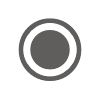
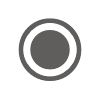
**Test-20250608\_171839-Meeting Recording**

June 8, 2025, 10:18PM

55m 20s

 **Adam Brecht** started transcription

 **Adam Brecht** 0:03  
We get that we got that.  
Alright, alright.  
Hold on.  
OK.  
Everything's good.  
It started.  
Now we just speak here.  
I'm not sending you any link, OK?  
Put that laptop up here and then driving all.  
Real time.  
Keep going. It continues to be correct. If we talk over each other, what's going to happen?  
Someone start talking.  
Someone started talking over and.  
Over again, it's always going to be my name.  
There's no it doesn't recognize separate speakers, so he must speak one at a time.  
And if you have something that is important, repeat it.  
OK, OK. But it looks like the transcription is good.  
That's good at least.  
That means all that that means by the end of it, all of these ideas are your ideas.  
Exactly. Exactly. Perfect.  
So we need to think of.  
The services we offer, and I think we need to start small and then go big.  
Yeah. Go grab a pen and paper as well, just so that we can also write our thoughts. Now the margin has to be.  
Worth like it has to like be good from the best margin you can get on the surface.  
From what I'm seeing.  
It's gonna be the managed services.  
Yeah, that makes sense.  
Managed services and then.  
Windows repairs with.  
For installs I mean how are we?  
How are we beating the margins of other businesses that are out there that are likely third party insured with phone companies?  
You I I get.  
I get my phone with, say, AT&T.  
AT&T already has brokered a deal with Ubreak Ifix. My insurance is with you break ifix.  
I can go in there.  
With my insurance.  
Get my fix.  
The same day for a discounted price because this insurance is already on my bill.  
Their margins are better and and and their rolled into.  
A main reputable distributor.  
So why do people go to Jesse?  
People go to Jesse because computer repair, we're not a phone store.  
I think phone has the market turned like you I might.  
I would avoid phones.  
Yeah, I like he doesn't touch phones. He doesn't at all.  
It's just computers and laptops 'cause the easy thing with computers like desktops.  
Is all the parts are \*\*\*\*\*\*\* plug and play. Sure like.  
A baby can build.  
It's like they're just the same parts.  
We keep those parts on hand and that's like Aaron was mentioning. You have a completely work like I would say two or three completely working built machines that you can test because that's what they don't have at the shop and what it winds up, what it's turned into.  
Is there's four people running around fixing machines.  
Two of them know how to do diagnostics.  
One of them has learned the diagnostics from the other two and then the main guy who's been doing this is 65.  
OK.  
Hold on. Hold on, hold on. This is Dale.  
So he we don't.  
They're not running an efficient thing because nobody is on the same page of what's going on.  
What they need they don't have.  
They run into like they have no standard operating procedure. They have no standard operating procedure and they have no machines to test on.  
They have to always get stopped out by ordering parts because they don't keep it all on hand and then besides how many, how many machines do you think are needed?  
They only two, they don't need to be state-of-the-art.  
They don't have to, like, we just need.  
They need to work.  
And yeah, but but the more state-of-the-art they are, the quicker we can get our work done.  
So it is important to have good machines. Yeah, I'm not.  
I'm just saying that they don't. They don't.  
They don't need to be.  
2K game Briggs.  
Yeah, pre-K gaming rigs.  
They need to be.  
They need to be well maintenance media median computers. OK, so two to three machines to test on.  
Yeah, we need 2 two to three machines to test on.  
We need modern ones, and then we after working there, I've learned how to work on the old ones.  
So whenever the old ones come in, we gotta have, honestly an old one as well. Just so that if somebody else works there and I don't have to stay there working there and we can make sure that everybody.  
On a high end old one or like a mid grade old one.  
So whenever he's whenever Erin's saying that we don't need it to be the highest one, it's because most of them are interchangeable. Like you have a motherboard that and everything plugs into that.  
So yeah, we don't need the stateoftheart graphics card. We need a motherboard with the connections that we need. OK, all of the connections are the same.  
And like they, yeah, they have been for 20 years.  
We're we're go.  
We're going to need.  
An Intel motherboard and AMD motherboard.  
And then if we want to do older type repairs, we're gonna need motherboards that do DDR3.  
Yes, DD.  
Oh well, well DDR.  
Four and five are current, and then we'll need one for DDR3.  
DDR2.  
And then if anyone brings DDR1 RAM, we just we just turn them around and say we can put this down for you.  
Well, because Jamie does want 1996.  
Jamie, just put it down.  
Yeah, Jamie does that.  
But there is something to it that, you know, I don't find too cool.  
About that is he like, tells them they're an idiot and what the \*\*\*\* are you spending money on?  
Like, it'd be cheaper like blah blah. Like instead of that you could have the option of. Hey, if you really want this old \*\*\*\*\*\*\* machine working.  
It's pricey.  
It's more pricey than buying a new machine, you know, like, so you can offer.  
Yeah, I think you should be able to.  
It's not gonna up sell.  
It's just, it's just you're helping the customer really, but yeah.  
It's just their best solution.  
It's it's we.  
We have like a a pricing chart on hand. That's like hey, look, any model beneath this like anything before 2010 like we can work on it.  
But it's gonna be more pricey.  
It's gonna be easier for you to just buy a new system and then back up and load onto that system, OK?  
So for some context here.  
For the AI we're trying to, you didn't give any preamble, right?  
We don't.  
We don't have.  
We don't have to do the preamble here.  
We can do it.  
We can do this. No. But we're gonna upload it.  
Needs to know what it's like, what the conversation's about.  
OK, OK. Yeah.  
It does.  
We can feed it that way and you could say, hey, this was our meeting building.  
Why are you trying to get me to Type 1?  
Hello there we go.  
OK.  
So we need to we're looking to build an IT company.  
