



THE AngelPreneur

BUILDING THE DREAM IN REAL TIME



Building the AQUARIUM PLAZA

The Heart of a New Hospitality Ecosystem

By Peter "The AngelPreneur" Ortman

The Origin Story of the ClubZERO Movement



**“Every great vision begins invisibly.
First as a feeling.
Then as a promise.
Then as a quiet voice that refuses to let go.
This book is the story of what can happen
when you finally choose to listen.”**

Peter “*The AngelPreneur*” Ortmann

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 – May 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 AngelPreneur Venture Group Inc. All rights reserved.

Disclaimer

The content contained in this book reflects the personal experiences, visions, opinions, concepts, and forward-looking ideas of the author at the time of writing.

Certain projects, business models, structures, timelines, partnerships, products, services, and development concepts described herein are not yet launched, are aspirational in nature and may evolve, change, or never be fully implemented.

This book is intended for informational, educational, and inspirational purposes only and should not be construed as financial, legal, investment, tax, or business advice. Readers are encouraged to conduct their own independent research and consult qualified professionals before making any financial, investment, or business decisions.

Any references to future valuations, revenue projections, membership growth, strategic partnerships, operational concepts, equity structures, or expansion plans are illustrative examples intended to communicate vision and strategic direction and should not be interpreted as actual guarantees or promises of future performance.

References to third-party companies, brands, organizations, hotels, cruise lines, technologies, or registered trademarks are used solely for illustrative, comparative, or commentary purposes. All trademarks and/or registered service marks remain the property of their respective owners.

The author and affiliated entities expressly disclaim liability for any actions taken based on the content of this publication.

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 my book to the **spirit of Marissa**. The inspirational seed that kept me healthy, focused, and determined for the past two decades. You came into this world small and fragile, but with a spirit that filled every room you entered. In the short time we were blessed to have you with us, you left behind something far greater than most do in a lifetime.

Your light didn't fade. It transformed. What began as love became purpose. What began as loss became vision. Marissa's Reef For Heavenly Helpers was never just an idea. It was a promise. A promise that your memory would live on - not quietly, but in a way that could be seen, experienced, and shared with others for generations to come. Everything that followed... began with you, and your spirit remains alive in our hearts.

I also want to acknowledge my children and close family members, from whom I have learned more than I ever imagined possible. In particular **Steven, Charlie, and Kash**, and Joe and Cindy - the best in-laws anyone could ever hope for. Thank you for your years of encouragement, support, 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.

Table of Contents

OPENING

The future rarely begins all at once

Chapter 1: The Moment That Started Everything13

Where the story truly begins

Chapter 2: A Different Kind of Book.....15

Why this is being written in real time

PART I — THE SEED.....17

Every great vision begins with something personal.

Chapter 3: The Loss That Changed My Life.....19

Marissa and the origin of purpose

Chapter 4: The Birth of Marissa’s Reef.....23

From grief to idea

Chapter 5: An Idea That Wouldn’t Go Away.....27

When a concept becomes a calling

PART II — THE EVOLUTION.....31

Some ideas grow. Others evolve into something bigger.

Chapter 6: When the Vision Outgrew the Idea.....33

From exhibit to destination

Chapter 7: The Courage to Think Bigger.....37

Stepping beyond what feels possible

Chapter 8: From Project to Platform.....41

The moment everything changed

PART III — THE ANGELPRENEUR.....45

A different way of thinking about building.

