**This document features a fictional company and a hypothetical Regulation Crowdfunding campaign created exclusively as a writing sample. Any resemblance to real businesses, financial figures, or offerings is coincidental. The content is for demonstration purposes only and does not constitute an actual investment offering.*

HarborFlow Systems | Email Nurture Flow

Automated Water Shutoff for Multifamily Properties

Founder: Daniel Ruiz
Raise Platform: FundSpring

Email 1

Subject: HarborFlow's Regulation Crowdfunding raise and early bonus terms

Hi {{FIRST_NAME}},

Thank you for requesting the HarborFlow investor brief. You can review it here: [Investor Brief Link]

The brief outlines our installed base, revenue to date, recurring monitoring retention, and the plan behind our current $1.4 million Regulation Crowdfunding raise.

Because you requested the materials during the opening phase of the campaign, you qualify for our early participation terms.

For the first 14 days of the campaign:

- Investments of $2,500 or more receive 10% bonus shares
- Investments of $10,000 or more receive 15% bonus shares

Early participants will also be invited to a private quarterly update call during the first year so we can review performance together and address questions directly.

Full terms are available on the campaign page.

You can review the offering here: [Campaign Link]

Want to walk through the brief together? Schedule time with me here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

This offering is being conducted pursuant to Regulation Crowdfunding through FundSpring Portal LLC, a registered funding portal and member of FINRA. Investments are speculative, illiquid, and involve a high degree of risk, including the possible loss of your entire investment. Please review the Form C and offering materials before investing.

Email 2

Subject: Questions on HarborFlow's revenue, margins, or expansion plan

Hi {{FIRST_NAME}},

I wanted to follow up now that you've had a chance to review the investor brief.

Often, the first questions center around our recurring monitoring revenue, hardware gross margins, or how we are pacing expansion across regions. If anything in the materials prompted a closer look, I'm happy to discuss it directly.

The early participation window remains open for a limited time, including the bonus share structure and access to our first-year quarterly update calls. Once the initial period closes, those additional terms will no longer apply.

You can review the full campaign details here: [Campaign Link]

Want to speak directly? You can schedule a call with me here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 3

Subject: The water loss that led to HarborFlow's first installation

Hi {{FIRST_NAME}},

Several years ago, while advising a regional multifamily operator, I received a call about a building that had experienced a pipe rupture overnight.

By the time maintenance arrived, water had already traveled through multiple floors. Repairs stretched on for weeks. Insurance covered part of the claim, but premiums increased at renewal, and tenants were displaced during restoration.

The failure itself was not unusual—pipes break from time to time. What made the loss so costly was the delay in shutting off the water.

That moment clarified the market gap. Buildings had smoke alarms and security systems, yet many still relied on manual shutoff valves for water.

HarborFlow was built to remove that delay. Our system continuously monitors flow patterns and automatically shuts off the main valve when abnormal activity is detected, limiting the amount of water that can flow before intervention.

We began with a single installation. That owner later expanded across additional properties.

Today, HarborFlow protects 312 buildings across seven states and monitors more than 18,000 units.

You can review the campaign here: [Campaign Link]

If you would like to discuss how we evolved from that first install to a multi-state footprint, you can schedule time here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 4

Subject: From first install to $2.6M in annual revenue

Hi {{FIRST_NAME}},

After the initial installations, the work shifted toward execution. Hardware refinements, installation efficiency, and a monitoring dashboard that property managers could rely on without confusion.

As performance improved, expansion within ownership portfolios followed.

By the end of 2024, HarborFlow reached $2.6 million in annual revenue with 91 percent retention on monitoring subscriptions. Recurring revenue continues as long as the system remains active, which creates stability as the installed base grows.

Last year, 37 percent of new contracts came from referrals or internal portfolio expansion.

You can review all the details here: [Campaign Link]

If you would like to walk through our revenue progression and projections together, you can schedule time here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 5

Subject: Why rising multifamily insurance premiums matter to HarborFlow

Hi {{FIRST_NAME}},

Multifamily insurance premiums have risen significantly in many regions, driven in part by water damage claims.

During renewal conversations, property owners are increasingly asked how they are mitigating water risk. In some cases, carriers recommend or require automated shutoff systems for larger properties.

That shift has influenced our sales cycle. Owners already understand that leaks happen. The question becomes how quickly damage can be contained and how exposure can be reduced.

When operational protection aligns with insurance economics, adoption tends to accelerate.

You can review how insurance trends factor into our growth plan here: [Campaign Link]

If you would like to discuss what we are seeing in renewal conversations directly, you can schedule a call here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 6

Subject: How installation revenue converts into recurring monitoring income

Hi {{FIRST_NAME}},

Each HarborFlow installation generates upfront revenue, with an average contract value of approximately $18,500 per building.