These are some things that we're talking about that we're gonna need.  
We've talked about Sop's, we've talked about machines to test on.  
So, Aaron, you said something interesting about the margins are gonna be really thin on building pieces.  
I would.  
I would assume so. Why?  
Why do you assume that that's the case?  
I don't know.  
Say say someone would like to build.  
They I I assume.  
I'm I'm going to assume that a lot of customers that are looking to build custom computers don't necessarily know the intricacies of parts.  
They'd have a budget, though.  
They have.  
I have $1400 to pay and I would want my computer to cost $1400.  
So what do we do with that?  
We we take that.  
We take that $1400 and we go, we need to make money off of this $1400.00, but we also need to build a computer of $1400.  
So what do we build?  
But then I think that we just build for free.  
That's ridiculous.  
You can say we can give you $1000 PC and you you pay us 1400 if that people people's budgets are going to be similar to.  
The expected quality of the computer. That's why I'm just saying that that it it cost us an, you know, we're making like like couple $100 off of each computer that and and labor.  
Is is high cost?  
I'm saying not to do it.  
I'm just saying that we you probably have to play around with with numbers and see what does well and we don't.  
And the other thing is we're gonna get reduced costs on things when we order in bulk, but we're trying to not hold a lot of inventory. If I understand correctly, because things get outdated very quickly.  
And you don't wanna hold off any inventory?  
Yeah, a lot of what I think, David.  
What I think is good for Jamie that's working for him is not having all that inventory on hand, but it also means that he has like a two to three day lead time on everything, anything that anything and everything that needs parts can take extra if micro center.  
Doesn't have.  
He just orders straight to.  
Our.  
Well, with he has like, I don't know how. Like you don't. If if they're barking, you gotta ignore them.  
But we're gonna buy more and more.  
Don't don't tarnish what we're talking with this talk.  
So.  
Like the he gets a 5% discount from like some credit card that he has that he's also applying towards his margins, which is pretty decent. But I don't.  
So as a tax exempt in California with him, because a lot of the shops around.  
Unbelievable, because instead of keeping it in Victoria, you make a bunch of micro center.  
But another thing on that is if the travel time there about 30 minutes from anywhere, the travel time back about 30 minutes.  
So instead of shipping, you're paying for somebody's hourly wage and and that's their event.  
So if you have somebody making those runs, I think he could save a lot of money. If you \*\*\*\*\*\*\* Uber them.  
Like, no \*\*\*\*\*\*\*\*.  
The the price on Ubering an item from a place to another place is going to be less than than somebody.  
With company car, with company gas, right.  
And that means we don't have to hold onto a company car, OK?  
So maybe yeah.  
And and insured vehicle.  
That's someone that's not you driving.  
Yeah. So that's something that I'm like Uber that can fix so much.  
Yeah, Uber, Uber or DoorDash? Maybe both.  
They they both pick up.  
Drop off.  
But the \*\*\*\*\*\*\*.  
And how you keep a low inventory, it's how you can stay same day and it's how you can Amazon like wait, I noticed that they order stuff from Amazon but still less like two to three days.  
Yeah, but Amazon has crazy good prices.  
Amazon has crazy good prices and an infinite inventory, yeah.  
So.  
\*\*\*\* me and both are viable to to that when we get there.  
Whatever. If like micro Center doesn't have it and like, but then you go into like, OK, you have like turn around times.  
Maybe it's.  
Maybe it is a two to three day thing at the this it store.  
It's like a 24 to 48 hour lead time that's fixing \*\*\*\* people \*\*\*\* fast is important nowadays.  
Have y'all thought about 24 to 48 hour turn around Max?  
Really. So there, there are.  
There's websites out there like Newegg. Yeah, and you can sell refurbished parts on Newegg.  
So say say someone comes in their computer, doesn't work with diagnostic.  
It's a motherboard issue, yeah.  
The the the motherboard has X problem.  
We fix.  
We fix it by replacing the motherboard because that that's the fix that's cheaper.  
Yeah, that's what Jamie does.  
And then we take that motherboard.  
That motherboard is now worth basically $0.00.  
Yeah, we can refurbish that motherboard.  
It's $160.00 MSRP. We refurbish it.  
And sell it on Newegg for 40 cores, OK.  
Actually, yeah.  
And that does that has nothing to do with the customer's lead time. And we just we just get back some cost.  
Yeah. So we can.  
We can work that in the background.  
We have one man who's only working on refurbishing old \*\*\*\* that we take from people's computers.  
Wait, so what's the downside? If it's never gonna be like a tarnished memory?  
That that we need to. Oh, I mean there there will be numerous cases where it's not refurbishable but not refurbishable.  
But if you replace it, then they lose all the data, no.  
So, so the operating procedure for that's completely different.  
OK.  
Yeah, like we don't like it doesn't go into the plans of your.  
So it'sr us. Yeah. So let's say to recap this, it's replace.  
Versus fix, right?  
But the customer doesn't know that.  
That we've just given them a new one or that maybe they do it, we just let them know.  
It's not that you're pulling one over, it's that like 4 motherboard failures.  
You're probably gonna just need a new motherboard, and then we resell, then yeah.  
We have the option to resell on Newegg.  
That's yeah, you could also just chalk too for that. That other people refurbish for their business or for hobbies. But but I mean, junk is selling for cents on the dollar.  
Yeah, so so resell refurbished if we have a guy who's willing to do the refurbishing if we have time, if we have capacity, if we find that that's a role that.  
Is out. Essentially, if the refurbishment if the labor to go into it is less than, I think it just if you have a specialized man who can knock it out and like, Oh yeah, it's a 15 minute fix. Like it's worth to get a $60.00 I mean.  
If if all it takes is resolving something which is is is little to no cost and it makes $40 and with like a day of shipping.  
When it's worth OK.  
This that small fry stuff.  
Yeah, that's like tiny.  