Chapter 9: What Is an AngelPreneur?47

Entrepreneur + investor + builder

Chapter 10: The Philosophy Behind the Vision.....51

Purpose-driven building

Chapter 11: The Shark Mindset.....55

Growth, environment, and movement

Chapter 12: Why Vision Always Wins.....	59
<i>What separates ideas from reality</i>	
PART IV — THE SYSTEM BEGINS.....	63
<i>This is where the idea becomes real.</i>	
Chapter 13: The Shift to a Member-Powered Model.....	65
<i>Why traditional funding wasn't enough</i>	
Chapter 14: The Birth of ClubZERO.....	69
<i>A new way to build</i>	
Chapter 15: Participation Becomes Power.....	73
<i>The early concept of the engine</i>	
PART V — BUILDING THE DREAM.....	77
<i>Turning vision into something tangible.</i>	
Chapter 16: Aquarium Plaza — The Flagship Vision.....	79
<i>Where everything comes together</i>	
Chapter 17: Why Las Vegas.....	83
<i>Timing, opportunity, transformation</i>	
Chapter 18: Beyond One Destination.....	87
<i>Thinking at ecosystem scale</i>	
Chapter 19: The Ocean Connection.....	91
<i>Why conservation became part of the mission</i>	
PART VI — THE INVITATION.....	97
<i>This is where the reader enters the story.</i>	
Chapter 20: A Community of Builders.....	99
<i>Why this cannot be built alone</i>	
Chapter 21: The Member-Built Future.....	103
<i>Scaling through people</i>	
Chapter 22: Why This Changes Everything.....	107
<i>The bigger implication</i>	
Chapter 23: Welcome to the Dream.....	109
<i>The invitation</i>	
APPENDIX A – The GridVision Design System.....	111
ABOUT THE AUTHOR	117

Here's To The Crazy Ones

A vibrant tropical beach scene. In the foreground, there's a sandy beach with gentle waves lapping at the shore. The water is a deep, clear blue. In the middle ground, a dense line of palm trees and other tropical vegetation stretches across the frame. In the background, a large white sailboat with a dark sail is on the water. The sky is bright blue with a few white clouds. The overall atmosphere is serene and idyllic.

