

Put the Rainbow Into Forever—and Own a Stake in the Business

Own a stake in the business behind the beauty. I have built deca-million-dollar companies; now I am seeking \$2,337,500 to build YSE toward a \$100 million ambition, with a billion-dollar vision beyond it.



AI-generated future-vision concept with the YSE brand model at Nasdaq; this is an imagined scene, not a record of an event, listing or affiliation.

Dear Prospective Investor,

A small box opens, and a much bigger story begins

He opens the box. She looks at the ring, then looks at him. For a few seconds, neither needs a marketing department. If you can see the power in that moment, I invite you to examine the business I want to build around it—and the ownership through which you could participate.

Some purchases solve a problem and disappear from memory. A wedding ring can remain on a hand for fifty years, appearing in family photographs long after the receipt has vanished. I want YSE to earn a place in those moments, with a story customers remember and economics an investor can examine.

I am inviting you to consider an investment with two financial objectives: growth in the value of your ownership and participation in cash the business can distribute. My responsibility is to build the products, customer relationships, and operating results that could make those returns possible.

I have built deca-million-dollar companies before. YSE is my billion-dollar vision, and I am confident in my ability to build a \$100 million company. Those are my ambitions, not a present valuation or a promise of what your investment will earn.

A hundred million dollars is a serious ambition. A billion is the horizon I let myself imagine; occasionally that thought comes out as "Gucci, Gucci, goo." Allow the Pastor one small smile. The work still begins with a product someone wants, a delivered order and money left after the costs.

I am seeking up to \$2,337,500 for *Amazing Light YSE Fund, LLC*. Under the proposed capitalization, investors subscribing for the entire offering would collectively own 10% of the outstanding Units. The ordinary individual minimum is \$50,000, subject to Company waiver.

The investment case begins with what your capital could help build—and how you could participate in its success. I want you to see the founder behind the numbers as clearly as the products behind the photographs.

The morning I realized the pitch was missing the *Shark*

In the rebuilding chapter of my life, I have spent plenty of time explaining the jewelry.

Then, after prayer, a post from LinkedIn influencer *Kim Perell* about the power of a pivot helped me recognize what I had left out: the person who would have to turn the vision into a business. I was describing the sparkle and barely introducing the *Shark*.

Reading *Kim Perell* on pivoting sharpened my thinking about the investor conversation. A person considering \$50,000 deserves a clear explanation of the products, economics, and risks.

A shark considering the entire raise must also examine the judgment of the person making the decisions.

That is the pivot.

It changes the conversation from a product presentation into an examination of the founder's judgment and the business he proposes to build.

My commercial background includes *Heritage Auctions* and decades working around rare coins, precious metals and luxury objects. Storytelling has followed me from a collector's table to a sermon by the sea. An object gets someone's attention; an informed, honest explanation gives that person a reason to care.

Today I bring approximately 28,000 *LinkedIn* followers, my newsletters—including *SELL*, *Mindful Ethics*, *Hotels, Hospitality & Profit*, and *The Gold Ledger*—and *The Godly Shark Podcast*. I regard that audience as a place to begin conversations, listen, and earn introductions. It is not a count of customers, committed purchasers, or investors, and it does not establish profitable customer acquisition.

I am looking for a lead investor capable of considering the full \$2,337,500, while retaining the proposed \$50,000 and \$100,000 participation paths. One investor could fund the entire offering under its definitive terms.

My experience has taught me to recognize openings, connect people, sell and adapt. Those abilities must now produce something measurable: completed orders, satisfied customers, repeat purchases and a business worth owning.

The strategy is to make the highest and best use of relationships already within reach. A trusted introduction can open a door; a relevant offer and dependable service must give the person a reason to walk through it.

The pivot puts more opportunities under one operating umbrella

The pivot also belongs in the legal purpose of the business. Under the proposed *PPM* and Operating Agreement, the Company may engage in any lawful act or activity not prohibited by law that the Managing Member reasonably believes may be profitable for the Company.

I want you to understand that authority before you invest.

That operating umbrella includes *YSE* jewelry, proposed *YSE Labs* and loose-stone activities, gold and precious metals, rare coins, collectibles, the *Legacy Auction* initiative, construction and commercial-solar projects.

YSE is the initial commercial focus. The broader mandate lets me apply the experience, relationships and judgment you are evaluating to more than one way of earning a profit.

