

Oct 30, 2025

# ADPList Mentorship Session | Charles Hope & MD. RAYHANUL NAYEEM 2003021

Invited [u2003021@student.cuet.ac.bd](mailto:u2003021@student.cuet.ac.bd)

Attachments

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## Summary

Charles Hope advised MD. RAYHANUL NAYEEM to reject equity offers of 40% for marketing and a total of 20% for advisory services, suggesting instead that MD. RAYHANUL NAYEEM use AI for marketing help. MD. RAYHANUL NAYEEM shared an idea for setting up vending machines in 49 public universities in Bangladesh, but Charles Hope insisted that MD. RAYHANUL NAYEEM prioritize customer discovery by conducting at least 100 conversations with students to validate a "painful" problem before proceeding with a Minimum Viable Product (MVP) of one vending machine and scaling incrementally.

## Details

*Notes Length: Standard*

- **Equity Share Distribution** MD. RAYHANUL NAYEEM 2003021 (MD. RAYHANUL NAYEEM) is starting a startup about printing machines with a friend and is looking for advice on equity offers for marketing and advisory roles. Charles Hope (Charles Hope) advised MD. RAYHANUL NAYEEM to reject a marketing team's offer of 40% equity for \$200, calling it "ridiculous" and "too aggressive" for marketing purposes, suggesting it would not make them a good partner. Charles Hope also recommended rejecting a senior's offer of 10% equity for \$400 and an additional 10% for advisory services, stating that 10% for an advisor is too much, as most advisors with equity usually receive around 1%.

- Marketing Strategy and Advice** Charles Hope suggested that for marketing help, MD. RAYHANUL NAYEEM should utilize AI, noting its capability in current times for marketing strategies, content, and social media. MD. RAYHANUL NAYEEM shared their idea for setting up vending machines in 49 public universities in Bangladesh, targeting university hall students with products like paper, accessories, and dry food. Charles Hope advised against buying a machine or seeking investors yet, recommending instead to focus on customer discovery by talking to students to understand their problems related to accessing products like pencils and notebooks.
- Customer Discovery Process** Charles Hope emphasized that good customer discovery means focusing the conversation entirely on the potential customer's problems, not pitching the vending machine idea. MD. RAYHANUL NAYEEM mentioned they had already visited two universities and received feedback from 10 to 20 students who noted distance-related problems, leading them to suggest a shop, which MD. RAYHANUL NAYEEM believes a vending machine could solve. Charles Hope insisted that 10 to 20 conversations are insufficient given the large number of students, advising MD. RAYHANUL NAYEEM to aim for at least 100 conversations to ensure they are solving the right and most painful problem.
- MVP and Scaling Strategy** Charles Hope advised that once the problem is validated through extensive customer discovery, the Minimum Viable Product (MVP) should be one vending machine in one specific location. They cautioned against rushing to scale, recommending an incremental approach: evaluate the first machine for a few months, and if successful, then implement a second, and then a third, before considering five or more, to avoid burning the business by scaling too quickly. Charles Hope stressed that the critical factor in customer discovery is validating that the problem is so "painful" that customers would be willing to pay for a solution. If the problem is not painful, they should stop and consider a different solution or another problem discovered during the interviews.

## Suggested next steps

*No suggested next steps were found for this meeting.*

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