**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,

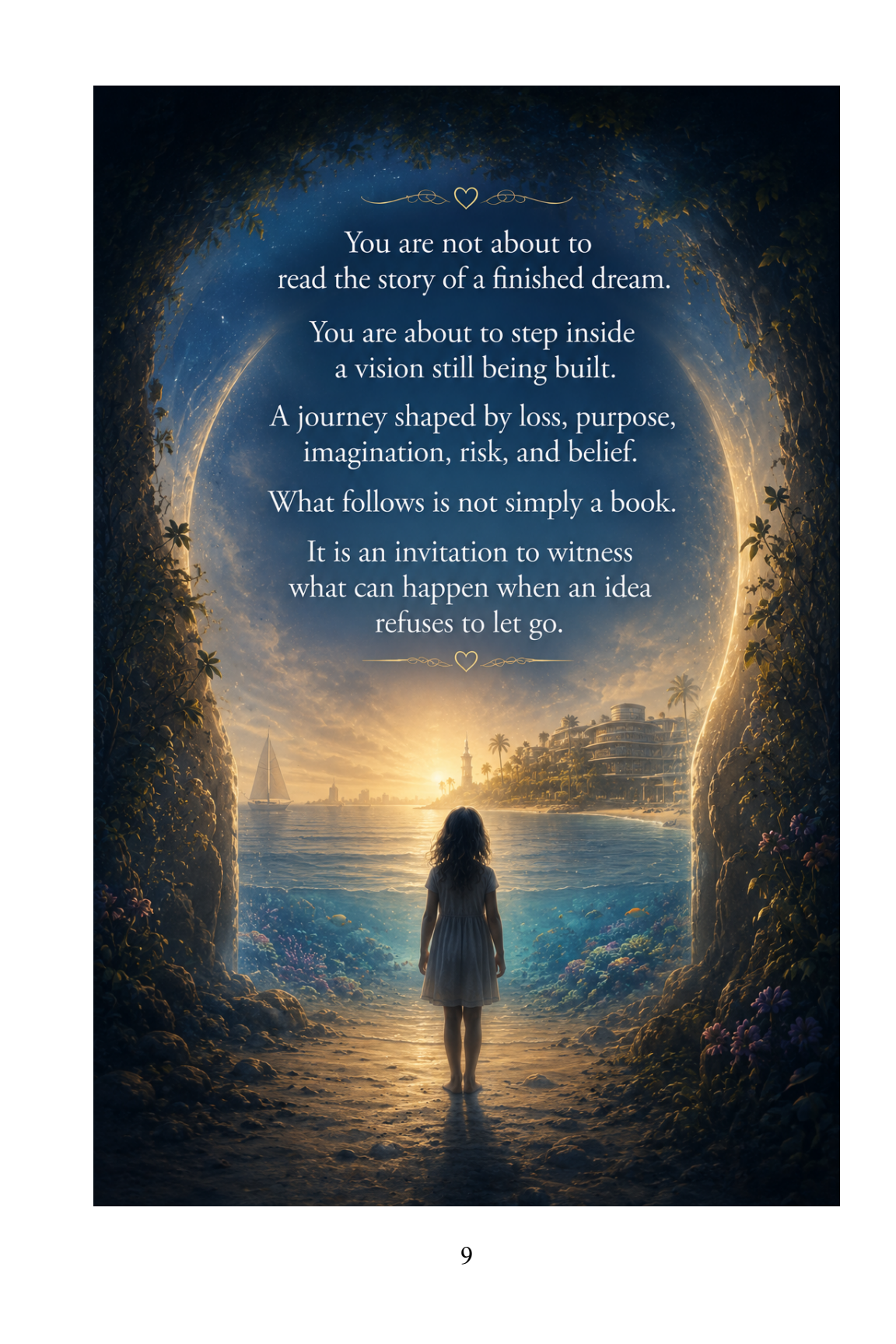
BECAUSE THE ONES WHO ARE CRAZY ENOUGH

TO THINK THEY CAN CHANGE THE WORLD,

ARE THE ONES WHO DO!

— STEVE JOBS —

I created this poster using a quote from my mentor, Steve Jobs, that has hung in my office for many years as a constant reminder that entrepreneurs must never allow the doubts, fears, limitations, or dreams projected onto us by others to become our reality. We must stay focused on the vision ahead and continue pushing toward the finish line, no matter how hard or impossible the journey may appear to others.