So, but that's really awesome to keep in mind.  
I don't know.  
So next thing where are we making the bulk of our money?  
Where is 80% of our business 'cause what I've always approached in business or what I've heard approach like at ledge is there's a 702010 focus on business so you have 70% coming from one or two things for us.  
That was our. That was our like in Pool stuff, 70% of our sales were in Pool, 20%.  
Was like lawn furniture and stuff like that and then 10% was like crazy stuff like the fire pit. Like things that we've never done before.  
That are outside of the pool as well. So So what is R70 2010? Because like 10 could be could be PC build. Yeah, that could be our 10% that gets people into the door and then they'll we create a customer there because they're likely gonna.  
Come back to us if they don't know how to build, they probably can't fix it. I assume 70% income would be from.  
Just brought her fees.  
But see, I'm thinking that it's it's almost all of this other stuff that like the Microsoft account setups and stuff like that.  
We need Adam to tell us what the 7020 times. So I always trying to figure out how Jamie was making any money period, sure. Because after going in there, it's like, OK.  
He has four people.  
They're all 20 to $35.00 an hour, right?  
So he's paying for 333 or three people.  
On like peak times 20 to $35.00 an hour.  
For 8 hours, so he has to make do the math on that, like $400.00 a day or 400 some something 606 hundreds a day just to pay his staff.  
Just to pay his staff. OK. And then he works there. He also has a shop technician who hit who's working on something like 20 to $35.00 an hour.  
So that's another one.  
So that's almost $800 a day.  
And I'm like, what the hell is he selling?  
He has managed services with different firms.  
He has, like law firms that he manages their whole thing.  
He has Dennis that he manages.  
Yeah, people, that's what we need to develop.  
And what he does is he like installs like their network. And so like, they don't know how to set.  
So you're running a small business.  
I don't know how to set up my Wi-Fi, my POS, my bank, register my printer for my receipts, my printer.  
I didn't even think about that.  
We don't know how.  
That's where our money comes from.  
We don't know how to set up our incorporate accounts computers.  
We know that everybody needs a computer, but it also has to be managed and then virtually need this \*\*\*\*.  
Like everybody, everybody doesn't everybody.  
So there's there's the whole build of the thing, and then there's the whole maintenance of the thing like, hey, I'm such and such nurse shop like I have like, our POS just went down.  
Yeah, like, come get it back up.  
You know you don't. You don't.  
I would.  
I would think that a lot of people have POS like like.  
Like square in toast and they do and but but I like square and toast.  
They have their own people for that.  
Well, they definitely have their own paper.  
Those aren't the people that.  
They're that disguise servicing.  
He's servicing the like, older, like, more established places, like a law firm in one of the big buildings.  
Yeah, that you pass up.  
You really only have square toast if you're like us.  
Kind of a small business, a start up, maybe a single person, just like even setting their kids.  
Even even with those systems, a lot of those people.  
People have like private, like accounting stuff.  
Yeah, there's like a lot of just even the more hands made by HEB. Mm hmm. You know that place?  
Sure, they \*\*\*\*\*\*\* like we do their it and it's like, that's like, it seems like a relatively modern thing where it's like a maid service with those cars that have the hand on it.  
Then it's just like one window server in the back powering like 6 computers that he ran like cable line for OK.  
And I'm like, \*\*\*\*. Like, that's that's insane.  
And setting up that stuff is it's pretty easy.  
Like it's it's it's not.  
It's not difficult, but so The thing is where I see Jamie overstretched himself is he's he him alone on the out call. Because for things like that, if we start managing it, there's a lot of hey, I have to go there and press this button. Hey I have.  
To go there. Yeah, you gotta.  
You gotta you gotta flip switches.  
Yeah, like you have to be there.  
Which is one of the problems that I see in it.  
Now you do need a.  
Now you need a company called.  
Now you do need gas now. Do you need confirmations?  
That's fine, because all of that, all of those costs are amortizable.  
So you can you can take that off of your like end of year accounting taxes and then not only that, but we can.  
We can use that to get cash back to get rewards points like we can just have a company credit like we wanna be spending money on company cards.  
So it's OK to have those expenses because you can write those off at the end of the year.  
OK. So that's we can have that.  
Same with all of our computers. If he's not amortizing his computers.  
He's \*\*\*\*\*\*\* up because you could.  
You could be making cause any any goods, any goods that expire over time. You can take it off of your taxes.  
Yeah, that's \*\*\*\*\*\*\* good.  
So if you paid like $10,000 in the beginning. Yeah. And I'm, I've it's been awhile since I've taken accounting.  
So AI, you can correct me later, but essentially it's you have $10,000 of goods like every year it gets amortized for $1000 and you get to claim $1000 worth of tax credits till it hits 0.  
Yeah. And then you just wrote off the whole thing.  
Tax credits and it's like you paid nothing, right?  
Interesting. It's busting.  
That's \*\*\*\*\*\*\* amazing.  
That's how businesses operate.  
That's how they stay in business because you can amortize.  
\*\*\*\*, that's good. OK.  
So we need to make sure we're amortizing.  
I think amortizing better than the new idea, because if we start refurbishing and like yeah, because we're providing it to somebody else, that's not how I'm talking about.  
Like let's say the we talked about these company computers earlier, the what are the the machines?  
Yeah, the testing machines.  
Testing get outdated and then we we basically paid nothing for them like, yeah, two we have to we have to come up.  
There's standard like amortization rates that you would go through with an accountant. So like it might be 10 years before we actually get to write those computers off.  
But if we continue to use them, but if but then we're good for basically covering that expense.  
Yeah, over time.  
OK.  
So then those managed services are gonna need cars, and they're gonna need somebody to go outside and they and with that, and that's honestly that's insane one because now he's driving to like four different businesses who are like, hey, my thing's failing.  
I can't sell anything.  
Hey this is failing.  
