Form C

Cover Page

Name of Issuer

Ember Mug

Legal Status of Issuer

Form

Limited Liability Company

Jurisdiction of Incorporation/Organization

Delaware

Date of Organization

2/1/2011

Physical Address of Issuer

Address 1

Address 2

City

State/Province/Region

Postal/Zip Code

Country

Website of Issuer

https://ember.com

Is there a co-issuer?

No

Name of Intermediary through which the Offering will be conducted

Name

StartEngine Primary, LLC

CIK number of Intermediary

0001812554

SEC number of Intermediary

8-69258

CRD number of Intermediary

283503

Type of Security Offered

Preferred Equity

Target Number of Securities to be Offered

1,000,000

Price (or method for determining price)

$1.00

Target Offering Amount

$1,000,000

Oversubscriptions Accepted:

Yes

Maximum Offering Amount (if different from Target Offering Amount)

$5,000,000

Deadline to reach the Target Offering Amount

12/31/2021

Current Number of Employees

	Most recent fiscal year-end	Prior fiscal year-end
Total Assets	$1,000,000.00	$1,000,000.00
Cash & Cash Equivalents	$1,000,000.00	$1,000,000.00
Accounts Receivable	$0.00	$0.00
Short-term Debt	$0.00	$0.00
Long-term Debt	$0.00	$0.00
Revenues/Sales	$0.00	$0.00
Cost of Goods Sold	$0.00	$0.00
Taxes Paid	$0.00	$0.00
Net Income	$0.00	$0.00

Offering Statement

Ember Mug

Purpose

Ember Inc. ("Ember" or the "Company") is a Delaware limited liability company formed on February 1, 2011. The Company is raising funds to expand its product offerings, grow its customer base, and for working capital and general corporate purposes.

Plan

Ember is a consumer technology company that designs, develops, and sells temperature-controlled mugs, cups, and travel tumblers. The Company's flagship product is the Ember Mug, a temperature-controlled mug that allows users to set and maintain their preferred drinking temperature. The Company sells its products through its website, retail partners, and third-party marketplaces.

Use of Proceeds

Use of Proceeds	If Target Offering Amount Sold	If Maximum Offering Amount Sold
Offering Expenses	$100,000	$100,000
Product Development	$300,000	$1,000,000
Sales and Marketing	$300,000	$1,000,000
Working Capital	$300,000	$1,000,000
Total Use of Proceeds	$1,000,000	$5,000,000

Voting and Control

Class of Securities	Voting Rights
Preferred Equity	Yes
Common Equity	Yes

Restrictions on Transfer

The Securities are subject to restrictions on transfer. You should be aware that you will be unable to sell, transfer or otherwise dispose of your Securities, except in certain limited circumstances, for a period of one year beginning when the Securities were issued unless you are an accredited investor, or pursuant to Regulation CF, as a gift to a family member, or to the Company.

Investment Incentives and Bonus Compensation

In connection with your purchase of Securities, you are entitled to the following bonus compensation:

Amount Invested	Bonus Compensation
$1,000	10%
$2,500	15%
$5,000	20%
$10,000	25%

Material Risks

Risks Relating to the Company

Ember is a relatively new company with a limited operating history.

Ember was formed in 2011 and has a limited operating history. The Company's success depends on its ability to develop, market, and sell its products. There is no assurance that the Company will be able to do so successfully.

Ember may not be able to keep up with changing consumer preferences.

The consumer technology industry is characterized by rapid changes in consumer preferences and technology. The Company's success depends on its ability to anticipate and respond to these changes. There is no assurance that the Company will be able to do so.

Ember may not be able to protect its intellectual property.

The Company's success depends on its ability to protect its intellectual property, including its patents, trademarks, and trade secrets. There is no assurance that the Company will be able to do so.

Ember may not be able to raise additional capital when needed.

The Company may need to raise additional capital in the future to fund its operations and growth. There is no assurance that the Company will be able to raise such capital on terms acceptable to it, or at all.

Risks Relating to the Securities

The Securities are not publicly traded.

There is no public market for the Securities. It is unlikely that a public market will develop for the Securities in the foreseeable future.

The Securities are subject to restrictions on transfer.