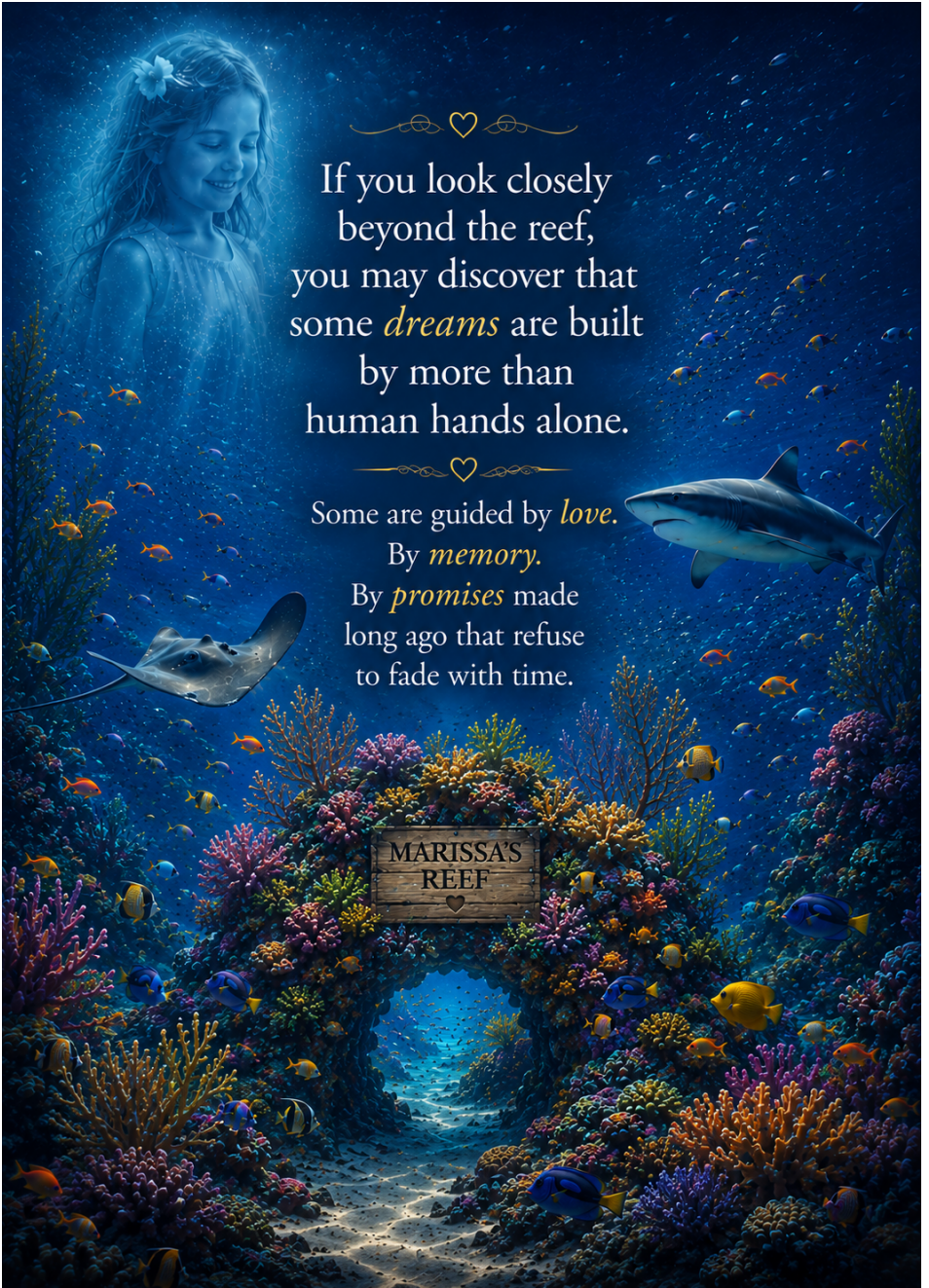
You are not about to
read the story of a finished dream.

You are about to step inside
a vision still being built.

A journey shaped by loss, purpose,
imagination, risk, and belief.

What follows is not simply a book.

It is an invitation to witness
what can happen when an idea
refuses to let go.



—♡—
If you look closely
beyond the reef,
you may discover that
some *dreams* are built
by more than
human hands alone.

—♡—
Some are guided by *love*.
By *memory*.
By *promises* made
long ago that refuse
to fade with time.

MARISSA'S
REEF
♡

Opening

The future rarely begins all at once.



Some ideas are built. Others...build you.

This is the story of one that did both.

What began as something deeply personal - an attempt to honor a life - grew into a vision that refused to remain small.

Over time, that vision expanded beyond a single idea, beyond a single destination, and into something far greater than I could have imagined at the beginning.

This book is not a reflection on a finished journey. It is a record of one still unfolding.

It captures the thinking, the evolution, and the moments that shaped what is now becoming a new kind of travel hospitality ecosystem - one built not only on destinations, but on purpose, participation, and people.

Along the way, you will see how a single idea can grow...how vision evolves over time...and how something once considered impossible can begin to take form when it is pursued with passion, persistence, and true belief in yourself.

This is not just a story about building something.

It is a story about why it matters. And perhaps, if the vision resonates with you, it may become part of your story as well.

Chapter 1

The Moment That Started Everything

Where the story truly begins



Some ideas don't begin as ideas. They begin as something far more personal. A moment. A loss. A question that won't let go.

For me, it wasn't a business plan or a market opportunity.

It wasn't a strategy session or a breakthrough insight. It was something much quieter. And much heavier. The kind of moment that changes how you see everything that comes after it.

There are points in life where time seems to divide itself - before and after. You don't always recognize them when they happen, but you feel the shift. Something inside you begins to move in a different direction. This was one of those moments.



At first, there was no vision. No grand plan. No understanding of where it would lead. Just a simple thought that kept returning, growing a little stronger each time it surfaced.