I can't sell anything.  
Hey this is failing.  
I can't.  
It sounds like you need at least two of those boys, and that's why I think he's hiring me on is because he's finding out, oh, I can't drive to The Woodlands.  
Midtown.  
Pasadena back to The Woodlands.  
Yeah, something else broke this, and so the problem with that is.  
We need like.  
You need, in my opinion, you need people to cover zones, so you actually you don't.  
These people might come in rarely to to our central location, but you have, like somebody outpost in like the four corners of Houston. And then these people are on call so they they're part time employees, but they know how to do it in their client facing so that.  
They're not just like complete \*\*\*\*\*\*\*\*, but whenever you call them.  
They're on call and like, OK, hey, we got these three lined up today or whatever, and he only hits things that are in place down.  
He doesn't drive all the way down here.  
That's a waste of gas.  
And then just like Uber or whatever, we just pay them to use their car.  
To do it, it's it's like Uber work, huh?  
Yeah, we give them a 1099 maybe, but we have to give.  
We have to give them.  
We have to give them enough, like we're not giving them Domino's Pizza employee car gas prices like we need to pay them well because they have a skill which is to repair and flip the switches.  
What if?  
What's the price?  
This is like deeper like precision of like fine tuning it of dude like.  
What would it cost to Uber them there?  
Yeah, I mean that's the other option cost to Uber them there and back.  
Yeah, you just have them set up in the company Uber account.  
Yeah, you can sign into our company Uber account.  
Yep. And then that's pretty good.  
We don't have to.  
We don't have to worry about people having a car.  
Yeah. Then cost or documented? Yeah. Yep.  
And then the cost, we amortize that, make sure that we cover the cost.  
We make sure that we cover everything and it might reduce our margins by a a little bit by from like say 40 to 20.  
What? That's scalable as \*\*\*\*.  
Yeah, we're not.  
We don't have to worry about insurance.  
We don't have to worry about any of this.  
It's covered through that.  
It's covered.  
They get into an accident.  
Great. Call another Uber.  
Keep going.  
Yep. Yeah. OK, remember when you got into that accident?  
Yeah, in an Uber.  
Yep. What happened to you?  
I called another Uber.  
Do you have to pay for it?  
What? Yeah, no Uber. Uber covered it.  
Yeah. OK.  
All right, we got to look into that, OK.  
So Uber are employees around.  
Uber employees are. I like that.  
Potentially.  
I think that's smart and we keep them in zones for attack, so we just we find somebody who has a good central location who's willing to be ubered in zone and that way we keep our Uber costs low.  
But here's the thing.  
How do we find these techs?  
Because Jamie's biggest problem for this is having people.  
That just don't stick around. OK, we train them.  
Yeah, well, this is the problem with people, not you. Have to pay them.  
Well, that's the first thing. You can't just pay people like dodge it.  
That's that's how you lose people. We've learned that first hand.  
We know because we're people who leave as well.  
So anyways you have them and then you you train them a few a few times a week and you you teach them like the five things that they need to know.  
Obviously, they probably already.  
They might already have some experience, but then you just say hey, look like if you wanna work part time, that's cool. You're on call.  
But you have to go like.  
In these these hours will always schedule kind of during these hours.  
You got to make sure that everybody has the the same the same knowledge, the same, the same, the same procedures, and if not, you either call us or you use our our corporate AI that we've built for our internal system to answer these questions.  
That's another part of it is the more that I'm working in the shop, the more that I'm like, OK.  
Here's the failure point of the shop and how it's operating.  
None of these people know how to use AI.  
The one person who thinks he knows how to use AI, he's using like 1% of it he's using. He's using it to find like one tiny off chance problem instead of using it as the diagnostic tool for the whole thing. I'm building a basically a standardization for.  
The for them? Yeah. And the idea is OK.  
I can use it and I've fixed like 7 computers since I got there.  
Yeah, at the speed that these guys are all kind of lagging behind.  
So as long as he keeps doing that and keeps training, it will already have our men built before we ever even start.  
And the idea is to hire people who don't necessarily have to know how to do everything.  
But we create such a strong operating procedure that that like we can hire a \*\*\*\*\*\*\* anyone off the street and like, we're not really worried about this.  
We're kind of worried about.  
Right now, it's human in the loop.  
AI is fixing all these computers.  
And they can fix it at such a fast \*\*\*\*\*\*\* speed that it's insane.  
Ideally, the next software I developed is gonna be just something we can plug in and scan everything 'cause I know the pathway that these techs are already using to do that.  
Yeah. And if I can just script the entire the weak squad's been doing this for years.  
Yeah, they have their little chip that goes in and wipes \*\*\*\*, you know, but we can.  
We can build something like that as well.  
That actually just runs a diagnostic on the computer.  
So we arm our boys with that.  
Yeah, we arm everybody in there.  
And all it is, it can be run by a few people, like two or three people can take on a \*\*\*\* ton of jobs with that.  
Yes, because it's all staggered and like the the the way I envision it in terms of how I'm seeing all of the text at our shop running things is they're all running off of paper.  
So building a candid tracking software, we'll give everybody like an iPad or something and they'll just upload whatever they tracking software that.  
Make sure that everybody knows where everything is.  
What's that? Everything is at and exactly what's going on is, I think, key to making this run efficiently, because the failure point at that shop is everything's written on paper.  
Yeah, somebody gets checked in on a paper form, right?  
\*\*\*\* that. If it doesn't get updated, it's hard to even figure out where you were last and what was being worked on.  
Everybody's handwriting and everything, and you have to read all of their notes and then you have some old guy, Dale who's like nobody should have.  
Everybody should have known what what to do.  
I went to lunch and no one worked on my computer.  
And it's like, OK.  
You didn't tell anybody what you're doing. Yeah, you.  
Nobody knows what you're doing and these are. You don't want to be held accountable.  
