

Seed: Network of smart bathrooms

External

Inbox x

Leads/Interested x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

Mon, Mar 27, 12:09 PM (10 days ago)



to Angela ▾

Hi Angela,

I'm reaching out to see if you'd be interested in Throne's investment round?

200M Americans use public bathrooms at least once a week - yet for every 100,000 people there are only 8 public toilets. Throne is the clean, smart bathroom network revolutionizing the \$122B public bathroom market.

Highlights:

- Leadership from Uber, Meta, Allied Portable Toilets, UPenn & Stanford
- \$20M ARR in pipeline, \$53K average contract value & on track to achieve 73% margin
- \$6M invested into technical R&D & commercial product is revenue-generating
- Inbound interest: mobile enterprise workforce (Doordash, Amazon, Waymo) & cities (NYC, LA, DC)
- Powered by IoT sensors, touchless fixtures, and data-driven servicing

Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson
Co-founder & CEO
www.thronelabs.co

Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722



Angela Lee

to me ▾

Tue, Mar 28, 5:17 AM



Fletcher, do you have a deck we can review?

Thanks, Angela



--

Angela Lee

Founder, 37 Angels

e | angela@37angels.com

w | 37angels.com

t | [@37angelsny](https://twitter.com/37angelsny)

Want to learn the art of investing in startups? Check out our [next investing bootcamp](#) (offered both in person and online)! See what [Entrepreneur](#), [Huffington Post](#), [Forbes](#), and others have said about our work.



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Angela ▾

Tue, Mar 28, 7:46 PM



Hi Angela,

Absolutely! You can find our deck linked [here](#).

If you think Throne's a fit, I'd love to hop on a call and answer any questions/discuss details.

Best,
Fletcher





Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Angela ▼

Wed, Apr 5, 12:00 PM (6 days ago)



Hi Angela,

Hope all is well. Just wanted to follow up and see if you had a chance to review the deck? If you think we could be a fit, I'd be happy to hop on a call to discuss details and answer any questions this week.

Thank you,
Fletcher



Angela Lee

to Investment, me ▼

Wed, Apr 5, 1:17 PM (6 days ago)



Fletcher, apologies for the delay. Our team will review and revert back!



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Angela, Investment ▼

Thu, Apr 6, 10:19 AM (5 days ago)



Awesome, thank you!





Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Angela ▾

Apr 5, 2023, 12:00 PM (6 days ago)



Hi Angela,

Hope all is well. Just wanted to follow up and see if you had a chance to review the deck? If you think we could be a fit, I'd be happy to hop on a call to discuss details and answer any questions this week.

Thank you,
Fletcher



Angela Lee

to Investment, me ▾

Apr 5, 2023, 1:17 PM (6 days ago)



Fletcher, apologies for the delay. Our team will review and revert back!



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Angela, Investment ▾

Apr 6, 2023, 10:19 AM (5 days ago)



Awesome, thank you!





Sarah Zhukovsky

to me ▾

Mon, Apr 10, 11:11AM (1 day ago)



Hi Fletcher,

Thank you for sharing this with us. After careful consideration, we have decided it's unfortunately not the right fit for our portfolio at the moment. While we are impressed with what you are building, due to the highly competitive nature of our selection process we are only able to push through a few opportunities to the next stage of our review. We wish you the very best of luck in the next steps for Throne.

Best,

Sarah

Sarah Zhukovsky

Investment Associate, 37 Angels

e | funding@37angels.com

w | 37angels.com

t | [@37angelsny](https://twitter.com/37angelsny)



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Sarah ▾

Apr 10, 2023, 3:23 PM (1 day ago)



Hi Sarah,

Thanks for giving us a look!

Best,

Fletcher



Throne Seed Round

External

Leads/Interested x

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Brian ▾

Wed, Apr 5, 8:18 AM (6 days ago)



Hi Brian,

I'm reaching out to see if you'd be interested in Throne's investment round?

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Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson
Co-founder & CEO
www.thronelabs.co

Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722



Brian Schwartz

to me ▾

Wed, Apr 5, 5:48 PM (6 days ago)



What are you doing in revenue?

