Gabriel Almeida Hey, how's it going? Design DidaHome Gabrielle, how are you? Gabriel Almeida Good. Thank you for the time, Edward. Design DidaHome No, don't worry. Do you hear me? Well? Gabriel Almeida Yeah, I can hear you. Can you hear me? Yeah, it's freezing. It's freezing a little bit. Can you hear me? Design DidaHome Let me see if I can try inside. Gabriel Almeida Okay. Design DidaHome Right here. Better. Gabriel Almeida I can hear you. Design DidaHome You hear me well, Okay, perfect. Gabriel Almeida Great. Thank you for the time is you're sorry to be taking time off your Saturday, man. Design DidaHome Oh, no, don't worry. do you come from Louisiana? Gabriel Almeida Yeah, I'm actually, my girlfriend works there, Design Solutions. Design DidaHome What is her name? Gabriel Almeida Lara Biondo. Design DidaHome Oh, yeah, I, I know her. I meet her a couple months ago. Nice. Gabriel Almeida Okay, cool. Luciana speaks very highly of you, man. Design DidaHome I know, I love her. She knows that we have a good connection. She was like, I'm a good mother here in so I'm so grateful with her. Gabriel Almeida Awesome, that's great. And Richard, I'll cut right to the chase in respect of your time today, man. So I'll give you some context. I just graduated from my MBA at MIT here in the Boston area. And now I'm in a startup accelerator incubator from MIT for new companies and I'm exploring a thesis to start a company that is intended to create digital tools. So software for example, for interior designers and architects and everyone in that space. So in that process it brings me to speak to professionals like you that I know have a lot of expertise in the space to really understand if our idea, what we're thinking creates value. And is worth our time. Design DidaHome Sounds good. Gabriel Almeida Do you mind if my co founder joins the call? Design DidaHome No, no, no. Gabriel Almeida Okay, great. Amy, do. Emilio Alvarez Flores Hey, how's it going? Gabriel Almeida Good, how are you doing? Well, got Edward. Emilio Alvarez Flores Edward, nice to meet you. Design DidaHome Nice to meet you. Gabriel Almeida I was just giving him some context. Emilio just basically told him you know, we're in Delta V and recently graduated from the MBA and that we're exploring you know, thesis around digital tools for the interior design and architecture space. So I wanted to start off by asking you, Edward, do you, how do you work Do you work in a, a shop like Design Solutions? Do you own your own shop? how is it that you work Design DidaHome Today I have, my work divided into one of them. I work for a high end insurance office. Gabriel Almeida Okay. Design DidaHome Here in Miami actually. And also data home. D, I, D A. Also I work on my side. A freelance professional. So I have a small project, not design solutions or guide at home. It's just like a makeup renovation for my friends and, you know, people that I know. Gabriel Almeida Okay, got it. And In Daida Home, Edward, how many people are. Are there working at the office right now? Design DidaHome We are a small team. We are around four people. Two of them are my bosses. They are partners. Gabriel Almeida Okay. Design DidaHome And me as lead designer. And then I have an assistant. Gabriel Almeida Okay. Design DidaHome And this is a team. Gabriel Almeida Got it. Does your assistant, does she draft for you or you do the drafting? Design DidaHome I have a condition with the company. If I. I'm really good in AutoCAD. I'm very fast with AutoCAD. I was teacher at the university in Venezuela with AutoCAD. Gabriel Almeida Okay. Design DidaHome I really like to design and draw in AutoCAD. When I have to design something. Gabriel Almeida Okay. Design DidaHome I mean, if I had to design everything that involved creativity, I love it. If I need to design a TV unit, if I have to design a beautiful kitchen, but if I have to do standard stuff like a regular kitchen or regular closet, I'm not into that. So she take care about a part. And also she's. I mean, she's kind of new. Gabriel Almeida Okay. Design DidaHome And I'm trained here to do the pre package books and everything. So sometimes she's kind of slow and I have to help but it's more like a technical stuff. Gabriel Almeida Okay. Design DidaHome Does she have to. you know, do in Araka. Gabriel Almeida Got it, got it. And have you. Has. Do you know if your firm, Edward has thought about finding help overseas to draft for you to do the drawing part or have your firm. Has your firm, thought about doing that or you haven't heard Design DidaHome I request that because I mean, as we are a very small team, I prefer to be focused in design and that part delegate to another person that you just follow rules. Creativity is not involved because we send all the information. She have to produce all the plans. As I told if I had to design, I have an idea that involves design I will do by myself. Gabriel Almeida Yeah. Design DidaHome And then pass through her and she will put all dimensions and technical stuff that she have to do. Gabriel Almeida Got it, got it. So your assistant basically does all the drafting, right? Design DidaHome Kind of, yeah. But I used to do a one year ago, everything from the beginning to the end, so. Gabriel Almeida Got you, got you. So I think now it's a productive time maybe For us to tell you what we're thinking of, like building and maybe you can tell us, like, if you think it would be useful for you or not. So there's a lot of designers, especially in the Florida area, design solutions included, that actually like, people drafting for them remotely