

## Opportunity to invest in Lumina Inbox x



**Lumina** <hello@getlumina.com>  
to me ▾

Hey Raymond,

I'm Raymond – one of the cofounders at Lumina.

On Wednesday, we'll be sending a customer-only invitation to invest in Lumina. You'll have a chance to own shares in Lumina and be a part of our future growth.

As a customer, you'll have early access to invest in Lumina at a discounted rate. Your invitation will be sent on **Wednesday, March 31 at 9 AM ET**.

Lumina is growing at an astronomical rate. We launched just 6 months ago and have already grown to \$3 million in annualized revenue (excluding our Indiegogo campaign). Above all, it's our early supporters like yourself that made this all possible.

Looking at the bigger picture, Lumina's mission is to build the smart home office. Webcams are our first product, and with your support, there'll be many more to come.



Thanks,  
Raymond  
Cofounder at Lumina

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## Invest in Lumina – starting today Σ inbox x



**Lumina** <hello@getlumina.com>  
to me ▾

Hey Raymond,

Lumina is growing at an astronomical rate, and we'd love for you to be a part of it.

Invest here: <https://wefunder.com/lumina>

Between now through April 4, for customers only, you'll have the opportunity to invest at a discounted valuation (\$30M valuation instead of \$40M valuation).

Why invest in Lumina?

1. Lumina is growing incredibly quickly. We launched just 6 months ago and are already generating \$3 million in annualized revenue – that's excluding our Indiegogo campaign.
2. Lumina is an indispensable daily tool. We're showing strong usage (4+/day) and satisfaction scores (4.6/5), and we've barely scratched the surface in our initial \$15 billion market.
3. People need better tools for remote work. Our mission at Lumina is to build the smart home office, and webcams are just our very first product.

We've chosen to do a community round (instead of raising from large institutions) because it's our early supporters that made our company possible, and it'll be the same customers that drive our future as a company.

We're excited for you to join us on this journey!

Thanks,  
Mike & Raymond  
Cofounders at Lumina

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## Announcing Lumina's recent investors 🔒 📧



**Raymond Lei** <hello@gctlumina.com>  
to me ↵

Hey Raymond,

I'm excited to share three new investors in Lumina:



**Harpreet Rai**

CEO of Cura Ring



**Eric Ries**

Author of Lean Startup  
and CEO of LTSE



**Andy Hoang**

CEO of Aviron Interactive

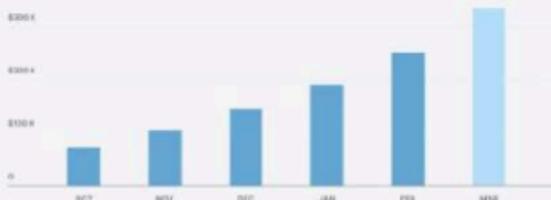
We're excited to put together such an incredible team to reinvent the home office.

If you're interested in investing as a customer, you'll have the opportunity to own shares at a discounted price.

Invest here: <https://wefunder.com/lumina>

Lumina is growing quickly, and we'd love for you to be a part of it.

**\$3M run rate in 6 months,**  
growing 20% month-over-month



Our mission at Lumina is to build the smart home office. Webcams are our first product, and with your support, there'll be many more to come.

Thanks,  
Raymond  
Cofounder at Lumina

## A conversation with Eric Ries ↳ Inbox X



Raymond Lei

to me

Hey Raymond,

Yesterday, I had a conversation with Eric Ries, our advisor and investor, about Lumina's business and growth prospects. Watch it here:



Something that we talk about, and a big reason we founded Lumina, is that the biggest companies in our market are slow and haven't changed in years. Lumina aims to disrupt this status quo.

But the home office is dominated by **legacy companies**

50+ year old manufacturers selling decade-old products

The most popular webcam (C920) was released in 2012

 30 yrs	 47 yrs	 33 yrs
 37 yrs	 47 yrs	 75 yrs
	 84 yrs	 76 yrs
	 47 yrs	

### Invest in Lumina

As a customer, you'll have the opportunity to purchase shares at a discounted price. As a benefit to early customers, you'll be able to purchase shares at a discounted price.

Invest here: <https://wefunder.com/lumina>

Our mission at Lumina is to build the smart home office. Webcams are our first product, and with your support, there'll be many more to come.

Thanks,  
Raymond  
Co-founder at Lumina

## Last day to invest in Lumina Σ Inbox x



**Lumina** <hello@getlumina.com>  
to me ▾

Hey Raymond,

Today is the last day to join Lumina's customer-only investment round.

Invest here: <https://wefunder.com/lumina>

Thanks,

Mike & Raymond  
Cofounders at Lumina

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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

LEARN MORE

### 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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