Next Calls

* What products do you want to Tote
* Do you want to carry branded schwag
* Physical vs. digital
  + What type of products do you want to sell
* Store vs. individual items/ embedded ads style
* How much customization do you require
* How much control of your store do you want
  + Pick products and let it go, or change items everyday
* How much revenue do you currently have from existing subscription or ads based
* MAU's
* Have you ever tried to sell products before
* What excites you the most about Tote: what do you want
* What hesitates you about using Tote

PIXC

* Whos is your core customer - who are you targeting.
  + Our best customer is X
* Is this a distraction within the host app?
* Does this distract from the core business?
* How big are you

Small business type of products

print er ink cartridges

PINGER

North ‘Merica

Text free

Data connection

Sideline

For business, 2nd number on smart phone, alt phone number

Monetize

ads, text free: different format ads

native, display ads

sideline

subscription service

purchase business features

In-app purchases through google play

voice minutes

recurring monthly charges

charge businesses through in-app portals: CC's

Q's:

* They are confused about what Tote does/is.
* They are confused as to what can be sold.
* Who handles/owns the inventory.

Interests in Sideline: printers, etc.

Late Q3

* What products do you want to Tote
* Do you want to carry branded schwag
* Physical vs. digital
  + What type of products do you want to sell OK OK \
  + THey seemed much more excited about it in the beginning.
  + Would they hand over those subscriptions to us? To manage
  + We need to read the apple service agreement I don’t think we can do this
  + . We just become the service that does this, we still pay the apple fees.
* Do you have questions? Na, ask what they want, I think they're saying no atm
* Store vs. individual items/ embedded ads style
* How much customization do you require
* How much control of your store do you want
  + Pick products and let it go, or change items everyday
* How much revenue do you currently have from existing subscription or ads based
* MAU's
  + Millions of users
* Have you ever tried to sell products before
* What excites you the most about Tote: what do you want
* What hesitates you about using Tote

FUCK ME I hUng up on that one lol, maybe what they don't like blagh w/e

we're good

iHydrate

* What products do you want to Tote
* Do you want to carry branded schwag
* Physical vs. digital
  + What type of products do you want to sell
* Store vs. individual items/ embedded ads style
* How much customization do you require
* How much control of your store do you want
  + Pick products and let it go, or change items everyday
* How much revenue do you currently have from existing subscription or ads based
* How many store impressions do you expect, how many Monthly Active Users do you have?
* Have you ever tried to sell products before
* What excites you the most about Tote: what do you want
* What hesitates you about using Tote

50k mau, 10k daily active

1k, 1.5k downloads per day

**What is OK?? On the email. How much did they sell? Sell what?**

iMacro

Mediabricks

“$3 CPM doesn’t excite me. $150 / 1000 impressions” not large enough for that yet

myHydrate

How will you sell it?

15s session length

Retention is above avg. 200k downloads / 50k monthly / 30k churn. Sticking is a lower number

H20 Pals 25%.

PrimeVessel. Hydrate Spark bottle

1Million uniques => 100K$

Perfect product : users are young females. Fitness conscious. Sell about any weight loss product.

**Learning USER INSIGHTS!!! Yes! The golden nugget!!!!**

**8> 8> great interview**

We can record this deal

* How many products were sold in your email campaign.