Answers for Andrew.

1. Is there a formal company formed for this Business, like an LLC?
   * ANSWER: NO
2. If there is, you mentioned that you currently own 95%, and former partner owns 5%?
   * ANSWER: The 95% and 5% split is a verbal agreement backed up by an e-mail.
3. How much have you invested into this so far, and have you won any of those other grants or awards we were talking about?
   * ANSWER: About $500 ($30 a month to host the virtual server)  
     No, have not applied for the grants. I think a co-founder, like you, increases the chances of winning.
4. Have you been able to track how much money, time, and in-kind contributions you have made? Do you run everything through an existing checking account, so you can keep track of all the hard work you have put in?
   * ANSWER: No, am afraid I have not been that disciplined.
5. How long have you been working on this since inception?
   * ANSWER: Have been working on this close to a year.  
     First Couple of months put in about 15 hours a day 7 days a week.   
     During the winter 4 or 5 hours a week.
6. What specifically is the PRODUCT? Or the SERVICE? That is going to generate the revenues?
   * ANSWER: I am sure that when we get together we will think of additional revenue streams but this is what I have thought off so far.  
     a) Monthly fee for the use of the data collection and SPC.  
     b) Initial training fee.  
     c) Initial Installation fee.  
     d) Customizations and additional reports as requested.  
     e) Markup on the hardware (Even if it is cells initially)  
     f) Information Systems consulting.  
     c) Quality Control Consulting.
7. Can you explain again the basis of the analysis for the program? I keep forgetting the name of the process that is the backbone of it.
   * ANSWER: The quality control piece is Statistical Process Control (SPC)   
     https://en.wikipedia.org/wiki/Statistical\_process\_control
8. How big of a potential Market is this?
   * ANSWER: The problem we are tackling is a multi-billion global problem
9. I know you said that you cannot patent it, but how does it stay protected during start up and initial phases, and not stolen by a competitor?
   * ANSWER I need to have that conversation with someone like you. Question is: At what point in time do we want to invest in lawyers to protect it.
10. Who are the competitors? Are you aware of PROFITECT, and their abilities?
    * ANSWER There are 2 main components to our product.  
      a) Data Collection: Although there are many computer programs designed to manage grocery stores that have ‘modules’ that collect the data we do, none of those modules is usable and the reason no grocery store, that I know off, currently collects that data.  
      However they are potential competitor if they copy our functionality.  
      b) Data Analysis: Many players, like PROFITECT, on that field but they need the data. Imagine some of those players could become strategic partners.
11. What are the key tasks that need to be completed to take everything to market?
    * ANSWER The following is not a definite answer in that the definite answer needs your input.  
      From where I stand  
      a) Find a partner (Hopefully you)  
      b) Validate the idea  
      c) Validate the MVP (https://en.wikipedia.org/wiki/Minimum\_viable\_product)  
      d) Find an early adopter.
12. How long do you predict it would take to get this to market?
    * ANSWER: We need to validate the MVP and see what the customer feedback is before answering this question. I think we can deliver value as is.
13. Are there any strategic partners that you have thought about asking to participate?
    * ANSWER. NO

Busy Uber times for me (when I make the money) are:

Mon-Fri 8:00 am – 11:00 am and 3:00 pm to 10 or 11:pm

Sat: 9:00 am – 1:00 pm: 3:00 pm to 10 or 11:pm

Sun: 9:00 am – 1:00 pm (Try to take Sun afternoon off)

Typically Tuesday is slow: Maybe Tue nights could be our meeting time?

There is no doubt in my mind you are the person that can help me get this off the ground.

Looking forward to your thoughts.

Thanks

Carlos