in Brazil, right? Or in another country in Latin America. And it's not as easy, right, do the back and forth and corrections of, like, drawings and drafting when you're not in person. So what we hear that the industry does is you guys exchange, like, autocad files or PDF files, right? And annotations between WhatsApp. And you're like, okay, change this, correct this. Gabriel Almeida Sometimes you call the person and, you know, try to explain via audio. But that seems to at least looking from the outside in. I know, like, it works because it's how you guys have been but it seems like it could be done in a lot more organized way, And like, ideal way. So what we thought, Edward, is to create a software basically, an application that you can have in your computer, in your iPad that you would open and the person that you would interact basically with the person that drafts for you, in your case, your assistant, to be more productive and more organized in the way that you correct her drawings. You give instructions and feedback for revisions. Gabriel Almeida So imagine an app that you open and then you can upload different versions of the PDF of the drawings, and you can annotate like you would in an iPad. For example, you can do a screen recording with audio so that you're the person that's drafting for you, has that documented there and doesn't miss any of the instructions. We're thinking of for example, AI whenever you do a recording with audio, explaining because maybe better than just like typing it, Or writing it. We want to put an AI on the software that will take your audio and transcript it into action points for the person. That's like drafting for use for your assistant in your case, So this is around what we're thinking, Edward. Gabriel Almeida I don't know, like, if you think that would be, like, if you picture yourself using I don't know if you think that would make your interactions with your assistant more productive or not. Do you have any thoughts? I don't know if it was clear described. Design DidaHome Yeah, yeah, I understand. Sounds good. Really good. Because it's something that will be innovative markets. The thing is, like, it's kind of different. We hire the 3D artist. Miami, he lives in to be honest with you. It's what you say, like, It's a little bit messy. Sometimes we have so many as he's the 3D artist that we use for everything. Gabriel Almeida Yeah. Design DidaHome We have so many group shops on WhatsApp. We share all the information there. We send videos. Sometimes we send pictures of the material with the scale and everything. We have more issue with the finishes because we send a picture and our picture is not the same thing. Like, in a real person. You know, if you see a wood here, it. And essential picture, you can see more yellow or more red. That is the most important thing that we have to. I don't know how we can create something that is about the camera. You know, like, this is the issue that I but I think it would be good because you will use WhatsApp just for your clients, family, friends, and you have a platform, a portal that you can use for work. yeah, I think that is a smart. Emilio Alvarez Flores And one of the other things that we're and I don't know if this happens to is that the communications also is, like, quite challenging, is like you might send emails to the client, whatsapps to the group to, like, whoever you're working with. Then there's also what's up to the client and all those things and, like, a lot of things fall through the cracks. Is that like, your experience? Design DidaHome Yeah, it's kind of like actually. Gabriel Almeida Is it. Is it hard, Edward, like, keep track of, like, every little detail that you have to do and to correct and to. Design DidaHome Like, to be honest with you, I'm super ocd. I have ocd. So I just go through what I have to do and I. Until I finish and I get what I want. But not everybody's like that. And I'm telling you, like, I'm the best, but I'm very focused you know, for example, for me, the. Because I have an assistant that she draw for me about plants. And we are because I just can sit with her and explain her everything what I want and correct her you know, immediately. With the 3D artist or. Or issue. It's not issue. He's amazing. But it's the information. It's kind of and you have to follow up you know, straight, you know, to get the 3D as you want. Emilio Alvarez Flores Gabriel Almeida So let me. Let me see if I'm understanding what you're saying, Edward. You're saying basically that in your case, right, in your firm, since the person that drafts your assistant, is just like, in person with you don't think it would be more Productive to use our platform to iterate on her drawings because it's easier for you to just show her in person and you don't need to use our platform for. Is that what you're saying? Because I understand that you're saying it's interesting more for the 3D rendering. But before we go I want to make sure. Design DidaHome Yeah, it's. I'm telling you that because right now this is the system that I'm working but tomorrow I open my own business for me. Would be amazing to have some. Someone from another country shipper and use your platform or your app. Gabriel Almeida Gotcha. Gotcha. Emilio Alvarez Flores Sorry. Would that also be useful even if you have your own team that's like sitting next to you just so you can track the comments and all those things do it in a. Or is it sufficient to just be hey, so and so, change this color and that's good enough. Design DidaHome I know that now Design solution is trying to