*Krave*Circle

The Whole-Woman Wellness Community

Come alive.

One trusted place for women, in a wellness landscape designed to keep us lost.

THE KRAVE LETTER ISSUE 01 · OCTOBER 23, 2026

FRIDAY, OCTOBER 23, 2026

DENVER · BOULDER · BRECKENRIDGE · VIRTUAL & GLOBAL

Thank you & here's what's coming.

Hi friends and supporters,

Welcome to the first Krave Circle letter. After today, every Thursday I'll share what's coming up, a few of our member perks, insights, and what we're building together. This first one is longer than most, since there's a lot to catch you up on. Future letters will be shorter and easy to skim.

First, thank you. So many of you have shown up this year: sponsoring or donating to the movement, advising me in the Founder's Think Tank and our weekly Advisory Group meetings, joining us on Thursday nights, on group runs and at community events we've been sponsored to attend, filling out our survey, or sending a friend our way. This community exists because of you, and I'm so grateful.

IN THIS ISSUE

- Our Founding Cohort has begun
- Upcoming gatherings, including Krave Day at Startup School
- Featured member perks
- Advisory Group Member Spotlight, and open roles
- What you told us you need most
- Ways to get involved

THIS WEEK

Our Founding Cohort has begun

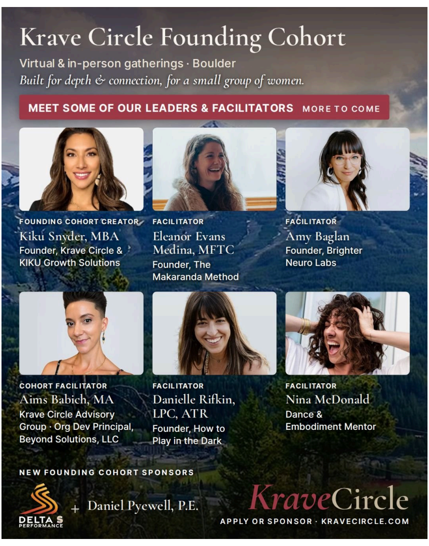
A long lunch, a small group of women, and a real start.

Our Founding Cohort at the pre-kickoff lunch, Rosetta Hall, October 16.

On October 16, some of our first cohort came together over a long pre-kickoff lunch at Rosetta Hall in Boulder. Everything we build next will grow from what we learn with these women.

We're still welcoming women into the cohort and planning more pre-kickoff gatherings. Apply to join the cohort, or if you'd like to lead a session, apply to facilitate.

See the Founding Cohort and request a spot



Krave Circle Founding Cohort

Virtual & in-person gatherings · Boulder

Built for depth & connection, for a small group of women.

MEET SOME OF OUR LEADERS & FACILITATORS MORE TO COME

FOUNDING COHORT CREATOR
Kiku Snyder, MBA
Founder, Krave Circle & KIKU Growth Solutions

FACILITATOR
Eleanor Evans Medina, MFTC
Founder, The Makaranda Method

FACILITATOR
Amy Baglan
Founder, Brighter Neuro Labs

COHORT FACILITATOR
Aims Babich, MA
Krave Circle Advisory Group · Org Dev Principal, Beyond Solutions, LLC

FACILITATOR
Danielle Rifkin, LPC, ATR
Founder, How to Play in the Dark

FACILITATOR
Nina McDonald
Dance & Embodiment Mentor

NEW FOUNDING COHORT SPONSORS

DELTA S PERFORMANCE + Daniel Pyewell, P.E.

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APPLY OR SPONSOR · KRAVECIRCLE.COM

Some of the leaders and facilitators guiding the cohort, with more to come.

UPCOMING GATHERINGS

Follow our Krave Circle Luma calendar and @kravecircle on Instagram for every gathering.

Krave Conversations

Every Thursday, 6:15 PM MT on Zoom. Free.

Join us for sessions with guest speakers and experts. On weeks with no guest, bring a question or a topic that's challenging you or most alive for you right now, or just listen. These gatherings will become our podcast. This is the time for us to know we can always connect at the same time every week and have at least one ear on the line. We recently opened it to everyone, wherever you are.

Recently: Midlife: It's a Glow-Up, Not a Crisis! with Julie Park of The FYRE Lab, Relax Into Love with Teal Elisabeth, and last night's Open Forum.

