

From: Austin Root <[REDACTED]>

To: [REDACTED]

Subject: Fwd: Hire Routes

Date: Fri, 02 Mar 2012 16:41:00 +0000

Attachments: HR_-_Overview_Deck_v9.pdf; HR_Wireframes_for_Homepage_and_Intro_Pages.pdf

Cheers!

Begin forwarded message:

From: Austin Root <[REDACTED]>

Subject: Hire Routes

Date: March 2, 2012 11:34:31 AM EST

To: [REDACTED] <[REDACTED]>

Hello there! How are you? What have you been up to these past few years? I hope all is well on the Upper East Side of NYC. Anyway, I wanted to let you know what's I've been doing with work these days.....I've been working on a website project for the last 6 months. It's a very unique and exciting website called Hire Routes! We're in the middle of front-end (branding and design) and back-end (programming) development and we're looking to have what they call a minimal viable product (MVP) by the end of April. Once the MVP is ready we will enter the beta testing phase to hammer out all the kinks prior to launch. We're projecting to launch by the end of the summer!

Anyway, I'm reaching out to friends and family for the second round of funding and thought I'd reach out to you and Jeffrey to see if you guys had any interest. I raised \$100,000 back in August of 2011 and now I'm looking to raise another \$100,000 by April. I've attached a very simple pitch book which gives you an overview of the product and the capital raise. I've also attached some simple wireframes on the homepage and user introduction pages. This will help give a clearer picture of what exactly we're going to be doing.

If not to invest I'd love to have both your thoughts on the project. I hope all is well with you guys.

All the best, Austin

austin root | ceo & founder

hire routes, inc.

[REDACTED]
new york, ny 10012

[REDACTED]
[REDACTED]

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