

To: [REDACTED]  
From: [REDACTED]  
Sent: Thur 7/19/2018 1:59:55 PM  
Subject: Re: Fund Optics



Sent from my iPhone

On Jul 19, 2018, at 9:58 AM, [REDACTED] > wrote:

Thank you very much! Those details are very important..  
I will know!

On Thu, Jul 19, 2018 at 9:56 AM [REDACTED] wrote:

Hi [REDACTED] Sounds like you know what to do but just in case- jeffrey is showing you he has a Conference call today at 12:30pm. The dial-in details are in the text. You really have to read from the bottom up to make sure you know all the details. Remind jeffrey of the conference call at 11:30am in an email (example: reminder of 12:30 Conf Call with Jeremy et al. In one hour) then at 12:30 you ask him if he is ready for you to dial in for him. He will say yes. You dial the number and follow the voice instructions. You will punch in the pin code. When it prompts you to say your name say: Julia on behalf of Jeff. DO NOT say his last name. All this being said, Jeffrey might dial in himself!! ◆

Sent from my iPhone

On Jul 19, 2018, at 9:01 AM, [REDACTED] wrote:

Hi [REDACTED] Sorry for bothering!  
he just sent me this, what do I suppose to do?

----- Forwarded message -----

From: **jeffrey E.** <[jeevacation@gmail.com](mailto:jeevacation@gmail.com)>  
Date: Thu, Jul 19, 2018 at 8:30 AM  
Subject: Fwd: Fund Optics  
To: [REDACTED]

----- Forwarded message -----

From: **Jeremy Rubin** <[REDACTED]>  
Date: Thu, Jul 19, 2018 at 1:34 AM  
Subject: Re: Fund Optics  
To: "jeffrey E." <[jeevacation@gmail.com](mailto:jeevacation@gmail.com)>

Call Info:



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?

--

@JeremyRubin

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


thurs

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

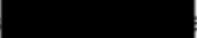

Ok I'll set one up.  
Which time did you want to pick?

On Wed, Jul 18, 2018, 5:24 AM jeffrey E. <[jeevacation@gmail.com](mailto:jeevacation@gmail.com)> wrote:

confernece call line pref

On Tue, Jul 17, 2018 at 6:49 PM, Jeremy Rubin <> wrote:

Thursday or Friday this week between 12:30-2:30pm ET work for you?

Alex's phone number is  and John's is  -- 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](mailto:jeevacation@gmail.com)> wrote:

phone fine.

On Tue, Jul 17, 2018 at 5:15 PM, Jeremy Rubin <> 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](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 <[jeremy.l.rubin@gmail.com](mailto:jeremy.l.rubin@gmail.com)> 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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