

Test the Waters:

Ready to open the crowd fund - Message (HTML)

From: kate@thewmarketplace.com
To: Ann Buhle-sambakereukin@gmail.com
Subject: Ready to open the crowd fund

Ann,

We are ready to open the crowdfunding campaign for [TheWMarketplace](#) at last! We are thrilled to let you know that including yours we are going to kick off the campaign with commitments of \$200k. I really want to thank you so much for your support. It means so much to me, my team and to our women entrepreneurs.

The process from here involves a few stages:

1. We will go live with a "Test the Waters" campaign today! During this period, we will send this [link](#) to our campaign profile on WeFunder and ask those committed and interested to enter their commitment on the site. (*We have provided the site with a list of our leads and all of these commitments will be exempt from the typical commission charged by WeFunder during a crowdfunding campaign – meaning more funds for growth!)
2. Once our mandatory audit is completed (Nov 6th) and our Form C is filed with the SEC, we will begin turning the commitments made during the "Test the Waters" phase of the campaign into investment.
3. As part of the form C filing, you, as a lead, will receive an email from WeFunder confirming that you are a lead with the attached SAFE agreement. I will let you know when to expect this, likely between Nov 6-10th.

The process from this point is very straight forward and we are excited about this momentum! I am continuing to talk with larger investors over the next few weeks so hope to see our lead momentum increase and will keep you posted.

Have you had any response from Sarah Firar or any others that Jared may have forwarded this to?

Legalese
We are "testing the waters" to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and through WeFunder's platform. Any indication of interest involved no obligation or commitment of any kind.

Thank you again for your support!
Kate

Kate Isler
Co-Founder/CEO
m: 206.225.4171
[Book time on my calendar](#)
www.thewmarketplace.com

Invest in TheWMarketplace! - Message (HTML)

From: kate@thewmarketplace.com
To: Erin Drury <e2drury@gmail.com>
Subject: Invest in TheWMarketplace!

Erin,

It was great to catch up and I appreciate you giving me the time to share more about TheWMarketplace with you. When we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

To support this growth and take the business to the next phase, we have opened a fundraising round through WeFunder, a crowdfunding platform. [At this time](#), we are in the "test the waters" phase which means we are asking for investment reservations to drum up excitement for the raise.

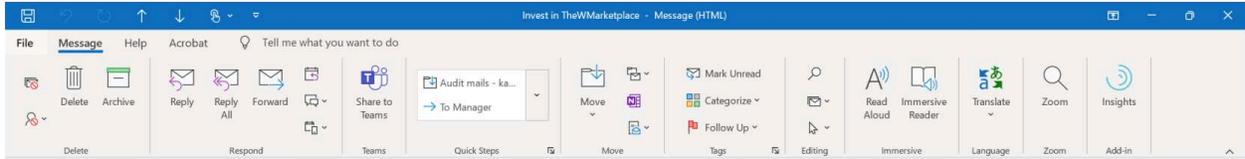
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Please let me know if I can answer any questions about this process or our business, and feel free to share this information with anyone you believe would be interested.

We are grateful for your support and investment,
Kate

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Kate Isler
Co-Founder/CEO
m: 206.225.4171
[Book time on my calendar](#)



Invest in TheWMarketplace

 Kate Isler
To: andrew.hamada@gmail.com

Reply Reply All Forward
Fri 10/22/2021 4:32 PM

Andrew

It is finally time to launch the crowdfunding campaign. When we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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We are grateful for your support and investment,

Susan and Kate

Co-Founders,

TheWMarketplace

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Kate Isler
Co-Founder/CEO
m: 206.225.4171
[Book time on my calendar](#)



Send

From: kate@thewmarketplace.com

To: Liz Tinkham

Cc:

Bcc:

Subject: Invest in TheWMarketplace

Liz,

We are so excited that it is finally time to launch [TheWMarketplace](#) crowdfunding campaign. When we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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Invest in TheWMarketplace



Kate Isler

To: Amanda DuBois

Reply Reply All Forward

Fri 10/22/2021 4:39 PM

Amanda,

We are so excited it is finally time to launch TheWMarketplace crowdfunding campaign. When we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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www.thewmarketplace.com