Brian



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Brian ▾

Thu, Apr 6, 6:31 AM (5 days ago)



Hi Brian,

We just kicked off our commercial launch on March 12th. Prior to that, we completed a ~18 month product and market development phase with mostly unpaid pilots through various municipalities and enterprises, so revenue was insignificant in 2022. Revenue will be ramping up steadily from here with annualized recurring revenue of \$135k for April and \$250k for May (based on our signed contracts), and expected to get to \$1M annualized mark by about August. Average contract size right now is \$53k, but our pipeline is pretty interesting and would love the chance to walk you through some of the big customers we have getting close to the end which would drastically change these numbers (NYC, LA Metro, Google/Waymo, Ann Arbor). Would love to hop on a call if interested in learning more.

Fletcher





Brian Schwartz

to me ▼

Sorry, too early for me. Wishing you all the best.

Brian



Thu, Apr 6, 4:14 PM (5 days ago)



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Brian ▼

No worries, Brian. Thanks for giving us a look!

Best,
Fletcher



Apr 8, 2023, 4:37 AM (3 days ago)



Investment Inquiry: Throne

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Cedric ▾

Wed, Mar 22, 9:43 AM



Hi Cedric,

I'm reaching out to see if you'd be interested in Throne's investment round?

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Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson

Co-founder & CEO

www.thronelabs.co



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Cedric ▾

Mon, Mar 27, 3:00 PM



Hi Cedric,

Wanted to follow up here. Interested in chatting about our investment round?

Throne Labs is building a network of smart, clean public bathrooms for the 200M Americans using public restrooms every week. Thrones are powered by IoT sensors, no-touch fixtures, and a smart servicing model, saving customers billions. With \$6M invested into R&D, and \$20M ARR in the pipeline, the commercial launch of our patent-pending, loveable bathroom network was met with incredible traction.

Would you like to see our deck?

Thanks,



Cedric Sellin <csellin@gmail.com>

to me ▾

Mon, Mar 27, 10:47 PM



Not for me, i only invest in software



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Cedric ▾

Tue, Mar 28, 7:47 PM



Thanks Cedric, I appreciate the response.



Seed: Network of smart bathrooms

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Eric ▾

Wed, Mar 22, 7:40 AM



Hi Eric,

I'm reaching out to see if you'd be interested in Throne's investment round?

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Best,
Fletcher

--

Fletcher Wilson
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www.thronelabs.co

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Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Eric ▾

Mon, Mar 27, 11:12 AM



Hi Eric,

Wanted to follow up here. Interested in chatting about our investment round?

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Would you like to see our deck?

Thanks,



Eric Chen <eric@ujventures.com>

to me ▾

Mon, Mar 27, 11:20 AM



I love this idea! Before wasting your time, do you mind sending me a deck? Just want to make sure it's a fit from a financing perspective before I use up your time and necessarily. Regards, Eric



--

Eric Chen

Uj Ventures

1-650-887-4628



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Eric ▾

Hi Eric,

Absolutely! You can find our deck linked [here](#).

If you think Throne's a fit, I'd love to hop on a call and answer any questions/discuss details.

Best,
Fletcher



Mon, Mar 27, 2:05 PM



Eric Chen

to me ▾

Thanks for sending Fletcher. I love this idea and really hope you succeed. Unfortunately the round dynamics and capital requirements for this round make it a poor fit. We cut \$500K-\$1M checks in rounds where we think a team can prove PM fit in ~ 18-234 months.

I would go after some of the H/W focused funds: SOSV, Shasta, Lux



Tue, Mar 28, 12:40 PM





Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Eric ▾

Mar 28, 2023, 1:36 PM



Thanks Eric,

Appreciate the look. In case some of the round dynamics might have gotten misconstrued, I did just wanted to clarify: We are raising ~\$1.8M more on the current round (\$700k wired to date into \$2.5M total target), with the goal of proving PMF in the next 12 months as we continue to convert on our pipeline, and hopefully land a few of the monsters. Obviously the definition of PMF might differ, but let me know if this clarification changes anything for you, I'd be happy to take a short call to explain why I think PMF for us is actually quite a bit closer than it may seem.

