Richard Wagner Now. Gabriel Almeida Startup accelerator. Interior design to sell. Richard Wagner Hello. how are you? Emilio Alvarez How are you feeling, Gabe? Any better? Gabriel Almeida Yeah, getting there. Thanks for asking. But, I don't know if you want to introduce yourself real quick to Richard just to give us some context. Emilio Alvarez Yeah, sure. So I'm working with Gabe. We both just graduated from the mba. We are I don't know if how much background you gave about Delta vfx, Delta V and also. Okay, got it. But I guess a bit more general background on me. I was born and raised in Mexico, moved to the States when I was in high school after living in Germany for a bit. Been a bit of a human ping pong ball, moving back and forth a bunch of different places. But now I'm here in Boston. I'm super happy to connect with you and thank you again for opportunity to spend some time speaking with us today. Richard Wagner Of course. Gabriel Almeida So, Emilio, I asked Richard to start off if he was an interior designer, an architect. And Richard, you're mentioning that you worked in this for over 8, 20 years as a designer, right? Richard Wagner Yeah, I have been doing interior design. I'm not an architect for 22 years now. I do everything you can imagine interior design since new construction and everything because I learned doing it. I. actually, I'm a lawyer. That's what I study in my life. Gabriel Almeida Okay. Emilio Alvarez Oh, no way. Richard Wagner but I, I mean, I. Nobody even know that I'm a lawyer. Everybody see me as an interior designer. If you. I'll. I can send you later. My. I'm redoing my website right so it's. But I can send you later. You're going to see my work there. So I've been doing this for 22 years. So I. That's my life. what, that's what I like to do. And that's all you can tell. You can put in your. your, in your research that I'm an interior designer. Gabriel Almeida Okay, great. And Richard, do you like, your own firm now or do you work solo in your own projects? Like, how do you do Richard Wagner Yes, I'm working solo right now. I used to work with Luciana that referred you to you. I worked there six years. I used to do this in Brazil already by myself. And then I moved here 11 years and then I didn't know anyone so I couldn't get clients by myself because I didn't know. And also because since I learned everything I learned in Brazil, I will have to relearn here. Electrical, plumbing, Water enforcement, the drywall. All the construction is very different in there. Everything is different unless. Unless the furniture in colors, the. The aesthetic is very the same. But I mean, here we have all these codes that are different. Even like which has a code. The Coral Gable has another one. There's something that I can do. There's something I'll do. The other neighborhood. Richard Wagner So I had to relearn all these basics first. So I joined Juliana Luciana 12, almost 12 years ago. 11 years ago. And I stay in their company for six years, which was great. I learned a lot from her and a lot. And she really trusted me because she had two babies at that time and she I need someone that can do everything. It's very independent. So like, let me do it. And then she just gave me the process and I have to learn again doing it because she was not present. Gabriel Almeida Yeah. Richard Wagner Which was great. I love when it's like it was this. My first job was the same thing. She hired me as an assistant and she disappeared the entire year. And I have to handle all the process by myself. You know, the difference of velvet and silk. I didn't know anything at all. I had left. I had finished law school. And I learned by myself. So I'm good in learning very fast. And I like that way because it makes me more independent and strong in that area. So I really know any project you give me, I just know what to do and I do it. And everybody's happy then. And that's it. Practical. Very. I have this mind that is very. Because some designers, they are very artistic and they take forever and they don't know what to do. Richard Wagner And it's annoying in my opinion, because the people want their house ready. Yeah, everybody wants. Because otherwise they have to live in another place in a while. They have to pay a ring somewhere else while the house is not ready. It's a lot of financial stuff involved when you don't have your place. If you have family, kids, you have a school, you have so many issues. So they want if. If they could have the house next to ready the next day they wall. They will all pay for you know. But that's. That is not. It's not realistic. You have permits, we have all these things. But I'm. I'm very fast. Gabriel Almeida Got it. Richard Wagner Cool. Gabriel Almeida And Richard, so do you. Do you think about scaling in the future or you think that doing the one person shop model is the best fit for you? Richard Wagner That's the thing. I don't know right Now I'm redoing all my website and I have a friend that he's. He's. He works with that he's very successful. He's a very huge businessman. He taught me yesterday a lot of things about how can I optimize my website so the CEO on Google can find me easier. The words that I can use several things that he showed me. He has a lot of programs. He's very. He charged a hundred thousand dollars just to see your website and tell you what to do. He's my friend. He's doing. Emilio Alvarez Richard Wagner He has a lot of companies. He's very. His