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## Help Neutral Ground get to \$100,000



Sequatchie Cove Farm Silver Queen Corn Carbonara

We're thrilled to be on this exciting journey and have a special request to make it even better. Our campaign's success depends on financial contributions and the power of spreading the word. If you believe in what we're building at Neutral Ground, we'd be honored if you shared our campaign with your network.

Your endorsement means the world to us and can make a significant impact. If you're considering taking your support a step further, we're offering additional investment opportunities. Your continued involvement can help us reach our goal faster and contribute to the success of Neutral Ground.

Whether through word-of-mouth, an additional investment, or both, your role in our journey is invaluable. We're genuinely grateful for your trust and excited to celebrate

Subscribe Past Issues

Thank you for being a part of Neutral Ground's success story!

Kenyatta Ashford Owner, Executive Chef Neutral Ground

Invest in Neutral Ground







Translate 1



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## Crafting the Vision: Our Progress So Far



Greetings from the Neutral Ground team! As we work diligently to bring our vision to life, we wanted to update you on our progress:

 Market Research: We're conducting in-depth market research better to understand local tastes, trends, and competition.

 Chef Collaborations: We're exploring collaborations to create a menu that wows our guests.

Your investment is the foundation of these early steps, and we're committed to creating a restaurant that exceeds expectations. We'll keep you posted as we move forward.

Please continue to spread the Word about our campaign! We want the entire community to be a part of this! So we need everyone to help us make it happen.

Best regards, Kenyatta Ashford

Invest in Neutral Ground









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# We're thrilled to share that we've achieved 70% of our Friends and Family Round goal.

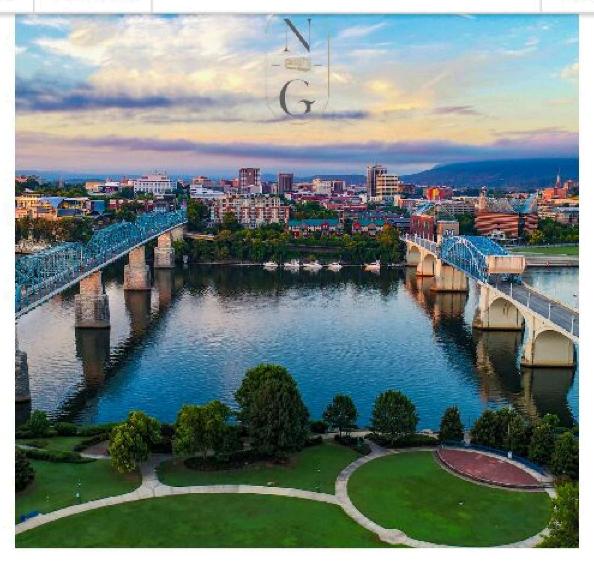
Hey everyone,

I want to share a quick update. Our investment campaign has reached 70% of our goal for the Friends and Family Round! This is huge and we couldn't have done it without your efforts.

We're asking for your help in spreading the word about Neutral Ground. Our success depends on you but also on the power of community support. If you believe in what we're building here.

And if you're considering taking your support to the next level, we're offering the opportunity for additional investment. Your continued involvement can help us reach our goal faster and contribute to the success of Neutral Ground. There are 3 days left before our Friends and Family Round ends on Thursday 8/31.

I'm so grateful for your trust and excited to celebrate our progress together. Thank you for being a part of Neutral Ground's success story.



Learn More









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#### Selebrating Progress: 50% of Our Friends and Smilly Bound Cool Achieved!

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#### Celebrating Progress: 50% of Our Friends and Family Round Goal Achieved!

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#### Oclebrating Progress: 50% of Our Friends and Family Round Goal Achieved!

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## Celebrating Progress: 38% of Our Goal Achieved!

Hello,

We hope this email finds you well. We're thrilled to share an update on our investment campaign for Neutral Ground:

We've Reached 38% of Our Investment Goal!

As we continue on this exciting path, we have a special request. The success of our campaign not only depends on financial contributions but also on the power of spreading the word. If you believe in what we're building at Neutral Ground, we kindly invite you to share our campaign with your network. Your endorsement carries weight and can make a significant impact.

Additionally, if you're considering taking your support a step further, we're offering the opportunity for additional investment. Your continued involvement can help us reach our goal faster and contribute to the success of Neutral Ground.

Whether it's through word-of-mouth, an additional investment, or both, your role in our journey is invaluable. We're grateful for your trust and excited to celebrate the progress we've achieved together.

Thank you for being a part of Neutral Ground's success story.











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### INVEST IN NEUTRAL GROUND

Hello.

I hope this email finds you well. I wanted to take a moment to personally reach out and express my deepest gratitude for your unwavering support of Neutral Ground's journey.

Your belief in our mission to provide upscale Afro-Creole food in Chattanooga has been the driving force behind our success thus far, and for that, we are truly grateful.

Today is an exciting day for me as I can finally let you know that after a lot of hard work, Neutral Ground is going to reopen in a new location! We will be opening the restaurant early next year, and are mobilizing the community to help make it happen. We chose to do this through a crowd-investment campaign.

