



## The Good Mineral - seed funding round



Fri, Oct 4, 11:35 AM



Hi Megan,

It has been a while and from instagram I see that life has been treating you well.  
Congratulations on your 10-year anniversary; cheers to another 10 x 10!

I am taking [The Good Mineral](#) to the next level and finding that the digital ads marketing channel is giving us exponential growth; 5X in the last 6 months! Because of this clear growth channel I have decided to raise a seed round of funding through [WeFunder](#) and was hoping I could interest you in joining me on this 4-year journey to \$50mill in revenue!

Please take a look at our investment opportunity [here https://wefunder.com/the.good.mineral](https://wefunder.com/the.good.mineral)

You can invest from as little as \$100 but the best early investor perks start at \$5000. Of course any contribution from you would be a huge inspiration to me!

I hope you will consider it - You were one of the first people to help me get this brand noticed through the intro to [REDACTED] Thank you again!

I am available for any questions or to take a call anytime.

Best,

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Fri, Oct 4, 9:40 AM



Hello Evelien,

Thank you for agreeing to this connection from Tessa.

I am Ego the co-founder of The Good Mineral; which is my new USA based start-up born from the original/established cosmetics company I have in South Africa.

In a nutshell, **The Good Mineral is an award-winning clean makeup brand for sensitive, even acne-prone skin.** We have 67 SKUs and innovating to grow further into pure and simple lip colour and skincare solutions too.

Our formulas are proprietary, founder-formulated.

We currently only retail online dtc and through Amazon.com.

With revenue under \$500k but growing fast through digital paid ads.

We raised pre-seed investment from Enygma Venture Capital that got us started in May 2022 and now seeking \$500k in seed capital through the crowdfunding platform [WEFUNDER](https://wefunder.com/the.good.mineral). These funds are mainly for digital marketing to drive revenue to \$2.5m, and get us into retailers!

Please see our funding opportunity [here https://wefunder.com/the.good.mineral](https://wefunder.com/the.good.mineral)

I understand that your company [REDACTED] (my second home 😊, I launched the first ever nail bars in 1999 in Selfridges) and Space NK. These are our wish list (as well as Ulta Beauty and Sephora) and I would love the opportunity to discuss this further with you.

Please let me know if you can take a call from me.

----- Forwarded Message from LinkedIn -----

Forwarded from [REDACTED]

Hello [REDACTED] how are you? It has been nearly 2 years since we met at SGF and I was very much hoping to be at this years SGF for a catch up but can't make it!

I am proud to say that I eventually joined the EY WW program in 2023 through my South African cosmetics company!

I also continue to grow the American brand that [REDACTED] invested in and I showed you - The Good Mineral - and currently raising a seed round through WeFunder. Would you please take a quick look at the details as I would be honoured if you joined me on this journey to grow our unique makeup brand. We are currently still under \$500k revenue but I see a growth channel through digital performance marketing which is what I want to invest in!

