

Hello SWAN investors,

I hope you're all well. Since **we** were last in touch, the acquisition conversations with ITI have been paused because ITI is restructuring. So **we're** moving forward with a priced round via crowdfunding that will launch Oct 15. I wanted to keep you updated, give you a sneak peek at the video **we're** launching, and ask for your help in spreading the word once the campaign goes live, with an invitation for SWAN members to join us by investing.

- **Pitch summary:** In India, **we** just finished building India's first farmer-owned specialty tea factory (funded by USAID, Acumen, and others). In the US, **we've** launched with our first national distributor, been covered in Forbes, and secured Fortune 500 customers. Now, **we're** raising the funds to buy the new factory's harvest, invest in sales and marketing, and grow our team.
- **Terms:** \$500k priced round based on a \$4.5M pre-money valuation. If successful, this will convert SWAN's convertible notes. \$200k secured in soft commits so far (including \$50k from ITI's owner)
- Run as a crowdfunding-for-equity campaign through **WeFunder**. **We** will also work directly with accredited investors interested in \$25k+ investments
- Soft launch on Oct 8, main launch on Oct 15
- [Video pitch here](#). Please keep this **under** wraps until **we** launch.

We'd welcome SWAN's members to invest as **we** take these exciting next steps to scale our business and impact. I'm headed to India tomorrow, so if you'd like to find a time to talk, mornings for you / evenings for me would be best.

Cheers!