



herm update



RESULTS IN MAIL



me, Jeremy 3 5:26 PM
Herm update - and request!
to help Herm make it happen! >... Inbox ☆



me 2 5:23 PM
Hermus Update
://wefunder.com/halespring > > Thank... ☆



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The New York Times 12:16 PM
Breaking news: Yale students arreste...
Follow live updates Get more br... Inbox ☆



Prime Video 11:24 AM

On Fri, Apr 19, 2024 at 9:56 AM Philip Nadeau <[REDACTED]> wrote:
Hi Herm -

I hope you are enjoying Florida!

I've been looking into getting the sign offs to invest. Legal and compliance is saying I need to submit a subscription agreement for them to review. Do you have one for this round that you can send? I'm not sure if there is one for a crowdsourcing round.

If not, I'm guessing there would be some work around that we can find.

No rush - obviously this can wait until you are back from Florida.

I hope you are enjoying the sun!

Phil

Sent from my iPhone

On Apr 16, 2024, at 1:17 PM, Michael Hermus <[REDACTED]> wrote:

Thanks brother - I really appreciate the vote of confidence.

I'll shoot you a text next week so we can bumble our way through planning to get together - at least it's only two Delts, so we are operating at a respectable 50% intellectual capacity!

On Tue, Apr 16, 2024 at 1:09PM Philip Nadeau <[REDACTED]> wrote:
Herm!

Congrats on all of the progress! It's great to hear that the product is ready for



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...

On Wed, Apr 17, 2024 at 6:14 PM Michael Hermus <[REDACTED]> wrote:
Thanks brother. No worries if it doesn't work for you, but let me know if you have any questions/comments/suggestions!

On Wed, Apr 17, 2024 at 5:10 PM Martin Chavez <[REDACTED]> wrote:
Hey Herm! Thanks for the information and great to hear about the progress made. Will def take a close look and follow up.

Talk soon -

Martin

On Apr 16, 2024, at 11:29 AM, Michael Hermus <[REDACTED]> wrote:

CAUTION - External Email

Hey Chav - hope all is well!

I wanted to let you know that we finally decided to go with an equity crowdfunding approach for Halespring, for a couple of reasons. For one thing, we think we can activate a portion of our target customer base as potential investors, which has the potential to create a small legion of 'super-advocates' that would obviously be very valuable.



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On Tue, Apr 16, 2024 at 1:09PM Philip Nadeau <[REDACTED]> wrote:

Herm!

Congrats on all of the progress! It's great to hear that the product is ready for a launch this quarter!!

I am definitely interested in investing. I know I need legal and compliance permission before I can, though I haven't yet gone through that process before for an equity crowdfunding round. I will start looking into the process today. Hopefully there isn't much involved and I can get sign off over the next few days.

I hope you are enjoying Florida! We definitely need to get a dinner on the calendar when you are back in the Northeast.

Best Wishes,
Phil

Sent from my iPhone

On Apr 16, 2024, at 11:43 AM, Michael Hermus

<[REDACTED]> wrote:

Hey Phil - hope all is well! We need to actually get together and not just talk about it - when I get back from Florida next week let's make a damn plan.

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On Sat, Apr 20, 2024 at 2:32 PM Chris Maher <[REDACTED]> wrote:

Hey Mike,

Congrats on the progress and the Crowdfunding campaign! I will take a look at the video and site this weekend and get you any feedback. I am sure you did an excellent job. And happy to coordinate a time to catch up soon!

Best,
Chris

On Apr 16, 2024, at 11:52 AM, Michael Hermus <[REDACTED]> wrote:

Hey Chris- hope all is well! We need to get together soon so we can make a dent in the bi-annual cycle we have historically maintained! I am in Florida this week but I would love to make a plan.

I wanted to let you know that we finally decided to go with an equity crowdfunding approach for Halespring, for a couple of reasons. For one thing, we think we can activate a portion of our target customer base as potential investors, which has the potential to create a small legion of 'super-advocates' that would obviously be very valuable.