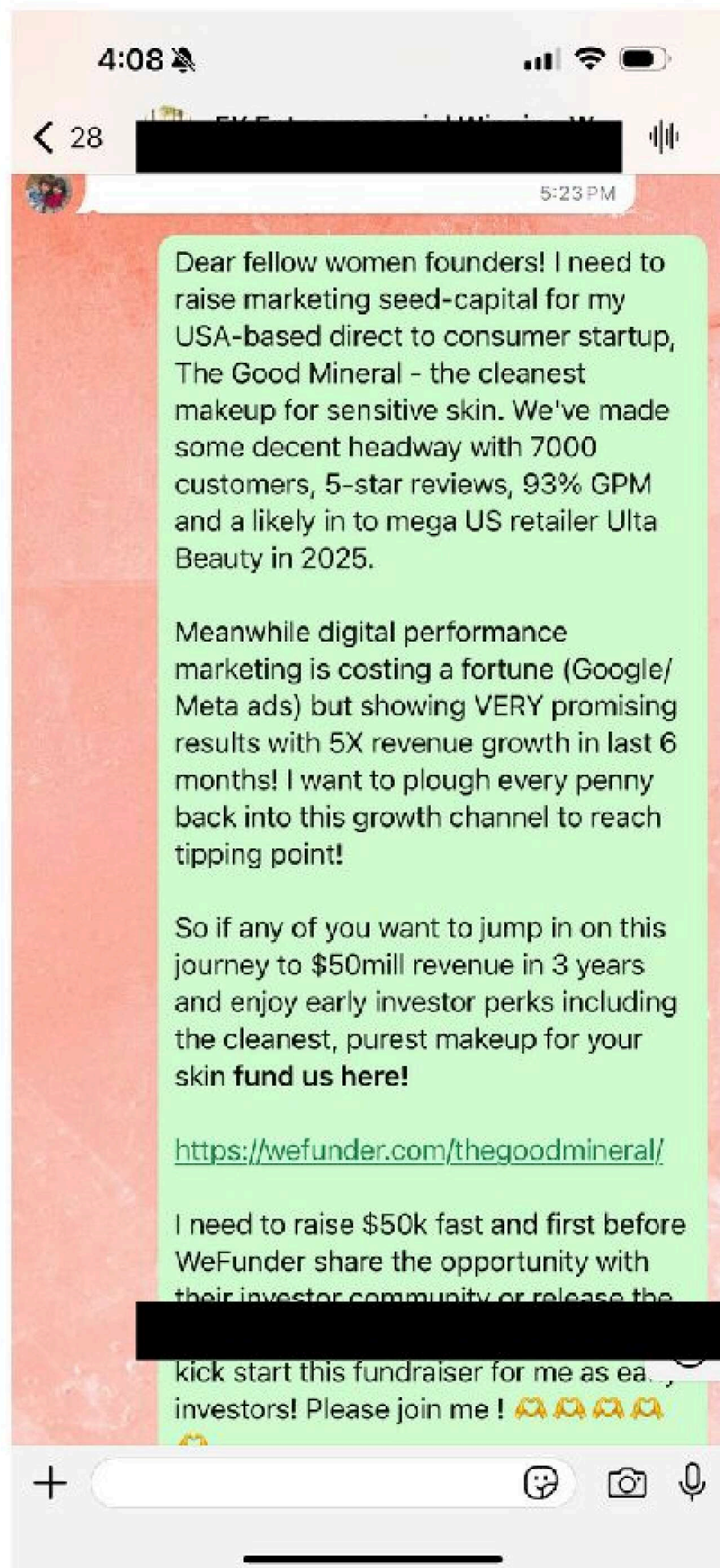
Investments can be as little as \$100 but the best early investor perks are unlocked at \$5k. <https://wefunder.com/the.good.mineral>

Let me know what you think, if you have any questions and if you are at all interested.