I'm inviting you to join me on this journey in 2 ways:

- Invest. We are currently running a Friends and Family round, where our loyal supporters get the first opportunity to invest. We hope you will join us in this! (All investors will get quarterly dividends once the restaurant opens)
- 2. Spread the Word! We want the entire community to be a part of this! One of our main goals is to continuously invest in our community through equitable and fair pay, and investing in local youth entering the culinary scene. So we need everyone to help us make it happen.

Please check out the campaign page at the "You can learn more here" link below.

Once again, thank you for being a part of our journey. I am so excited to work toward fulfilling the enormous potential I see in Neutral Ground.

With gratitude, Kenyatta

You can learn more here













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#### Fall Sequatchie Cove Farm Dinner-Thank you for your support

**Kenyatta Ashford ⊲**kenyatta@neutralgroundchatt.com> Hello, Mon, Nov 27, 2023 at 3:48 PM

I trust that everyone had a great Holiday with family and friends.

I am so grateful you decided to attend our dinner two weeks ago. As promised, I am writing to let you know how you can further support the growth of Neutral Ground. Also, I'll add you to our email list so you can receive regular updates about our progress for a permanent location for Neutral Ground.

- 1. You can invest and share our story with your network by guiding them  ${\sf HERE}$ .
- 2. You can both us for any events you my having coming for the holiday season  ${\sf HERE}$ .

Kenyatta Ashford kenyatta@neutralgroundchatt.com



#### Crafting the Vision: Our Progress So Far

Kenyatta Ashford <ashford\_kenyatta@hotmail.com> To: Kenyatta Ashford <kenyatta@neutralgroundchatt.com> Good morning, Wed, Oct 4, 2023 at 10:38 AM

#### Greetings

from the Neutral Ground team! As we work diligently to bring our vision to life, we want to update you on our progress by clicking here:

- Concept Location: We're searching our rapidly growing Chattanooga community for the future location of Neutral Ground.
- Because of your generosity, we wanted to provide you with a recipe from our recent farm dinner at Seguatchie Cove Farm.
- Our next Sequatchie Cove Farm dinner will be on November 18th. I'll send information about purchasing tickets soon, but In the meantime, bookmark their events page.

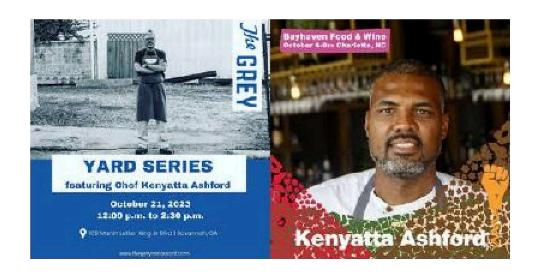
#### Your

investment is the foundation of these early steps, and we're committed to creating a restaurant that exceeds expectations. We'll keep you posted as we move forward.

#### Learn

More About Neutral Ground at wefunder.com/neutral.ground

Best regards, Kenyatta Ashford Owner, Executive Chef







#### NEUTRAL GROUND

## Holiday Updates: Thank you for your support!

Published on Nov 11

Share 🗘 🚥

#### Greetings,

I am thrilled to share some exciting updates about Neutral Ground.

Recently, we had the privilege of appearing on two excellent podcasts blackgirlseating.com and The SuperPowers for Good Show. In addition,
Chef Kenyatta Ashford will be featured in the January/February issue of
Taste of the South magazine, showcasing his incredible talent and
passion for cooking.

But that's not all - soon, Chef Kenyatta will share his skills with the world as he teaches host David Moscow how to make his signature dishes on From Scratch. These opportunities have been a true inspiration to all of us at Neutral Ground, and we can't wait to see what the future holds.

As we continue our search for a new home, we remain committed to bringing people together through food and culture. Thanks for joining us on this journey.

If you are looking for ways to continue to support us, here is how you can help:

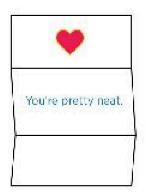
November 18th Sequatchie Cove Fall Farm Dinner: Celebrate Friendsgiving with us.

New Orleans Thanksgiving Gumbo: Celebrate the Holiday like a Creole. (ordering is open until November 20th)

We want to express our deepest gratitude to you for playing a significant role in our campaign's success, which allowed us to reach a milestone of 100k. Your unwavering support has been invaluable, and we feel incredibly fortunate to have you on our team.



Liked by Devin D. Thorpe and Paul Wicker



#### You're the first one here!

Early people don't usually get a prize, so here's a love letter from us.



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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

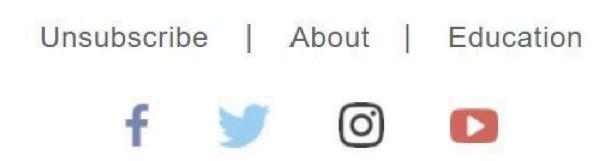
Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?



## **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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