**Business Partnership Email Draft**  
**Subject:** Partnership Opportunity - Agrovo Meeting Management Platform

Hey Andy,

After giving it some more thought, I think that when you bring it up with Phil and Cara, the main concern would be conflict of interest, after all, we can do whatever we like in our own time.

I'm thinking we position this as: Carson and I have started a business called Agrovo. We believe it would be really beneficial here at AAD, and to address any potential conflict of interest concerns, we're offering it to you for free. I don't think it has to be more complicated than that?

I also wanted to cover motivations and expectations a little more. I'll have to put in a lot of work up front and won't see a return in the short term and if I do see a return, it'll only be after we've reached user milestones. From your point of view, it looks to me like you'd get a program that would be useful in your business to replace the outgoing program. For it to be worthwhile for me, I'd like to propose that we set some user milestones so that we can both benefit.

Here's what I'm proposing for our partnership: we split everything 50/50 as equal partners, working toward shared growth targets rather than worrying about individual performance metrics. I considered all sorts of vesting equity-type approaches, but it just seems needlessly complicated. When I boiled it down and realized that I was just trying to address this being an actual small business rather than a hobby project to make it worthwhile, I realized that a much simpler approach like below might make more sense. Keep in mind that I'm just spitballing here and everything is up for discussion.

**My proposal:** 6 months to reach 30 users, 12 months to reach 100 users, and 18 months to reach 200 users. We both contribute however makes most sense, I'll handle the technical development and system maintenance, you'll focus on customer acquisition, but we can both support each other's efforts through networking, introductions, meeting setup, whatever works. I think that we could easily achieve these numbers with Facebook ads alone..

**The key commitment:** if we're not hitting these growth targets, we agree to either shut the business down or one of us buys the other out. This way, we're both incentivized to make it work rather than letting it drift. You can't afford to coast because your existing customers depend on the business surviving, and I can't afford to let the system deteriorate.

We could also bring in commission-based salespeople whose results count toward our targets, that way we're not limited to just our own efforts if we find people who want to help grow it.

We could obviously readdress this as we go, but I think it's healthy to agree on expectations.

Beyond that, I see real potential for Agruvo. For example, at $15 per user per month, 100 paying users would generate $18,000 in annual revenue less discounts, probably a annual discount that would make it about $15,000. I think this is very achievable, especially since I'm guessing that you have at least 20 potential users? One descent size organisation is 100 people alone.

The value proposition to customers is compelling. At $15 per person per month, assuming that customers' time is worth $50 an hour, if a team saves just 18 minutes a month, the software pays for itself. For higher-value professionals ($100/hour teams, lawyers at $200-400/hour), this becomes almost trivial—just a few minutes saved breaks even.

But the real value goes far beyond meeting time savings. The system capitalises on the Tactical and Strategic approach and handles the entire meeting lifecycle: automated agenda creation, real-time note-taking, automatic summary generation and distribution, participant feedback collection, and follow-up scheduling. Most teams waste hours of administrative time if they do it properly at all, our system reduces that to minutes.

What's your gut feeling on this approach? Are you interested in building something meaningful together with these kinds of targets and timeline?

I'd really value your thoughts on this. This is very much an open discussion at this stage. I want to make sure we're both excited about the potential and committed to a similar vision.

Regards,  
Carson