has a lot of. He's very smart, young and an amazing man. Successful. His. His family is great. So helped me. He liked to be working at the same gym. We were friends and then he. So that's what I'm going to start right now. and I start with doing all these things and then so if I have right now I do my more boutique. I do three four, five person at the same time. More high end mostly and then that gives me a lot of super busy already and an assistant that helps. I have someone that can do the drawings for me the autocad but she's in Brazil because she sees some stay in the computer the whole day drawing. Richard Wagner It's much cheaper for me to pay someone in Brazil and is my people in my language it's very easy. They understand that and. But my assistant is here in Miami but she needs to go to the job site. She needs to receive furniture. She need a lot of things. So that's how I've been doing. It's just small just us and few products at the same time. But in case with this new I'm redoing everything. My LinkedIn, my Google, my website. I'm gonna do videos now. I'm gonna do a lot of blogs. I'm gonna do. I'm working on that for the first time in my life. I was always very involved with doing the project itself but not on the commercial side of it. How can I scale the business like you asked me right now? Richard Wagner This is the first time in my life I'm that I felt like I think I want to do that now. I missed that part before. I didn't want to do before or I didn't know how to do before. I don't know why I didn't. Everything happens in the right time. You cannot say anything different than that. So now is the time I do so I Don't know what's going to happen after I do all these movements and if it's going to be. I want to do more commercial stuff too. Now I'm very. No, for the residential. I want to do commercial too, so. So I don't know what's going to start showing up around me. Richard Wagner And then if you start showing a lot of things and then if I feel comfortable in hiring more people or if I still want to do boutique and take care of I don't know. I can't tell right now. Gabriel Almeida Got it. No problem. So you mentioned about this person that draws for you in Brazil, right? Richard, how is the. How is the collaboration done between the two of you? Like, is it a lot of versions of drawings that are exchanged, for the same project, 10 versions, a lot of back and forth or how does that work? Richard Wagner That's the thing. I had, I had one before, it was very good and she took time to learn my way to do things. But yeah, now usually you have to do a lot of corrections and change and do it It takes time. It's annoying yeah, it would be great if therapy could be ready at once. It will be way better. Emilio Alvarez And how do you guys do that? How do you do the feedback. Richard Wagner To the. To my CAD drafter. Emilio Alvarez Yeah, yeah. like, dude, do it on the phone, email. Richard Wagner What's up? What's up? We can text or send audio. So in Brazil we do a lot of audio thing messages also thing that people do in the US is kind of unpolite. Here I don't do it my clients most of the time. And I hate people doing this with me actually. But with the people that I work with, we just. It's much faster to hold it, do this change that, increase the dimension, changes high, it's done. And then she send me back by WhatsApp. I can, I can. Wherever I am, I can correct again and then that's it. Emilio Alvarez And so what's going well and what's. And what could better in managing things that way? Richard Wagner The drawings I mean. Emilio Alvarez and the process of going back and forth on WhatsApp with voice memos and all that stuff. Richard Wagner I don't know. I was saying the AutoCAD is a program that is very slow to do it because you have to draw line by line. I don't know if you're familiar with it. It's very annoying. It's not like AI that you say, give me a room with minimalist furniture, beige sofa and they put there in 15 seconds. Maybe it's not like that in AutoCAD. If you do a rendering that I do in Brazil as well, that you have to put that. Make that realistic rendering taste several days to do that. Well, I don't. I don't know how they can do this faster than that. Gabriel Almeida Let me ask you this, Richard. One of the things that we're looking and you let us know if you think this would be valuable. It would be just a very. It would just be just step one of a technology that we would develop. But we're thinking of just creating a more organized and clean platform so that you can iterate with your drafter who's remote in a more organized way. Right, interesting. imagine a software portal where your drafter could upload the different versions of the drawings and you could immediately access there. You can do screen recordings through the app. So she has a video there with your annotations and your comments. It's all organized in. In an intelligent way. We have AI doing transcripts of your audio and putting it in notes for her written bullet, action points. Gabriel Almeida Very basic stuff, if you think about it. Richard Wagner Right. Gabriel Almeida But our biggest question is even if it's that basic, is that something that you think would make your work a lot more productive or. Not necessarily. Richard Wagner I guess it will make a little faster than it is right now, for sure. So this helps because sometimes we need to move fast. And then if the communication is easier