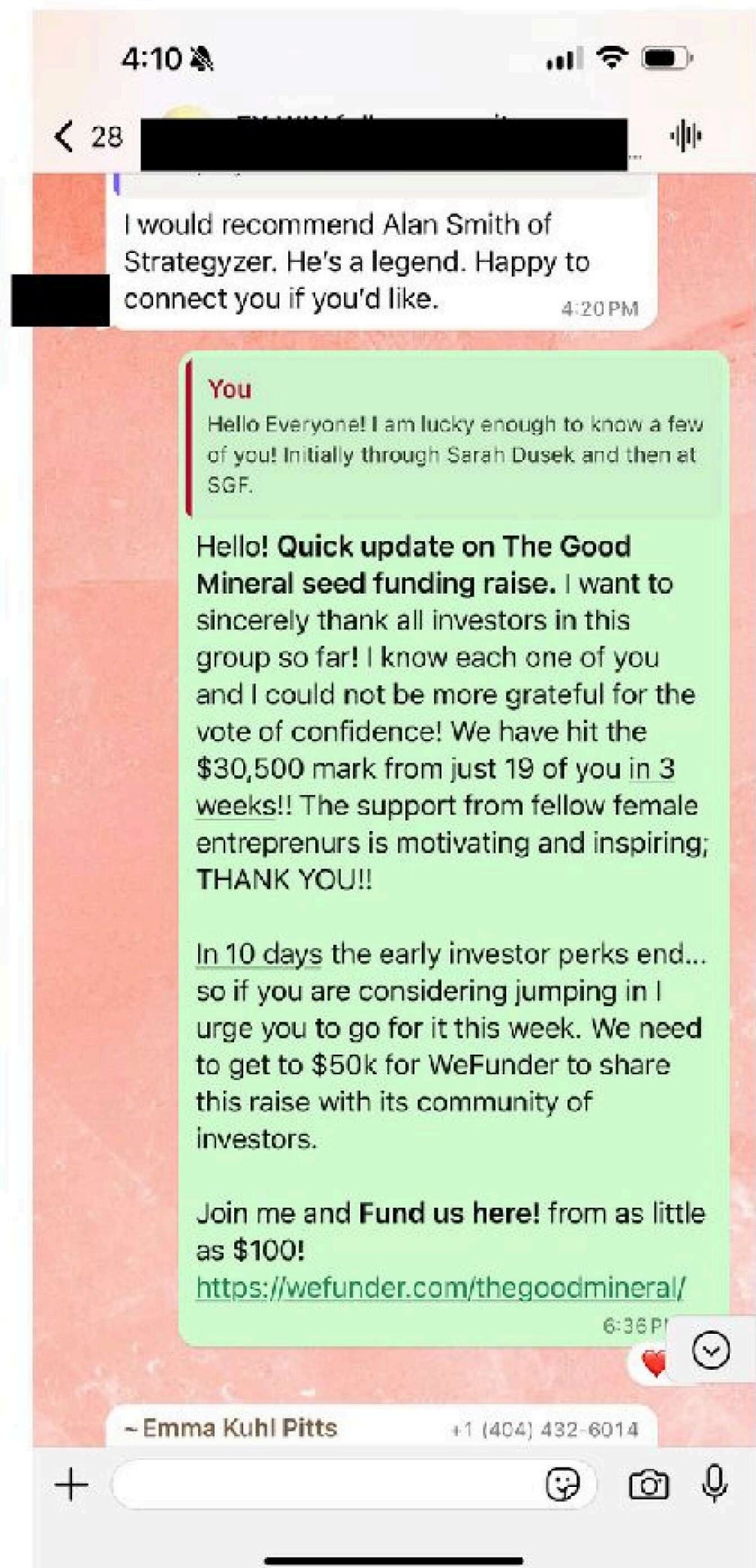
Thank you for your time [REDACTED]

[REDACTED]

