



Simple Switch

468 followers

1h • Edited •

This is huge! Simple Switch is thrilled to invite our community to invest in our business. We've loved helping you shop in alignment with your values for 4 years, and want to share our success with those who've supported us.

Check out our Wefunder pitch to see the details and invest!

<https://lnkd.in/gbe5wr-V>

We're currently in "testing the waters" mode. Check out important legal disclosures about that here:

<https://lnkd.in/g7SvRQN>



Rachel Koils (She/Her) • You

Founder & CEO at Simple Switch

1w • 🌐



It has been so much fun to watch our community of customers, friends, fellow founders and more become INVESTORS. We chose to raise our first round on [Wefunder](#) because we wanted to reward our community who got us this far by giving them the first chance to invest! Check it out!

[WeFunder.com/simpleswitch](https://wefunder.com/simpleswitch)

We've got \$12,000 left before our first \$50,000 milestone, which will unlock so much momentum for [Simple Switch](#), and is when we'll start inviting the professional investors to get in on the round and finish strong! I'd love to talk with you about investing and growing as we grow, reach out anytime.

(The legal stuff: Until that \$50,000 milestone, we're in "testing the waters" mode, you can learn more about that [here](#).)



Rachel Kois (She/Her) • You
Founder & CEO at Simple Switch
2mo • Edited •



We really do have the best investors out there. 🙌 You can read the testimonials of our community investors so far here.

<https://lnkd.in/gK-mAxY7>

I chose to raise our first **Simple Switch** investment round on **Wefunder** because we have an incredible customer community, and because I'm fortunate to have an amazing personal and professional network supporting me as a founder. I want those people who've supported us from day one to have the first opportunity to reserve their investment.

We're over half way to our first funding milestone, I'd love to have you as one of our earliest investors! Reach out with any questions, or you can watch our video, learn more, and reserve your investment right away here! 📺

[WeFunder.com/simpleswitch](https://wefunder.com/simpleswitch)

(We're currently not soliciting investments, but reservations, since we're in "testing the waters" until we file our legal paperwork. You can find all the details on that here.

<https://lnkd.in/gF7BzYgq>



Jessica Lybeck



Love what you're doing Rachel!



Renee Blevins



Sustainability and ethical shopping are two HUGE topics in our world today. We desperately need change and Simple Switch is a business that addresses these issues in a way that not only helps consumers make existing habits better for the environment but also helps those small businesses that are doing such excellent work on the ground in their communities. Thank you!



Alex Schoep



Prevent climate apocalypse



Nicole French



Rachel Jo is one of the most amazing, creative, smart, driven people I know! If there is one company or person I would invest in - it is HBR. Because one way or another, she is going to make Simple Switch work.



Ty Garner



Because we believe in Rachel and more importantly we know that Simple Switch is something the world desperately needs.

\$26,217

reserved of a \$250,000 goal

INVEST

min \$100

\$ 0

INVEST

FOLLOWING

INVESTMENT TERMS

Terms will be decided later

This is HUGE. Simple Switch is thrilled to **invite our customers & community (you!) to [INVEST in our business!](#)**

Before we start pitching to big investors to grow Simple Switch's sales and impact to the next level, we're starting with a "community round" and pitching to all of you. We've loved being your spot for ethical and sustainable shopping for almost 4 years now, and as we grow, we want to share our success with those who've supported us from the beginning.

Thank you for being such a fantastic community, we're **excited to have some of you as our earliest investors, too!** Check out our [WeFunder](#) pitch to see the details and invest! www.wefunder.com/SimpleSwitch

never invested before? Don't worry, me neither! We chose to raise this first round on [WeFunder](#) because we wanted to make it accessible to all of us, not only experienced investors. That's why *reserving your investment is fast and easy, and the minimum investment is only \$100.*

Can't wait to have you on our team! Reach out with any and all questions.

-Rachel from Simple Switch

WATCH THE VIDEO, LEARN MORE & INVEST



We chose to run our first funding round as a "community round" on [WeFunder](#) (a fellow BC Corp) because we align with their mission to democratize start-up investing and make it accessible to more than a select few.

About [WeFunder](#)'s Impact



At Simple Switch our mission is to **NORMALIZE** online shopping as a force for good. That means we'll need a bigger team and a bigger marketing budget, so that everyone knows they have an option for easy online shopping in alignment with their values.

[Help Us Get There](#)

The legal stuff we need to tell you: 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 securities 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.

INVEST HERE

I hope you're doing well this week, and welcome to you at the moment. I had a really great time and it was a needed breath of fresh air in an intense season. As I mentioned this weekend, we're raising our first investment round for Simple Switch right now, and I thought of you immediately as people I'd love to be an earliest community investor in Simple Switch. I hope that feels like a big compliment and assurance of how much I trust and respect you both, and also that it **doesn't feel at all like an obligation**. With that said, thanks for being the kind of people in my life I know would want to hear these kind of updates at the journey either way! On enough musings... now's the info!

After 3+ years of starting [Simple Switch](#) is only but surely, I'm now raising money from investors because I genuinely believe in our mission to normalize online shopping as a force for good, and I know we can help shift the annual TRILLIONS of online spending towards positive impact, but in order to do that we have to grow faster, and we learned a lot about how we can do that with investment capital. So with all that said, I'm emailing you because we're now seeking investors, and when I sat down and thought of who I'd love to be in our first 50 investors were, you came to mind. (We're going to raise about a quarter to a half million dollars in investments overall this round, and in **this first week we will be raising the first \$50,000 to kick-off and build momentum. I hope you'll be a part of it!**)

I'm not sure how familiar you are with the mechanics of startup investing (until pursuing how to do this as a founder it was very foreign to me, it's still very new!) but many companies raise from accredited investors such as venture capitalists or angel investors. We are raising this way with bigger experienced investors, but we're also **opening this round to our community**, since I want the same people who've cheered me on, connected, volunteered, engaged on social media etc. to invest in our future and grow your money as we grow!