like that, if I can do an audio in the. And the. The AI, do the bullets explain better than me. And maybe even the Cadrapper can use some AI to do these images faster too. I guess. I guess it's the only way that the future is going to be. I mean, it's already becoming. I believe that some designers are already using AI to do their rendering stuff. I think it's very. It's a good idea. Gabriel Almeida Yeah, that's just the initial version that we think of, because we have to start somewhere. But ultimately what we hope to be able to do is be able to take all the data from the drawings that you all upload to the platform with the notes and the annotations of how they need to better and use all of that as training data to train an AI model, which can then become an AI generation model for drafting. Richard Wagner Right. Gabriel Almeida That you can prompt and it can actually do a lot of the work that the drafter does now. But we have to start somewhere and get data somehow. So that's the idea. But then the biggest question is the simple version of this software before any fancy AI that generates drafting, that has to create enough value for people like you for there to be willingness to pay for us to get to that ultimate vision, Otherwise we can't get there. Richard Wagner It's just explaining. So why would I have to do I have to buy your software and I do Gabriel Almeida Yeah, you would have to go ahead. Richard Wagner Yeah. Emilio Alvarez Because like, basically the way that it would work is that let's say that you upload a PDF with. With a floor plan, And as you make comments and you're like, like, this is the living room, make it bigger. You're basically creating a data set where we understand this is a living room. We then know how it changed over time. We're saying what it means to make it bigger and stuff like that. We would basically be creating the data to create that model that translates your intent with words into actual changes on the cad. But you need to somehow get that data. Gabriel Almeida But the way it would work, is you would pay, for example, a monthly subscription to our software, like you do, for example. And we would provide training for you and your drafter. But it's going to be very intuitive, right? all you can do in the software is upload CAD files or PDF files and create screen recordings. That would probably be you because you're the one revising, right. And your drafter would have access to those recordings in a clean way. So you don't have to call her after and explain or text and explain your corrections. you can record yourself thinking through it real time. And then we have transcript your words into notes and action points for her. And it's all organized there. You don't have to do it through WhatsApp anymore. Richard Wagner Right. Gabriel Almeida But I don't know, you're the. Richard Wagner I still have to be there. She still has to be there. We're just going to have a tool in between us to simplify the communication. Gabriel Almeida Exactly, exactly. Richard Wagner Organized. Gabriel Almeida And so you can have screen recordings also there for her, right. Which I would imagine for her is an easier way to. To make less mistakes or to capture everything that you want done, Richard Wagner Yeah, I guess. What sounds like for I mean, we do this through WhatsApp and stuff, but I mean, it's always what. What happened? Why so. Why so complicated? Because since you have what's up in your hand so easy all the time you do in your drive, you're doing that. So you're not really paying attention to that. You're like, you're just doing Sandy. And then they say again, oh, I forgot this. Do this now. This now. So that's why it takes so long. If I take the time to sit in my computer to have this camera there, to have the drawing front of me, to take five minutes to do I might be able to cover for sure 90 without forgetting at least. And I think it's going to be faster. Richard Wagner And like I said, if they're gonna write everything for me saying I don't need to text anyone who takes time to. And it helps a lot. And then I think I believe your software after it. With time, you're gonna get his I mean, identity. He's gonna know how to be better and faster. So maybe he's gonna even make better what I'm trying to say. Gabriel Almeida that's the vision. Emilio Alvarez And Richard, one of the other themes that we're and let me know if this resonates with is that because you communicate with WhatsApp and you're moving, physically, moving but you still need to get the job done. And that some. Sometimes you provide feedback via or you get feedback from your customer from and then you send a WhatsApp message. And then you might sometimes speak in person and all these kinds of things. I mean, maybe not with the draft room but what we're hearing is that because we're communicating over different channels, balls can get dropped quite commonly. Is that something I do experience? Richard Wagner I mean, the communication go through different ways and then you got everything is cars and loss. Emilio Alvarez Exactly. Like, you're still talking about, Project 1, 2, 3, for sure. Richard Wagner Yeah, yeah. Sometimes I have to look. I remember there's something that we said about something I need to see if it's in my WhatsApp group. If it's in the email, it's. I had to look for that. Gabriel Almeida Yeah, yeah. Richard Wagner And sometimes I even have more than one email, so I have to look into