

Bombesquad Member Newsletter

CHERRY BOMBE



Photo by Jennifer Livingston for Cherry Bombe Magazine

Bombesquad Member Newsletter, continued

Our Community Round Is Live

[CHECK OUT OUR CAMPAIGN](#)

Link to
[Wefunder.com/cherry.bombe](https://wefunder.com/cherry.bombe)

Hi, Bombesquad! We have some exciting news to share with you.

After 10 years of bootstrapping, Cherry Bombe is raising money. There's so much we've wanted to do over the years, including things you've suggested to us—expand Jubilee to other states and countries, create city guides to female-owned food businesses, and open an office that includes an event space, test kitchen, cookbook research library, and our very own podcast studio.

We've decided to launch what's known as a community round so interested members of the Bombesquad can have the opportunity to be angel investors and help shape the future of Cherry Bombe. Because we have such an amazing community, I felt it was important to fund our efforts in an open and communal manner. Too often, fundraising is mysterious, secretive, exclusionary, and just plain awkward. Hence, 10 years of bootstrapping. 😊

Bombesquad Member Newsletter, continued

We're currently in the private phase of our round, and will open it to the public later this month. Our goal is to raise \$1.2 million and we are happy to report we are 13% of the way there. The minimum investment is \$350. Please note, if you decide to participate in our community round, this comes with the risks associated with investing.

To learn more about our campaign, you can [view our pitch deck here](#). For information on Wefunder, the crowdfunding platform we are using for our community round, [visit here](#), and be sure to check out Wefunder's [investor FAQs](#).

Also, Cherry Bombe CEO [Kate Miller Spencer](#) and I will be hosting a members-only Zoom on Tuesday, Aug. 29th, at 2 p.m. EST, to review the deck and answer questions about our raise and the road ahead. (Yes, we have a CEO! I can't wait for you to meet Kate.) You can [register here](#) and submit any advance questions [here](#).

We're very excited for this next phase of Cherry Bombe and grateful to the Bombesquad for all your support over the past decade. We would not have gotten to this point without you and look forward to the next decade of supporting women in and around the world of food.

Bombesquad Member Newsletter, continued

All the best,
Kerry Diamond
Founder
Cherry Bombe

OFFICIAL DISCLOSURE

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.

[CHECK OUT OUR CAMPAIGN](#)

 **You're the Bombe** 

Founder Personal Email Template

We have finally started fundraising for Cherry Bombe. We're raising via [WeFunder](#), the leading crowdfunding platform, because we want to give our community the opportunity to participate in our friends & family round. (The Bombesquad is a passionate bunch, so we're excited to include them.) We've just started the private phase of the WeFunder campaign, and will open it to the public later this month. We're looking to raise \$1.3 million and are 13% of the way there. You can take a look at the campaign and our deck [here](#).

Cherry Bombe's CEO Kate Miller Spencer and I would love to talk to you about coming onboard as investors if that's of interest. And please know, no pressure at all! I know investing is a personal thing. But if you'd like to chat, let's find time for a Zoom. It's an exciting time at Cherry Bombe. Business is up 300% over last year, we've made some amazing hires, have some great new sponsors, and there's insatiable demand for events right now.

Thank you for considering and look forward to hearing from you.

Xoxo
Kerry Diamond
Founder, Cherry Bombe, Inc.

OFFICIAL DISCLOSURE

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.

CEO Personal Email Template

Subject: 🚀 Let's Ignite the Bombesquad 🍒💣

We're excited to announce that Cherry Bombe is kicking off the "friends & family" stage of our capital raise on [Wefunder](#). This is an exciting time for Cherry Bombe. The current zeitgeist has only intensified interest in brands that celebrate and promote women, something we've been doing since Cherry Bombe's launch in 2013.

- **The Rise of the Girl Economy:** You've heard the buzz, right? The "Goldilocks" economy is, according to [Axios](#), being driven by the unstoppable power of women-owned businesses and a female-fueled movement behind the huge success of "Barbie" and Taylor Swift's Eras tour. All of this energy is shaping the future of the economy, making Cherry Bombe's mission no longer "niche" or "indie."
- **Community with a Capital "C":** The Bombesquad is a community of shared dreams and ambitions and Cherry Bombe is dedicated to connection, rejuvenation, and gathering. "A substantial, yet previously unaddressed, market exists for entertainment experiences that authentically acknowledge the emotions and aspirations of girls and women." [[Axios](#), July 25, 2023]

Here's to daring dreams, endless possibilities, and the unstoppable force that is the Bombesquad.

Kate Miller Spencer
CEO, Cherry Bombe, Inc.

OFFICIAL DISCLOSURE

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.



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.

[Unsubscribe](#) | [About](#) | [Education](#)



Wefunder Inc. runs [wefunder.com](#) and is the parent company of Wefunder Advisors LLC and Wefunder Portal LLC. Wefunder Advisors is an exempt reporting adviser that advises SPVs used in Reg D offerings. Wefunder Portal is a funding portal (CRD #283503) that operates sections of [wefunder.com](#) where some Reg Crowdfunding offerings are made. Wefunder, Inc. operates sections of [wefunder.com](#) where some Reg A offerings are made. Wefunder, Inc. is not regulated as either a broker-dealer or funding portal and is not a member of FINRA.

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.