These are all easy, easy problems to fix.  
Nice operating procedures exactly once we streamline the intake out take in inventory which this company is doing all on paper and it's insane. We have all that data show like we need barcodes.  
Yep, everything's inventory.  
We can we we it is not gonna be.  
We can have we can have QR codes that are linked to things.  
Things like that's it.  
Even that if we've done it at Hiprett house already, just put things in boxes and put AQR code on the outside when you scan.  
You know what's inside.  
Yeah, because otherwise it's.  
HP pavilion.  
You know, we get.  
We get one of those little.  
It's a little machine that you can type on and then it prints out the label. Print A label printer, but we need it with a QR.  
Ideally we have a QR code.  
I'm sure that they have those and then we have our own inventory track system.  
Yeah, which can be built in house and be another aspect of this business as a franchisable option.  
Hey, we crack the code.  
On how to not lose money in clients of \*\*\*\*\*\*\* it. Use all of this software and then we're out.  
But first we have to make sure it works.  
Yep, the whole idea that I'm trying to like push for this is scalability and this is.  
A system that we can sell.  
Yeah. We don't even have to scale it.  
That's the beauty. As long as we build it scalable, we can sell the company off.  
And that's ideal really. That's that's that's we don't want to scale this.  
That's where I want this to go.  
Yeah, we should.  
Just we should make a really robust system and then sell it to a venture capitalist or a bigger a bigger firm that just wants to adopt us.  
And they're just like, yeah, we'll just we wanna buy.  
Yeah. It's like, OK, great, ronit.  
Got it.  
All right, your monkey can run this. Good luck.  
Because I think another one of Jamie's problems that I've seen is he still works there.  
And he's like 60-70 years old.  
Yeah, he's been running it for 40 years, which gives him a lot of knowledge and experience, which is great.  
But like he's not using any of it to streamline the processes.  
So and I don't wanna be working at this for 40 years.  
Yeah, I I think that this is a quick.  
I don't know.  
It's like five years.  
Yeah, it should be.  
It should be running scaled, yeah, and selling out ASAP.  
Essentially yes.  
We have that process. What about?  
What about installing corporate like accounts and all of that? Like like like like like SAS like like software installing softwares as a service.  
Yeah, installing and managing those well, because that's what I see.  
Jamie do.  
A lot is he has them on the Microsoft 360 suite and he's managing like multiple businesses emails. So it seems like we're wanting.  
We wanna find businesses that are starting and just opening and get them.  
Onboarded to our Microsoft instead of them going through Microsoft directly and where where are we assured partner of Microsoft.  
How does that work?  
You can be a Microsoft partner.  
Jamie is a Microsoft partner.  
It has like AP and like exams, but it also opens up like training software for your employees.  
Yeah, if they wanna do stuff. Yeah. Yeah, granted.  
It's good because if something were outsourced able, it's that.  
In my opinion, I'm not familiar exactly, but finding kind of Microsoft people who are trained is gonna be a lot easier than finding people who want to work at our company that offers remote services.  
Now you have to learn all of that services.  
We're saying, hey, come work here if you know Microsoft, you know and like, then you have people who have verifiable credentials and then you can just like the interview would be all right here.  
Like I'm gonna remove you. Your computer set up a Microsoft account.  
Yeah, like set up this OK.  
So we so 10 are 10% that we've scratched the surface on is custom computer builds.  
What about AI?  
What about, like building AI systems?  
Yeah, for people.  
Where is AI systems?  
Dude, that's is that a 10% though or is that a it seems something. It's gonna be like the 5% that makes like 40 that has makes like a lot of the money because like it's a small well this thing is it's a cool kind of like.  
A whole separate business. OK, you know.  
And.  
Like whenever it comes to that, I think.  
Like managed services are kind of like included because.  
Just for example, Brandy use insurance company recently got an AI phone.  
Receptionist that screens every call makes a whole snippet, uploads it to a ticket, and she hands out basically her employee's tickets to like, hey, go work on this.  
Hey, go work on this.  
Hey, you're assigned to this ticket.  
Kinda like jira. Yeah, like just kind of.  
A filing system for all of that stuff.  
That's the other thing on the customer side exactly. And like the that's the whole.  
Job of this one guy at this company. Yeah, is managing that.  
So that's kind of like a whole nother.  
Is that for?  
Do we need something like that?  
Because if if we do, then I think that's what I'm trying to get Jamie to do. But I think that's the whole another huge flaw in how this plays.  
We need acrm is what's happening is we're gonna need a customer.  
Retention management software that whether it's HubSpot or something like that, but then something that we can pull both clients from and then also assign tickets to that like integrates with something back of house yeah 'cause CR.  
I.  
Don't know.  
I think HubSpot can do that kind of thing.  
I'm pretty sure HubSpot can do that kind of thing, right? And if not, we can always integrate like HubSpot to JIRA to have tickets go.  
But that's I.  
I don't that JIRA is like the best thing for that, but it no, I'm just saying like as in like a ticket system.  
Yeah, yeah, we can find.  
There's definitely something that we can build.  
For, but that could be for the.  
That could be for the company and then managing those for other companies, because that's a huge thing. Like I can only begin to imagine how much that contract is worth for a small insurance company because it's like you got to all of those insurance buildings that you see.  
It's run by one guy who is franchising out like he has his license to practice, like insurance and sell insurance.  
And then he has a license to manage other people who do that.  
So it might say State Farm, but it's a new, you know and like kind of keeping that in mind for the potential like clients we could have.  
Yeah, you get one, you get a lot.  
Yeah, that's what you're saying.  
But I don't know.  
Again, like that's, that sounds like a whole. Yeah, team needs to be behind that. Yeah, for sure. For sure.  
So that's those are are 10% that are gonna be.  
I would say like if we had to cut this at the very beginning.  
Because we're not ready to be there yet, I'd be comfortable doing that.  