Emilio Alvarez And how much time do you think you spend doing Richard Wagner I can tell. I can tell. But yeah, it happens. It happens a couple times a week for sure. Gabriel Almeida Because like, what we hear from a lot of designers is you have five WhatsApp groups and then you have exactly things in email and then. Richard Wagner Exactly. Gabriel Almeida It's like, it's. Emilio Alvarez Then where's the document and where's the. Richard Wagner Yeah, we have groups with all the clients and we have groups with the contractor that is doing for the client and they have group of my team and they have a group so a very page project. So yeah, it's like that. And also yes, we send the code by email but then we say things by WhatsApp. so when you want to find that's a B. I understand that your program probably going to have everything at the same place forever. So you can always research. That's the idea in the sequence that was done. And then everything related to CAD drafting. So everything is going to be at one place. So if the cadaver forgets something that she did two months ago, she can go up and remind herself instead of scrolling the whole WhatsApp that has 300 audios. Gabriel Almeida Exactly. Richard Wagner Hundred pictures to find that thing that she doesn't remember if it was in an audio or in a text is it's horrible. So yeah, it's way more organized for sure. Gabriel Almeida Okay. Because another idea that we're also having Richard and this is now a separate thing. before we get into that, let me try to give you a counter argument because one of the things that we try to do when someone says that what we're saying can be interesting is try to push back and see if you know, I can poke holes in it myself. So you said that it's disorganized but you can send audios to your drafter when you're in the car. Whenever you remember something it's by the way, this and that. yeah, I know that's more disorganized and it takes more time maybe. But do you really want to change the way you do Gabriel Almeida And now you have to sit down and the app there and do don't you want to keep doing this disorganized way that you just can do it. Richard Wagner That's another thing. I think we need something that is quick fix. I rather doing WhatsApp very fast and do it and get done because it's just change the door to the right. That's it. You know, it's. It's easier. I can do that. But if it's something that I okay, it's the new project. He just should just audit all four plan and did all the new layout that I sent to her and then it's going to come with 50 mistakes. Yeah, 50 things that I in the wrong position or the wrong size and then I have to see first so I read this better and I Can tell her to fix these 50 things. Richard Wagner So definitely will better if I sit once for five minutes, because I need five minutes for that and then do everything at once because something that I hate. I hate my phone, my WhatsApp, living the whole day. Yeah, I hate that thing. And people, they think that Brazilians and stuff, they are so used to that. They think that WhatsApp is something that you need since it's cheap, since it's free, since it's whatever. You should text someone 50 times a day if you can send. If you. You were able to send only two messages, very clear, everything is there. But that annoys me so much because I hate to be talking all the time, to be WhatsApp all the time. Because you have to look. You never know if it's something important. And 99% of the time is not. Richard Wagner Yeah, If I could reduce all this noise in my life by considering my personality, I will do it. but it's something but some other design that she likes to talk to people the entire day because she's not be quiet in one moment with herself. Maybe she would rather use the WhatsApp, you but for me, it would be great because I rather sit once, do and then she does everything there, 1 hour, 10 hours, 2 days, and send me everything at once. That's how I get it. Gabriel Almeida Yeah. Richard Wagner Cool. Gabriel Almeida Okay, that's helpful. So the other idea, that we had is about the whole, like, it's connected to how dispersed all the communication channels that you have and how scattered everything is. And it's basically an idea to create kind of a centralized application for you that is connected to all your communication channels. imagine that we create the Richard app, for and there he pulls all the messages from the WhatsApp groups that matter. It pulls all the emails. It pulls text messages. any virtual channel that is scattered today, it centralizes in one place. You can search things by client account, so you can type up the name of the client and it will pull everything from all channels in one screen for you and show. Gabriel Almeida And you can like this, you can broadcast your own message also in a centralized way. So you don't have to go type in WhatsApp, type in mail. You can just use this one app to digest and to broadcast Richard Wagner That's very good. Gabriel Almeida Do you think that would be something that is interesting for you or you don't mind going channel by channel? Richard Wagner Oh, it will be much better of Course. And again, everything, one place is always more organized. Emilio Alvarez Yeah. Richard Wagner We are always the, on the fast pace. So we say here, say that we don't have time to stop it organized. We just like do it because we need to get things done. At the end of the day, we have, we are