The commercial question is the highest and best use of the Company's capital and relationships. If a well-supported coin opportunity, a collectible or a properly structured construction project offers an attractive way to

earn, I want the flexibility to examine it. Every opportunity still has to justify its costs, working-capital demands and execution risk.

These are proposed Company activities under one disclosed operating umbrella, not automatic ownership of every business or asset I have ever touched. The Company must document its own contracts, rights and economics, keep its funds separate and meet applicable licensing, disclosure and approval requirements. The initial budget does not fully finance every possible activity, and the Class A protections remain in the Operating Agreement.

A promise becomes a product and a customer becomes a relationship

YSE, pronounced *ICE*, brings lab-created gemstones into wedding rings, Christian crosses, necklaces and custom gold creations. These gemstones are a distinct material from diamond, with a striking rainbow character that gives the brand its visual identity.

Our line is simple: *"We are hunting what comes after 'forever.'"* I also put it this way: *"YSE. We add the rainbow to forever."*

A wedding ring represents a promise. A cross expresses a conviction. A meaningful gift can become part of a family's history. I want to build a business that understands those occasions, delivers the creation properly and earns the next purchase.

Picture the wedding professional whose client wants something memorable. That professional already understands the occasion and the relationship; our job would be to provide a creation worth recommending, with clear specifications, dependable delivery and written responsibilities. A planner does not need my entire life story while the caterer is calling about missing chairs.

The proposed business has two sales channels: finished jewelry for customers and loose stones for jewelers and designers. A planned YSE Labs evaluation would investigate future technical capabilities and quality control. Wholesale sales and laboratory work remain planned activities.

The commercial sequence matters: confirm costs, approve samples, secure dependable fulfillment, win paid orders and measure what remains after the costs of delivering them. Then expand where the evidence supports expansion.

I want each customer to feel that we helped them choose well. An anniversary, a family gift or an introduction may follow a successful first purchase, but each has to be earned. The commercial opportunity includes the relationship over time, with its real service costs and its potential repeat business. I want every customer conversation to begin with what serves that person best, because the relationship is worth more than forcing the wrong sale.

The rainbow begins with a different crystal story

Here is my elevator pitch.

Diamond is crystallized carbon; YSE brings carbon and silicon together in a different crystal story.

We call the resulting lab-created gemstones YSE, and I want their rainbow fire to make the introduction before the technical explanation begins.

Why the rainbow?

The material's optical properties separate white light into colorful flashes, the effect jewelers call fire. Cut, lighting and the individual stone influence what you see. This is a distinct gemstone, not a finished diamond with something added to it.

My branding shorthand is *"Add the silicon. Add the rainbow. Add the love."* I want that line to start a conversation about a different kind of beauty. The full material identity and specifications belong in the technical documents and product disclosures, where an investor or customer can examine them.

When I joke about “*carbonizing crystals in my bathroom*,” I mean an entrepreneur’s imagination running ahead of the premises. My bathroom remains better suited to a shower. Actual crystal growth belongs in a properly equipped laboratory with qualified people, controlled processes, and independent testing.

The natural mineral counterpart of our lab-created gemstone is exceptionally rare. Laboratory creation makes that kind of crystal available for jewelry; it does not make the manufactured stones geologically scarce. I want customers to choose the beauty we can actually deliver, with a clear understanding of what they are buying.

I also want YSE Labs to evaluate producing laboratory-grown diamonds, separately from growing YSE gemstones. For diamonds, *D* color and *IF* clarity describe demanding quality targets; *IF* means internally flawless under 10× examination, not absolute perfection. Actual grades must be established independently, and those diamond grades do not grade YSE gemstones.

My ambition is to pursue exceptional color, clarity and cut, with consistent quality and commercially sound costs. Nature’s finest flawless diamonds are rare, and laboratory production does not automatically create perfect stones. Each growth process has its own equipment, expertise and yield challenges; YSE Labs must establish what it can produce and at what cost before I can claim a manufacturing advantage.



The Godly Shark and the YSE brand model in an AI-generated Nasdaq future-vision concept; no IPO, listing, event or affiliation is represented.

The story matters when ownership connects it to your potential return

A proposed \$50,000 subscription purchases 50,000 Class A Units. At full subscription, that represents approximately 0.2139% of outstanding Units.