What if something beautiful could come from something so painful?

What if a memory didn't have to fade?

What if it could be built into something real?

Not just remembered - but experienced.

That question became the beginning of everything that followed. It didn't arrive fully formed. It didn't come with clarity or confidence. It came quietly, almost uncertain, as if it was waiting to see if I would pay attention.

Most people don't.

We all have moments like this - ideas that show up without permission.

But they're easy to dismiss. Life moves fast. Responsibilities take over. Logic steps in and explains why something won't work before it ever has a chance to grow. But some ideas don't go away.

They return. Again, and again. And over time, you begin to realize they're not asking for your approval. They're asking for your attention.

This was one of those ideas. And once I started paying attention...it began to grow. Not all at once. But steadily. Quietly at first. Then with more clarity. More detail. More possibility. Until it became something I could no longer ignore.

What started as a single thought - something deeply personal - began to evolve into something much larger. Something that wasn't just about her memory. It was about purpose. And eventually... it became a vision.

Chapter 2

A Different Kind of Book

Why this is being written in real time



Most books about building something are written after the fact. After the company has scaled, after the outcome is known. After the story can be told with the benefit of hindsight.

That's not what this is.

This book is being written while the vision is still unfolding. While most decisions are still being made. While the path is still being shaped, and the outcome is still unknown.

There's no polished ending waiting at the final chapter. No version of this story where everything has already been resolved and packaged neatly for reflection. This is the story as it happens. In real time.

That matters more than it might seem. Because most people only ever see the finished version of something. The success. The scale. The final result. What they don't see is the uncertainty that exists in the middle of it all.

The questions. The risks. The moments where nothing is guaranteed. That's where this book lives. In the middle. In the space between an idea and a reality.

This isn't just a story about building something. It's about what it takes to stay with an idea long enough for it to become something real.

To keep moving forward when the path isn't fully clear.

To continue building when the outcome isn't certain.

To believe in something before there is evidence to support it.

That's what makes this different. And that's why it matters. Because if you've ever had an idea - something that felt bigger than you could explain - you already understand this part of the journey.

You know what it feels like when something stays with you. When it doesn't go away. When others tell you to give it up. It just keeps asking for your attention.

This book isn't here to convince you of anything. It's here to show you what happens when you choose to listen.

PART I

THE SEED

Every great vision begins with something personal.



Every great vision begins with something personal. Before there were business models, architectural renderings, membership platforms, or any destination concepts, there was simply an idea. A deeply personal one.

Most people see visions only after they become visible. They see the finished structures, the branding, the momentum, and the scale. What they rarely see are the emotional moments that gave birth to the dream in the first place.

The truth is that the largest visions often begin quietly. Not in boardrooms. Not in corporate towers. But in moments of reflection, loss, hope, curiosity, and purpose.

For me, the seed behind everything you are about to read was not born from a desire to build a company. It was born from a desire to create meaning from pain.

To transform grief into something capable of bringing light, inspiration, and connection to others.

What started as a deeply personal emotional journey slowly evolved into something much larger than I could have imagined.

An idea became a mission. A mission became a vision. And that vision eventually grew into the foundation for an entire ecosystem.

But before the resorts, the cruises, the destinations, the media platforms, the sustainability initiatives, and the larger ClubZERO movement, there was Marissa.

This section is where the real story begins.

Not with business plans. But with the human experience that planted the seed for everything that followed.

Chapter 3

The Loss That Changed My Life

Marissa and the origin of purpose



There are moments in life that divide everything into two parts. Before...and after. You don't choose them. You don't prepare for them. And once they happen, nothing ever quite looks the same again.

In August of 2005, our family experienced one of those moments. My granddaughter, Marissa, born on my birthday in 1998, at just seven years old - was taken from us in a flash flood – in Arizona.



There is no way to fully explain what something like that does to a family. The shock comes first. Then the silence. Then the long, quiet realization that life, as you knew it, has changed forever.

