



Pre-Seed Advisory Portfolio Details and Benefits

The aim of the Advisory Portfolio is to:

- provide access (and accountability!) to expert advice and guidance at a fraction of the normal cost
- provide access to exclusive events, both in-person and virtually (educational webinars, investor summits, customer acquisition activations, etc)
- provide you with a community of other passionate founders as a support system
- provide marketing exposure to our entire ecosystem of founders, investors, and strategic partners

Who is this for:

Our pre-seed advisory portfolio is intended for early stage founders (Pre-Seed to Series A) who meet one or more of the following criteria:

- 1) need professional advice and guidance on how to effectively grow & scale their startup, branding and marketing support, B2B partnerships, fundraising advice, and/or go-to-market strategy, but have access to limited financial resources
- 2) want increased marketing exposure to investors, strategic partners, or other founders in the wellness space via our website and newsletters
- 3) seek a community and peer-group of other founders in the wellness space

Additional perks of being part of our advisory portfolio include:

- Invitations to exclusive in-person networking events we organize (all over, but mostly NYC and Los Angeles), or with some of our partners (such as [The Well](#) or [Mission Matters](#)) with other founders, investors, and strategic partners
- Invitations to exclusive online webinars + Q&A sessions, and educational content

This is a great way to build a relationship with our team at no risk to you, while also allowing us time to get to know you better. It is our goal to nurture and develop a long-term relationship with your company.

[Click here to learn more about our team and partners](#)

What's Included As A Member Of Our Advisory Portfolio:

- 2x Complimentary 30-minute Check in Calls per month
- 1x Group Cohort Call per month with leadership team members
- Access to our private community slack channel for additional networking & support
- Up to 2 warm intros per month from our partner network (non-investor)
- Use of the Happy Wellness logo and name for marketing and investor purposes
- Featured on our [website](#), newsletters, and marketing materials to our partner network
- Optional 1:1 consulting sessions at a discounted price
- Limited to only 20 companies per cohort

Price:

We offer three term lengths, quarterly (\$600), semi-annual (\$900), or annual (\$1500). (Prices are subject to change, there are no refunds, and you can cancel at any time)

How do I sign up and try it out?

Fill out our [intake form here](#). When prompted, select “What Stage Are You?:

Concept/Pre-Seed”, then “Are you interested in joining our Pre-Seed Advisory Portfolio?: **Yes**”.

We will send you a follow up email with further instructions and next steps for your initial onboarding call.

What is not included in this?

This program is intended for advisory purposes only. If there are specific deliverables that you want or expect from our team (for example, “I need you to create me a pitch deck” or “I’m about to pivot my company and I need you to provide me with a formal recommendation based on analysis”), this would require a separate hourly-project scope. However, as a member of our Advisory Portfolio, you receive discounted pricing on our normal hourly rates. *This is not required and totally optional* - there’s plenty of value and benefit already included in the program without the need for additional spend.

This program does not make investor introductions on your behalf. It is for *advisory and guidance only*. If you are interested in our fundraising services, please refer to our [Fundraising FAQ](#).