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www.thewmarketplace.com



Invest in TheWMarketplace - Message (HTML)

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From kate@themarketplace.com

To Johanna Zeilstra <jzeilstra@genderfair.com>

Cc Susan Gates

Bcc

Subject Invest in TheWMarketplace

Jose'

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Susan and Kate
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Invest in TheWMarketplace - Message (HTML)

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From kate@themarketplace.com

To Amita Vyas <avyas@email.gwu.edu>

Cc

Bcc

Subject Invest in TheWMarketplace

Amita,

I am so excited it is finally time to launch our seed crowdfunding effort. When we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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Kate
Co-Founders,
TheWMarketplace

Legalese

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You are not responding to the latest message in this conversation. Click here to open it.

From: kate@themarketplace.com

To: Kathi Lentsch <klentsch@me.com>

Cc: Susan Gates

Bcc:

Subject: Invest in TheWMarketplace

Kathi,

Susan and I are so excited it is finally time to launch. Thank you so much for your support throughout the journey to date! TheWMarketplace crowdfunding campaign. When we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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You are not responding to the latest message in this conversation. Click here to open it.

From: kate@themarketplace.com

To: Holly Gordon <hgordon@participant.com>

Cc:

Bcc:

Subject: Invest in TheWMarketplace

Holly,

I hope you are well. I miss talking with you all regularly however I think TheWMarketplace was the next logical step for me in my quest to change the world and create more gender equity. To that end my team and I are ready to launch TheWMarketplace crowdfunding campaign for future equity. When we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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Susan and Kate

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Invest in TheWMarketplace - Message (HTML)

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Calibri (Body) 11 A⁺ A⁻

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Send From: kate@themarketplace.com To: Nickie Smith: Cc: Bcc: Subject: Invest in TheWMarketplace-

Nickie,

I know there is little I need to tell you about TheWMarketplace and I want to thank you for the support you always give me in this effort. I never forget that TheWMarketplace was born out of your idea to host an IWD event. Sometimes I think you for that and other times... let's just say I am glad overall. With the education and strength I got/get from Be Bold Now TheWMarketplace was the next logical step for me in my quest to change the world and create more gender equity. To that end my team and I are ready to launch TheWMarketplace crowdfunding campaign for future equity. When we launched TheWMarketplace last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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www.themarketplace.com

Invest in TheWMarketplace (your invitation :) - Message (HTML)

File Message Insert Draw Options Format Text Review Help Acrobat Tell me what you want to do

Calibri 11 A⁺ A⁻

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Send From: kate@themarketplace.com To: jihat@golfornot.com; Joe Hatfield <rjoehatfield@yahoo.com> Cc: Bcc: Subject: Invest in TheWMarketplace (your invitation :))

Jess/Jo,

I know there is little I need to tell you about TheWMarketplace that you don't hear daily, and I want to thank you for the support you always give me and my team. I am determined to change the world and make it more gender equitable and TheWMarketplace is the tool to accomplish this mission. This is the official email we are sending to friends and family to open the crowdfunding campaign. I want to keep in mind that I don't want to take away from the compound with this effort, so holiday shopping is a show or support!

We are finally ready to launch TheWMarketplace crowdfunding campaign for future equity. When we launched TheWMarketplace last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

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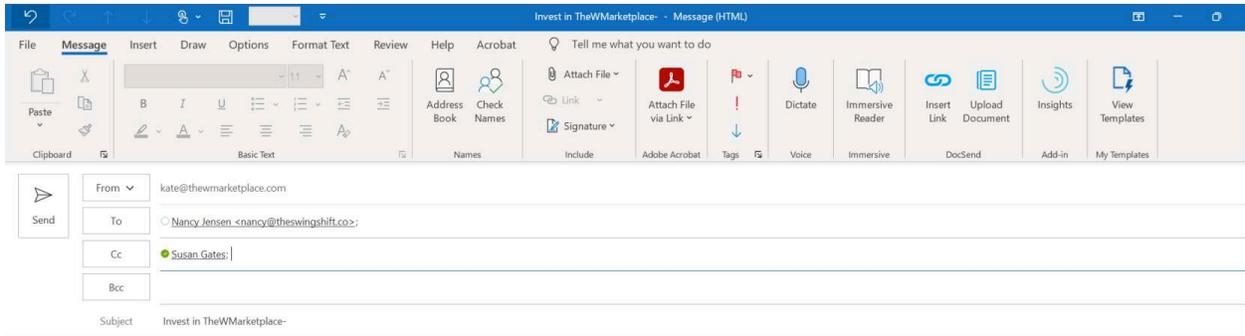
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Nancy,

