

Spencer Price

CEO at Halla

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To: Talent Acquisition Specialists
Subject: Trey Heine - Letter of Recommendation

Hi there! My name is Spencer Price, and I'm the CEO and co-founder of Halla, a software company working at the intersection of personalization and food.

Over the last two years, I've had the privilege of working alongside one of the most innovative, accountable, and articulate people I've ever met: Trey Heine.

From the high-level ideation of brand strategy to the tactical execution of merchandise design, Trey has consistently found ways to add value and exceed expectations at every twist and turn of our "startup journey" thus far.

Trey's most measurable contributions, however, have been in the domain of fundraising. At Halla, we've raised about \$1 million in venture and angel funding to-date, and Trey has contributed to that process at virtually every level -- from pitch strategy to leading the design of the decks themselves.

It's safe to say that Trey's input at Halla has generated millions of dollars in shareholder value and will continue to materialize for years to come.

There are exactly zero other people who would receive a reference letter like this from me. Without Trey, we simply would not be where we are today.

I wish him the absolute best wherever he goes... you'll be lucky to have him.

Sincerely,

A handwritten signature in black ink, consisting of a stylized 'S' followed by a horizontal line that extends to the right.

Spencer Price