being pushed all the time. But if we have help with technology, with I guess everybody would like that. Emilio Alvarez And so provided the value that you've been describing, Richard. Like, do you think, like, if. If this were offered for something like $25 a month per is that something that you would buy or. Richard Wagner Yes, I think, I think it's a very fair price. I guess nobody can complain about this. Gabriel Almeida Okay, cool. Emilio Alvarez And if you had to choose between the two different things and the grand vision, is that eventually to consolidate them, to have the messaging together with the annotation, all these things. But we have to start with one product. If you had to choose one, which one would provide most value to you? Richard Wagner in my case, I guess the drawing thing. Gabriel Almeida Okay. Richard Wagner Is one thing before. I guess. I guess even though maybe thinking about you. I guess maybe the other one. Because everybody have to do emails, WhatsApp tests several times a day. We don't cut draft every single day. Sometimes you have the project going on. We already drafted down your Netflix. You're purchasing the furniture of course. So we are in the phase of purchasing and installing. Maybe for that project, you're not drawing so maybe you have a new project right now you're doing already that. I mean, there's a moment in the beginning of the project, you have to draw everything. New work, a lot of things. But once you're done with the drawing, sometimes takes. Richard Wagner Maybe you can spend a week, entire week not drafting but it's still working a lot in other things, making things but it's still. There's no day in my life that I don't have 50 messages in my stuff and I don't have 20 emails to answer. Gabriel Almeida Yeah. Richard Wagner I don't know. Gabriel Almeida Okay. Richard Wagner You know, thinking about that. So I. I think people. I don't but the drafting I like I guess. I don't know. Gabriel Almeida Interesting. Because you're saying that basically the communication one is a more frequent pain and need. But there's something about the drafting that speaks to you. Richard Wagner Exactly. Gabriel Almeida Okay. Interesting. Richard Wagner Confusing. Confusing. Gabriel Almeida Yeah. I don't know. I don't know what to do with it. Emilio Alvarez Yeah. tell me more like can you if like. Richard Wagner No, that's what I was saying. Emilio Alvarez Why is that the case? Richard Wagner The drafting is going to help a lot with this exchange back and forth with your CAD drafter that is not by your side. The whole day in my case is remote. She's on. She only works for us. only. She's our employee from 9 to 5. It's not that someone that is a freelancer that does whenever they want to. It's not that I said that's right now saying this to me right now she's into me right now. She's just doing for us. She's. She's. She's salary for that. So it's easy. But sometime is a lot of back and forth to make corrections in the drawings because they don't pay attention. It doesn't matter. They never pay attention. And, and they're comfortable in their homes. Maybe they're watching TV at the same time. I don't know what they're doing. Richard Wagner You know what I mean? And then. So I have to fix a lot of things but. But sometimes I don't have to draw anything. For example, this week I didn't ask them to draw anything at all. But I still didn't stop using my WhatsApp. I was doing. I was answering five or seven different people in my WhatsApp before you come. Gabriel Almeida Yeah. Richard Wagner Is this. It's nine. It's 10am Still. It's gonna go on the whole day. Plus emails. I probably sent five emails already which is not enough. I sent for my gym because I was working out. I still want to send more. Gabriel Almeida Yeah. Richard Wagner So I think we are more. We. We spend more time in the emails. And then what's happening in the CAD drafting. That's what I'm saying. Gabriel Almeida Yeah. Richard Wagner The designer itself. Because the Cadaphor is that the whole day just doing that. But we don't. We just tell them and then we disappear and they spend five hours doing it. Gabriel Almeida Yeah. Emilio Alvarez And. And I'm. I'm curious, what are some of the other ways that you manage a project, whether it's software or something else from the conceptual stage all the way through delivery. Richard Wagner We do. We use House to do the invoices. So, so yeah. So this not. It's. It's House now. It was called Ivy before because we can put all the invoices there. So we can put all the taxes, all the things. So this program is linked to our accountant. So she does. She knows that at the end of the month how Much we have to pay in taxes, all this stuff. So it helps with that. So. But for me it helps only for that purpose. I like to do, I do my presentations in PowerPoint. Usually when I first like I would do the drawings, the floor plans, the elevations we do and I select all the puncture and amazing presentation, very complete with everything. Richard Wagner I do a call with the client or in person, explain all the item that they say or they like, what they don't like. And then after that we do the price list of everything in house too. And then they pay us. house, they pay us, they deposit in our account and then we buy the furniture and that's it. That's. So everything else is done by email. it's kind of different to delivery is phone and emails. We don't have a program that centralize