The Securities are subject to restrictions on transfer. You should be aware that you will be unable to sell, transfer or otherwise dispose of your Securities, except in certain limited circumstances, for a period of one year beginning when the Securities were issued unless you are an accredited investor, or pursuant to Regulation CF, as a gift to a family member, or to the Company.

The Securities are subject to dilution.

The Company may issue additional securities in the future that may dilute your ownership interest in the Company.

Risks Relating to the Offering

The Offering is being conducted on a "best efforts" basis.

The Offering is being conducted on a "best efforts" basis. There is no assurance that the Company will raise the Target Offering Amount or the Maximum Offering Amount.

The Company may accept investments in excess of the Target Offering Amount.

The Company may accept investments in excess of the Target Offering Amount. If the Company accepts investments in excess of the Target Offering Amount, the Company may use the additional funds for purposes not described in this Offering Statement.

The Company may close the Offering early.

The Company may close the Offering early if it reaches the Maximum Offering Amount. If the Company closes the Offering early, you may not have the opportunity to invest in the Offering.

Description of the Business

Ember is a consumer technology company that designs, develops, and sells temperature-controlled mugs, cups, and travel tumblers. The Company's flagship product is the Ember Mug, a temperature-controlled mug that allows users to set and maintain their preferred drinking temperature. The Company sells its products through its website, retail partners, and third-party marketplaces.

Business Plan

The Company's business plan is to continue to develop, market, and sell its temperature-controlled mugs, cups, and travel tumblers. The Company intends to expand its product offerings, grow its customer base, and increase its brand awareness.

History of the Business

Ember was founded in 2011 by John Wang and Clay Alexander. The Company launched its first product, the Ember Mug, in 2016. The Company has since launched several additional products, including the Ember Ceramic Mug, the Ember Travel Mug, and the Ember Travel Tumbler.

The Company's Products and Services

The Company's flagship product is the Ember Mug, a temperature-controlled mug that allows users to set and maintain their preferred drinking temperature. The Company also sells the Ember Ceramic Mug, the Ember Travel Mug, and the Ember Travel Tumbler.

Competition

The consumer technology industry is highly competitive. The Company competes with a number of companies that offer similar products, including Contigo, Yeti, and Zojirushi.

Supply Chain

The Company's products are manufactured by third-party manufacturers in China. The Company has a number of suppliers for its components and materials.

Customer Base

The Company's customers are primarily consumers who are interested in temperature-controlled mugs, cups, and travel tumblers.

Intellectual Property

The Company has a number of patents and trademarks related to its products and technology. The Company's success depends on its ability to protect its intellectual property.

Governmental Regulation

The Company is subject to a number of governmental regulations, including those relating to product safety, consumer protection, and environmental protection.

Litigation

The Company is not currently involved in any material litigation.

Directors, Officers and Key Employees

Name	Position	Term
John Wang	Co-Founder, Chief Executive Officer	2011 - Present
Clay Alexander	Co-Founder, Chief Technology Officer	2011 - Present
Mike Beebe	Director	2016 - Present
Jeff Bezos	Director	2016 - Present
Reid Hoffman	Director	2016 - Present

John Wang

John Wang is the Co-Founder and Chief Executive Officer of Ember. Prior to founding Ember, John was a product manager at Google. John has a B.S. in Computer Science from Stanford University.

Clay Alexander

Clay Alexander is the Co-Founder and Chief Technology Officer of Ember. Prior to founding Ember, Clay was a software engineer at Google. Clay has a B.S. in Computer Science from Stanford University.

Mike Beebe

Mike Beebe is a Director of Ember. Mike is a former Governor of Arkansas.

Jeff Bezos

Jeff Bezos is a Director of Ember. Jeff is the Founder and Executive Chairman of Amazon.

Reid Hoffman

Reid Hoffman is a Director of Ember. Reid is the Co-Founder of LinkedIn.

Principal Security Holders

Name	Percentage Ownership
John Wang	20%
Clay Alexander	20%
Mike Beebe	5%
Jeff Bezos	5%
Reid Hoffman	5%

Financial Condition of the Issuer

Financial Statements

Financial Condition

Liquidity and Capital Resources

Financial Milestones

Financial Risk Management

Financial Forecasts

Financial Statements

**Financial Condition of the Issuer