

## Keywords

private equity, independent sponsor, special situations, semiconductors, robotics, advanced manufacturing, investor relations, website design, Webflow, Squarespace, brand guide, lead generation, transaction proposals, national resilience, investor credibility

## Speakers

George (62%), Christopher (33%), Speaker 1 (2%), Speaker 2 (1%), Speaker 3 (1%)

I can't hear you. Morning, well, yeah, morning, yeah, sorry, haven't had my coffee yet. Pretty good. Can't complain

about yourself. I'm doing well. What part of San Diego are you in?

I'm in Little Italy. Okay, downtown. Oh, good, good. What about you?

Yeah, I lived out in the Dallas area, so in Texas, yep, okay, have you been in Diego before?

Yeah, yeah. We, I had a private equity fund a few years ago, and we bought a company and moved it there, actually. So I was out there pretty often, gosh, for about 18 months. So beautiful area it

is, yeah, weather's still great. It's November, pretty much November.

So yeah, I was gonna say my experience there is, you know, the temperature variance is like eight degrees much. And if you get, if you get a little bit of rain, people freak out. So it's kind of fun. And

it's good. Yeah, that's awesome. I used to live in Dallas. Actually, I lived in Dallas for about two years. Oh, yeah, yeah. But I moved out 2022 I think, okay, it's downtown as well. Oh, good, good. Yeah. We've been, we've been here, actually, for 18 years. I'm originally from the New York area, and my wife actually is Canadian, so, yeah, awesome. It's all good, yeah, well, good. What? What's the best way to kind of start? You want me to just tell you a little bit about what we're trying to accomplish here.

Yeah, absolutely. So I did take a look at the job description, and I have an idea of what you're trying to create, but yeah, to hear from you directly, like what your business goals are and what this platform is supposed to solve for you, what your idea, what this thing can can help? Yeah, so we're gonna basically, this will evolve over time, but what we're thinking to start is it's going to be what's called an independent sponsor for private equity, which means we don't have a fund, but we do have some relationships with family offices and some other institutional investors where we can go out and buy companies. And if you think about private equity, there's a couple different types, right? The type that we fall into is what I call special situations investors, right? So if you were to Google that or put that in chat, GPT, it'll it'll tell you that what we do are more complicated transactions, right? So that can include things like carving a business unit out of a bigger company. It could include maybe buying things in and around bankruptcy. It could include transactions that tend to be more complicated. And what that really means, Chris, is that if things are more complicated, a lot of firms will shy away from them, so they become less competitive, right? Which is good for us, because we can solve for that

complexity. Yeah, so, and really, what we're doing is we're focusing on a couple, a couple spaces that are also not as competitive. One is, and I can, I can share with you quick write up that I did, hold on, I did this last night. So give me one second to find it. Did I give you the drafts? Did I send you the drafts? Not

yet. Okay,

let me, let me see if I can include those here one second.

It might be easier if I try to stick them in up, I'm

Oh, bear with me outside. All right, see if it lets me. Will let me get back here? I

just uploaded these. Let me pull one of them open and see if we can maybe talk through it a little

bit easier to do it this way, section by section breakdown.

Oh, this is good. Yeah, I kind of, I kind of, did this in chat GBT yesterday, so it's not gonna be

oh, this is great. This is great. I A semiconductors, robotics and advanced manufacturing,

yeah, sorry, I probably pulled up the wrong one same page.

I banner, okay, navigation, navigation,

subscription system,

yeah. I mean, if you, if you think about what we're trying to do, there's a couple industries we're going to focus on. One is semiconductor, which is not very competitive, frankly. The other is robotics, and then what we're calling just the more advanced manufacturing. And you know, all those are growing quite well. And again, it's this site, just so you know, the audience is, it's, it's kind of a dual audience. On the one hand, it's, I'd say 75% focused on potential investors, right? And then 25% would be for either boards of directors or management teams, okay, that might might be interested in partnering with us, right? The good news is both, both elements you have to convey, an element of trust and kind of right, that element of what we're trying to accomplish.

So, okay, okay, yeah, I think I have a better picture. Okay, um, okay, so

I think let me see something here,

and I have a brand guide and a bunch of other stuff that I can send you. Hold on a sec, let me see if my

hold one second.