dedicate the functions to the team and they have to do their job. In my case right now, as we are a small team and I want to teach and learn. train My assistant for me is very important to explain her in person because I would like to make her understand how the process to grow up. This is my situation right now. Maybe tomorrow if I get into a corporate company super big, I don't want to talk with her and just use your platform because she's in another department. So I think it's kind of the system that you are working with because she's next to me so I can just turn and tell her it's easier. Gabriel Almeida You know, that makes sense. That makes sense. But you're saying that in the system that you work in today, maybe it would be useful to use our platform to iterate on the 3D renderings. Design DidaHome Yeah. And I, I think it's very interesting to add artificial intelligence. I think everything that you explained me sounds amazing. Right now I'm working with some other designers. We have a podcast, very cheap podcast. We are not like a formal design podcast. No, it's just to have fun. Gabriel Almeida Yep. Design DidaHome And we are a mix it between freelance full time and other friend and may work for another company. And I can see more through a. someone that is trying to create his own business and more of them do that. They go to some apps to hire people and yeah. You know, try to get it. But I think a tool like your app will be amazing. Gabriel Almeida Yeah, it Would make them idea. Hopefully it makes them. Makes their work with whoever is like, remote for them better. More organized. Design DidaHome Yeah. Gabriel Almeida So you mentioned something that we hadn't thought about, Edward. And I think it's a great idea which is potentially using our platform not only to, like, iterate on which is more like 2D, right. But use it to iterate on the 3D renderings. So we hadn't. We hadn't thought about that. So can you help like, understand a little bit, like, how you. How do you picture like, using what I described to better work with the person that does the 3D rendering for your office Design DidaHome Yeah, super easy. It's a process that we create a book. In that book, we put the floor plan you know, we have to mark in a red mark, like this area We have to use this wood, this fabric, this floor, these windows, everything described there. And also the links for all fabrics, all furniture that we are using. So would be amazing if you can create that. And we just add the links. So all the information is there. I don't need to go back and forth with you know, because sometimes I put the information there and the guy just miss it up or something like that. Or maybe he put a. The fabric has a wrong pattern size or maybe the wallpaper. So we can put everything there and he can just follow. Design DidaHome Follow your book or follow the app, you know? Gabriel Almeida Right, right. Design DidaHome So that can help you to be organized and it can help the 3D artist to go step by step. Gabriel Almeida Because now what you do. So. Okay, that. That makes a lot of sense. what do, you give the 3D artists now is the four plans and then written notes with your. Design DidaHome In PowerPoint. Yeah, we create a book in PowerPoint and put all the information there. Gabriel Almeida Okay. But then doesn't he already have, like. Because you include the links and everything in the PowerPoint right. To the materials? Design DidaHome Yeah. So, But also after he sent the previous render, you have to do so many corrections. So maybe you can do a check mark the areas that are done or the things that they are good. Gabriel Almeida Okay. Design DidaHome And the thing that you have to fix, you can put a little note, like, the panel of the wallpaper is wrong. This chair is not like that. You know, like. Gabriel Almeida Okay. Design DidaHome will be because sometimes when he sent me the video, I have to. Sorry, the. The render, I have to do a video. this sofa is not like this. The fabric is like that. Check it out. The wood Color. So instead to send a video, I can check it out everything from there. He can send it through your app the previous and I can do all the corrections there. Gabriel Almeida Gotcha, gotcha. So basically a better way to correct than just you sending a PowerPoint. And then when you say you send a video, do you mean a screen recording is what you said? Design DidaHome What's up? Gabriel Almeida Video with your phone pointing at the screen and stuff. yeah, we can definitely do something better than that. Emilio Alvarez Flores Got it. Because what we have in mind is basically. I don't know if you've ever used but basically you can do a. Within the app screen recording. And then you would also have the ability to annotate as you go based on what you say, creates the transcripts and the action items. But the person who's working with or even if it's your assistant, you could go reference when you said this, where on the document were you those types of things? Design DidaHome Sounds good. I never tried that one. We are informal in that way because were with this guy from Jers. So I know how they work. They know how we work. And we just send a video to be quick and you know. Yeah, I think if that is something that will be my life easier, his life easier will be super productive. I think it's an amazing idea from now that you told me, a raw idea will be good because also that helped me a designer. I have my. You to have an example. I have my email for my job and I have my personal email. So during the weekends, I don't check my emails from