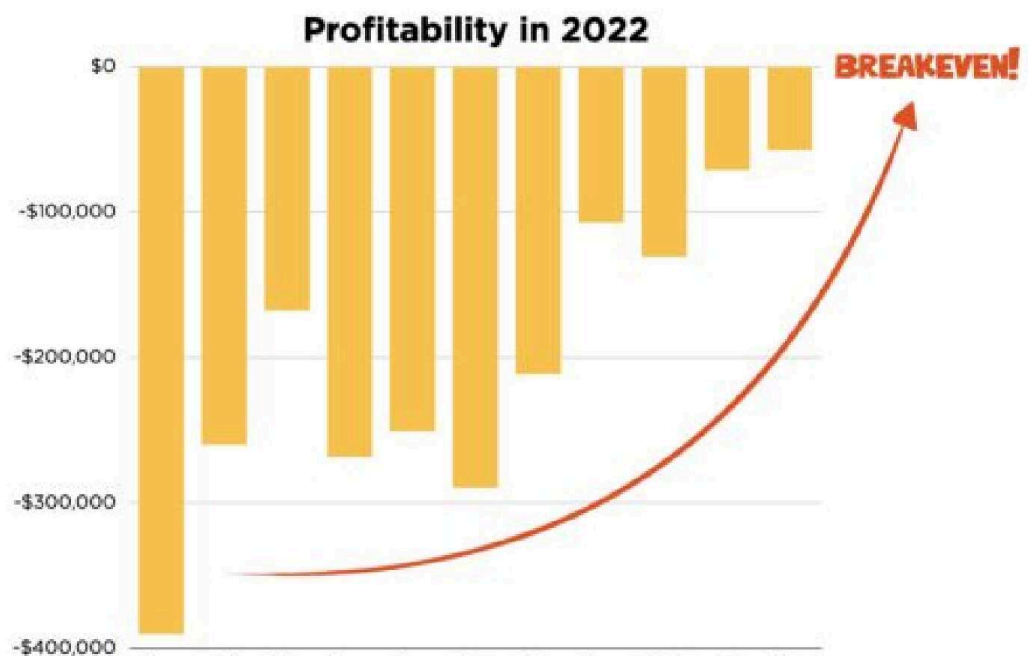


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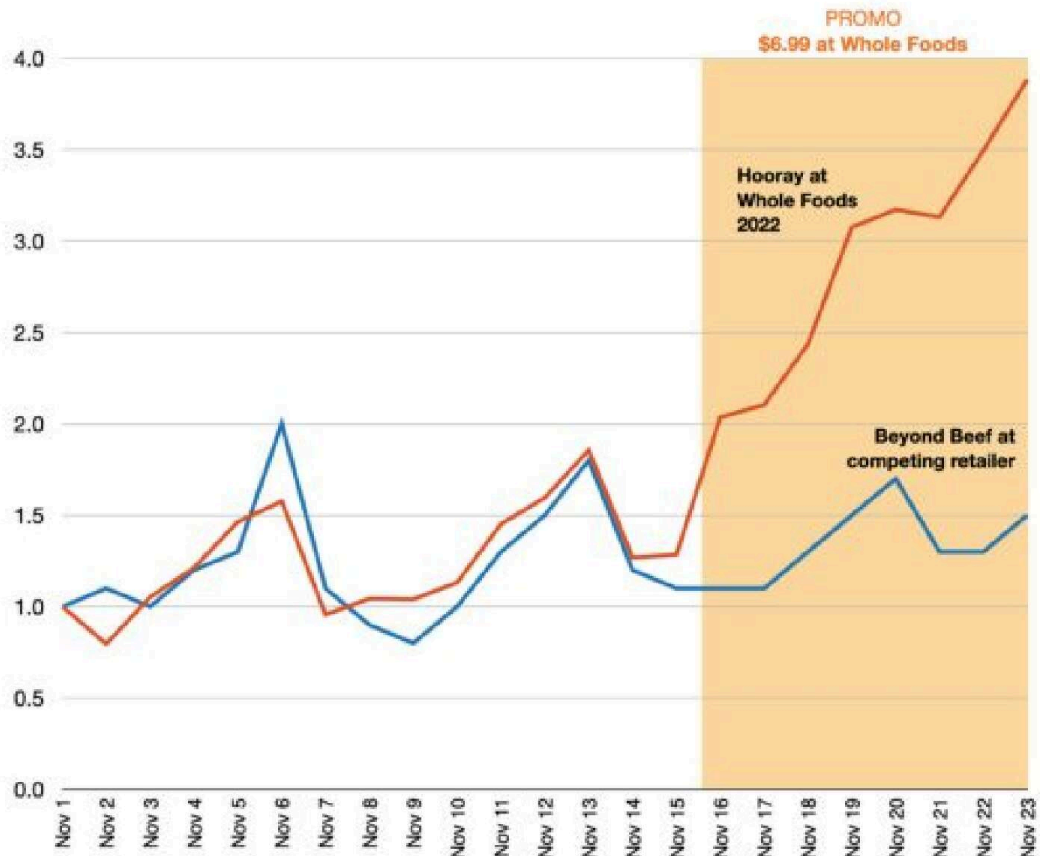
As the end of the year approaches I wanted to make sure I took a moment to thank each of you for being vested in this journey. Whether you've simply offered some friendly advice, told all your friends how awesome our bacon is, or invested in Hooray - I want you to know that me and my entire team are grateful for your support.

It's been a year of many highs and of course some lows. But as the year closes the highs are definitely winning. You can see below our march to profitability is steady and relentless:



Jan Feb Mar Apr May June July Aug Sept Oct Nov

And that we're figuring out what promotion strategy works best. Check out our sales in late November while we were on sale at Whole Foods:



We got up to 4x over baseline! Something very few brands achieve - more typical lift is 25% to 50%. So we know that as we bring our costs down, sales of our bacon will increase a lot. The future is bright

In the meantime, to fund our path to profitability, in addition to some larger investors, I'm excited to announce Hooray's first community round! We'll be allowing our broad community of fans and customers to be part of the Hooray journey and hopefully generate a healthy return while saving our planet.

You can see a preview of our campaign [here](#)*.

I'll launch to the public very early in the new year. I'm sharing it with three other

we're not a charity, just a community group helping people who are in need of a hand.

So hop over to WeMinder and check out our community round up, minder.com/hooray!

And if I hope you all find time to connect with loved ones, recharge and smile in joy.

DISCLAIMER: We are raising the money to **pay people's mental health care** costs. We're not asking for money or other contributions to help pay them. If you're struggling financially, it's a sign you need help, not that you're a failure. We're not asking for money or other contributions to help pay them. If you're struggling financially, it's a sign you need help, not that you're a failure. We're not asking for money or other contributions to help pay them. If you're struggling financially, it's a sign you need help, not that you're a failure.

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Or

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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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