everything. Yeah, it's kind of all around. Emilio Alvarez And if a pro, if there was a program that helped you do the entire chain from communicating with WhatsApp, all those things, capturing things from email, collaborating with your designers and all the way through making sure that things were installed and all those things and managing the project with the contractors, it could be great. Would you see that replacing the other. Richard Wagner There's several different tools. They are all separated from each other. And we thank God I have a good mind, a good memory because we had to rebuild all of them by heart. that's all you have to do. you have to memorize, you have to know what you're doing because you don't have everything that planned that in one place that you can remember everything. I do a lot of notes on my phone all the time. So I put in my calendar, I have to buy this, I have to do that, I have to pay that, I have to go to that site. So I basically control what I have to do on my phone. I put in my calendar. Everything's on my calendar. That's my best program. That's what I use for that. Richard Wagner I mean, it's not the ideal thing. Emilio Alvarez What is not ideal about it? Richard Wagner Because again, I'm using my phone for one thing and then I have the email for another thing and I use my Google Calendar for but I have my mail for the thing. So everything is separate anyways and then that's it. So I guess some people and even to schedule things, some stores. But anyway, it's going to be Complicated. But they schedule by phone, some stores by email. Some. Some. So it's complicated, too, because every. Every. Every vendor has their own process, too. It's not only me. So every 100 people that I work with, all of them have a different process, too. So to make all these people behave the same way. I don't know. Gabriel Almeida Yeah, yeah. Let me ask you this, Richard. So if we think about the two, like, product ideas that we told you, Like, one of the things that worries me like, the communication app, the centralized app, just for comms, is because, like, it's not that it doesn't work for you to, use all those scattered communication channels or you've been doing this way for 20 years. Like, everyone has been doing this. So you like, a very ingrained, habit, basically, to, use those communication channels in those ways. If we give you a centralized app makes it less scattered, that would involve you really changing the way you communicate. Richard Wagner Yeah. Maybe we. We resist, Right? Gabriel Almeida Yeah. Like, it's. It has. It's gonna have to be, like, amazing for you to be like, okay, I'm gonna stop doing what I usually do to do this new thing. Richard Wagner Yeah, that's right. Gabriel Almeida And, like, the drafting thing, you can say it's but I. I feel like the bar is lower there. You know, it's if we just make someone that. Something that's more organized and works better, like, it's It's just one tool that you have to. Richard Wagner Makes sense. It's more acceptable. Gabriel Almeida Yeah. Like, it feels like the bar. It feels like the bar is much higher on our end than the communication. It's going to be much harder to get you there to, like. Richard Wagner Right, you're right. I'm saying that it's but you're right. We are. We have our habits, and it's so hard to break sometimes. Gabriel Almeida Yeah. Emilio, go ahead. Emilio Alvarez Yeah. So I guess the question that I have like, if you had to choose between one of the two, like, at the end of the day, like, what we're trying to do is two things, One is better understand people like yourself to understand your problems. We're starting to hear a lot of these, like, repeated which are, like, around, like, it's what we've been talking about now. like, if you had to, for example, say, like, okay, guys, I'll give you, say, like, a couple hundred dollars to go build one of and when it's I want to be one of your first customers. And we'll get a sweetheart deal or it'll be a year or something. Which one would it be and why. Richard Wagner I got to be the drafts like I told you. Emilio Alvarez Yeah. Richard Wagner Or yeah, I guess it'll be the draft one. Emilio Alvarez Okay, awesome. And, and, and if that's the case. Speaking of the drafting, is that something that, where you'd be interested in working with us to be one of our co design partners and and actually having some kind of prepayment and then you'll have obviously a discount as move forward as part of the program. Richard Wagner not at the moment because like I said, I'm redoing my whole thing, my whole brand. right now is that moment. The guy is working in my website right now. I'm doing this whole thing. I want to redo, I want to work differently. I want to reach different clients right now. So I have to first do this step. I guess I need to see how this thing is going to get back to me. if really it's going to work what I'm doing and get this type of price that I want to do right now and probably take. Probably it's going to be fast. Maybe it's not. I don't know yet. It's the first, like I told it's the first time in my life that I'm being commercial. I'll be honest, it's the first time ever. Richard Wagner And then I need to see at least how it goes first because it's very new for me too. This is new for me. So I need to at least figure out this first and then I can do something else after the way. Because right now I wouldn't because I'm still in this