



## OUR STORY

The **bLOVE bEAR** was born out of an idea and a commitment to make a positive change in the world with one simple notion: connect loved ones through the emotional tone found only in the human voice and marry it with the security, warmth and closeness of a stuffed bear.

Hearing the voice of the people we love, versus a text conversation, reduces human stress markers (blood cortisol levels), and heightens the release of oxytocin—the feel-good hormone associated with bonding. And according to studies, hearing the voice of a loved one can generate the same effect as physical touch. And in a world of text messages and unanswered phones, we all need a little more feel-good in our lives.

As for the **bEAR**? Well, adults as well as children need comforting. Serious illness, trauma and grief have all been listed as the reason stuffed animals—and in particular—bears make people feel soothed, supported and cushioned emotionally.

When our Engineers and Marketing team got together, we knew the idea was simple. Emotional support between two people was our goal. And “When you can’t be there, bLOVE” was conceived. From that moment forward, our leadership team has made connecting loved ones who are apart, our number one priority.

## PARTNERSHIPS

FinkyDoodle, Inc. and bLOVE are focused on partnerships committed to our goal: uniting loved ones around the globe in real time with voice and tactile. We want to collaborate with those who understand our corporate goals to connect people and our marketing strategies to do so.

Partnering with FinkyDoodle and bLOVE can mean anything from a simple sponsorship of bEARS to loved ones separated by health issues or distance; to joining forces with our corporate leadership as a **Giving Partner** to connect loved ones in your hospital, your long-term care facility, your military support charity, veterans, first responders, those at risk and those in need.

For more information on how you can partner with FinkyDoodle Inc. and the **bLOVE bEAR**, contact: [kris@b-lovebear.com](mailto:kris@b-lovebear.com). Or call 859-312-8416.

FinkyDoodle, Inc. is a privately held company. Parties interested in sharing our vision by investing in our future. Fill out the form provided on our website.

## HOW IT WORKS

The **bLOVE bEAR** is the world's first voice messaging Teddy **bEAR** that will send your words of love and encouragement anywhere in the world in real time. Simply record a message via the free bLOVE app and hit send. When your message is received, the **bLOVE bEAR's** heart will glow, signaling he has a **bEAR** hug to give to your loved one.

With one squeeze, your private message will play for the one you love—in your voice.

Each message can be up to one minute in length and will play every time the **bEAR** is hugged until a new message is received. If you have a special message you want to keep, you can save it in the **bLOVE** app.

The **bEAR** and free app will allow you to send as many messages, as many times as you'd like.

The **bLOVE bEAR** comes with a USB wall charger and cord and complete instructions on how to connect your **bEAR** via Bluetooth to receive messages.

Say it every day in a different way, with bLOVE. The Teddy **bEAR** that's where you want to be.

## OUR TEAM

### KRIS CALVERT

#### BRAND WARRIOR

Kris Calvert has over twenty-five years in marketing and public relations. Working with fortune 500 companies in the areas of finance, integrated oil and gas, automotive, software, food service and engineering. She's had a love for teddy bears all her life.

### JOE HARRIS

#### BEARENGINEER

Joe Harris is an Electrical Engineer with over twenty years of electronic design experience and ten years of sales and marketing experience. Joe has experience with sensors and things that are stuffed. Like turkeys and teddy bears.

### JOHN KELLEY

#### HEAD BEAR

John Kelley brings with him over 30 years of experience in leading teams in the software development, automotive, e-commerce, consulting, retail, sales and marketing industries.

**ADAM KELLEY**

HEAD OF CUSTOMER WOW

Adam Kelley proudly served in the United States Army for 13 years. He brings with him over a decade of experience in Sales and Marketing.

**COLTON LEMMON**

IOS BEAR WRANGLER

Colton Lemmon is a software developer focused on iOS in Swift and Objective-C. He's passionate about creating mobile apps that help people in their daily life; like connecting loved ones through a big furry bEAR.

**DON SAXBY**

ANDROID BEAR WRANGLER

Don Saxby has over 25 years of software engineering and architecture experience and expertise. He's an accomplished Full-stack Developer and Research Contributor who can program the bear doo-doo outta anything.

**JIM WILMINK**

BEAR DOODLER

Jim Wilmink is an award-winning demi-god graphic designer with over twenty-five years of experience in all things doodlee. He's a master at teddy design.