Yeah, 20% computer repair, just like what is. What is the daily computer repair look like the daily computer repair at this shop? That seems to happen is.  
No boots like the computer stopped moving up.  
No posts, which is whenever people build a computer and they're like, hey, it's not turning on. I'm not getting a visual.  
Yeah, like, can you come and fix all of this for me, you know?  
So it's a failed builder.  
Yeah, a failed builder and our and our and and the boards that we work on Will will read out post codes and we can plug things into it.  
Get the post code fixed.  
That's an easy like those.  
Those are easy fixes.  
OK.  
What else? But there's an hour or less if the custom builds are also a time sync in terms of that, it's fixing their custom builds.  
Custom builds is a time sync because what happens is the customers come in and we say hey, we can do diagnostics for you or you can get the advanced repair with diagnostics.  
That means once we find the problem, we'll fix it for this flat rate, OK?  
And then if we fix it before that, if we fix it just through diagnostics, it's a flat $99.  
Because we fixed it.  
And the problem that happens.  
Advanced repair is hardware.  
It's. I don't know why it's pricing it like that because he's basically giving them a guarantee if we'll fix it for $199.  
But the problem is these people come in.  
Yeah. No, the $200.00 a piece exactly. Can't hear you.  
Yeah, like the customer winds up not wanting to pay the price that it's gonna cost.  
Yeah, 'cause, why would they?  
And then exactly.  
It sounds like.  
Pretty not something we should do.  
Because whenever the custom people come in and they're like, hey, I couldn't fix this, I couldn't get it to run.  
All right, we found it out like, but it took us six hours to find it out. And our hourly rate is this like you have a $500.00 bill for essentially fixing this.  
We can run you through all the steps to and then they're like, no, we don't want it.  
We can't afford that. So you got to watch out because they have, like, customer approves amount up to and like making that perfectly clear with the customer for the expectations of the pricing that it's going to cost for the builds is a must because otherwise he's losing CL.  
Because of it.  
And it's wasting company time.  
Because now you have two people who are working six hours.  
12 hours worth of Labor.  
And all of that labor went to somebody saying now I'm OK, I'm just gonna come pick it up.  
So there's a really weird realm that they have when it comes to polling and custom builds, and they generally don't like it.  
They don't like to do it because of that. They say, OK, we need to like we can build a computer.  
Like we can price out the parts and build it from scratch for you, but they have a hard time pulling in computers off the street because it's like, why?  
Why are we not like?  
Charging a flat diagnostic fee and then.  
So an example.  
I I'm a customer.  
I I have my my, my home Dell computer some some 2016 computer.  
Yesterday, it didn't turn on.  
I'm gonna bring it in there.  
I don't know what's wrong with it.  
I don't know what it's gonna cost.  
I don't know nothing about it.  
All I know is my home computer doesn't work.  
We go happy to help you.  
It's going to cost this amount of dollars for us to day right now to figure out what the problem is and then we charge you every dollar of what it's going to cost us to fix it.  
Well, hold on.  
I like that.  
I think I think you're on a good spot with the diagnostics cost you a flat rate.  
Yeah, just to look at it 60708090, a $100 two day right now we will figure out what is wrong with and then we'll tell you.  
What's wrong with it?  
And then we stop.  
Yep, and we're done.  
And then and then we're done.  
And you pay us for that. Then if you wanna fix it, 'cause you pay for the you pay for. You might wanna fix it on your own.  
And we don't.  
And that's fine. We're gonna tell you. But it's gonna cost you for us to tell you.  
Yep, that information is is is was.  
Yeah. And then so that's step one and then Step 2 is you hand them the repair sheet and you say, hey, look, this is everything that's wrong.  
This is how we can fix it.  
This is how much it's gonna cost.  
You wanna move forward or not?  
Payments. Yeah, we should just be operating like a mechanic store.  
Like in that in that sense, I agree.  
I think that's good.  
Jamie doesn't do that. His problem.  
His problem?  
That also happens that that fixes is that people come in, they write up a ticket, they quote them, and then you'll get customer backlash of, oh, you like, we don't wanna.  
Well, we don't wanna repair it, blah, blah blah. But he gave him the diagnostic free and now he lost money on it. He.  
It took him. It took him time and skill and time and skill was always worth money.  
No, that's something that he should be billing for that he's not billing for. And that's kind of causing hold ups in his system because while it doesn't happen often, it happens.  
And.  
I would prefer our customers to know what they're paying for.  
Yeah, I prefer it, to be honest.  
On the list you say.  
Hey, look, we're gonna fix this.  
We're gonna fix this.  
We're gonna fix this.  
This is what's gonna if he does, and I think one of the points where we could kind of stand out is.  
Educate them.  
Yeah, there's so much potential, and upcharge is not.  
Upselling is not is not like like like, like, yeah, skeevy is.  
It's it's you paid us an amount of dollars to diagnose your your home computer.  
Here is a sheet on what is wrong with it.  
You you need this one fix right here.  
It's gonna cost you this, but while looking at looking at it I found this, this, this and this.  
We could fix it for this price.  
We could also upgrade it for this price or you can do away the whole thing and just get a new complete new build from us for this price.  
See, that's not what what Jamie does, that's perfect.  
And then and then not only do they feel like their computer was being fixed, they're like.  
They're like, wow, this was a great service that I got.  
Yeah, yeah.  
And like that, he's not offering.  
I was educated on not only what my problem was, but how to.  
How to have a better, a better system?  
I'm now more familiar with with what I have, and they did all of the brain power for me.  
All all, all I did was pay them and they won't be well on board.  
Or what I was paying.  
Yeah, I think that's like something that would be so differential between any other shops around.  
And offered three different solutions.  
Yup, the cheapest.  
The mid grade and the full upgrade.  
Rebuild new computer and not to like keep kicking a dead horse, but if they fix it today, we take off the diagnostic charge.  