my job. Design DidaHome So if I have an app that I can separate work from personal life will be amazing because I just check it out that app during the week. Yeah, my weekends are free, so because sometimes he send a question. I need this information to finish the 3D during the weekend. We are workaholic. More of the designer are workaholics and just try to help him to finish the labor or whatever he wants to do and he do stand right away. So by this way, I think you can. I'm thinking more like a. You know, to separate that. That can help you to have a very quality life, you know. So it's a good point to. To keep in mind. Gabriel Almeida That makes sense. And Edward, do you know if you guys use like. Do you guys have any other subscriptions of softwares that you use at a company? Do you have for example? Design DidaHome Yeah, the company has but they use it just to catch clients, not for any other purpose. Gabriel Almeida Okay. Design DidaHome Yeah. They charge. I mean. Yeah, I don't. I'm not into that because the owners just deal with that part. But I know it's just for touch clients. I know that. Now, these are solutions. Is. Are you seeing but before they use Ivy? Gabriel Almeida Yeah. Design DidaHome In my office right now, we use templates that they have already done in Excel. Gabriel Almeida so got it, got it. Design DidaHome Yeah. Gabriel Almeida And so let me. Let me ask you this, Edward. I know it's hard to think in, hypotheticals, right. like, we. We need to start to understand, like, try to quantify, like, how much value that this creates in the eye of the customer. To really understand, like, what we should charge and things like that. So not trying to get any commitments from you but just trying to like, get your reactions. If you were, like, to open your own, like, freelance. Shop now. And were to charge, for example, I don't know. And you had all your. How do you say, remote drafter, remote render. Emilio Alvarez Flores It was. Gabriel Almeida We were to charge like, $200 a month like, a subscription to this service. Is that something that, is a price you think is reasonable or you would be like. Design DidaHome I think it's reasonable because you are not paying, like. I mean. Yeah, I think as you are paying, if you. You are hiring people outside America, the price will be lower. You have the app to connect also if you. In your. I have an idea if you have the app, for example, I start my business and I just buy your subscription. If I don't have a team, if you can offer me people that just get into the app would be because if I am starting there, I don't have anybody. Anybody to help me. Gabriel Almeida Yeah. Design DidaHome I just hire. I just use your app and. Okay, I'm looking for C Rafter, and you just send me three of them or four of them or whatever. Gabriel Almeida We thought a lot about this already, man. It seems to be something that a lot of people in your industry would value. And it's definitely like. So we could create two versions of this service. We could create one where you just buy our software and another, more premium version that you buy our software and we give you support for drafters as well, right? Design DidaHome Yeah. Gabriel Almeida So we're definitely taking that into account. And we actually started just with that idea and no software, and then went all to software. But maybe the answer is a mix of two, Design DidaHome Yeah. Well, be because right now you have people that have to get into the. I mean, if I am a cat drafter. And also you can charge to the cap drafter, maybe a lower price because they are outside. Gabriel Almeida Yeah. Design DidaHome But they can find job there. So I can just pay a subscription and maybe I can find a job there you know. Gabriel Almeida Absolutely, absolutely. Cool, Cool. Edward, we wanted to ask you about another idea that we have, if you don't mind. Design DidaHome Sure, sure. Gabriel Almeida It's very different. Yeah, it's still to try to make your work more productive, but a completely different value proposition. Design DidaHome Okay. Gabriel Almeida So Emilio started hinting at it in the question that he asked you. But basically we know that the way you guys worked and that your communication is very dispersed. You have a million group chats with clients, with vendors, with general contractor, with meal work. And then you send a lot of stuff through email, sometimes through text. So we had an idea to create an app that connects all the channels that you use for communications, connects to your inbox, email, connects to all your WhatsApp, connects to your SMS. So that. And uses AI, has an intelligence on it. So that if you log into that one app and you look for example, imagine Emilio is your client and you type up Emilio. Gabriel Almeida It pulls all the information from all the channels from you about Emilio, this client in one place. So you can digest everything that has been communicated about this account. All the files that you've exchanged, wherever it was intelligence kind of reading your messages and saying these are the action points that looks like you need to figure out or these are the people you need to answer. Basically an aggregator of all these communication channels that you can also broadcast from. So you can also send messages so you don't have to go channel by channel, like typing up and sending stuff. Anyways, I don't know if that's easy to but something does that make sense or do you not? Like. Design DidaHome If. I, I, can use a keyword for. I mean, if I'm looking for something specific that can help. To be super honest