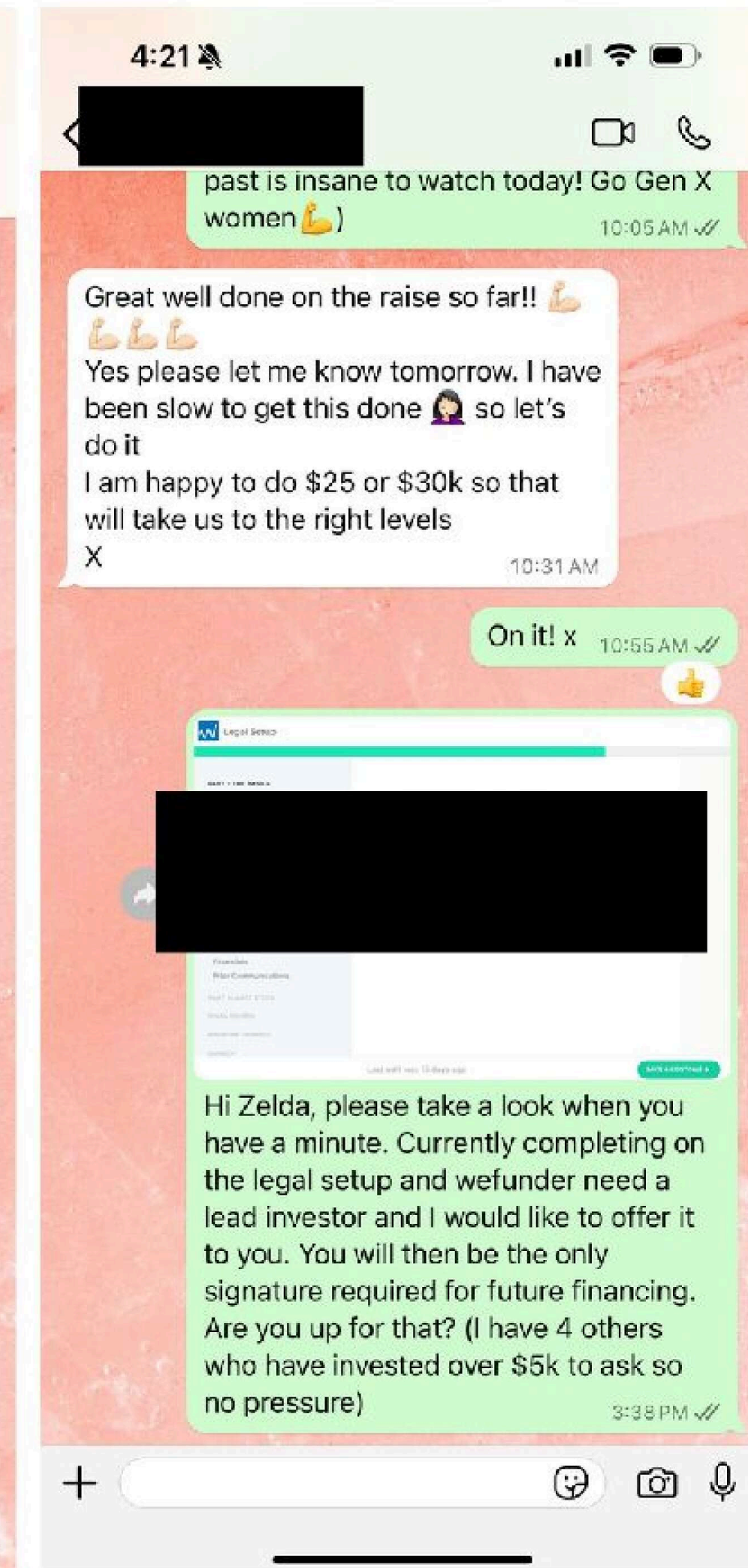
