

From: "jeffrey E." <jeevacation@gmail.com>

To: Joichi Ito <[REDACTED]>

Subject: Re: Nicole update

Date: Mon, 20 Aug 2018 11:45:14 +0000

anytime . ok with me .

On Mon, Aug 20, 2018 at 7:41 AM, Joichi Ito <[REDACTED]> wrote:

I was back just for a day and [REDACTED] leaving today for Japan. [REDACTED] back from Japan on Saturday and have next week off as a "home vacation". I should have most mornings free next week if you're around for a call.

- Joi

> On Aug 20, 2018, at 7:39 AM, jeffrey E. <jeevacation@gmail.com> wrote:

>

> good when are you back.?

>

> On Mon, Aug 20, 2018 at 7:26 AM, Joi ito <[REDACTED]> wrote:

> Yup. I think that's right. I've raise enough money to get started. [REDACTED] doing my final close Sep 30. I think I'll be at 40-50M so I should be fine. It sounds like Nicole will investment something even without the structure.

>

>> On Aug 20, 2018, at 07:24, jeffrey E. <jeevacation@gmail.com> wrote:

>>

>> I think you should close it asap. start doing deals open another . family offices would invest but i believe only if you were to do it FULL time. . they like simple .1 joi is a fund person. full stop. , difficult that joi is head of media. . has some other funds. etc. If you want family offices I suggest you have a US partner. that you know well. that can continue the fund raising , it is also easier for them to sing your well deserved praises.

>>

>> On Wed, Aug 15, 2018 at 6:03 AM, Joi Ito <[REDACTED]> wrote:

>> I will ping you after she responds. In the mean time, Charlie Songhurst though I could raise as much money as I wanted if I went to endowments or family offices that aren't connected to tech investors but knew my brand. He thought my problem is that I've mostly been talking to people who already have their own access to my networks and deals. I guess my opportunity cost just the time it takes to talk to them. Maybe I can go that route with a bigger fund next time and just close this fund and stop wasting time raising money.

>>

>> Sent from my iPhone

>>

>> On Aug 15, 2018, at 10:57, jeffrey E. <jeevacation@gmail.com> wrote:

>>

>>> her team is not great. and they push her to be more " commercial" you and I can speak anytime your are free. but recall my first comment to you, she is not a partner

>>>

>>> On Wed, Aug 15, 2018 at 4:41 AM, Joi Ito <[REDACTED]> wrote:

>>> Yeah. Just offer to share deal flow, not economics on my fund, which is what they asked for. Will keep you updated. I think it could just be her team trying to get economics for themselves - my sense was that she just wanted deals and a relationship and maybe she will just invest after my response last night.

>>>

>>> Sent from my iPhone

>>>

>>> On Aug 15, 2018, at 09:32, jeffrey E. <jeevacation@gmail.com> wrote:

>>>> I did not know . Do not share

>>>> On Wed, Aug 15, 2018 at 3:25 AM Joi Ito <[REDACTED]> wrote:
>>>> Nicole and her team wanted to be part of the GP and take some of the management fee, etc. Structure was too complicated and I don't think it makes sense right now so just responded to her last night. I said [REDACTED] happy to share and work together and maybe do something in the future the relationship works out.

>>>> I'll let you know how it turns out.

>>>> Sent from my iPhone

>>>> --

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