

in my head, we have 3 different tools that we can build/sell

1) at this point, I think it's real to get some deals with just providing a service for sending newsletters. setup and tech might be similar to what we have at Hackernoon from November 2020. it's just a server with an Amazon SES account.

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2) from 2019 we have a separate project. it's also using Amazon SES as transport for sending emails, but it should be a tool that focused on automation. like imagine a shop that shares discounts each week - they can send an email automatically.

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3) my friend was building a DevOps infrastructure for one big brand. and part of it was related to sending emails to different teammates. like if the server get down, or payment was not accepted, etc.

while each gear in that system is open-sourced - it's really hard to make everything work together. we want to repeat that setup and try to sell it. this can be a "gold mine" if we will be able to execute it correctly. but it also requires a lot of time and resources.