



Dear Potential Investor,

We are writing to introduce you to **Crafted Conversation Pieces (CCP)**, a startup company in the woodworking industry based in Southern Maryland, USA. My name is De'Wayne Simpson, and I am the founder of CCP. I am a career educator who has successfully launched multiple business ventures over time for myself and others. I have a fondness and a talent for woodworking and creative artistry. Woodworking for me has evolved from being an interest and a hobby to now being CCP, a business to which I am dedicating myself and my resources.

Our mission is to design and develop woodworks that are decorative, durable and distinct. Our vision is to make Crafted Conversation Pieces synonymous with artistic woodwork of exceptional quality.

You may have noticed certain issues regarding the craftsmanship of store bought products which have unfortunately become almost standard...

- consumers forced to choose between quality and cost
- a lack of variety; items with no personal touches
- Impossibility of customizing products while remaining under budget

Our works address these issues by providing consumers opportunities to give input on pieces before and during construction. We recognize clothing is not the only thing people prefer to tailor to their specific wants and needs. CCP also offers vintage pieces which can only be obtained here. Our woodworking artists create for—and with—our patrons.

Our team is small but growing. Products we offer range from small, artistic, hand-crafted pieces to large furniture, shelving, storage, etc. We allow consumers to peruse what we have to offer. We also invite them to communicate their visions to us directly, knowing this is what leads to customer satisfaction and patronage.

Your help is needed to grow Crafted Conversation Pieces into what we dream it to be. Thus far, our business has grown solely through word-of-mouth. Our publicity stems solely from brand advocates. We want to maintain the warm atmosphere of a small, independent business, while also increasing the following:

- the quality and quantity of our products
- the frequency with which we create
- the geographic locations we serve
- our profit margin

CCP is currently entertaining potential investors. At this time, they each fall into one of three categories described in the following table. We'd love to schedule a meeting to discuss your investment options and answer any questions you may have.

INVESTOR MATRIX	Description	Example
Level 1: Donors	The first are donors who would like to make donations to our movement to show belief in our mission and support our movement. Donations can be of any amount, big or small. All is appreciated.	A donor gives \$50 to our company to help us get started.
Level 2: Investors	The second category is informal investors. These individuals will make a monetary investment of any amount, big or small, which will be repaid once the company is financially stable and operating at a profit.	An investor gives \$50. He/She receives that \$50 back with interest once we are operating in the black.
Level 3: Shareholders	The third category is comprised of formal investors. These individuals will be purchasing percentage points in the company. When the company is financially stable and operating at a profit, formal investors will receive a percentage of CCP's profits equal to their investment points. At this time, points are being sold at \$500/each. This rate will never fall this low again.	A shareholder invested by purchasing 3% of our company for \$1,500. He/She will receive 3% of our profits annually. Payments will begin once the company is operating in the black.

Thank you for your time and consideration. Please use the contact information below to start the process of becoming a CCP Investor or to schedule an appointment if desired. Use it also to address any further questions, comments or concerns you may have.

We look forward to partnering with you in the near future. Together we can bring this dream to fruition.

Sincerely,




De'Wayne Simpson
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