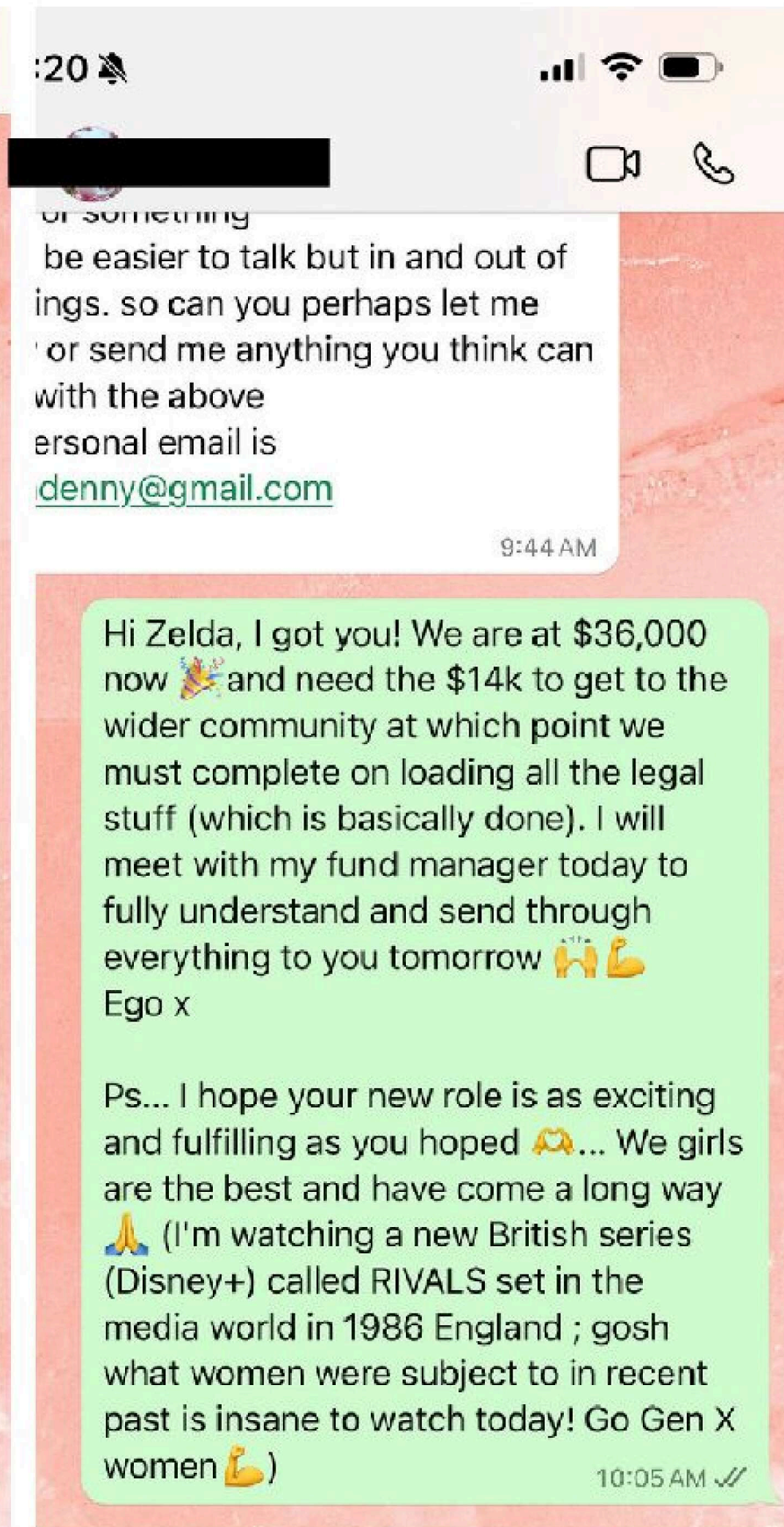
