

A fundraising series. 🧐💖⚠️💰😊

whym.

Running your process

This is YOUR process

- 1. Forward-able emails**
- 2. Warm intros**
- 3. Send ahead & scheduling**
- 4. Leave behind & followup**
- 5. Cadence of interest**

Hi Charles -

Whym is a mobile wallet for messaging. We make it easy to take a payment inside the thread, without going back online.

Whym built a complementary payment tool for messaging applications like Klaviyo, Twilio, WhatsApp, and others. No integrations needed. Our first-mover advantage make us the [only independent conversion tool for "in-thread" carts and checkout that is currently missing from conversational sales.](#)

SMS drives 30%+ click-through rates, but websites still convert at 1-2%. Whym messaging smart links don't push the customer back thru online friction. Instead, Whym gives customers a quick, offer or collection, converting 3x higher than traditional checkout. Then, Whym automatically uses that commerce data to trigger just-in-time, reply-to-buy repurchase messages MoM.

We've processed more than 10,000 payments in-thread and our transactional revenue is growing at 10-20% CMGR over 7+ months. We are seeing strong pull from brands in high LTV / repeat purchase categories: food, beverage, drug, grocery, beauty and personal care and wellness.

Whym was built by 3 ex-Snap employees. Our tech is tested & trusted by 30,000+ next-gen shoppers. We're backed by VCs on both coasts and angels from Apple, AirBNB, Microsoft, WeWork, Stripe, Venmo, Salesforce, Snap, Facebook, Fast (checkout), Redbull, Spotify, Braze, Bread, Amplitude, Payable, Good Money.

We can't wait to connect with incredible humans in your network to share our story, learn more about their journey and build our tribe.

Health & happiness -

Kelly

Kelly Nyland | Whym | Founder & CEO | whym.tech

Grab time together.

Forwardable & Send Ahead



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Health & happiness -

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Kelly Nyland | Whym | Founder & CEO | whym.tech

Grab time together.



Product one-liner.

Other like-companies.

Efficacy.

Traction.

Team.

Anatomy of the email

Hi David - great! Adarsh - nice to meet you.

Thank you for spending a few minutes with Ryan and I today learning about Whym.

Please find our [executive summary, extended deck and product overview](#) for your consideration.

I sent a placeholder for Thursday @ 1pm PST. We look forward to digging in then!

Health & happiness -

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Grab time together.

Summary, Extended deck, Product Overview



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Health & happiness -

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Kelly Nyland | Whym | Founder & CEO | [whym.tech](#)

[Grab time together.](#)



Anatomy of the email

Hi Jennifer,

We'd love to spend a bit more time together if you're keen to invest. Our second calls usually focus on [GTM, merchant adoption, competitive landscape](#) and answering any pressing questions.

Let us know if you have some time later this week / early next?

Health & happiness -

Kelly

Get to the second call

Hi Chris,

Thank you for spending a few minutes with Ryan and I today learning about Whym.

Please find our [GTM plan, on-target growth scenarios and financial model](#) for your consideration.

Optimistically, we look forward to finding a bit more time together early next week.

Health & happiness -

Kelly

Kelly Nyland | Whym | Founder & CEO | whym.tech

Grab time together.

GTM, Growth Scenarios, Financial Model

Hi Sakib

Please also find a few brand links below where you can sign up for texts or shop collections .

The most natural entry point for Whym's virtual cart and text-to-buy software solutions, come from a merchant text message campaign over 1) bulk messaging applications, or over a two-way conversation facilitated thru a CRM, live chat or SMS concierge.

Health & happiness -

Kelly

Kelly Nyland | Whym | Founder & CEO | whym.tech

Grab time together.

In-market Product Demo

Hey Peter - great to hear from you.

We've open the door to a merchant base of 260,000 in the last 60 day. Please find attached memo on our merchant adoption and latest traction.

Would you be interested in reviewing some of our customer testimonials?

Health & happiness -

Kelly

Kelly Nyland | Whym | Founder & CEO | whym.tech

Grab time together.

Adoption, Traction & Endorsements

Hi Dan

Our early round was primarily made up of VC investments from Bolt & Precursor Ventures. As mentioned on the call, you'd be in great company this round with signed commitments from both VCs and angels including Lightspeed, DNX, Tet Ventures, Venmo (COO), Salesforce, Snap, Facebook, Redbull, Spotify Bread, The Council, Up North, Comma Capital, among others.

Please let me know when we can connect.

Health & happiness -

Kelly

Kelly Nyland | Whym | Founder & CEO | whym.tech

Grab time together.

Deciens Capital
Unusual Ventures
Precursor Ventures
Chaos VC
Venmo (COO)
Facebook (VP of Commerce)
Lightspeed (scouts)
Sequoia (scout)
Canaan (scout)

Comma Capital
Bolt Fund (Greg McAdoo)
Fast (checkouts)
Magic.Fund
DNX Ventures
Tet Ventures
Sage Hill Capital
Flex Capital
Stripe

Microsoft
Paypal
Salesforce
Amplitude
Snap
Redbull
Spotify
WeWork
AirBNB

Apple
Founder @ Bread (acq. by ADS)
Founder @ Payable (acq. Stripe)
Good Money
The Council
Up North

FOMO / Herd mentality

Hey Peter -

Would you be interested in participating in the \$1m SAFE? We're doing it on a \$12m post. We have 25% already committed, so we only have a few larger allocations left. Would love to include you!

Health & happiness -

Kelly

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Grab time together.

Terms & Urgency



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https://twitter.com/nyland_kelly

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whym.