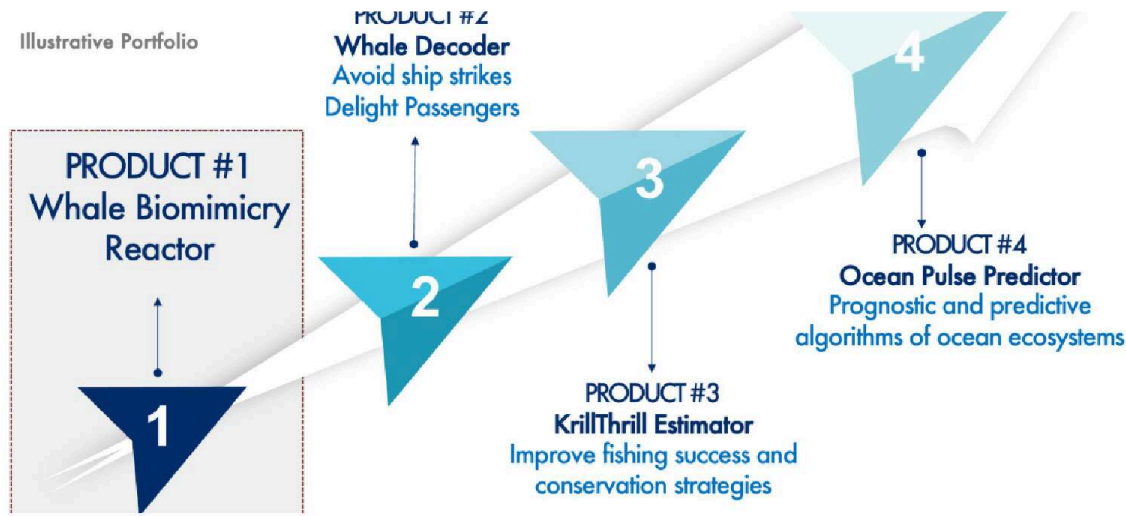
Positive Polar upside from licensing the whale biomimicry IP may be worth billions USD, offering a "Unicorn" potential



Future projections are not guaranteed.

PLANNED PROJECTS

Positive Polar's ships and expeditions are a platform for multi-product development



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INVESTOR PERKS

Create a legacy, enjoy art, cabin upgrades, lifetime cruises

Illustrative benefits:

\$1k:

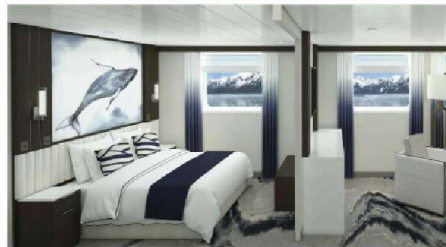
Name featured on our online Supporter Wall

\$25k and multiples:

Share a cabin with your partner at no addl cost on a trip from our itinerary

\$100K and multiples:

All you can cruise with a partner for 1+ years and name a suite



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FOUNDERS

Founders bring both operations and biotech expertise



HUGO HINRICHSEN, Capt. CEO

JENN BONILLA, PhD PRESIDENT

Positive Polar's mission to restore the whales is deeply personal because of his Danish family history of whaling and

Positive Polar's mission to improve people's lives through travel while advancing science and technology

having experienced first-hand the consequences of global warming while living in Patagonia.

Hugo's qualifications incl.

- Frg. Captain (R), Staff Officer with substantial experience in Antarctica and elsewhere including command, rescue ops., security, logistics and serving as Executive Officer and Pilot for air-naval divisions in Chile and abroad; Expedition Cruise and Scientific support expertise.
- Polar Helicopter Pilot, Sailor and Engineer.
- Master's Strategic Development and Business. (UAI)

development for global benefit combines Jenn's passions and experience.

Jenn's qualifications incl.

- Global biotechnology product and business development leader at top companies including Merck, Genentech, Roche and Moffitt Cancer Center. Jenn is highly skilled in working with scientists to create valuable products to serve humanity.
- Psychologist, Princeton PhD, eager to make a positive impact on people, giving them agency and hope.



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TEAM

Experienced cruise leaders, science and creative team

Commercial



- Hans Lagerweij.
- MBA and MA Brand Management.
- Experience incl. CEO and President of Victory Cruise Lines; President of the international businesses of Albatross Expedition Travel and a Senior Vice President at Four Seasons.

Finance



- Chris Youngblood.
- Masters Degree in Accounting and is a Certified Public Accountant.
- 25 yrs experience incl. senior finance roles at Grand Expeditions, TUI Travel, and Travelopia.

Science



- Dr. Matthew Savoca.
- Hopkins Marine Station of Stanford U & PI at Calif. Marine Science Foundation.
- For more info about his research see MatthewSavocaEcology.weebly.com.

Creative



- Nikki Baxendale.
- Award-winning environmental artist and photographer.
- Led global design teams, collaborated with industry giants Disney, MTV et al.

Permissions



- Denise Landau.
- Board Member of the American Polar Society; past president of IAATO.
- Active in building bridges between cruise tourism industry, governments and environmental groups for 30 years.

Technology



- Frederic Billardon.
- Career experience in cruise ship new building technology strategy and implementation.
- Ensure coherence across IT, electrical and automation systems and compliance with marine requirements.

Products & Programs



- Dr. Tim Foresman
- Senior Science, Engineering, and Education leader.
- NASA Digital Earth Chief Scientist.
- Creator of PBS movie "Whales that wouldn't die."
- UN Environmental Program chief scientist.

Expedition



- Phil Hunter.
- Degree in Aquatic Biology at University of California Santa Barbara.
- Over 100 trips to the Antarctic and over 80 to the regions of the High Arctic; leading expedition teams in both areas.



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Why Positive Polar Now

RESTORE THE WHALES AND OCEAN WILDLIFE: WE HAVE THE PERFECT TEAM AND ASSET TO DO IT!!



STRONG FINANCIAL RETURNS
INVESTING IN A FIRST OF ITS KIND
AND RESILIENCE BUSINESS:
DO WELL BY DOING GOOD

TRAVEL AS AN OWNER ENJOYING
AND BOOSTING THIS POSITIVE
SOCIAL MOVEMENT AND BRING A
PARTNER FOR NO ADDL COST!

Join us!

It's not only an expedition...
It's an Outdoor Wildlife Adventure
on a Mission to Help the Planet!

ACT NOW

Invest now to heal the oceans!



Hugo Hinrichsen, Capt.

Jennifer Bonilla, PhD.

General Information

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Downloads



[Positive Polar Investor Flyer 25Jun2025.pdf](#)