From: Jeremy Rubin <[redacted]>
To: "jeffrey E." <jeevacation@gmail.com>
Subject: Re: Fund Optics
Date: Wed, 18 Jul 2018 15:34:34 +0000

Ok I'll set one up.

Which time did you want to pick?

On Wed, Jul 18, 2018, 5:24 AM jeffrey E. <jeevacation@gmail.com> wrote:
> confernece call line pref
>
> On Tue, Jul 17, 2018 at 6:49 PM, Jeremy Rubin <[redacted]> wrote:
> > Thursday or Friday this week between 12:30-2:30pm ET work for you?
> >
> > Alex's phone number is [redacted] and John's is [redacted] -- can you dial them both in or should I set up some kind of conference line.
> >
> > Did you want me on the call as well?
> >
> > --
> > @JeremyRubin
> >
> > On Tue, Jul 17, 2018 at 2:23 PM jeffrey E. <jeevacation@gmail.com> wrote:
> > > phone fine.
> > >
> > > On Tue, Jul 17, 2018 at 5:15 PM, Jeremy Rubin <[redacted]> wrote:
> > > > How would you feel about this:
> > > >
> > > > I'll just schedule a time for them to talk to my "due diligence advisor/team". You can phone in and ask whatever you like, under a pseudonym (even just first name, not last name). You can open with something like, "Hi this is Jeff, I'm helping Jeremy check out what you're planning to do with Layer One and make sure it's going to be a good investment for Deploy Capital. Can I dive right in to questions?"
> > > >
> > > > I think that should be fine, and is not inaccurate, just imprecise.
> > > >
> > > > If you did want to video them it's a bit more complicated, but I can come up with something.
> > > >
> > > > --
> > > > @JeremyRubin
> > > >
> > > > On Mon, Jul 16, 2018 at 3:22 AM jeffrey E. <jeevacation@gmail.com> wrote:
> > > > > you are right re appearance. however we shoudl find a way for me to speak to the team maybe skype. investments are people focused. and neither you nor vincenzo yet have the experience. . anyway good call
> > > > >
> > > > > On Mon, Jul 16, 2018 at 2:29 AM, Jeremy Rubin <[redacted]> wrote:
> > > > > > Hi Jeffrey,
> > > > > >
> > > > > > It's probably best for me to just stick to saying "I raised a fund" going forward (I haven't said anything inconsistent with this). I'm concerned otherwise potential investments googling your name might get spooked (especially given SF politics).

I talked with Vincenzo about this and we agreed the above line would be inconspicuous enough.

If you do want to talk to a potential investment directly, I can just say that you are a strategic LP and you wanted to talk, which should dilute their concern and explain why you wanted to talk.

I'd like your guidance & approval in case Vincenzo and I missed something with this plan.

Jeremy

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