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As you probably know, Jeremy is acting as the lead investor for the round, and he has already committed \$25K. I totally understand this may not be in the sweet spot for you (or the right timing), but I would be grateful if you could check out the campaign site and see if it's something you could throw a little money behind. Any amount helps and the minimum reservation is only \$100 - and it's a fairly painless process. Also, it is a great opportunity to make fun of me, as I was forced to do a video pitch!

We are currently not going 'public' with this raise - we're only reaching out to our 'inner circle' to kickstart the campaign. Of course, once the campaign goes fully live, I would also welcome any help getting the word out far and wide, or even near and narrow to specific folks who might be interested.

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Zoner is acting as the lead investor for the round, and he has already committed \$25K. I would be grateful if you could check out the campaign site - it is a great opportunity to make fun of me, as I was forced to do a video pitch!

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A good friend of mine is acting as the lead investor for the round, and he has already committed \$25K. Of course, I would be grateful if you could check out the campaign site and see what you think - I know it is too early for your fund and also you are in lean founder mode, but the minimum investment is \$100 and every bit helps! Also, it is a great opportunity to make fun of me, as I was forced to do a video pitch...

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...

On Fri, Apr 19, 2024 at 10:11 AM Michael Hermus <[REDACTED]> wrote:
Phil! We don't have the ACTUAL agreement yet because the round isn't fully "live" until we file our paperwork, and we need to get \$50k of "reservations" to do that. That should hopefully happen soon but many of the people on my list are traveling this week. The upside is that right now you aren't actually investing yet - it's just an expression of interest, and you still need to confirm the investment once we file the paperwork. Technically I suppose you could make the argument that it doesn't require sign-off until you actually make the investment.

In the meantime, here is what WeFunder says (we are using the WeFunder SAFE):

<https://wefunder.com/faq/securities>

On Fri, Apr 19, 2024 at 9:56 AM Philip Nadeau <[REDACTED]> wrote:
Hi Herm -

I hope you are enjoying Florida!

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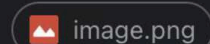


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On Tue, Apr 16, 2024 at 11:59 AM Michael Hermus <[REDACTED]> wrote:

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Ex-CTO Hermus

Reply

Reply all

Forward





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On Wed, Apr 17, 2024 at 8:34 PM Peter Storck <[REDACTED]> wrote:

Herm, sorry for slow reply - been backed up. Will reply in the next day or so.

On Tue, Apr 16, 2024 at 11:48 AM Michael Hermus <[REDACTED]> wrote:

Hey Pete - hope all is well! We need to get together again soon so we can make a dent in the bi-annual cycle we have going. I am in Florida this week but let's make a plan.

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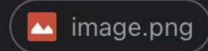
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to Hillary, Robert ▾




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On Wed, Apr 17, 2024 at 5:54 PM Michael **Hermus** <> wrote:
Dude! You hacked Hil's account lol.

Enjoy Rioja time! Have a great trip.

On Wed, Apr 17, 2024 at 5:41 PM Hillary Palmer <> wrote:
Hey brother!! Congrats on all the great progress! On a plane to meet Hill in Spain so we'll take a look asap. Talk soon.

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On Tue, Apr 16, 2024 at 8:18AM Michael Hermus [REDACTED] wrote:

Hey brothers - I really hope we can pull off this trip! Sorry I haven't been super responsive, but I did give KC's 'assistant' my availability (... freaking Kimani).

As most of you know, the reason I am distracted is that I've been working on a new venture - Halespring - for over a year. I really believe strongly in the economic opportunity, but also the chance to improve lives. The product is almost ready for launch - in fact we are planning to go live this quarter! To ensure the best chance for a successful launch, we've decided to launch an Equity Crowdfunding campaign to allow us to invest more significantly in our go-to-market effort. We also think we can activate a portion of our target customer base as potential investors, which has the potential to create a small legion of 'super-advocates' that would obviously be very valuable.

