



PRINCIPALS DIRECT GROUP

CREATING VALUE FROM A DIFFERENT PERSPECTIVE



Steve Kirschner

COO Licensed Broker Representative
Founder, CEO of IREON



Principals Direct Group is a full-service Commercial Brokerage Consulting firm that solely works directly with principals who own and operate investment assets.

We specialize in **“OFF MARKET” Transactions** in every asset class throughout the United States and internationally :

- Office
- Multi-Family
- Mixed-Use
- Retail
- Industrial
- Hotels
- Land for Development
- Other commodities

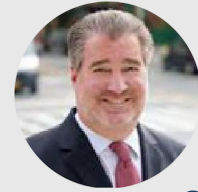
PRINCIPALS DEALING DIRECTLY WITH PRINCIPALS

Our Services with Our *Strategic Partners*

☑ Financing Commercial Real Estate

☑ Business Mergers & Acquisitions

- Debt and equity capital raises – No Upper Limit
- Raising minority equity, control equity, and equity growth capital.
- Raising debt from senior secured to unsecured facilities.



Steven J. Lifton
Managing Director
Cambridge Wilkinson

Capitalizing Interests to:

- Fortune 100 Companies
- Entrepreneurs
- Family Office
- Private Equity firms
- Hedge Funds
- Venture Capital
- Mergers & Acquisitions
- International Business Development
- Expansion US & Foreign Companies Corporate Spin-Offs Start-Ups (pre-seed, seed, Series A through pre-IPO) Future Tech
- Commercial Real Estate:
 - Hotels Chains
 - Luxury Boutiques
 - Hospitality
 - Multi-Family
 - Shopping Centers
 - Industrial
 - Manufacturing
 - Warehouse & Storage

Our clients rely on us to complete an acquisition, expand their product line, or capitalize for growth. We are industry agnostic with extensive expertise in real estate, specialty finance, consumer finance, sports & entertainment, infrastructure, healthcare, technology and transportation businesses.

CAPITAL FINANCE & INVESTMENT BROKERAGE

-BLACK PEARL INVESTMENTS-



J.R. Chantengco

Senior Managing Director
Black Pearl Investments

Black Pearl Investments (BPI) is an emerging U.S.-based investment firm in New York City focused on capital advisory and structured finance in the commercial real estate and alternative investments space. BPI seeks to generate attractive risk-adjusted returns through various strategies, including value add and opportunistic situations. Its arranged funds are major credit providers for middle to institutional market enterprises and leverage those funds with its investor mandates.

BPI utilizes private credit / private equity, including private syndications and placement memos (SEC Reg D/S 506c, Reg A+, and Reg CF exempt offerings) in conjunction with its SEC-registered intermediary broker-dealer or funding portal.

FINANCING PROGRAMS

Originating senior and mezzanine debt, structuring equity, limited partnerships, syndicating seed / early stage capital, handling asset & client due diligence, administrating custodial accounts & investor compliance, performing financial modeling, and executing on credit underwriting & analyses for investment acquisitions, dispositions & distressed situations, credit buttressing, and risk mitigation.

I. Property Finance

II. Project Finance

III. Corporate Finance

IV. Instrument Finance

Asset oversight and management services, corporate custodial & attorney-led trust services, secured credit facilities, and the collateralizing, leveraging & monetizing of various financial instruments, including prime bank treasuries (primarily U.S.) and credit-rated paper (corporate bonds).

TARGET BUSINESS SECTORS

Biotech, Medical Technology & Healthcare ** Cybersecurity & IT ** Fintech Proptech ** Broadband, Media & Entertainment ** Natural Resources (Au), Oil & Gas and Commodities
Power, Renewable Energy & Infrastructure * CBD/Industrial Hemp & THC (Cannabis) * Blockchain DeFi, Cryptocurrency (BTC / USDT) & Digital Assets * AI & ML & Chat GPT Materials Science & Engineering

Sports and Entertainment Advisory and Family Offices



William E. Betts, III

Managing Partner
Black Pearl Investments

William Betts worked with Bear Stearns, Inc. in New York City, where he spent six years honing his financial skills while working in various areas of equity trading, convertible bonds, high-yield trading, and private wealth management. He then worked at Merrill Lynch and Morgan Stanley in their private wealth department, servicing high-net-worth individuals, family offices, professional athletes, and music industry executives.

In 2004, Mr. Betts formed The Betts Group, LLC, a boutique business management and consulting firm. As an entrepreneur, Mr. Betts utilizes his broad foundation to respond to the financial challenges of his clients by providing asset allocation advice, risk management strategies, and equity and fixed-income solutions. Although skilled in many areas, Mr. Betts is best known as a “rainmaker”; he has the uncanny ability to assess client needs and provide them with timely and obtainable business solutions.