with you, sometimes I'm very organized with my email. I put the number, the name of the projects and the stuff that I'm requesting or whatever. And sometimes for me it's very hard to find all email. I don't know if my email or olog or whatever. Gabriel Almeida Yep. Design DidaHome But sometimes it's hard. And also by WhatsApp, because what's up? Maybe you are talking about something that I don't remember that I just sent a video. So If I put a word is. I don't want to find that maybe with. Yeah, you can. they can translate that video to words. Give me that. I think I can tell you if. If that is a good idea or bad idea because for me, sometimes complicated. I don't know if they send me all the apps together to me to check it out. I should be a very organized thing. We have to try. Gabriel Almeida Yeah. Okay, so can you say more? Emilio Alvarez Flores Sorry, like what? Can you say more like what is the hesitation? Design DidaHome Sorry, I couldn't hear you. Gabriel Almeida He asked you like. So you. You seem like less sure about this idea that I just mentioned. you seem less sure than the first idea that we talked to you about. So we're just trying to understand why you seem less sure that this is a good one. Design DidaHome No, for me it's because as I visualize with. I think will be complicated for me. Gabriel Almeida Okay. Design DidaHome Maybe for another person will be amazing because they just go there and. Gabriel Almeida Right. They all mentioned you prefer maybe going each channel by each channel like you're used to doing because you're very organized. So that perhaps sounds better. Design DidaHome I mean, if you have your other app in that app, just include all things that is involved with my work will be amazing. Gabriel Almeida That's the idea. it connects to all your communication channels. So we connect to Mayo, we connect to SMS and it tries to just pull everything from those channels that is related to your work. And the way we do that is with AI and through you like typing up the name of the client and then the AI goes and tries to pull everything that he thinks is related to that. So you can have that there. But it would. It would involve a change in the way that you handle your communication channels. And I don't know if that's a change that you want or not. Because like. Design DidaHome if. Yeah, again, I have to but I think that is helpful. if you're looking for something and they just bring all the information to me will be amazing. This is like. I don't know if that will be confused. If you are managing so many projects in a small team as I am right now, I have to be organized, otherwise it will be a mess. And sometimes I look for something specific on my email and I never found. I mean, I have to use how many hours or minutes looking for the email that I'm looking for. So that is my concern. Gabriel Almeida Okay. Emilio Alvarez Flores Yeah, it's the idea is that because we link if you create a WhatsApp channel and like you say this whatsApp channel is linked to Gabe's project, then all the documents and all that stuff gets pulled Same thing with emails that are to and from Gabe. All that gets pulled into one interface. And because of that you don't have to do the back and forth. That's kind of the vision. Gabriel Almeida But what I think Edward is saying though, Emilio is right today, he struggles sometimes to find things on email. Because the way that email finds things and you can look things up through the mail app is very limited. Because a lot of times you're looking for stuff but you put in a keyword and it doesn't pull it. So like, I guess what saying is like, it would be valuable if we find a way maybe through AI where he can more like the AI does a better job at scraping and finding what he wants to find than his current mail search. Emilio Alvarez Flores Right. Design DidaHome Just an example, let's see. Was quoting sofa. This company sent me the quotes. When I check it out, they put the wrong finishes. So I send an email, no, this is a wrong finish. We want the sofa green with this kind of wood, whatever. And they send me the new code with everything specified perfectly. So sometimes I have all the files saved in my folder or whatever. But let's say I didn't do that or my assistant do that, didn't do that. So I have to check it out on my email. So sometimes to double check, I have to go through all emails, all chain to see which one was the last one. commission, that happened with the final price for a client. That happened with all discount quotes. I mean, interesting. Every project is different, every project is different. Design DidaHome you know, like, I think that is the thing that you have to improve to be valuable. Gabriel Almeida The other thing that you will be able to is you would be able in our app, since you kind of see all the communication channels in one place, you would be able to, for example, if there's a file on the WhatsApp for a client that you need to put in the email and send through email, you would be able to do that all more easily in our app, get the file and already send it. Because. Because you can control not only what you but what you broadcast through this app too. Maybe it's going to Be way more time efficient than you getting that WhatsApp file, saving it, then putting it in the email. Design DidaHome That would be amazing. Yeah, that one will be amazing because you. Emilio Alvarez Flores no, go ahead. Design DidaHome No, no. Emilio Alvarez Flores I just wanted to ask if we could fix one of the two problems, right. Or give only one of the two solutions