People often say that time heals. I don't believe that. Time doesn't heal something like this. It teaches you how to carry it. Each of us deals with loss differently, but we must deal with it none-the-less.

Marissa was born prematurely, on my birthday. From the very beginning, there was a bond that felt different - something deeper than words can fully describe. At least to me.

She had a presence about her. A lightness. The kind of energy that draws people in without effort. She didn't need to try to be special. She just was.

Like many children, she saw the world without filters. Everything was new. Everything mattered. And in that way, she had something most adults slowly lose over time - a natural ability to be fully present. When she entered a room, you felt it. When she smiled, you remembered it.



And when she was gone...you felt that absence just as strongly. Today, I still believe she is working alongside me in spirit, to helping me build The dream.

Loss like that forces you into a place you never expected to be. You begin asking questions you never thought you would need to ask.

Not about business. Not about success. But about meaning. About purpose. About what really matters when everything you assumed was permanent suddenly isn't.

For a while, there are no answers. Just empty space. Quiet space where everything slows down. Where your world continues moving around you, but internally, something has shifted.

You begin to look at your life differently. What you're building. Why you're building it. What will remain when you're no longer here. Those questions don't arrive all at once. They come gradually. But once they arrive... they don't leave.

In the months and years that followed, I found myself returning to the same thought over and over again.

How do you honor a life that ended too soon...in a way that continues to give something back? Not just to family. But to others.

I wasn't interested in something symbolic. A plaque. A bench. A name etched into something people might pass by without noticing. That didn't feel right.

If I was going to honor Marissa, it needed to be something alive. Something people could experience. Something that could create a moment... the same way she did. Something that could make people pause.

To reflect and reconnect. Even if just for a few minutes. At the time, I didn't know what that would look like.

There was no plan. No structure. No business model. Just a feeling that whatever it became, it needed to carry meaning beyond the moment. It needed to last. To grow. And it needed to do something positive for others.

That was the beginning. Not of a project. But of a direction.

Looking back now, I can see that this was the true starting point of a vision that became the foundation for everything that followed.

Not the formation of a company. Not the design of a resort. Not the creation of a platform. Those would all come later. This was the moment the reason behind all of it was formed.

The part that doesn't change. The part that continues to drive everything forward, even when the vision continues to evolve.

Some ideas come from opportunity. Others come from necessity. This one came from something deeper. It came from a promise I made to her, in a quiet moment of mutual understanding that something meaningful could - and should - be built in her name from something so painful.

At the time, I didn't know where that path would lead. I only knew that I had to follow it. I knew it had to involve the oceans and tropical reefs in some way.

And once that decision was made to move forward...the next steps began to take shape.

PREVIEW COMPLETE YOUR NEXT STEP

You've just experienced a preview of *The AngelPreneur: Building the Dream in Real Time* – the personal journey behind a vision more than twenty years in the making.

This book is one half of the story. The second book in the Founding Member Bundle, *The ClubZERO Rewards Ecosystem* – explains how that vision evolves into a fully integrated, member-driven platform designed to transform vision into real-world destinations, experiences, and opportunities.

TOGETHER, THESE TWO BOOKS CONNECT:



The **why** behind the mission



The **how** behind the system



The **opportunity** to participate early

If what you've read resonates with you, your next step is simple. Continue by previewing the *ClubZERO Rewards Ecosystem* book. When you're ready to purchase the bundle and take the next step into the vision:

VISIT:
CLUBZEROREWARDS.COM

WELCOME TO THE DELIVERY ROOM OF A NEW HOSPITALITY BRAND

*A vision is being born.
The future is being built.
You can be part of it.*



THIS IS MORE THAN A BOOK.
IT IS THE BEGINNING OF A MOVEMENT.



Some readers will simply close the book here. Others will feel something deeper pulling them forward. Because some visions are not meant to be observed from a distance.

They are meant to be built together.

Your dream. Our mission. The future — together.



A VISION BORN FROM PURPOSE. A SYSTEM BUILT FOR PEOPLE. A FUTURE WE CREATE TOGETHER.