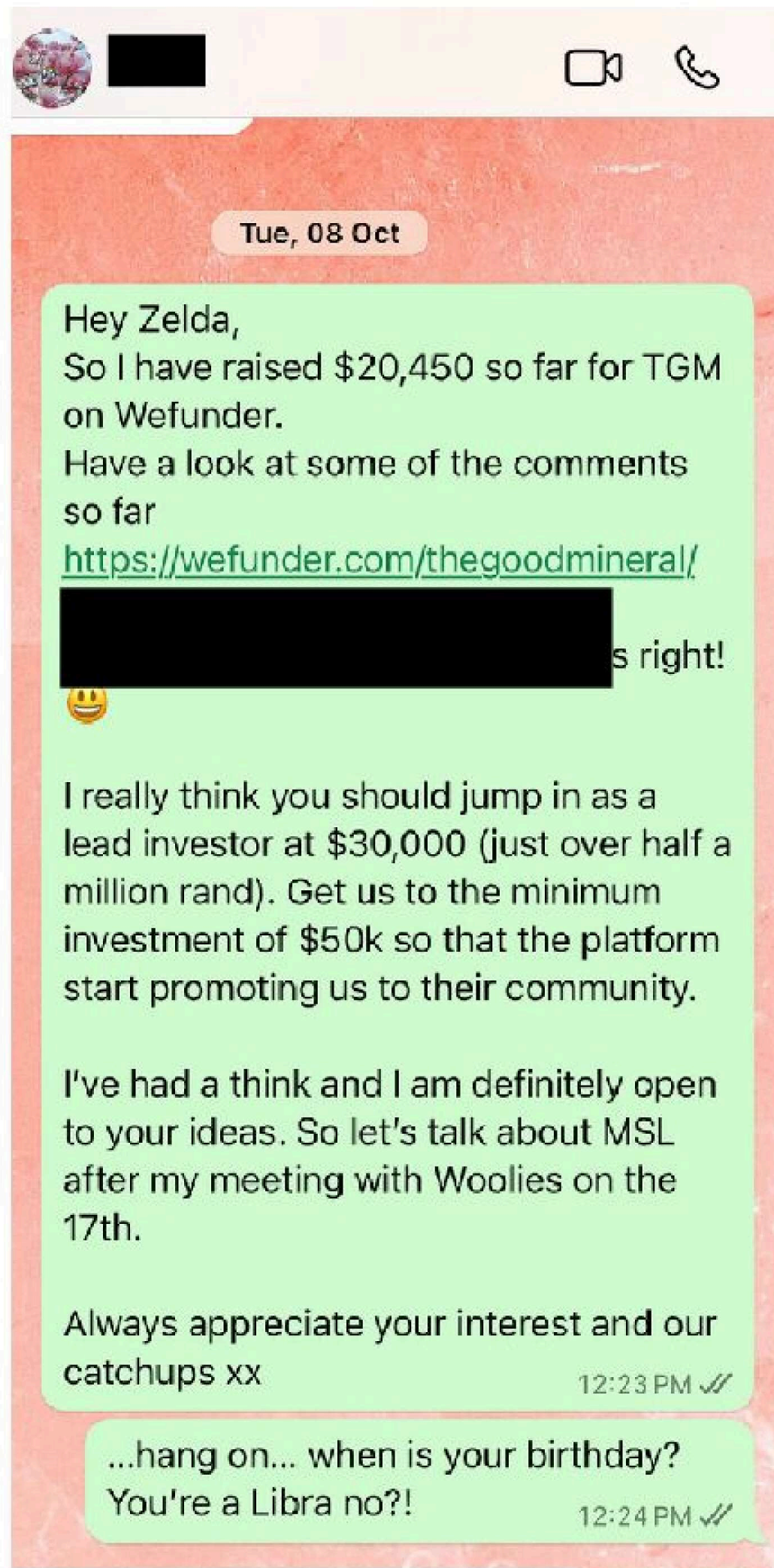




