



**Athyna's Community Round  
Prior Comms Campaign**



# Outreach Campaign

## Email Templates

### Template 1 Cadence #1A

Hey {{first\_name}}, hope you're well!

I'm Bill, the Founder & CEO at Athyna, a Global Employment Platform - I wanted to reach out as we've just launched our Community Round.

Here are the details:  
Bootstrapped to \$2.8m ARR, 70 customers.  
Revenue growth for 2 years of ~18% MoM  
95% NRR monthly.  
88% rolling average of our engagement scores (using Culture Amp)

Our platform provides companies with the following:  
Talent matching network - vetted global talent.  
Contractor management in 150 countries.  
Employment management in 150 countries (payroll, taxes, benefits and compliance)  
Climate - Carbon offsetting for teams.  
We have a track record of attracting and retaining the best talent with a team of 65 and alumni from Amazon, WeWork, Uber and more.

Would love to chat if this is of interest to you.

Link to our WeFunder Pitch -> [HERE](#) (Link to WeFunder Page)

Thanks,  
{{sender\_signature}}

*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 only through WeFunder's platform. Any indication of interest involves no obligation or commitment of any kind.*

### Template 2 Cadence #1

Hey {{first\_name}}, hope you're well!

I'm Bill, the Founder & CEO at Athyna, a Global Employment Platform - I wanted to reach out as we've just launched our Community Round.

Here are the details:  
Bootstrapped to \$2.8m ARR, 70 customers.  
Revenue growth for 2 years of ~18% MoM  
95% NRR monthly.  
88% rolling average of our engagement scores (using Culture Amp)  
Talent from Amazon, Uber, WeWork and more.  
Our platform provides companies with the following:  
Talent matching network - vetted global talent.  
Contractor management in 150 countries.  
Employment management in 150 countries (payroll, taxes, benefits and compliance)  
Climate - Carbon offsetting for teams.

We have the ability to be the only player in the Global Employment Platform space to offer talent acquisition and we also will be the only Talent Network that allows full time employment for the world's best tech talent in developing economies.

You can find our Pitch on WeFunder -> [HERE](#). (Link to WeFunder Page)

Would love to chat if this is of interest to you.

Thanks,  
{{sender\_signature}}

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### Template 1&2 Cadence #2 Template 1&2 Cadence #3

Hey {{first\_name}},

I wanted to see if you'd had the time to look over our pitch page we sent through last week. Would love to hear if it's something in your ballpark.

As a reminder of why we think we are a great opportunity for your fund:  
360+ Global Employment Platform to hire, manage, and retain employees/contractors in 150+ countries.  
\$2.8m in ARR.  
18% MoM Revenue growth.  
80% of our customers are coming from the US.  
Team is 65, ramped and ready to scale.  
Does this align with your investment scope?

Best,  
{{sender\_signature}}

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{{first\_name}},

I just wanted to throw one last email your way to see if you were up for a chat.

I really am confident we will thrive as partners and be an awesome addition to your portfolio.

Are you absolutely certain a chat wouldn't be worth it?

All the best,  
{{sender\_signature}}

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# Social Media

## Organic Posts

### Athyna's LinkedIn Account

**Athyna**  
 25 views · 1 week ago · 0 comments · 0 reactions

Want to jump onboard the wave at Athyna? We have grown incredibly fast in our 10th birthday year. In 2023, we grew by 100% 🎉

We have 21 members on our CAC and a very strong DAC LTY and back office.

Usually, when office metrics are this strong it means you should be investing more heavily in growth. And you are absolutely right.

Our community fund is still open and you can be part of our growth and success. 🌱

Invest here: <https://linktr.ee/athyna>

Search for important legal disclosures: <https://linktr.ee/athyna>

#athynainvest #communityfund #investor

**Athyna**  
 15 views · 1 week ago · 0 comments · 0 reactions

Our community fund is the gold standard when it comes to the way we invest. In Athyna, we are proud to be committed to all those people in developing countries. It allows us to support the growth and development of founders in our most successful companies. Please, The Global Evolutionary Network will be the reason to be able to do this. And you have the chance to join our mission to help our people at heart.

Together we can make a great future.

Check it out and invest here: <https://linktr.ee/athyna>

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#AthynaCommunityFund #Investor #Investor

**Athyna**  
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#AthynaCommunityFund #Investor #Investor

**Athyna**  
 25 views · 1 week ago · 0 comments · 0 reactions

Our first community round is open! Yes, you need that right!

We want our community to have the first dibs on the opportunity. Thanks to you, we've gotten this far and we're so excited as \$100,000 are now available supporting our first cohort to launch their own businesses around the globe and the financial part of Athyna. 🌱

Here are some starting highlights:

- Invested to \$2.5M USD
- 15% fund return growth for 3 years
- \$2.5M in total fund capital raised
- 100% Global talent pool and growing 20%+ / year
- 6% of top-line revenue committed to climate tech investment
- Global team from 20+ Amazon, Meta, WeWork, Uber, Didi and more
- 80% of customers based in the US
- FDI - Extraordinary platform to have compliance in 15+ countries

If you want to invest on the best terms get your early birds now! They might not last! 🌱 This goes live on Wednesday in 8 days!

Check the link and invest here: <https://linktr.ee/athyna>

Search for important legal disclosures: <https://linktr.ee/athyna>

#AthynaCommunityFund #Investor #Investor



THANK  
YOU



athyna.



## 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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Company Name is testing the waters to evaluate investor interest. 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, then, only through Wefunder. Any indication of interest has no obligation or commitment of any kind.