And thanks so much for the suggestions on specific HW firms!

Fletcher



Eric Chen

to me ▾

Mar 28, 2023, 1:41 PM



thanks for the clarification. that helps, and while it's a bit closer to our thesis, the business model & capital intensive nature of it still makes for a poor fit. good luck with it



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Eric ▾

Mar 28, 2023, 7:49 PM



Understood. Thanks for your time!

Best,
Fletcher



Raise: Bathrooms aren't sexy, but everyone needs one.

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Gigi ▾

Mar 21, 2023, 10:01AM



Hi Gigi,

I'm reaching out to see if you'd be interested in Throne's investment round?

200M Americans use public bathrooms at least once a week - yet for every 100,000 people there are only 8 public toilets. Throne is the clean, smart bathroom network revolutionizing the \$122B public bathroom market.

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Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson
Co-founder & CEO
www.thronelabs.co

Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722



Fletcher Wilson <fletcher.wilson@thronelabs.co>

Mar 27, 2023, 7:11AM



to Gigi ▾

Hi Gigi,

Wanted to follow up here. Interested in chatting about our investment round?

Throne Labs is building a network of smart, clean public bathrooms for the 200M Americans using public restrooms every week. Thrones are powered by IoT sensors, no-touch fixtures, and a smart servicing model, saving customers billions. With \$6M invested into R&D, and \$20M ARR in the pipeline, the commercial launch of our patent-pending, loveable bathroom network was met with incredible traction.

Would you like to see our deck?

Thanks,



NFX Investment Team <investment@nfx.com>

Sat, Apr 1, 2:46 PM (10 days ago)



to me, Gigi ▾

Fletcher,

Thank you for reaching out, and for your interest in NFX.

This looks really cool, and we bet it will be a big hit. Unfortunately, we do not focus on businesses with a hardware component, so this won't be a fit for us.

We were Founders before we became investors, so we built [Signal](#) as a place to connect with investors and [BriefLink](#) to send more efficient company intros. Hope you find them useful.

We also try our best to share our learnings, so please check out the [NFX Masterclass](#), [podcast](#), and [essays](#), which reveal some of the cheat codes we've discovered over the years.

All the best,

NFX Investment Team



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to NFX, Gigi ▾

Hi Gigi,

Appreciate the follow-up. If this is something you could be interested in as an angel investment, do let me know. We are also opening a community round on Wefunder for smaller check sizes soon.

Happy to hop on a quick call or keep you updated if there's interest!

Thank you,
Fletcher



Wed, Apr 5, 12:00 PM (6 days ago)



Gigi Levy Weiss

to me, NFX ▾

Sadly not

Best,

gg



Gigi Levy Weiss

GENERAL PARTNER

+972542428888 | gigi@nfx.com |



Visit Us: www.nfx.com

The Brief: [Present a company to NFX.](#)

Signal: [Connect to share investments.](#)

Apr 5, 2023, 12:40 PM (6 days ago)



Seed: Network of smart bathrooms

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Karen ▾

Thu, Mar 23, 7:39 AM



Hi Karen,

I'm reaching out to see if you'd be interested in Throne's investment round?

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- Powered by IoT sensors, touchless fixtures, and data-driven servicing

Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson

Co-founder & CEO

www.thronelabs.co

Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Karen ▾

Tue, Mar 28, 9:32 AM



Hi Karen,

Wanted to follow up here. Interested in chatting about our investment round?

Throne Labs is building a network of smart, clean public bathrooms for the 200M Americans using public restrooms every week. Thrones are powered by IoT sensors, no-touch fixtures, and a smart servicing model, saving customers billions. With \$6M invested into R&D, and \$20M ARR in the pipeline, the commercial launch of our patent-pending, loveable bathroom network was met with incredible traction.

Would you like to see our deck?

Thanks,



Karen Page <kpage@bcapgroup.com>

to me ▾

Tue, Mar 28, 11:02 AM



Thank you, but not in our space!