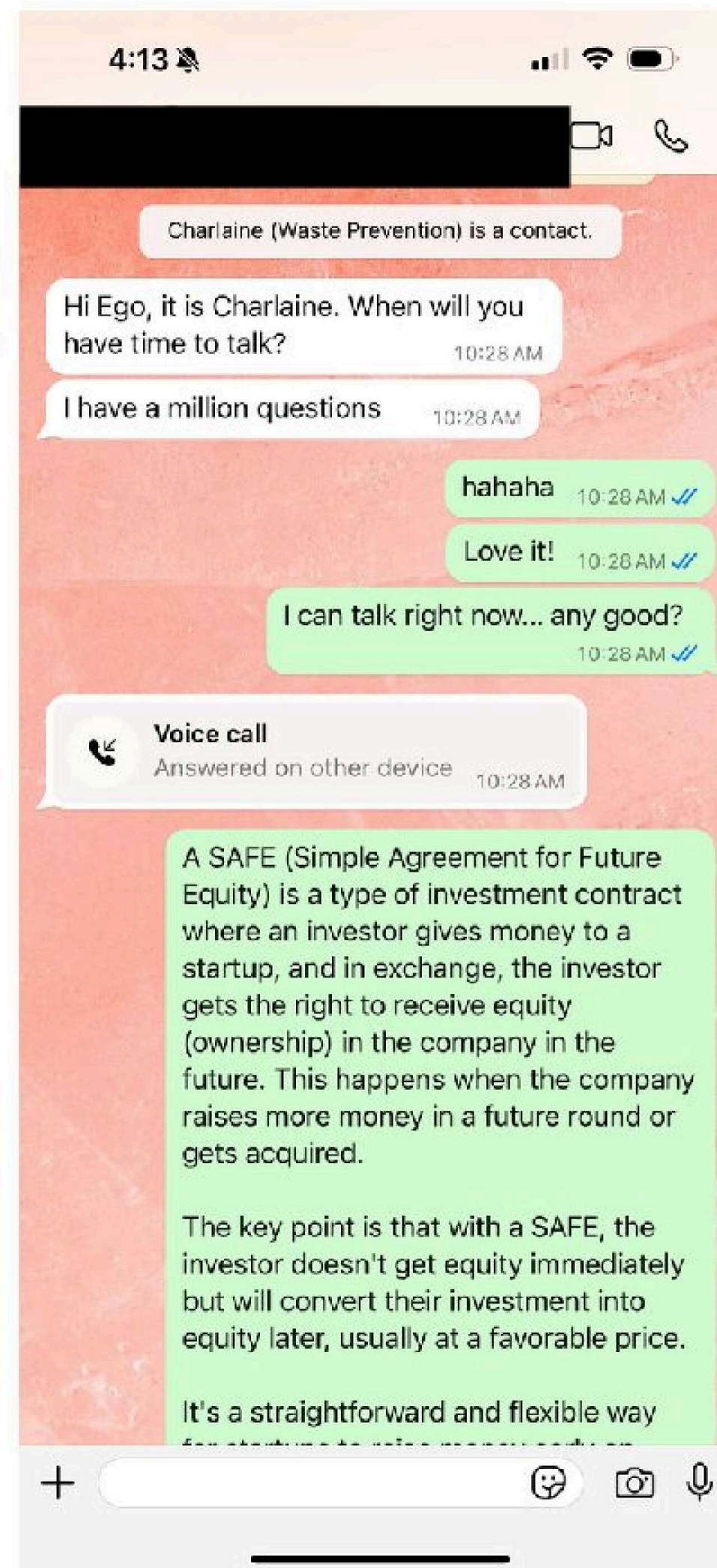














4:12



Neetu is a contact.

Hello Everyone! I am lucky enough to know a few of you! Initially through Sarah Dusek and then at SGF.

I am interested in investing your company- I am ey group members class of 2016 winning women

Hello! 10:02 PM

Hi this is [redacted] 10:02 PM

My name is Ego 10:02 PM

Hi Neetu 10:03 PM

Hi 10:03 PM

Have you looked at the Wefunder link? 10:03 PM

Going to 10:03 PM

What is \$ amount u r looking for 10:04 PM

Total \$500k 10:04 PM

But need at least \$50k to get the fund released and shared with wider community 10:05 PM

4:12



Total \$500k 10:04 PM

But need at least \$50k to get the fund released and shared with wider community 10:05 PM

What is the rev of the company and ebita 10:05 PM

Lifetime \$290k (starting May 2022) 10:05 PM

This year \$133k ; up 5X due to google ads 10:06 PM

If we invest 10000 how much equity I get 10:06 PM

Looking for money to put into digital ads and grow to tipping point 10:06 PM

K 10:08 PM

Neetu Seth EY WW USA  
If we invest 10000 how much equity I get  
...calculating 10:08 PM

K 10:10 PM

Let me know I am interested 10:10 PM

In putting 10k 10:10 PM

4:13



In putting 10k 10:10 PM

Do you know what a SAFE note is as an investment term? 10:16 PM

Through this round I am looking for \$500k on a SAFE with \$4M cap at 10% discount 10:17 PM

This means that it is based on a future valuation of at least \$4m.

If the company meets and exceeds this valuation in the next round of funding your \$10k investment will convert to 0.25% equity of that valuation.

Thus, for a \$10,000 investment:

At a \$10M valuation, the investor's stake is worth \$25,000.

At a \$20M valuation, the investor's stake is worth \$50,000.

At a \$30M valuation, the investor's stake is worth \$75,000.

etc 10:22 PM

Of course at \$10k you will also enjoy a lot of clean, glowing free makeup 😊 10:23 PM



10:24 PM

4:13



Of course at \$10k you will also enjoy a lot of clean, glowing free makeup 😊 10:23 PM



10:24 PM



Please take a look at the deck. Let me know how I can help you join me! 10:25 PM

Thank you for your interest 10:25 PM

Will do 10:25 PM

Mon, 30 Sep

Hi I will invest in your company looks promising and interesting products 2:09 PM

That's awesome. And I won't stop driving until we get into Ulta and hit \$50mill in revenue 2:11 PM

Tue, 01 Oct

Hello Neetu, once again thank you for day yesterday and a bit distracted. Are you based in the LIS? What is your