Stop Trusting Your Gut, with Laina Solmon of Inner Matrix Systems

Thursday, October 29 · 6:15 PM MT

Online · Zoom

Is that strong gut feeling intuition, or an old pattern talking?

> **Krave member perk: a complimentary Pattern Fix discovery call with Laina ($250 value).**

RSVP on Luma

Krave Day at Startup School Conference

Thursday, November 5 · 8:45 AM MT

University of Denver

A one-day startup MBA from Rich Auntie Capital and DU's Daniels College of Business. Register on our Luma page first for the **Krave Circle 25% discount**. Everyone is welcome.

RSVP on Luma

Why Emotional Awareness Matters, with Émilie Macas

Thursday, November 12 · 6:15 PM MT

Online · Zoom

Feeling your way through hormonal and life shifts.

RSVP on Luma

See all gatherings on our Luma calendar

Want to be featured in Krave Conversations? Take our survey with the JOIN US button at kravecircle.com, or use the contact form.

MEMBERS ONLY

Featured member perks

A few of the offers our experts and partners created for Krave members. Members get the full list.

Request to join and unlock member perks

Takes a minute with the JOIN US button on our site.

Offers are virtual, global, and in Colorado.

- **Delta S Performance.** Chiropractic care and applied functional neuroscience for performance. 25% off the exam and all services. Denver, CO or virtual.
- **The Makaranda Method, Eleanor Evans Medina, MFTC.** Guided meditation, therapy and outdoor sessions. A complimentary 30-minute session. Boulder, CO.
- **Brighter Neuro Labs, Amy Baglan.** Brain health and neurofeedback for focus, sleep, stress and emotional regulation. A complimentary brain map session ($250 value). Golden, CO or virtual.
- **U.S. Mobile IV.** IV therapy and injections that come to you. $50 off an NAD+ bottle and 10% off all services.
- **Inner Matrix Systems, Laina Solmon.** A physical therapist and Elite Inner Performance Trainer who helps people spot and change the patterns that keep them stuck. A complimentary Pattern Fix discovery call for Krave members ($250 value). Vail, CO or virtual.
- **Naomie Thompson Coaching.** Certified relationship coach and Master Coach Trainer. A free introductory session, plus 25% off any of her Master Classes. Virtual.
- **Relax Into Love, Teal Elisabeth.** Relationship and love coach, and our guest for the Relax Into Love conversation. Start with her free quiz: take it here.
- **New Vibes Acupuncture & Wellness Clinic.** Acupuncture and whole-person wellness care. $150 off the $200 initial evaluation. Denver, CO.
- **Colorado Elite Strength and Speed.** Strength and speed training. Two weeks of unlimited group sessions free, then $50 off an unlimited monthly membership (paying members).
- **Startup School Conference, November 5.** 25% off your Krave Day ticket through our Luma page.
- **Reggae on Broadway, Denver.** One of our community sponsors. Wednesdays, Jamaican music and food. Half off all food and drinks.

Not a member yet? Some of these perks may be open to friends of Krave, too. Codes go to members directly.

Email us which perk you want

Or write hello@kravecircle.com with PERKS in the subject line.

MOMENTS FROM THE CIRCLE

Some of our advisory group at Party on a Tuesday in September. Thank you to our community partners, **Colorado Startups** and **Party on a Tuesday**, for sponsoring our attendance.

THANK YOU TO OUR SUPPORTERS

Each letter we'll thank a few of the partners, sponsors and donors who make Krave possible.

Community partners & sponsors: Gravity Haus, **Nurture Wellcare Marketplace**, **Colorado Startups** and **Party on a Tuesday**, **Biohacking Collective**, and **Reggae on Broadway**.

Founding Cohort sponsors: Delta S Performance and **Dr. Michael Lovich**, and **Daniel Pyewell, P.E.**, an individual donor who believed in this early.

DELTA S
PERFORMANCE

Visionary benefactor: Trent Krause.

Thank you.

ADVISORY GROUP

Advisory Group Member Spotlight

The grassroots team of 10+ executives, doctors and entrepreneurs leading this work.