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Karen ▾

Thu, Mar 30, 11:10 AM (12 days ago)



Hi Karen,

Of course, thanks for the response! Do feel free to follow up at any time if you are interested personally, as we are putting together a community round in parallel (\$700k invested into a \$2M round so far).

Take care,

Fletcher



Investment Inquiry: Throne

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Kirby ▼

Mar 24, 2023, 10:19 AM



Hi Kirby,

I'm reaching out to see if you'd be interested in Throne's investment round?

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Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson

Co-founder & CEO

www.thronelabs.co

Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722



Kirby Winfield

to me ▾

Mar 25, 2023, 9:03 AM



Hey thanks for the look but will pass here as we're focused on Seattle-area startups.

Be well!

KW

Kirby Winfield

[Ascend.vc](#)

206.802.8055

Sent via [Superhuman](#)



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Kirby ▾

Mon, Mar 27, 6:28 PM



Hi Kirby,

Of course, thanks for the follow-up! If this is something you could be interested in as an angel investment, definitely let me know. We're also opening a crowdfunding round on Wefunder for smaller check sizes soon.

Happy to jump on a quick call if there's still interest.

Take care,
Fletcher



Kirby Winfield

to me ▼

thx but not writing angels checks atm!

Kirby Winfield

[Ascend.vc](#)

206.802.8055

Sent via [Superhuman](#)

Mar 27, 2023, 8:00 PM



On Mon, Mar 27, 2023 at 6:28 PM, Fletcher Wilson <fletcher.wilson@thronelabs.co> wrote:

Hi Kirby,





Fletcher Wilson <fletcher.wilson@thronelabs.co>
to Kirby ▼

Understood. Thanks for your time!

Best,
Fletcher



Tue, Mar 28, 7:46 PM



Raise: Everyone needs a bathroom

External

Leads/Met, Follow-Up x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to John ▾

Wed, Apr 5, 7:00AM (6 days ago)



Hi John,

I'm reaching out to see if you'd be interested in Throne's investment round?

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Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson

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Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722



Matt Wan <matt@jazzvp.com>

to Jen, me ▾

Wed, Apr 5, 8:37 PM (6 days ago)



Fletcher -

I'm part of the investment team here at Jazz. John forwarded your message below.

I'd be interested to take a call and learn more about what you're working on.

Copying Jen here who can help coordinate a time for us.

Look forward to meeting.

Matt



Matt Wan

JAZZ Venture Partners

matt@jazzvp.com

650-208-7345



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Matt, Jen ▾

Thu, Apr 6, 6:33 AM (5 days ago)



Thanks Matt,

Jazz looks interesting! Would love to chat.

Hi Jen,

Thanks for helping to set something up. Please feel free to send over some potential time slots, or if you let me know what meeting duration is best, I can send over a Calendly link.

Thanks,

Fletcher





Jen Nguyen

to me ▾

Thu, Apr 6, 7:37 AM (5 days ago)



Great! We typically try for 30 min slots so if you have a calendly I can go ahead from there to match.

Best,



...

Jen Nguyen

Executive Assistant

JAZZ Venture Partners

www.jazzvp.com



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Jen ▾

Thu, Apr 6, 10:22 AM (5 days ago)



Perfect! Please see the link [here](#).

Looking forward to connecting with you!



Jen Nguyen

to me ▾

Apr 6, 2023, 12:56 PM (5 days ago)



Great, thanks!

Invite shared for: PT 10:00am - 10:30am, Friday, April 7, 2023

Best,





Paul Veugen

to me ▾

Wed, Mar 22, 8:56 AM



Hi Fletcher,

Thanks for reaching out, but unfortunately this is not a match for me. We primarily invest in developer and creative tools with nphard.vc

Cheers,

Paul



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Paul ▾

Sat, Mar 25, 11:56 AM



Hi Paul,

No worries, appreciate the quick follow up. If this is something you could be interested in as an angel investment, do let me know. We are also opening a crowdfunding round on Wefunder for smaller check sizes soon.

