

**From:** Jeremy Rubin <[REDACTED]>  
**To:** "jeffrey E." <jeevacation@gmail.com>  
**Subject:** Re: Fund Optics  
**Date:** Thu, 19 Jul 2018 05:46:15 +0000

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Addendum: got word from them this is the other investors that they have "soft commits" from as an FYI going in to tomorrow -- believe you know some of them

Peter Thiel (250-500k)  
Jeffrey Tarrant (\$250k)  
Jesse Rogers (\$300k-\$500k)  
Ramtin Naimi (\$250k-\$500k)  
Charlie Songhurst (\$70k-\$100k)

I want to get them to have a few more strategic investors, so will push them to make room/replace with:

Eric Metzger for Li Xiaolai  
Vincenzo through Village  
Reid

Jeremy

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[@JeremyRubin](#)

On Wed, Jul 18, 2018 at 10:34 PM Jeremy Rubin <[REDACTED]> wrote:

Call Info:

Dial in number [REDACTED]  
PIN: [REDACTED]  
Call starts at 12:30 ET

By the way, did you want me to be on the call or just one on one with them?

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[@JeremyRubin](#)

On Wed, Jul 18, 2018 at 8:37 AM jeffrey E. <jeevacation@gmail.com> wrote:

thurs

On Wed, Jul 18, 2018 at 11:34 AM, Jeremy Rubin <[REDACTED]> wrote:

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 (650) 842-0188 and John's is (917) 703-0739 -- 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?

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[@JeremyRubin](#)

On Tue, Jul 17, 2018 at 2:23 PM jeffrey E. <[jeevacation@gmail.com](mailto: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.

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[@JeremyRubin](#)

On Mon, Jul 16, 2018 at 3:22 AM jeffrey E. <[jeevacation@gmail.com](mailto:jeevacation@gmail.com)> wrote:  
you are right re appearance. however we should 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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