It is finally time for us to open our crowdfunding campaign! With the education and strength, I got/get from Be Bold Now TheWMarketplace was the next logical step in my quest to change the world and create more gender equity. We are beginning the process by inviting our friends, and community to kick off TheWMarketplace crowdfunding campaign for future equity. Your support and enthusiasm at the anniversary party was so appreciated. We love having you as a part of TheWMarketplace family and book touring team!

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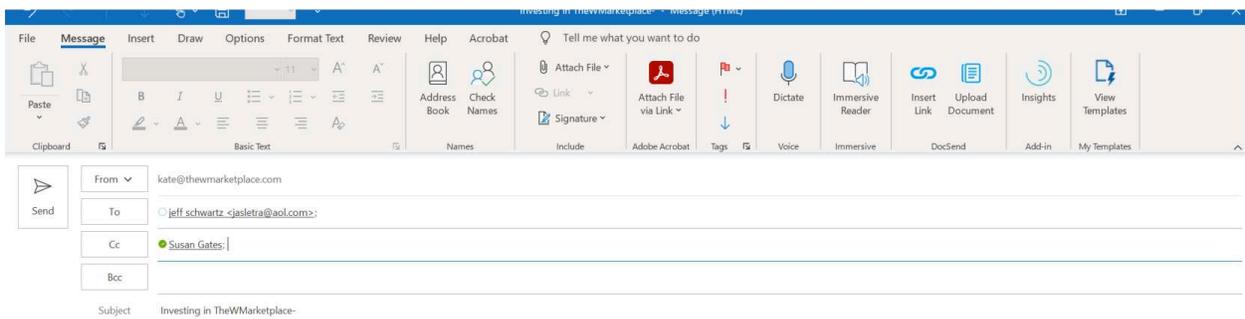
We are grateful for your support and investment,

Susan and Kate

Legalese

We are "testing the waters" to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and through WeFunder's platform. Any indication of interest involved no obligation or commitment of any kind.

www.themarketplace.com



Jeff,

It was a pleasure talk with you this afternoon. We are thrilled that are interested in supporting us by investing in TheWMarketplace. We are on a quest to change the world by creating more gender economic equity and giving shopper a choice to shop their values.

As you know, when we launched [TheWMarketplace](#) last year, we knew we had a winning idea. And the response we have had in the last 17 months has confirmed the need for an ecommerce marketplace by and for women, that supports the growth of women-owned businesses. We now have over 480 women-owned brands offering almost 3,000 products and professional services. TheWMarketplace is mission driven and we are also very focused on how our mission is reflected in our business results, from a rapidly growing group of sellers, to month-on-month sales increases, to partnerships spanning public, private and nonprofit entities, TheWMarketplace is poised for exponential growth.

To support this growth and take the business to the next phase, we have opened a fundraising round through WeFunder, a crowdfunding platform. At this time, we are in the "test the waters" phase which means we are asking for investment reservations to drum up excitement for the raise.

To show your support for this round of fundraising, and your interest in investing in the company, please go to our [company profile on WeFunder](#) and submit your investment reservation. Once this phase of "test the waters" is completed, you will be contacted by WeFunder to complete the investment transaction. *Our crowdfund campaign will use a Special Purpose Vehicle (SPV) and the investment tool that will reflect one line on our cap table. We have identified a lead investor and all in the SPV will be under her terms. The term sheet is a standard Y Combinator SAFE (Simply Agreement for Future Equity), with an 80% discount rate and no cap.*

Again, as this time, you are simply indicating how much you intend to invest, not completing a transaction

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We are grateful for your support and investment,

Susan and Kate

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