Right now we're in "testing the waters" mode until we reach \$50,000, when the funding round will go public to anyone! This means for now the campaign is privately available to those with the link (friends, family, and select valued aligned investors I choose to send it to), and that any money you "reserve" now will not be a binding commitment until you confirm it also, meaning you can get it refunded at any time until you confirm it (once we've hit the \$50,000 mark). Those who get involved in this early stage will receive "early bird terms" (better return on investment) and help us build early traction in the round.

Getting that first \$50,000 in reservations (about 70% of the total we hope to raise) quickly at the start helps signal to investors who are new to Simple Switch that we have an engaged community of people who believe in us!

Determining how we want to grow, how to scale, and how to take investment has been a long journey and lots of work, and now it's time to go, go, go and actually make it happen! **I hope to get our first \$50 investors at a \$5,000 or more level within the next week to kick off the investment round!** Would you consider being one of the 50? (If \$5,000 is out of reach at this time for an investment, no problem! The minimum on the WeFunder platform is \$1000 and I'd love to have you get the early bird terms, no matter the investment size!) Obviously the more you mean, the more on you'll make on that investment.) *You'll see "terms will be decided later" in the campaign, because these will need to be legally confirmed by a "lead investor" who is generally someone who makes an investment of over \$20,000 and has experience investing in our industry. With that said, the basics are that we're raising a seed round on **SAFE Agreements** with discount and valuation caps. There's more info on that in the attached FAQ's, but reach out with any questions!

I'm including a bunch of information below, including our pitch deck, a write up about how we are fundraising, and our WeFunder page where you can actually invest! Please don't hesitate to reach out (here in email, or call or text me!) with any questions. I'm so thankful to have you in my community, and the fact that I can even feel comfortable asking about this specific venture to how fortunate I am to have you in my life.

Key Links:

[WeFunder Campaign](#) (You'll Make The Investment Here)

[Our Simple Switch Pitch Deck](#) (With Info On How We Plan to Grow)

[FAQ's About Investing & Our Values](#) (and Why we chose to include our community)

Important Legal Stuff:

- **More about what "testing the waters" means.** (Essentially, any money you offset/reserve now isn't binding unless we hit that \$50,000 and file our legal paperwork. You will be able to take your reservation money back at any time until we close the round, and only after you're notified and confirm your investment.)

- **Start ups are risky investments!** Though Simple Switch has a strong business model and will work to grow your investment, you should never invest more than you could afford to lose, if the investment terms and legal jargon feel confusing, you can think of this as a donation to our mission, with the hope of a pleasant financial surprise later on!



Rachel Kois

July 6 · 🌐

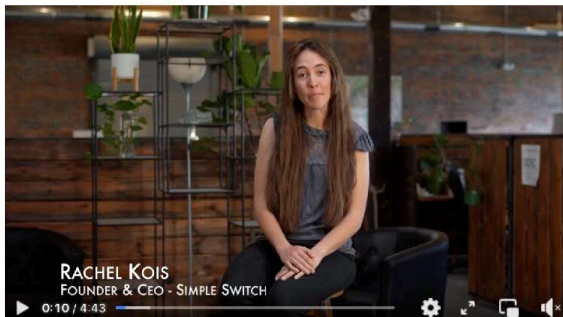
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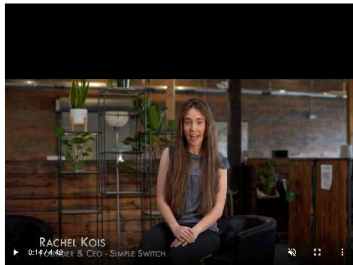
HOORAAAY it's happening! [Simple Switch](#) is now accepting investors. I am so excited to share our success with those who've supported us. Our next big milestone is \$50,000, I'd love if you'd get involved and help us hit that!

We chose to raise on WeFunder so getting involved could be accessible to our community (all of you) alongside our institutional investors, so now my Grandpa, teacher from elementary school, friends from college, and fellow founders are my earliest investors! If you're passionate about our mission to help people and the planet through online shopping, I hope you'll join them and invest!

You can learn more and easily invest at this link: <https://lnkd.in/gbe5wr-V>

We're currently in "testing the waters" mode. Check out important legal disclosures about that here: <https://lnkd.in/g7SvRQN>





simple.switch and rsche@fromsimpleswitch



simple.switch This is huge. Simple Switch is thrilled to invite our community (yes you!) to INVEST in our company!

We've loved being a resource for you to shop in alignment with your values for 4 years now, and we want to share our success with those who've supported us.

Check out our campaign on WeFunder to see the details and invest! [WeFunder.com/SimpleSwitch](https://www.wefunder.com/SimpleSwitch) (or link in bio!)

We're currently in "testing the waters" mode. Check out legal disclosures about that here: help.wefunder.com/testing-the-waters-legal-disclosure

15w



gennylva Yes! So glad to hear and see all of this! Especially that you are starting to supply offices with the products they purchase ❤️❤️❤️



17w 1 like Reply



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.