Happy to hop on a quick call or keep you updated if there's still interest!

Thank you,

Fletcher



Raise: Bathrooms aren't sexy, but everyone needs one.

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Paul ▾

Wed, Mar 22, 7:26 AM



Hi Paul,

I'm reaching out to see if you'd be interested in Throne's investment round?

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Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson
Co-founder & CEO
www.thronelabs.co

Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722

Reconnecting here

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Sacha ▾

Mon, Apr 10, 2:23 PM (1 day ago)



Hi Sacha,

Wanted to follow up here. Interested in chatting about our investment round?

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Would you like to see our deck?

Thanks,
Fletcher

--

Fletcher Wilson

Co-founder & CEO

www.thronelabs.co

Throne Labs, Inc., 3415 Windom Rd, Brentwood, MD 20722



Sacha Levy

to me ▾

Mon, Apr 10, 4:45 PM (1 day ago)



Fletcher,

As you can see atop my LinkedIn profile, I'm not looking at new opportunities. But feel free to look at <https://www.newyorkangels.com/investment-criteria>. Best,

Sacha Levy
Member, New York Angels

Throne Seed Round

External

Leads/Passed x



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Sonny ▾

Tue, Mar 28, 5:36 PM



Hi Sonny,

I'm reaching out to see if you'd be interested in Throne's investment round?

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Would you like to hop on a call this week or next to learn more?

Best,
Fletcher

--

Fletcher Wilson

Co-founder & CEO

www.thronelabs.co



Sonny Vu <sonny@alabaster.com>

to me ▾

Wed, Apr 5, 10:01AM (6 days ago)



Hi Fletcher,

Thanks for sending this over. I was just now looking over your note and did some googling. Looks interesting! Though with my current involvements in existing portfolio companies, I've not been able to do much new active investing. Given the limited resources (time, people) and the fact that I know very little about this space, I'll have to bookmark this opportunity for now. Do stay in touch as I hope to hear about your future successes. Startups are very hard so if I can be useful to you (except for funding introductions which I don't do) just message me on LinkedIn (<https://bit.ly/sonnyvu>) or Facebook (<fb.me/sonnyvu>).

Sonny



--

Sonny Vu

Cell: +84 93 802 1480

[WhatsApp](#) IG/TW: @sonnyvu



Fletcher Wilson <fletcher.wilson@thronelabs.co>

to Sonny ▾

Wed, Apr 5, 12:14 PM (6 days ago)



Hi Sonny,

Really appreciate you taking a look at us, and I totally understand on the bandwidth side. I will go ahead and follow you on LinkedIn.

If a tiny part of you is curious about how our business model works, I'd be happy to hop on a short call to educate you on the fantastic world of public bathrooms and portable sanitation, and how Throne is building a new market category merging these two worlds (I find this stuff is great fodder for group dinner conversations). We are raising from individuals as well and accepting smaller checks, so don't hesitate to reach out if you're ever interested in hopping on a short call.

Cheers,

Fletcher





Fletcher Wilson <fletcher.wilson@thronelabs.co>

to howard ▾

Wed, Apr 12, 12:09 PM (1 day ago)



Hi Howard,

I'm reaching out to see if you'd be interested in Throne's investment round?

200M Americans use public bathrooms at least once a week - yet for every 100,000 people there are only 8 public toilets. Throne is the clean, smart bathroom network revolutionizing the \$122B potential available public bathroom market.

Highlights:

- Leadership from Uber, Meta, Allied Portable Toilets, UPenn & Stanford
- \$25M ARR in pipeline, \$65K average contract value & on track to achieve 73% gross margin
- \$6M invested into technical R&D & commercial product is revenue-generating
- Inbound interest: mobile enterprise workforce (Doordash, Amazon, Waymo) & cities (NYC, LA, DC)
- Powered by IoT sensors, touchless fixtures, and data-driven servicing

Would you like to hop on a call this week or next to learn more?

Best,
Fletcher



Howard Zola

to me ▾

Wed, Apr 12, 2:06 PM (1 day ago)



Thanks but not Relevant