After installation, most customers enroll in annual monitoring. Roughly 63 percent commit to multi-year agreements. Monitoring revenue renews annually and grows as additional buildings are added.

As the installed base expands, recurring revenue becomes a larger percentage of total revenue.

This structure has allowed us to build revenue predictability alongside growth.

You can review the revenue breakdown in the offering materials here: [Campaign Link]

If you would like to examine retention and renewal assumptions in more detail, you can schedule time here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 7

Subject: 5 million multifamily units and our defined target segment

Hi {{FIRST_NAME}},

There are more than five million multifamily rental units in buildings of over 50 units in the United States. Water damage remains one of the most frequent and costly claims within this segment.

We focus specifically on properties between 50 and 400 units. These buildings carry meaningful exposure but often lack centralized engineering teams.

Rather than pursuing every property type, we are concentrating on this defined segment and building density within ownership groups.

That focus influences our sales strategy, installation logistics, and capital allocation decisions.

You can review our market analysis here: [Campaign Link]

If you would like to discuss our segment focus and growth assumptions, you can schedule a call here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 8

Subject: Deployment plan for the $1.4M HarborFlow raise

Hi {{FIRST_NAME}},

The $1.4 million we are raising will support expansion without overextending the business.

Capital will be used to expand regional sales coverage, increase valve inventory to shorten installation timelines, invest in manufacturing tooling to support margin stability, and strengthen monitoring operations.

Our objective over the next 18 months is to reach 1,000 buildings under contract, maintain gross margins above 45 percent, and grow recurring monitoring revenue to more than $3 million annually.

We believe disciplined expansion protects both the business and its long-term trajectory.

You can review the detailed use of funds here: [Campaign Link]

If you would like to discuss our capital deployment strategy directly, you can schedule time here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 9

Subject: Competitive landscape in multifamily leak mitigation

Hi {{FIRST_NAME}},

Leak detection solutions exist in both consumer retail and commercial settings. Many systems focus on alerting without an automated shutoff, or they're designed for single-family homes.

HarborFlow concentrates on centralized shutoff systems for multifamily buildings and integrates with property management workflows.

Our growth has come through relationship-based sales within ownership portfolios rather than retail distribution.

We address competitive considerations in detail within our offering documents.

You can review those materials here: [Campaign Link]

If you would like to discuss how we differentiate within this landscape, you can schedule a call here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 10

Subject: Why we opened HarborFlow to individual investors now

Hi {{FIRST_NAME}},

HarborFlow has grown through operating revenue and disciplined reinvestment. For several years, expansion meant taking on projects one region at a time and making sure the systems performed before adding the next layer of growth.

Opening this raise to individual investors was not an early decision. It came after we had an installed base, recurring monitoring revenue, and clear demand signals from property owners.

We are now at a point where additional capital allows us to move with more intention. We can expand sales coverage into regions where conversations about insurance are already driving demand. We can build inventory ahead of installations rather than waiting on lead times. We can invest in manufacturing improvements that support margin consistency as volume grows.

The decision to raise capital now reflects where the business stands today, not where we hope it might be.

You can review the full offering documents here: [Campaign Link]

If you would like to discuss risk considerations directly, you can schedule time here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 11

Subject: Early bonus share window closing for HarborFlow investors

Hi {{FIRST_NAME}},

The early participation window for HarborFlow's raise will close soon.

Investments of $2,500 or more qualify for 10 percent bonus shares, and investments of $10,000 or more qualify for 15 percent bonus shares during the initial 14-day period. Early participants are also invited to our private quarterly update calls during the first year.

Full terms are detailed on the campaign page.

You can review the offering and participate here: [Campaign Link]

If you would like to speak before making a decision, you can schedule time with me here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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Email 12

Subject: Final review opportunity for HarborFlow's Regulation Crowdfunding raise

Hi {{FIRST_NAME}},

I wanted to close the loop on HarborFlow Systems.

- We install automated water shutoff systems in multifamily buildings
- We currently protect 312 properties and monitor more than 18,000 units
- We generate revenue from installation and recurring subscriptions with strong retention.

We're raising capital under Regulation Crowdfunding to expand within our defined segment and continue building our installed base.

If you would like to review the opportunity, you can access the campaign here: [Campaign Link]

If you would prefer a direct conversation before making any decision, you can schedule time with me here: [Calendar Link]

Warm regards,

Daniel Ruiz
Founder and CEO, HarborFlow Systems

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