

From: [REDACTED] <[REDACTED]>

To: [REDACTED] <[REDACTED]>, JE Jail <jeevacation@gmail.com>

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Great idea: <http://www.kickstarter.com/projects/limemouse/lifx-the-light-bulb-reinvented>
They were looking for \$100 000 crowd investment and got 1,300,000 in the first 7 days...