



Elyse Sara <elyse@fatleafwater.com>

[Test] Fat Leaf Water Launches WeFunder Campaign

1 message

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To: elyse@fatleafwater.com

Tue, Oct 19, 2021 at 9:22 AM



Fat Leaf Water Launches Wefunder Campaign

Hello and happy fall to our community!

We are excited to announce that we have launched a \$300K seed fund campaign on [Wefunder](#).

As you are a supporter of Fat Leaf Water, we are excited to invite you to the friends + family round, for a chance to own a part of Fat Leaf Water, LLC. We are reserving the first \$50k for friends & family, who receive a special 10% discount off the investment price. After that point, we will open up the round to the broader public to raise the next \$250k.

And since it's been a while since we've sent an update, we want to fill you in on all the other juice (pun intended!) here at Fat Leaf Water.

As some of you know, we've focused much of our energies this past year on partnering with individuals and organizations whose values align with the Fat Leaf Water culture.

We've been an ongoing sponsor for [The Mountain Guides](#), which has opened up a wealth

of opportunities, such as participating in their Women's Weekend Program and bringing [YETI](#) into the fold with their [Prickly Pear Collection](#). And this has opened doors for our participation with other athletic groups, such as the [Surf City Marathon](#) and [The International Climbers Festival](#). We're proud of these partnerships, as we're committed to an organic growth, to ensure that we are providing a product that adheres to the values of our community.



In other news, we are excited to announce that we are now officially certified as a Women Owned company with the [WBENC](#). The certification provides a number of benefits, which you can check out [here](#).

On the R+D side of things, our Beverage Formulator, [Jai Development](#), has created a stick pack version of all three of our flavors. This is quite an accomplishment, as it took creating a bespoke prickly pear powder that dissolves cleanly in water, made possible by [Spectrum Fruits](#).

With our growing appeal within the outdoor adventure community, it became apparent that we needed to create an alternative to the liquid formula. A stick pack is not only much lighter to bring while climbing up a mountain, but it is also of course much more earth friendly.

We have found a prickly pear farm in Arizona on Native American land. Being that we are committed to sourcing local products and building community, we are so excited to work with the farmers to produce the best fruit for our powder.

On top of all of the value-driven benefits of the powder formula, we also believe that the packets will be even more profitable than our liquid bottles, based on their margin potential.



If you have any questions about the opportunity and/or how Wefunder works, please feel free to reach out to us directly.

Elyse - elyse@fatleafwater.com, 310-779-2807

Ruth - ruth@fatleafwater.com, 646-508-8492

Thank you for your continued support. Now go cure your daily drought!

Elyse + Ruth



P.S. Here are some necessary "testing the waters" disclosures:

1. No money or other consideration is being solicited . If sent, it will not be accepted .
2. No offer to buy securities will be accepted and no part of the purchase price will be received until a Form C is filed and only through Wefunder's platform.
3. Any indication of interest involves no obligation or commitment of any kind.

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Elyse Sara <elyse@fatleafwater.com>

The Fat Leaf Water Friends + Family Countdown is On!

1 message

Elyse <elyse@fatleafwater.com>
Reply-To: Elyse <elyse@fatleafwater.com>
To: elyse@fatleafwater.com

Tue, Dec 14, 2021 at 8:35 AM



Hello and happy holidays everyone!

We're thrilled to announced that we have surpassed our first goal of raising \$50K for our \$300K seed fund campaign on [Wefunder](#). As a reminder, this campaign, if successful, will allow us to produce our first batch of our recently formulated powder packets.

We are writing to let you know that we have extended the friends + family round through early 2022 (exact date to be announced soon), to give our favorite people the opportunity to get in early, for a chance to own a part of Fat Leaf Water, LLC. If you reserve your investment before this date, you will receive a special 10%

discount off the investment price. After that point, we will open up the round to the broader public.



In other news, we've been busy playing bartender, as we developed a specialty cocktail for the hugely successful [Universal Promise](#) fundraiser last month. We sponsored the event and provided the signature cocktail!

We mixed our Mojave Citrus flavor with tequila and Prosecco. Each glass was rimmed with lemon, ginger and sugar, and was served up, with a slice of blood orange and mint. All these flavors highlighted our kickin' citrusy orange flavor, comprised of prickly pear, blood orange, Meyer lemon, turmeric and black pepper.

The drink was refined and not too sweet. It tasted amazing.

It felt amazing too.... you can't beat a cocktail that is hydrating and anti-inflammatory.

Let us know what you think of our first crafted cocktail. Recipe is below.



Fat Leaf Water's Mojave Citrus Signature Cocktail

Drink Ratio

3 parts Mojave Citrus : 1 part tequila : 2 part Prosecco

Rimming Ratio

1 part ginger : 2 parts sugar : a dip of lemon juice

Garnish with a slice of blood orange and a sprig of of mint

Enjoy!



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Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

| *Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

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About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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