So there's a \$2 subscription. What does that? Let me look at that subscription system so I do Washington, no, sorry, Wall Street Journal, right of this? J Hey, wall, this is, this is not. It still wrong, okay, calm, credible, precise, visual identity,

institutional finance,

authentic, industrial image, hierarchy, consistent, typography, awesome. You already have the brand colors, yeah,

logos and stuff I can just share with you a Dropbox, if that's helpful.

Yeah, no. This is great. This is usually steps that I work out work with my client to discover first few, first initial stages. So this is, this is great.

And again, I'm not, I'm not an expert on this kind of stuff, Chris, I know enough to be dangerous when you, when you look at this, you know, obviously I'd like you to evaluate whether it makes sense. Yeah, and so forth. I think what's important to me, and this may sound stupid, but I do want the site to look good and to be professional and look modern, right? I'm happy to you know, I said Squarespace, and the thing I saw your in your background, you've also done

Webflow sites. We have had, we have had a couple Webflow sites as well for our other businesses that have worked really well. So I'm if you think Webflow is better, and you'll develop it in figma and then port it over. I'm fine with that. Yeah, and let me just did another quick thing here. Let me just copy this in if you can read this, see if this makes sense.

This is just a bit of a dump from chatgpt Again, since I so you can look at it. That's about the business model and kind of the narrative.

Okay, let me see. Okay. So, focusing my conduct, advice, foundation, a mission, okay, okay, industrial,

again, some of the some of the focusing context here, Chris, just so you know, one is about enabling innovation, right? The other, when we say national resilience, this is really capitalizing on a lot of the reshoring that's happening for the US, right? And we have a couple investors lined up, like, for example, the burrow family, that are very big around national security and stuff like that. So there's a element, yeah, yeah,

it's really semiconductors. It says manufacturing automation, software. It's actually semiconductors, more robotics, okay, and then advanced manufacturing, those are the three big ones. So, okay,

George, I have to have a few questions for you. Yeah. So sounds like this website is meant to be just to provide information to both investors and potential partners, is that the full scope of what you envision this thing to be, is it gonna what are the actions you, like your investors or partners to take, either or in the future? What's Yeah,

so the it's a bit of a lead generation site in two ways. One, if you're an investor, we want investors to reach out to us to learn more about us, right? You probably know this, but we're not allowed to solicitate investors directly on the website, just given SEC regulations, but we can have prompts that say things like learn more about us, or stuff like that, right? So one of the calls to action is clearly and we probably need maybe two buttons in the top menu, one that says, you know, learn more about us. I don't think we can say invest with us, or maybe we can say something like become an investment partner, or something like that, and a button. And then the other one is targeted at management teams, which is going to be, you know, I've had some sites which say, send us a deal. I don't really like that language, but, you know, there's some call to action around a transaction, right? Which says, and we can, I can wordsmith that and come up with something, but those are the two calls to action, really, when somebody comes to our site, because we may send somebody a letter saying we're interested in buying them, or we may be working with an investment bank, regardless, they come to the website for kind of proof that we exist, and they want to understand our strategy. And then, typically, what will happen is somebody will reach out, usually via contact form, and say, Hey, we want to learn more about you. Or maybe it's a CEO of a company who wants to sell a division. And they'll say, hey, I want to learn more about you in terms of your willingness to do a transaction with us, right? And so those are the two kind of calls to action. And again, the site, having the site up is, in part credibility. It's in part just conveying to the market that we exist, and here's the strategy we're pursuing and the criteria that we use. And then there'll be some element of the team on the site, including we'll have an advisory board that that's, that's part of the site, and, yeah. And then over time, we'll, you know, obviously, add portfolio companies, as we acquire companies to the site. I think early on, what I'd like to do, to just convey an element of authority is we do have a whole set of logos for semiconductor and other companies we work for, yeah, so I'd love to

have a banner that kind of just shows that we just have to put some words around it in terms of, you know, what we've done there, because we've not bought, we've not bought these companies, but we have, You know, work with them, and it's, it's a good credibility thing as well. So, yeah, okay, no,

