[**Nicholas - Gain Fitness**](https://docs.google.com/document/d/1encRmlUqmPQ8iQraZze__vm2Mf3yowvvDE4MazB2qfo/edit)

[**Tony Stubblebine - Couch Me**](https://docs.google.com/document/d/1encRmlUqmPQ8iQraZze__vm2Mf3yowvvDE4MazB2qfo/edit)

**Nicholas Gammell**

Nick, I really appreciate the feedback. In this early stage for us, this type of information is critical and extremely helpful. It's not a problem if you don't feel ready to work with us at the moment. In the next few weeks we'll have launched our prototype and have real-world conversion metrics we'll be able to offer you, hopefully to your satisfaction.

This is a big ask, but would you be able to share a few details on the experiment you ran with Under Armor? How much time the experiment took, what the price point was, how it was displayed in the app, and marketed? And if there was anything else that turned you away from us -- please feel free to be very honest. This would be amazing for us.

I'll definitely keep you updated as we gain traction, and as always, I would love to work with you and Gain Fitness in the future.

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Hey Carlos,

Thanks so much for getting back to me with this.

Upon further reflection, I am not interested in working together as a beta customer at the current moment. The reasons for this are several; largely, we haven't matured our own business model yet, so distracting our focus on that is problematic. Also, we had done an experiment in the past with Under Armour, selling their heart rate monitoring system through our app. In that case, we only sold one unit over about 18 months. So, while we do have an interest in this, particularly because it can add to the product experience AND create incremental revenue, I don't believe the revenue uplift will be significant enough at this nascent stage to justify the effort and de-rail our product focus.

I hope this helps to know. I remain interested in your platform, and would love to stay in touch. Please keep me posted as things evolve!

Thanks,

Nick

This is really cool! Can I customize the items for sale in our app? I have a few specific pieces (armband and headphones) that pair particularly well with out app experience.

Sent from my iPhone

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I'm excited you're excited! The short answer is yes.

We can work with you to stock the gear you want to sell in your store, especially something that will enhance the app experience. We recommend posting around 10 items for sale. Can you send links to the items you have in mind? If you want, we can also suggest items to include.

We want to deliver the best product to you and your users. Do you have time to jump on a quick 15 min call to discuss your use-case and how we can tailor our product to your needs. As an early adopter, we would love your feedback and advice in making something perfect for you.

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**Tony Stubblebine**

Sure. Send me an invite.

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Tony, I'm excited to hear back from you.

We're just a few weeks out from shipping. As such we have some flexibility with the product. Do you have time to jump on a quick call or chat so we can match our product with your need. (see our questions below)

Suggested time slots for a call:

* Monday: 9am PST
* Monday 1pm PST
* Tuesday 10:30am PST
* Wednesday 3pm PST
* Friday 11am PST

If none of these work, let me know what works for you.

**Questions** (feel free to reply in line or discuss by phone)

Q: What products do you want to stock? Or do you want us to suggest items to stock?

Q: Do you envision integrating a store or links to individual products? Or both?

Q: What are your user metrics (# active users, time spent in the app / month, anything else you feel is relevant)

Q: Do you have revenue targets for this service?

Q: What is your release cycle and what is the path to integrating Tote into the Coachme apps?