Oh, that'll be good.  
Yeah. So it's like $99.  
Yeah, it's like 30 bucks diagnostic charge. 50 bucks diagnostic charge.  
Yeah, I don't, I think.  
I think they're, I think, between 30 and 50 seems fair.  
99 seems steep.  
But I don't know how long it's taking, Jamie.  
If we have a, if we have the chip, 30 bucks is fine. It's freed up.  
Here's what we do then. Here's what we do in that case.  
If it can be fixed with the chip, it's a price. If we run the chip through it, we run our general diagnostics. Everything we can do, like if it's not booting, we have to open it up.  
Yeah, right.  
There's an opening fee if I gotta. If I gotta bust out a screwdriver.  
Yeah, if it's if like Windows is turning on, it's opening and we can get it done with our chip.  
It's 30 bucks 'cause.  
I mean, we really didn't do much, you know, but we're helping you out.  
We're figuring it out.  
You don't have to go get.  
You don't have to get people \*\*\*\*\*\*\* you over.  
Yeah, right.  
And this is this is this is a problem that a lot of people have like like like like everyday like.  
There are. There are 20 somethings out there like young people that they they bought the a razor computer three years ago and they don't know anything about it.  
All that they know is that they play games on it.  
Yeah. And then the Francesca's, the Francescas and then and then they they go.  
They they're like the right they didn't turn on yesterday.  
Where do I go?  
\*\*\*\*\*\*\* Geek Squad Circuit city.  
Well, once charged me $400.00, I didn't buy any PC.  
No, but I I go.  
I go to these guys and they tell me exactly what's wrong with it and then and then I give my mommy a bill. Yeah.  
Easy. That's perfect.  
Yeah, my mom loves this solution.  
Yeah, exactly.  
It's it's for the people.  
It's for the people who just like the stay at homes who just need like a decent fix for somebody who's not gonna \*\*\*\* them. So 'cause and this community is becoming ever.  
It's just ever growing it cause kids are now starting to become uneducated about technology, but using it every single day. They can point Saturday I pull, I check somebody in who literally built their computer and it's not it's it's a no post.  
So it's not.  
Yeah, they just built it wrong.  
Or something.  
It's a no post. All that means is it doesn't even show like the the laptop screen and boots on.  
Yeah, you know.  
But Jamie is charging him $199 for their advanced repair, which is like it's not repairs.  
There's no part that's that's broken advanced diagnostics.  
Yeah, sure it is.  
Is what he's labeling it as.  
And I'm like, \*\*\*\*, that's a lot of money and like.  
You know, the unfortunate part is that's not how you get good reviews though.  
Yeah, good reviews.  
What's going to drive our SEO and SEO is what's going to drive us.  
Freaking is always freaking out about too.  
He's like, hey, these guys came from Yelp.  
They're they're huge on reviews.  
Like make sure that they get taken care of.  
He doesn't have enough avenues for his customers.  
He he really doesn't.  
He kind of pigeon holes them into, hey, this is gonna. And that's how people feel like they're getting bulk.  
Yeah. Can you have one choice? And it's to fork over $400.  
He also always is telling me he's like my customers are always thinking I'm screwing them over and in my head I'm like it's 'cause. You won.  
Yeah, you're not transparent.  
And when you are, it's just about you're calling them stupid.  
Yeah. And I'm like, dude, I I just.  
Don't like that?  
Like you can say in other ways 'cause like we're at this other one where the lady was asking like, hey, my husband had stroke.  
He kind of gets overwhelmed by a lot of stuff and we have two Internet we're supposed to be a stress relieving business and and like so. So she's like, yeah, my husband, he had a stroke and he freaks out a lot from, like, small stuff. 'cause. It's hard.  
To process and we have two wireless.  
Access points, the 2.4 and the 5.5.  
Because modern Wi-Fi splits into those two channels and she's like, is there any way that you can like?  
Take one down and then Jamie goes into a hey, well, you know, I'm sorry to say, you're just ignorant on the idea that, like, you need, like, those two. Those two things work.  
Those two things.  
Like dude, just turn one off and say yeah, I can do that.  
But instead, he's like, well, you just don't know.  
And it's not bad that you don't know.  
But like, we just shouldn't do that.  
We can't do that.  
We don't want to do that for you and she's like, OK. And I'm like, Jamie, just let me go.  
Let me go turn one of these things off and then after a bunch of pushback, he was like, OK, we can turn it off, but I don't.  
It just seems like you.  
You gotta be able to treat your customers as well, and then she gets hit with $125.00 charge.  
Yeah, like diagnostics and this and that and.  
I don't know.  
I think there's a way to not. You can. You can. You can always up sell a customer and people will look at that upsell as a luxury if it is done appropriately. Yeah. Yeah you can.  
You can always get a customer to pay more if they know what they're paying for and enjoy the service that you're providing they go.  
I'd love to. You. You. You're. You're. You're telling me these these these upgrades to this repair that I came in will cost me this amount of dollars and will increase.  
Performance by this much and it's how much. Yeah, you do it.  
You can do it tomorrow.  
Yeah, cool.  
Do it.  
And that's the thing that people I think don't understand about like getting newer computers and things like that is like my my change was night and day when I started finally working with a computer that was worth a \*\*\*\*.  
Yeah. Like for corporate people working with a computer that is fast and that can like, actually do things without having to wait on load, like watching cartoons accounting on that computer.  
Drives me insane.  
I'm like, how do you?  
How do you even where he walks away comes back once it's loaded.  
I'm like, no, you should be.  
You should be done in that with this for like 20 minutes he crack.  
He cracks amygloach on the on the load time.  
Yeah. And then he's 3 beers in and then doesn't wanna do the work.  
Yeah, it's. He's like, \*\*\*\*. I'm, like, buzzing now.  
So if you if you can, if you can explain to people the value also of like upgraded systems in terms of work quality and speed.  