Mr. Betts graduated from Connecticut College and earned his B.A. degree in Economics with a minor in Sociology.

 Black Pearl Investment Clients

Appraisals & Valuations



Neil F. Axler
Managing Director
B. Riley Advisory Services

- Real Estate focus
- Due diligence
- Valuations for Owners/ Developers for buy/sell decision-making
- Financial reporting
- Estate and gift tax matters
- Litigation support services.



Robert J. Meulmeester
Director

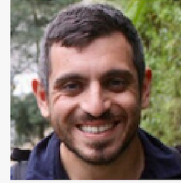
Accomplished strategist and analyst and hands-on operationally in market research, site selection, valuation / financial analysis, acquisitions / deal structuring and (re) development/repositioning, capital markets/financing, and legal and accounting matters. Conducted business in over 50 countries and analyzed nearly \$100 Billion in real estate.



Cryptocurrency-based lending platform that allows users to independently & immediately create their own loans, without the cumbersome need for bankers or paperwork.

Mavryk Dynamics makes blockchain easy, as we are

a web (3) three consulting and development company that helps users understand the ongoing revolution of digital finance. We are currently developing Mavryk Finance, a blockchain-based banking co-op for secure lending & borrowing of digital assets.



Alex Davis

Founder and CEO of Mavryk

Mavryk Finance allows customers to securely earn

a yield on their digital assets or borrow by using them as collateral without the need for 3rd parties. Users may also earn yield by becoming passive or active members of the banking co-op.

Wealth Preservation & Succession Planning



Edward W. Gordon

Founder / President
Preservation Capital Partners



Jordan M. Toder

Partner
PreservationsCapital Partners

"Customized" strategy to each principal and their family's personal needs. The strategy will not only save taxes but more importantly, it preserves net worth and directs its succession to desired beneficiaries with absolute minimal tax consequence. It has been proven for over 25 years and is fully supported by the highest Legal and Accounting authority.

BUSINESS MERGERS & ACQUISITIONS

-Acquisitions & Capitalization

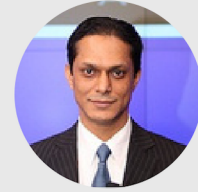
Raj Kashyap began his career in 1991, first at Oppenheimer & Company, a leading securities and brokerage firm, and later at Shamus Capital, as Vice President in the brokerage department. He also served as the head of global sales and client relations at Information Management Network for over eight years. His primary responsibilities included growing the institutional investment events businesses worldwide—from the America's to China, to Europe and Japan. He successfully managed 100's of active global clients and generated over millions sponsorship sales annually.

He is now the Co-founder and Managing Partner of **Global M&A Network, LLC**; a diversified media company and exclusive publisher of the popular “Top Dealmakers” lists. GM&AN also hosts industry forums and the world's most prestigious “Atlas Awards” galas, serving the alternative investing, private equity, M&A, restructuring, transactional and business communities world-wide.

Atlas Awards 2024 Forums 2024 Deal Maker Lists

Raj recently Co-Founded Term Sheet Capital. Term Sheet Capital (TSC) is a global boutique investment bank known for providing advisory services for Mergers and Acquisitions, Capital raises, and Strategic Partnerships to technology companies around the world. As managing partner, he is a consultant on capital raising and for private placement clients internationally, primarily involved in the sell-side of healthcare, technology, manufacturing, etc.

Raj is also the CEO/Founder of Kash Motorsports, which offers consulting services, raises capital and represents drivers, teams, and/or sanctioning bodies in NASCAR, IRL, American LeMans Series and Grand AM Series.



Raj Kashyap

Co-Founder and
Managing Partner
Global M&A Network, LLC



THANK YOU

Business is personal for everyone at Principals Direct Group.

The firm provides a complimentary consultation to answer questions and establish current, short, and long-term personal and business goals.

Zoom conference meetings are scheduled when personal meetings are not possible.

Co-Brokerage and Business Referrals: PDG works directly with principals, however we co-broke transactions with Licensed Real Estate Brokers and Attorneys who represent either a buyer or seller and pay business development referral fees and commissions for introducing clients where remuneration is received for services provided.



Steve Kirschner
COO Licensed Broker Representative
Founder, CEO of IREON
SKirschner@IreonNetwork.com

**Want more information or a direct response from Steve
Kirschner or a PDG strategic partner?**

Contact:

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