For perspective, at a hypothetical \$100 million company equity value, that percentage corresponds to approximately \$213,904. At a hypothetical \$1 billion equity value, it corresponds to approximately \$2.14 million.

Those are simplified hypothetical exit-value illustrations: possible ownership value at a future sale or other liquidity event. They assume full subscription, unchanged ownership rights and no dilution, and exclude taxes and transaction costs. They do not establish a buyer, an exit date, or cash you could receive. Actual sale or liquidation proceeds would follow the governing agreements.

At the \$100 million hypothetical equity value, the illustrated stake is about 4.28 times the original \$50,000 contribution. That is a total paper-value multiple, not 4.28 times profit, an annual return or a promised realization. The business must first earn any valuation, and an investor must have a lawful means of realizing value.

Now consider the possibility that, by the time of that exit, your Class A distributions have already returned 100% of your original cash—and you still own your Units. Capital recovery does not cancel that ownership. Your Units can continue to participate in further declared cash distributions and in an eventual exit under the governing terms.

For example, assume the \$50,000 investor has already recovered that \$50,000 in cash, all Class A capital has been recovered, and a later \$100 million equity exit occurs after those prior payments. With unchanged ownership and before taxes and transaction costs, the simplified exit share would still be approximately \$213,904: about \$263,904 in combined capital-recovery and exit receipts, before any additional interim cash distributions. This is conditional arithmetic, not a forecast; the exit value must be measured after the prior payouts so the same cash is not counted twice.

That is the potential I find compelling: your capital returned, the possibility of further cash earnings, and continued ownership in a business that could become worth substantially more. Much more than getting your money back is the ambition. The business has to earn it, and an investor could instead lose the entire investment.

Your capital can come back while your ownership keeps working

The proposed cash-distribution terms provide a separate participation mechanism. Here is how that mechanism is proposed to work when the Company declares eligible distributions.

During Phase One, Class A collectively receives 50% of declared member cash distributions, with 50% going to Class B, until Class A's original cash contributions have been recovered. Class A's share is allocated according to remaining Unreturned Capital.

After that recovery, distributions follow the per-Unit provisions. At full subscription, that means 10% collectively to Class A and 90% to Class B.

This allocation concerns cash legally available and declared for distribution after business obligations and appropriate reserves. It does not promise repayment or a payment date. There is no contractual five-year waiting period before the Company may make a lawful distribution.

My objective is to earn from the start of operations, push earnings to the bottom line as soon as possible and distribute legally available cash as business conditions permit. Management will review that capacity at least quarterly once operations begin. I want the business working toward investor cash participation from the beginning; the retained no-distribution financial sensitivity in the *PPM* is a conservative scenario, not an instruction to wait five years.

Why the Class A benefit matters so much to me

In my account of my last deal through *The Hamilton Agency*, the Class A Units were golden. Once operations began, I began earning and my investors began receiving Class A distributions at once. That experience is why I put so much weight on converting a business opportunity into actual earnings and cash participation.

Through what I called the *Accelerated Benefit*, those investors received cash equal to 100% of their original investment within one year. After that recovery, they received what I describe as double-digit cash returns for the following seven years. Their original money had come back, and the investment kept producing additional cash.

I maintain that the government wrongfully shut down *The Hamilton Agency*, and I am still fighting to clear my name. I am a fighter, and this chapter has not changed that. In the experience I am describing, investors had already received their original capital and those additional cash payments before the shutdown; the closure did not erase the cash they had already received.

What I believe they were cheated out of was the final exit. I regarded the company as virtually sold in an eight-figure transaction, but that sale never closed. The cash paid during operations and the lost opportunity to receive exit proceeds are both part of the story.

This is my account of a prior venture, not independently verified performance for YSE. The *PPM* identifies the records needed to substantiate the issuer, payment dates, complete investor outcomes and proposed sale, and keeps the separately disclosed *Madison Pain Clinic* history distinct. The prior *Accelerated Benefit* does not establish that YSE will reproduce those results or that its terms are identical.

You could own part of the company and wear part of its story

Here is the *One-for-One Jewelry Benefit* in plain English. An accepted \$50,000 subscription provides a \$50,000 stated-retail allocation of eligible YSE jewelry under a signed benefit schedule; an accepted \$100,000 subscription provides a \$100,000 allocation, alongside the Class A Units purchased.