These women hold community leadership roles alongside demanding careers of their own, and this group will become our Advisory Board. Each letter, we'll spotlight a few of them. This week:

Michelle Tomes

HEAD OF STRATEGY

Mentors women standing at the edge of their own reinvention. Twenty-five years in tech, Director of Customer Success at Leverage. Keynote speaker, nonprofit founder, artist, yogi, biker, mom. Colorado.

Emma Lo

ADVISORY GROUP MEMBER

Built the systems and operations our growth depends on. Fifteen years in customer success and revenue operations. Founder of the CS In Focus community. Toronto and New York.

OPEN ROLES

Join our Advisory Group

Community leadership seats, built around your schedule.

Each seat is held alongside your career. You'll help form and lead a committee in your area, be named publicly on our site and in our materials, and share in the revenue you help bring in. As seats become funded roles, this is the group we look to first.

The four we need most right now:

- **Operations Coordinator / Executive Assistant.** Tools, event calendar, inbox, follow-ups, marketing materials, meeting agendas, and the trackers that keep things from slipping.
- **Head of Development (Sponsorships & Partnerships).** Brings in the sponsors and partner offers that fund our programming, experts and scholarship seats.
- **Head of Marketing, PR & Social Media.** Owns how Krave sounds and where it shows up: the podcast, design, social, this newsletter, press and launches.
- **Head of Technology & Operations.** The website, tech stack, AI, member forum, expert and partner listings, and the processes that hold it all together.

Also open: committee seats

Member experience
Ambassador program
Mentorship
Expert & practitioner curation
Events
Grants & funding

Interested, or know someone who is? Apply with the JOIN US button at kravecircle.com, or just reply to this email.

Apply at kravecircle.com (JOIN US button)

What you told us you need most

Hormones, energy, reinvention, and real connection.

- **What's weighing on you?** Hormones and midlife changes, energy, stress and burnout, career and reinvention, and money.
- **What do you want to do together?** Hikes, sauna and cold plunge, speaker talks, open conversation circles, and retreats.
- **What was missing in your life before Krave?** Consistency, time in person, and knowing where to go for what.

Thank you to everyone who filled out our survey. We heard you. That's what we're building around.

Haven't taken it yet, or have more to tell us? Take the Krave survey with the JOIN US button. Every answer shapes what we build next.

ABOUT KRAVE CIRCLE

The one trusted place for whole-woman wellness.

Built by women, for high-achieving women who are done figuring it out alone.

Krave Circle is the whole-woman wellness community and one trusted place for a woman's wellbeing goals, simplifying life for high-achieving women by bringing experts, intimate gatherings, practitioners, resources, member forums and members-only perks into one place.

We all rise together. Shared upside, from day one. Refer a woman, an expert, a partner or a sponsor, and your contribution comes back to you as the Circle grows.

GET INVOLVED

Not a member yet? Join the Circle.

Members get the full perks list, member pricing on cohorts, members-only forums to find out what works for women like you, and first word on gatherings.

Start by telling us what you want: take the survey with the JOIN US button on our site, or fill out the contact form.

Take the Krave survey

Offer a member perk, partner or sponsor

Experts, practitioners, brands and venues: share an offer for Krave members, co-host a gathering, or sponsor a cohort seat. We share revenue both ways. We're especially looking for experts in gut health, hormones (natural and HRT), menstrual cycle coaching and nutrition. Know someone great? Send them our way.

See the ways in

Talk to us

Want to get more involved?

Many of you raised your hand for the Advisory Group, the Founding Cohort, Employee Wellness programs, the Founder's Think Tank, Ambassadors, mentoring, operations, or partnering with us. We'll be in touch personally this month, but please reach out sooner if you'd like. Just reply to this email.

Want to see every way to be part of the movement? Visit kravecircle.com/ways-in.

Stay connected

Instagram · Luma calendar · LinkedIn · Website

Questions or ideas? Reply to this email or write hello@kravecircle.com.

Come alive.

Kiku

Kiku Snyder
Founder, Krave Circle, Krave Method & KIKU Growth Solutions

P.S. Less than two weeks until Krave Day.

Startup School is November 5 at DU. If you've been thinking about starting or scaling something, come spend the day with us. Register here.

Krave Circle · The Whole-Woman Wellness Community · kravecircle.com · hello@kravecircle.com
You're getting this because you joined a Krave event, gathering or survey. Reply to unsubscribe