



3/10/2020

Natural Products Industry Friends,

In light of Expo West's postponement, it's become clearer than ever that our industry needs tools that enable efficient and effective interaction across our community, beyond traditional in-person meetings and trade shows. In fact, more than two years ago our teams began discussing the complexities, time, effort, and cost faced by emerging brands and investors to connect and build meaningful relationships. We agreed we needed to use our decades of experience working with hundreds of brands and investors to bridge the gap between them, to foster connections in a new, truly unique and cost-effective way.

Since then, we designed and have been intensely working on a game-changing solution: Brandjectory. The Brandjectory online membership community was built specifically to foster discovery, communication, and relationship-building between early stage brands and investors before, during and after a capital raise. We like to think of Brandjectory as the fuel for a brand's growth trajectory, while for investors, it's an active brand directory.

- **For Brands**, Brandjectory offers several social media tools, including building a profile, posting updates and chat. Additionally, brands can share photos, videos, pitch decks, capital raise details, financials and other important documents, publicly or confidentially to only those investors that follow and connect with them.
- **For Investors**, Brandjectory enables discovery and connecting with brands that match their investment criteria, getting notified about updates as they happen, and the ability to save or download important documents.

Brands and investors can even build community groups to collaborate and share information and knowledge.

We've been working in beta with brands and investors just like you, with the intent of widely sharing Brandjectory later this spring. However, given the recent turn of events, especially the missed opportunities from the postponement of Expo West 2020, **we are opening Brandjectory 1.0 to the entire industry this month.**

And, because we are launching early, and to enable as many in our community as possible to leverage Brandjectory now, **we're offering the first month's access to the platform for free.**



Our mission & model is steeped in the natural products industry: to enable innovative emerging brands to scale, and to enable investors earlier, more efficient, and ongoing access to these emerging brands.

Learn more at <https://brandjectory.com/> and sign up to get notified when we launch!

Thank you,

A row of four handwritten signatures in black ink. From left to right: Jeff Grogg, Michael Movitz, Thomas Malengo, and Susan M. Bryenton.

Jeff, Michael, Tom and Susan

[Jeff Grogg](#) [Michael Movitz](#) [Tom Malengo](#) [Susan Bryenton](#)