Invest \$100,000 under an accepted subscription, and *The One* ring can be your entire \$100,000 jewelry benefit when that selection is written into the signed schedule before acceptance. Its agreed allocation price, metal,

gemstone specifications, delivery, ownership and any display terms must be settled there. The schedule must expressly designate the ring at the \$100,000 allocation price; it does not automatically promise another published edition or leave you with an undisclosed top-up.

And let me be candid: the jewelry is marked up substantially over its intended production cost. A \$100,000 stated-retail allocation does not mean I am spending \$100,000 to make it, and it does not mean you can resell it for \$100,000. The proposed economics are disclosed so you can examine the business I want you to own.

We use lab-created stones, and my *YSE Labs* vision includes growing our own. The initial launch relies on qualified supply and fabrication partners while internal crystal growth remains a development objective. Precious metal, design, craftsmanship, presentation and dependable service must turn those materials into a creation a customer is willing to buy.

That benefit lets an investor own an interest in the business while wearing or displaying its creations under agreed terms. Product eligibility, specifications, ownership, delivery and any display obligations must be documented.

A cross might begin a conversation about faith. A ring might mark an anniversary, or an eligible custom creation might give you a personal connection to the brand you helped finance. I want the display benefit to make participation tangible while the investment stands on its own financial merits.

The allocation is not cash repayment, principal protection or evidence of resale value. Fulfillment is a Company expense that reduces the capital available for other business purposes.

That spread between a properly costed creation and a credible selling price is part of why I want you to invest with me.

My job is to build a brand that earns its markup and retains worthwhile profit after every expense; markup alone is not net profit. The financial reason to invest remains the potential performance of the business, with the jewelry benefit beside it and its costs in full view.

Our relationship should begin with clarity about both sides of the offer. I want a prospective investor to understand what the Units provide, what the jewelry schedule provides and what neither can promise. That is how an attractive invitation becomes a relationship worthy of serious consideration.

The capital must turn attention into orders and orders into a business

The current intended budget includes staged customer acquisition, jewelry-benefit fulfillment, product development, technology, operating costs and a limited equipment evaluation. The \$50,000 equipment allowance supports evaluation, deposits or a pilot; it does not fund a complete production laboratory.

The budget also includes \$189,000 in annual manager base compensation and a \$56,700 benefits and associated-cost allowance. Those costs belong in your assessment of the economics.

The current full-raise plan includes a \$1,200,000 staged advertising and customer-acquisition reserve and a \$584,375 investor-jewelry fulfillment allowance. The fulfillment figure assumes cash cost equal to 25% of accepted subscriptions; it remains an unvalidated estimate, not a limit on the Company's contractual obligations. Advertising is a multi-period reserve, and fulfillment obligations, liabilities and adequate liquidity take priority.

My standard is to connect spending with evidence: approved products, verified costs, completed orders and contribution after expenses. Attention can introduce the brand. Execution must build its value.

I want customer acquisition to be measured beyond clicks and inquiries. We need to understand completed orders, delivery demands, refunds, contribution after costs and the point at which a customer returns or refers someone. A campaign earns a stronger case for expansion when those results support it.

My wider experience includes collectibles, solar and construction, and the proposed Company purpose now expressly includes those opportunities alongside YSE. The initial intended deployment remains centered on the disclosed jewelry launch, benefit obligations, customer acquisition and limited technical evaluation. A broader

opportunity must have documented Company rights, a supported cash plan, and the disclosures and approvals required by the expanded governing terms.

You are meeting me in the rebuilding chapter, and I welcome your questions

I previously lived at *Trump World Tower*, in penthouse 59C, fifty-nine floors above *Manhattan*.

I have built deca-million-dollar companies, and I have also spent approximately eleven years in prison for a crime I did not commit.

I am still fighting to clear my name.

Now, at sixty-six, I am seeking a “*measly*” \$2,337,500—roughly \$2.4 million—to ignite YSE. I use that word with a smile: I have built businesses on a much larger scale, and I intend to put that experience to work again.

Follow me on *LinkedIn*. If you already follow my writing, you know my account of the false conviction and my determination to correct the record. My October 25, 2026 *LinkedIn Mindful Ethics* newsletter shares the latest developments in my case and why I am hopeful they could help lead to a presidential pardon.