We just launched the campaign in 'reservation' mode, which let's people express a commitment of interest before we officially file the paperwork for a full launch. We need to clear \$50k of reservations in order to do that, but even beyond that number, any early momentum will increase our overall chances of a successful round.

To that end, here is my shameless request: I would be grateful if you take a look at the campaign site to see if it is an investment you might be personally interested in - the minimum reservation is only \$100, and it's a pretty painless process! Also, it is a great opportunity to make fun of me, as I was forced to do a video pitch.

We are currently not going 'public' with this raise - we're only reaching out to our 'inner circle' to kickstart the campaign. Of course, once the campaign goes fully live, I would also welcome any help getting the word out far and wide, or even near and narrow to specific folks who might be interested.

<https://wefunder.com/halespring>

Thanks in advance for any help - and I really hope to see you all soon!

Herm

Reply

Reply all

Forward





herm update



RESULTS IN MAIL



me, Jeremy 3

5:26 PM

Herm update - and request!
to help Herm make it happen! >... Inbox ☆



me 2

5:23 PM

Hermus Update
://wefunder.com/halespring > > Thank... ☆



me, Peter 4

5:20 PM

Herm Update
>> Herm, sorry for slow reply -... Inbox ☆



me, Martin 5

5:19 PM

Herm Update
> Hey Herm! Thanks for the inf... Inbox ☆



me, Philip 7

5:15 PM

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me, Chris 3

5:14 PM

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GEHA

5:04 PM

You're invited: Register for GEHA's...
email at HERM@ALUM.MIT.EDU... Inbox ☆



The New York Times

12:16 PM

Breaking news: Yale students arreste...
Follow live updates Get more br... Inbox ☆



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11:24 AM

No worries brother - hope things are good



me 5:20 PM


to Peter ▾





Hey.. sorry, I forgot to add the required disclosure from WeFunder (for legal compliance):

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.

...

On Wed, Apr 17, 2024 at 8:36 PM Michael Hermus  wrote:
No worries brother - hope things are good.

On Wed, Apr 17, 2024 at 8:34 PM Peter Storck  wrote:
Herm, sorry for slow reply - been backed up. Will reply in the next day or so.

On Tue, Apr 16, 2024 at 11:48 AM Michael Hermus  wrote:
Hey Pete - hope all is well! We need to get together again soon so we can make a dent in the bi-annual cycle we have going. I am in Florida this week but let's make a plan.

I wanted to let you know that we finally decided to go with an equity crowdfunding approach for Halespring, for a couple of reasons. For one thing, we think we can activate a portion of our target customer base as potential investors, which has the potential to create a small legion of 'super-advocates' that would obviously be very valuable.

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A good friend of mine is acting as the lead investor for the round, and he has already committed \$25K. Of course, I would be grateful if you could check out the campaign, its goal, and what you



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11:24 AM

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me 5:26 PM

to Jeremy, Arash, Ed, Ken, Kimani, mfalcon@alum.mit.edu ▾



Thanks brother! Some minor housekeeping; I forgot to add the required disclosure from WeFunder (for legal compliance):

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The New York Times

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Follow live updates Get more br... Inbox ☆

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Thanks in advance... any help, and hope to catch up soon



me 5:23 PM


to Luke v



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...

On Tue, Apr 16, 2024 at 12:02 PM Michael Hermus  wrote:

Hey Luke - hope all is well! I had a great time catching up in DC - as I told the Palmers, I am still suffering withdrawal from my little taste of the good old days!

I wanted to let you know that we finally decided to go with an equity crowdfunding approach for Halespring, for a couple of reasons. For one thing, we think we can activate a portion of our target customer base as potential investors, which has the potential to create a small legion of 'super-advocates' that would obviously be very valuable.

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