Which I can. You know, I can sell that kind of thing because I've lived it already.  
I'm like, look, I I was corporate.  
I was working here.  
I was doing this and like being able to project manage with a system that wasn't \*\*\* \*\*\*\* and had to wait on long load times made me so much more effective in my job.  
I can manage multiple things.  
That's how you sell people on screens. You just like you wanna ever manage two or three things at the same time. You wanna do excel sheets where you can see the entire \*\*\* \*\*\*\* sheet in one thing. 'cause you have 5050 columns.  
Great. This is how you do it and that's.  
Not a service that Jamie offers.  
Just because everybody is on a Dell OPTIPLEX 1050, which looks like the computer you have in every corporate office with a \*\*\*\*\*\* screen and it's got 8 gigs of RAM and whoa, two connections like like I would envision, I would envision that we're working, we're working with.  
Just.  
Exposed boards and we have these.  
Peripherals.  
In in different stations.  
If you if you need a certain type of peripheral, you just move the board and connect it.  
So that's what he has. He all of his.  
I will say that's a good thing that he has built in is his working benches.  
They all have a screen, but they're all. They're all old screens, right?  
This is just for the diagonal you're talking about. The diagnostics. Yeah, yeah.  
So for the diagnostics, his setup is bench.  
Board. And then here's a shelf where the screen is.  
And he has the plug for the screen.  
He has a plug for a keyboard.  
And like, that's solid as \*\*\*\*. But for the inner he has a plug for the Internet, and then it has it look cool. No, what?  
I'm what I'm saying.  
No, I understand. But I'm saying we we could show a little bit of it if it looks like you're doing something cool back there, you know, like you could have a, you could have a little a little glass lane that shows like you want like the dog G.  
Window.  
Yeah, it's part of the experience.  
I think it would be cool.  
Look at them working on the computer.  
So but also it would make your worker feel really good if we make it look nice.  
Yeah, 'cause, his doesn't look nice and I don't know if you show up to a place where you feel like a hacker. Yeah, you know, like, exactly. But like and like, that's the experience you're not getting at this place, which is you walk in and you just see.  
Machines from the 1980s.  
Yeah. And you see paper everywhere and you see scattered stuff like, it's not a pretty kitchen.  
Yeah, like no.  
Our place should look cool, like, if we do show the people I wasn't. I'm not a big fan of like, money. Your technicians be exposed to customers because one, what happens is there's no dedicated person to check in and they're getting called away.  
Yeah, we don't want that.  
We don't want that. Yeah. And being a cute girl at the front, we just need a cute girl at the cute girls.  
All we need is someone we pay like.  
And $12.00 an hour and all she does is chat.  
Yeah, we we haven't turned the board. Yeah.  
It's going to ask you a quick question.  
How is your service today?  
Would you like to tip the? Would you like to tip the front desk?  
She's a Hostess. Really. 'cause. She's gonna make coffees.  
Yeah, that's a part of it.  
Do you want a coffee?  
Would you like something to drink with an alcohol license?  
We have a beer fridge.  
Do I get it?  
Yeah, I have a beer.  
Why the \*\*\*\* would we not have a free coffees when I'm working on these beers?  
Yes, yes, I get free coffee and it's OK.  
I'm I assume I'm the bunk.  
Well, I'm in this operation partially at the beginning.  
You will later manage the monkeys. Now our, our, our. My goal with this is find the system that is as.  
Sparking efficient as possible for the back office that way.  
None of us have to work.  
Yeah, ideally none of us are working there.  
We're just collecting a check.  
We're not supposed. Well, this whole meeting is about not having to work.  
It's about setting up the proper system that we can hire. Somebody have arbitrage to wear.  
We don't have to be there in the beginning.  
We're gonna have to be there because we're not gonna be able to afford to pay people unless we just like payment immediately.  
At first, but but soon soon to be replacing ourselves.  
Yeah, we're like self assemblers, really.  
We make sure that our yeah, we're men who make.  
But then we're being made.  
But no, the the waiting area is OK.  
Here's the thing though.  
A waiting area out on the outskirts of Nothingland.  
No, we can't be.  
We can't be in, like, \*\*\*\*\*\*\* out out Katy, TX.  
Now we need something, right, central. One of the other. Why would people?  
Why would people wanna stay there?  
Yeah. Why do people wanna stay there?  
1/2.  
Like.  
Jamie's operation works very well because he can.  
He can operate in all of the different places because he's very Co efficiently because he's central like, say, he needs to go to like, like everything averages out to about.  
We just have to find.  
We just have to find like.  
A semi sketchy cheap place.  
Place in one of the areas that's becoming gentrified.  
I mean, we do the second word, third word. Yeah.  
This might be a good \*\*\*\*\*\*\* place, but here, here, where we're at right now, there's plenty of abandoned \*\*\*\*\*\*\* warehouses. We just need to find a the weird thing about or the good thing about Jamie is he's not in a strip mall.  
He's he's like an independent building between two other visit.  
Ors a huge.  
It sucks about other repair places.  
Here's the thing though.  
It's a tiny little kiosk. You go into a tiny little building.  
I've been there before. It's a.  
It's a it's a white wall and a red door. And then just a man in a counter and then you go what do you do?  
What? You just \*\*\*\*\*\*\* monsters Inc back there?  
Like it doesn't.  
It doesn't feel good, no?  
The problem is though is you want to sell something that's easily replicable. Having the base build be a strip mall.  
Build is one of the quickest ways to franchise.  
Hello. You know? Yeah, cuz everybody's like I can replicate this in all easy done.  
All right. I gotta go to this thing.  
Meeting it hurt. Meeting adjourned.  
We did well.  
Send me those notes. Copy me out. All right.  
She se me on CC.  
This concludes the 1st the 1st, the first meeting.

 **Adam Brecht** stopped transcription