that we've proposed today. Which one would it be and Design DidaHome I think the first one I like better. Gabriel Almeida Okay. Design DidaHome And yeah. Emilio Alvarez Flores Sorry, can you say more? Design DidaHome I think, I feel for. between the two projects. You mean? Gabriel Almeida Yeah, like the. Between the two ideas. why do you like the first one more? Design DidaHome The first one for me is. Will be. I will be a key. Gabriel Almeida Okay. Design DidaHome Because also you can. I was thinking you can add also a to do list that everybody of the team is involved with. Because I have a to do list in Excel that helped me to do the follow ups. Because follow ups are very important too. Gabriel Almeida Yeah. Design DidaHome When you do a purchase for example and you have to buy a sofa that is in Italy and they told you the lead time is I don't know how many weeks you have. Normally what I do is I put my in my to list the time that they provide and one month before and asking how is the sofa? You know, to be on top of that. So my boss already know if I. If I have a software that helped me to do that, my boss can get in and see that I already did the follow up or something like that. Yeah, In my. In our position we have to follow up a lot of stuff. Yes, company suppliers, of course, contractors, whatever. So that will be a key things to have in your. Design DidaHome In your app as well like a software that help you to. Or maybe you put in your. In your list to do an automatically follow up. what about this offer directly to the company and they just get your body answer. That will be a key things to do. Gabriel Almeida Got it, got it. So have a functionality where you can have a really good to do list that reminds you what you need to follow up or gives you information of when was the last time you followed up. But also would be even better if we create a mechanism so that you can directly use our app to follow up. Design DidaHome Yeah, you put the date because sometimes you send to the contractor. Okay, I need to follow up of this, this. And sometimes they are in the job site, they don't check it out the computer, they just go at night checking the computer. Gabriel Almeida What if we included Edward A mechanism so that in our app you can leave emails scheduled for a certain date to set. easily schedule the email to send it to the person in a certain date to follow up. Would that be good? Design DidaHome Yeah, that would be amazing. Emilio Alvarez Flores Gabriel Almeida Because that's something you guys don't do today. you're not able to schedule an email without sending it now. You just need to remember on the day to send it. Design DidaHome Yeah, every morning I check it out, to do list and I'm very consequent with my follow ups. If you don't respond me, I will be a nightmare until you respond me. So I just bombing you with emails. What happened with What happened with What happened until you So if I have a softer to help me to do that. Gabriel Almeida Yeah, got it, got it. Okay, good. And then one of the things that were thinking of including on the first idea as well, Edward, I don't know how valuable this would be or if you think this would be good or not is create an approval mechanism through the app too. So for example your boss in the app have even the client in the app and that they can, you can use the app as a hub and to show what you need to show for your boss in terms of files and documents and for the client and that the client can access to approve or to ask her to clarify and your boss as well. So it's kind of like taking it a step further from the collaboration software idea. Gabriel Almeida To improve the drafts and the renderings and including kind of an approval management system in the application as well. Do you think that's needed or you think that it's fine the way it is? that wouldn't create a lot of value. Design DidaHome For the final approvals. Yeah, that is kind of different because things can change in the time. So I don't know if that will be a final approval because sometimes if you want the client fall in love with our project, just show it an amazing render. He said And then when you go to your reality that you have to quote, we work right now with so many artists and artisans, sometimes they say I can do that chandelier. smaller, they should be bigger and the price will be increased. Yeah, they change. So it's an approval, but will be as final approval. I don't know if I'm explaining you well. Gabriel Almeida yeah, it makes sense. sense, it makes sense. But like, so the way that you get approvals from your boss and the client I guess, let me ask it a different way. The way that you get approvals from your boss and the client is it good enough the way it works or if you think that the approval was managed in a software like ours that everyone had access to, it would be a lot better. I think that's like the question will. Design DidaHome Be a lot of water because as I told you, every client is different. Sometimes clients approve me everything by WhatsApp, I prefer by email because it's more formal. But sometimes I need to buy the chair because they don't want the old one. And I did you approve this or not? And they say, okay, yes. So I have the message that they say yes. And I can buy that. Gabriel Almeida Right. But do you think it's realistic, Edward, to expect. Because for the client maybe it's easier to just approve through email or WhatsApp. Do you think it's realistic to expect 1, 2 or going in an application to do this? Design DidaHome Yeah. That can approve, improve? Yeah, absolutely. Gabriel