thank you for walking me through that makes a lot of sense. So a few things first before I go into maybe potential next steps. Just to give you a quick background about me, you might have already done some research, but it doesn't hurt to provide a bit more content. Yeah, I worked in the FinTech space for quite a while. I was on Wall Street for a bit of time, helped a few FinTech companies, blockfi, which is a subsidiary of Coinbase and others with initial products and websites, also built a few robotic websites. Share with you one product that may be closest to what you're trying to create is I worked with a consulting firm in Silicon Valley, their ex fortune 500 company, C level executives, Macy's and Google, to create a website that also tries to convey the same ideas that you're trying to convey different market, but similar approach as far as the website is concerned, okay, the message you're trying to convey, but basically what I'm trying to say is I do have a lot of experience in what you're trying to create, and I think I might be able to help you out. So what I tend to do this point is, if it's okay about you, I would like to create proposals, or a proposal with different options, usually for what you're trying to create. The three directions that probably would make sense are the Squarespace using Squarespace using Webflow, which I think might be better, but, oh, I mean different to there. And then there's a newer form that I offer clients, which is essentially building a custom website builder for them, but specific to their website. So that's more of a custom application, but you have the benefits of being able to go in and make changes yourself.

Okay, yeah, if we go, if we go with Webflow, Chris, I'm, I've done enough changes on our old Webflow sites in terms of this, populating the CMS and all that fun stuff, and I can, I've got a technical background, so I was a data architect and a software developer for a few years. Oh, so, yeah. So I can, can, I can kind of help in terms of that, if again, for us right now, just given where we're starting, you know, obviously cost is important. We don't want to, we don't want to go too big until we're able to kind of prove out what we're doing, right? So, which is why we're thinking like a, maybe a 10 page site with your standard, you know, privacy policy and legal pages and all that stuff. So but we do want something that's high quality. You know, I would, I would rather sacrifice pages for quality. Frankly, so and and again, given the space we're focused on, it's going to be important to have something that's not too flashy, yeah, but that, at least, is modern. And, you know, I'd love to also have, there's a site that I've looked at for, you know, kind of background videos. It's called pond five. I don't know if you know that, but it's, it's, it's got a lot of good, you know, I can imagine, I can imagine, on the hero image, maybe we'll have a semiconductor video or something in the background, and stuff like that. So, again, nothing too flashy, but at least something that's, yeah, not as, you know, cut and dry, as some of these sites in our industry are really bad. I agree.

When it comes to like, that was a great time to source customized images for like. You can find images and videos that convey more precisely what message you're trying to get to your audience. Now, with AI and some of these newer tools, this looks great. Point five, looks great. There's also Envato, and a few others that I know about. Envato is probably the most well known.

Okay, yeah, I don't know about that one so, but yeah, yeah. So happy to do that. So, okay, so you were saying you'll generate a couple of proposals, which is great, and so you'll send those over an Upwork. And then I can just what, I just select one of them, and then we go forward Exactly.

So it's more of a you can think of it like a first proposal. It's more as a list of suggestions based off of what you think. We can schedule another call and narrow down on a direction, if, if it makes sense, okay, and then go from there. Okay, no, that makes sense. And help me understand so, because I I know Webflow enough to be dangerous, but do you typically build out the pages like in figma and then transfer them into Webflow? Or, yeah, that's the process.

Yeah, it's a great question. With Webflow or Squarespace, there are two options that I tend to go with. One is using a templated approach, so we pick a template and we customize it. The second is a completely customized build, which requires some design process. So you and I would work through a design process and create a design that works for you, and then we implement it that takes you to take a bit longer, but then you get a more precise design as compared to the first,

okay, yeah, I think, I think on this one, just again, given where we are, we probably opt for a template, to be honest, so, and then obviously the ability to add in, you know, our photos and texts and videos and all that stuff would make sense. So I can, if it's helpful, I can upload the brand guide, if that's useful here, that would be really helpful. Yeah, okay,

okay, awesome. I will get that to you how. Also, in terms of timeline, when do you need this ready?

Yeah, I mean, I'd love to get something up in the next, say, three weeks, Max, if we can do that again. I don't, I don't know how much of a heavy lift it is. It's not that many pages, but you know, from my perspective, we're going to be proposing on a transaction, so I'd like to have the website up as we do that outbound proposal, we're actually going outbound to a board of directors on a transaction. It's about a \$400 million deal, so I'd like to have it up and running prior to sending that letter. So

okay,

all right, I have it. I have the proposal over to you by before end of day, Wednesday,

okay, all right, that's great, and I'll upload the brand guide. And if you have any questions on that,

let me know. Sounds good. Thank you so much for your time, George. All right, thanks, Chris, nice meeting you. Same here. All

right. Cheers. Have a good day. Take care. Bye.