

Hi [Name],

I'm reaching out because we just opened our *Friends & Family* funding round for my company, [Banjo](#), on Wefunder (If you're not familiar, it's a well-known "crowdfunding" platform that allows individuals to invest in start-ups like Banjo). I wanted to offer you the opportunity to invest before we go public with the raise (i.e., to Wefunder's 2 million+ members).

Quick update for you -- as you know, I started Banjo to change how the world communicates by building the first AI-supported dialogue platform. Although that's a lofty ambition, we are starting to see early evidence that our platform works exactly as intended. I'm proud to say that people really love it. Here are a few recent quotes from our users in our initial target market of higher ed:

"I genuinely believe [Banjo] has the potential to be used across universities throughout the U.S. and beyond."

"It was a really creative and smart way for people to share their opinions and have meaningful conversations...where people can express themselves honestly without feeling judged."

"I can definitely see myself using Banjo in the future, and it's something I'd share with others as well."

Our recent research confirms a strong demand signal as well...in a [survey](#) we did among 1,019 college students, 92% said they want to debate but 64% say debates today feel more hostile than productive. 85% said they would use a platform built for structured, civil debate. Some [100 colleges](#) have established civil dialogue programs in recent years, with [substantial financial backing](#).

As a result of this progress, I'm excited to share that we now have pilot conversations underway with several dozen schools, including 3 Ivy League institutions and several major public research institutions.

To support this momentum, we are raising capital to accelerate product development, sales, and marketing.

As such, I am reaching out to a handful of friends and family members to invest with exclusive benefits:

- **You can invest at a lower company valuation:** your investment will convert at a valuation cap of \$8M versus \$10M for the public round.
- **You will get Founding Investor perks with special terms**, such as invitations to our annual Banjo Dialogue Dinner, roadmap previews, and access to exclusive discussions with Banjo student users.

These terms close on July 1st, or once we reach \$100K in commitments – whichever comes first.

We are suggesting an investment of \$5K+ for this Friends and Family round. You may be able to invest a lower amount in our public round (until we hit our cap of \$1M). Once we raise the \$1M there may not be another opportunity to invest in Banjo (our future funding rounds, if any, may not be available to individuals).

To help you evaluate, I put together a page on WeFunder describing the opportunity in greater detail:

[Invest in Banjo on Wefunder →](#)

I would note that I am “all in” with Banjo. I have invested a significant portion of my life savings into the business and have not taken a salary in over two years because I believe in it so much. I believe this is my life’s mission. I also view it as the best investment I can make, which is why I wanted to share it with people I care about.

Let me know any questions...and if you'd like to chat this over live feel free to [grab time on my calendar](#). I'd love to catch up.

If now is not the time, no worries! Either way, I appreciate everything you have done to support me and Banjo. So, thank you.

Let me know what you think and I look forward to connecting with you soon!

With gratitude, Ken