Almeida You think that if you were the client, like, you wouldn't mind doing Design DidaHome I mean, if I have a formal portal to do that I will do by that. The, the question that I have for you is like, if the client will be involved, he should download an app or he can just get into WhatsApp. Gabriel Almeida It's just were thinking actually creating a website, you know, instead of the client. Because I guess, what? I'm skeptical, Edward. if I'm a client. If I was hiring you for a project, and I don't I feel like maybe I would prefer as a client to just approve things through email or through the phone with you WhatsApp or call then like me as a client going in a website to see what you put there and hit approve. Like, you know what I mean? Design DidaHome Yeah, that is my point. sometimes client doesn't have time to get into that. We used to have, you see that he have a portal. Gabriel Almeida Yeah. Design DidaHome He put every Friday all, you know, things that they made you know, the follow ups or whatever. And the client never check it out. My boss never check it out. What's up? You know, doesn't work. Gabriel Almeida Yeah, that's super helpful. Design DidaHome And sometimes clients, normally clients, but it's a relative. People with money is old. Gabriel Almeida Yeah. Design DidaHome So normally you have a few cases that they are young and Millionaires. So all people with technology is scared sometimes. Some of them are super aware. but if you do it a, a WhatsApp access to what the client have to see. I don't know, I just. Gabriel Almeida Yeah. Design DidaHome Have some ideas. I mean, for me, I think that will be an issue if the client have to download something or get into that website for us. No, because we have to improve our work or whatever. We do that. Gabriel Almeida So maybe what we can do is have the approval management in the website for you guys and then have a mechanism built in where that approval is sent via WhatsApp or email in an easy way to the client from the website. Something like that. Design DidaHome Yeah. Gabriel Almeida Cool. Design DidaHome like, you can choose email or WhatsApp or Borders then. Because every client is different. I have a client that he doesn't use WhatsApp. Yeah, he's very American. So he just use message. But we communicate with him. Juice, we buy email. Gabriel Almeida Got it. Design DidaHome so that can help. every designer is going to use the app that is going to make their life easier as house or whatever. Gabriel Almeida Yeah. Design DidaHome But for if I do in my home, I reach. I don't have time to get into enough to you know, I don't want to know. Gabriel Almeida It makes sense. but then you mentioned also that your bosses, you don't think you like if it's. Forget the client now. just the approval that you need from your bosses. Like they, you said that it didn't work when they try to use a tool to do this approval with it. Design DidaHome in this case, because the things that we check it out already because they send more for the client. Gabriel Almeida Okay. Design DidaHome So they say, I know I send the report, but went on Thursday and on Friday. So does it make any sense to check it out? We spoke with them every day, you know. Gabriel Almeida but isn't it. so let me ask you this. now I'm trying to understand, Edward, if the approval management in the website would be good between you and your boss. isn't it easier for you to just ask your boss, is this fine? Either through text or call him or in person. Like, do you think it would better to have the approval formally in the app between you and your boss for things or is it just. Emilio Alvarez Flores Added complexity for no good reason? Design DidaHome Yeah, again, in my system right now, for me it's easier to ask my boss because we are A small crew and I can ask her because she's from in front of me. But in a corporate company that I know in the same office with my boss, I can do the complete proposal and send to my boss and he can approve. My boss can be in Dubai and I can hear Miami working. Send the proposal and he can approve. So it's a good idea. Gabriel Almeida Got it. Okay, Cool, cool. Let me ask you this, Edward. So one of the challenges that we have is we need to create a minimum viable product, Which is just the first version of our software that we can produce fast so we can start putting it in front of potential customers like yourself and see if you know, creates value. But the challenge about that, Edward, is it's a minimum viable product, So it's not the ultimate best version. we're going to have to make hard choices and what to include and what to not include in this initial product. what do you think out of everything that we talked about, if we were to create an initial, very initial product, right. Gabriel Almeida It's not that it's always going to be this but it's like, it's what we can produce today and fast. what's like, what are like the, what's the minimum features, right. Or the minimum scope that you would like to see in that product for it to be something you think people are willing to pay for and like. Emilio Alvarez Flores what are the, four or five things that we absolutely have to do and what are some two or three? That would be nice. Design DidaHome Okay. Gabriel Almeida I have means that we can add after, for example. Design DidaHome For me, something that we is. Is going to catch my attention to get the product will be the easy and fast communication with the people involved. 