A very powerful man who served three Presidents as a DOJ official has stepped forward to help.

I want you to understand the man asking for your confidence, including what I have built, what I have endured and why I keep moving forward.

My PPM sets out the investment terms and the material disclosures concerning risks, management dependence, investor eligibility and the Company’s structure. Read it alongside this letter, bring your questions and involve your own advisers so you can make an informed decision.

At sixty-six, as a father of six, I bring experience, faith and an appetite for useful work. My ministry and my commercial life both depend on the conduct that follows the words. The jewelry giving policy described in the PPM is part of that purpose, and its costs and terms belong in your assessment of the business.

If you can bear the loss of your entire investment and qualify as a verified accredited investor, I invite you to review the complete package and speak with me about the proposed \$50,000, \$100,000 or full-offering participation. Bring the questions that would help you make a sound decision, and bring your own advisers into the conversation.

I will personally walk you through the Class A terms, the cash-distribution mechanism and the *One-for-One Jewelry Benefit*. My purpose is to help you understand what you would own, how you could participate and the risks you would be taking.

I intend to build something people are proud to wear—and a business investors have a financial reason to own. I welcome the scrutiny that ambition requires.

Take the next step now: email idavidalanvogel@gmail.com with *YSE Investor* in the subject line, or call/text 603-293-6074. Tell me whether you are considering \$50,000, \$100,000 or the full offering, and bring your most important question. Let’s review the terms together and determine whether this opportunity serves your goals. If it is the right fit, let’s complete the qualification and subscription documents and finalize your participation.

To your success,
Pastor David Vogel
The Godly Shark
Proudly from New Hampshire

Read the complete PPM and definitive agreements. The investment is speculative and illiquid; all invested capital may be lost.

YSE Websites to Review

These websites are works in progress, and the commercial sites are close to being ready to monetize. I plan to activate that next phase after the PPM launch and final setup. For now, I invite you to review the YSE vision taking shape.

YSE Vogel

Step inside my world of faith, beautiful jewelry and bold business ideas.
One address connects the ventures and the storyteller behind the YSE vision.

Explore the hub <https://ysevogel.com/>

YSE Jewelry

Wedding rings, radiant crosses and custom creations alive with rainbow fire.
Explore jewelry designed to carry a promise, express faith and tell your story.

Review the jewelry <https://yse.jewelry/>

YSE Gold

Substantial gold meets YSE fire in chains and crosses made for personal impact.
Explore custom designs priced from the value of their contained gold, plus 30%.

Explore the gold <https://yse.gold/>

YSE Patriots

Prayer of Light brings “Make America Godly Again” into a luminous pendant.
Discover two proposed sizes and the pledge to help protect children.

Discover the pendant <https://ysepatriots.com/>

YSE Church

A cross close to your heart can help a ministry carry its light farther.
Explore YSE cross packages created to support the work of Church of Unity.

Explore the crosses <https://yse.church/>

YSE Fund

Come behind the beauty and examine the business I intend to build.
Request the current PPM and explore the proposed economics, ownership and risks.

Review the vision <https://yse.fund/>

Website content is being aligned with current investor documents; the PPM and definitive agreements govern investment terms.

Storytelling is my Superpower



Pastor David Vogel
The Godly Shark

YSE FUND

YSE, LLC

A BILLION-DOLLAR VISION. A \$100 MILLION TARGET.

Own a stake in the business behind the beauty.

“I have built deca-million-dollar companies before. YSE is my billion-dollar vision, and I am confident in my ability to build a \$100 million company.”

PASTOR DAVID VOGEL

Founder • The Godly Shark

Founder-reported experience and ambitions.

Targets are not current valuations or promised returns.



SMALL BEGINNINGS. EXTRAORDINARY AMBITION.



APPLE

Early garage operations • 1976



AMAZON

Bellevue garage • 1994



GOOGLE

First office: a garage • 1998



HP

Palo Alto garage • 1939

Illustrative scenes. Historical inspiration only. No affiliation, endorsement or comparable outcome implied.

READ THE VISION. EXAMINE THE PPM.

Request the YSE investor package.

Call or text 603-293-6074 • idavidalanvogel@gmail.com

Accredited investors only. Speculative and illiquid; loss of the entire investment is possible. The PPM and definitive agreements govern.