3D artist or CAD drafter. Gabriel Almeida Okay. Design DidaHome You and the app should be. Should show me how easy it is for both parts. I think it will be a good things to. To. To do. And, and also this is something that is new because you have so many apps that to look for a cat drafter or the cat drafter to look for a new job to have so many apps and websites. Something that I think from your product is very innovative is that you tell me that will be a easy way to communicate with the people that you are hiding. Gabriel Almeida Yeah. but when you say communication, what do you mean exactly with You mean do the back and forth of the Corrections and the draft rendering. That's what you mean. Design DidaHome Yeah, exactly. Gabriel Almeida Okay. Design DidaHome with that you will catch the attention of the people, like, okay, this will be my life easier and I can put more attention in this or that. So. Gabriel Almeida Okay. So that for you is the must have, Design DidaHome Yeah. The main thing should be that one because you are selling that idea that it's something nobody If you, say like, no, we have this to do list or whatever. I mean, you have software that already have it. They are kind of complicated. But that one is something that you don't find in the market. Gabriel Almeida Yeah, Yep. Let me, ask you this, Edward, the other thing and last question because I want to be respectful of your time as well, thank you so much. Emilio Alvarez Flores And learn. Gabriel Almeida Super, super helpful. so one of the biggest questions we have is like, in this initial product, how important is it for us, in the website, for example, for us to have a window that you can open, for example, the website on your iPad and do annotations with a pencil, an Apple pencil, for example, right? Like, how important is that functionality so that you can like, you know, write this is the correction to this drawing or this render, blah, blah, versus the initial product is just a PowerPoint. So you can't really draw if you open in your iPad, but you can do text box circle and leave. Emilio Alvarez Flores A comment and those leave a video. Gabriel Almeida Like, basically it's being able to draw with the pencil, for example. Edward, to do the annotation, is that super important? Design DidaHome They should, yeah. Emilio Alvarez Flores Design DidaHome You have to add pictures, you add comments, able to browse something in your phone and also in iPads. I think both options will be amazing. If you record a video or an audio and intelligent artificial can translate to what you want to express. I think that will be a very initial thing that you can. Maybe you can put the artificial intelligence, if you pay more, you get it because everybody's doing that. Or maybe you have a, the fridge. you can do you know, three just requests and that's you know, another complete, free to do whatever you want. Gabriel Almeida Yeah. Emilio Alvarez Flores Would you. And if you had to choose one of those two ways to provide comments, Like, one of them is taking a video voice note, transcribing and turning that into action items versus being able to use your iPad and draw on the PDF file, for example, like, which one would you choose? It has to be one okay. Design DidaHome Between. Gabriel Almeida Yeah, to draw is more important. Emilio Alvarez Flores Design DidaHome Yeah. Because we are visuals, so. Gabriel Almeida To draw. Design DidaHome Yeah. Because I can tell you by voice something and sometimes we don't. We are not located on the same position and I can confuse you. Gabriel Almeida Yeah. Design DidaHome But if I have a draw, I tell you it's this corner that I'm talking about. So, you know. Gabriel Almeida Yeah, absolutely. Amazing. Edward, thank you so much, man. You have no idea how much. Design DidaHome No, no, you're. You're welcome. Whatever you need, we are here. Gabriel Almeida Yeah, thank you, man. So we would love to, you keep iterating with you, like, as we have different versions of we. We'd love to show you and get your life, like, feedback on it if that's something that you would be willing to do. So we'll definitely keep you posted there. Just wanted to wrap up, Edward, by asking you, is there. Do you have, like. We're trying to speak to as many people as we can to just do more research. Like, do you have any friends that you would be willing to like, introduce us to you know, have the knowledge that you have and can give us their opinion? Design DidaHome Yeah, I have it. People that are. That are with me in the podcast, I think two of them will be very interesting to. To us because they both hire people from Thai to do files and renders. Both of them are amazing and will be very built if you have a conversation with them because they can explain you well. Because as I tell you, my business, when I do my projects on my side, they are super small, super easy, they are not but they do a complete project by themselves. So I think will be very helpful. Gabriel Almeida Awesome. Great, awesome. Emilio Alvarez Flores Thank you. Gabriel Almeida I'll send you a text so we can set that up and we'll. We'll be in touch. Edward, thank you so much again, man. Really appreciate it. Design DidaHome Yeah, no, don't worry. Thank you for everything and nice to meet you guys. Should I send you by what's up? The contacts, Emilio Alvarez Flores Yeah, that works. Gabriel Almeida Yeah, that would be great. That would be great. Design DidaHome Okay, I will do that. Gabriel Almeida Great. Enjoy. Emilio Alvarez Flores Thank you so much. Gabriel Almeida Nice to meet you. Design DidaHome Thank you. Nice to meet you guys. Emilio Alvarez Flores Bye. Design DidaHome Enjoy.