other phase of my career. That's what I'm trying to do. I want to do a. I like my career but I'm. I really need to change a lot of things right now. And I met. I have the maturity for that right now. I have the will to do that right now. That's why I research all these people. I reached this friend, I have another friend that is helping me too. And I hire a guy in Brazil to do this. Richard Wagner I'm hiring another person today to do my branding and then I already spoke to her. So it's a lot of things that I'm working on right now commercially and marketing and other things to get all this ready to go. And then maybe I could think about something like that afterwards I cannot do more than I. It's too much already for me to handle. So I still going to keep my card after that. I'm going to talk to her because I know it's familiar right now. It's easier. Otherwise it's too much for me to handle. Because you still have to work on the projects too, The clients are still of course. Very hard for me. Richard Wagner So sometimes, like I do, I'm working a lot in this website and I have started writing articles and stuff on the weekends because I want to do on a Wednesday afternoon. And then something happens and then come to the job site, do this, choose that right now. Sent a lot of messages this morning with a lot of things. And then I told her I have. I have a meeting right now. I'll answer you right after. So I'm gonna. After this, I'm gonna spend two hours working all her things that I was not. I was not expecting to receive her message today because send her message for a while ago, she was traveling. So, like, when you're ready, you contact me. It was right now. And then today I'm not gonna do much for myself I have to do for you know. Gabriel Almeida Yeah. Emilio Alvarez And so if I'm in, let me. So if I'm interpreting what you're saying right, Richard, correct me if I'm wrong. Like, it seems like you perceive that there will be value but provided that you would have to work with us, you don't think that you have enough bandwidth to. To take that step at this point in Richard Wagner Yes. Right now. Gabriel Almeida Let me ask you this, Richard. And that makes total sense. If we already had the product, ready. We didn't need a assistance from development assistance from a potential client. Or a champion in that way. If it was like, ready for you to just try out, would that be something that even in the middle of your, you know, branding and this, like, transformational process that you're in now with your business, is that still something that you would give a try if the product was ready or even then still? Richard Wagner I'll wait a little bit because I think I'm. I'm halfway to my process. So I guess I wait a little bit I mean, it's too much for me to learn to do at the same time. Like, all this part that I'm doing commercially right now is all so new to me. So it's a lot of things. Yeah, it's new for me is very easy for some people. For Luciana, she does a commercial site for a lot of years already. Gabriel Almeida Yeah. Richard Wagner And she does. She's very involved. If you put any theories, I am in Google. Her company shows up first in the ranking. Yeah, that's what I'm trying to do. Not to surpass it or but I mean, to show their easier and So that's what I'm focused right now. That's my whole focus right now is this. And then I keep bringing other things to better. So right now I wouldn't. I mean, maybe a couple months. Gabriel Almeida Yep. Richard Wagner Cool. Gabriel Almeida No, sounds good. We'll make sure that we circle back with you then. Richard, one last question on my end. Because one of the hardest things for us conceptually, Richard, is to understand, like, how do we approach, for example, the value creation and quantifying the value creation like the drafting software creates. Because by quantifying how much value we then we can come up with a fair pricing scheme around it. Richard Wagner Right. Gabriel Almeida So it would be helpful to just pick your brain like, what you think would be appropriate or or a certain price level that you're like, this is or something that would be like, no, wait a minute. Like, that doesn't make sense. Richard Wagner What if we just said the is super fair. Gabriel Almeida So that's. That's for, the communication thing, For the draft. Richard Wagner I don't know. I thought he was saying the 25 for the. The draft is not just for the. Gabriel Almeida Other one, the 25. We made more for the communication one. Because that's like. That's something that's much easier for us to get off the ground. Like, it costs way less to develop and stuff. The drafting is more. A bit more complex. We need to store more data. There's like. There's everything. So do you think, like, how does. For example, do you think that if we came to. And I'm not trying to sell you on anything or make any commitments, just understand. So if I came to you and said, like, listen, this drafting product that I just mentioned you, everything. It would be around $50 a month, would you be like, whoa, that's a lot? Or how would you react? Emilio Alvarez Or do you think it would be a good value? Richard Wagner I don't think it's a lot of money. But at the same time, what happens for example, the AutoCAD program is something that cost, $5,000? Emilio Alvarez Something like I mean, depending on what you get, it's 260 per month. The cheapest one. Richard Wagner That's the thing. But nowadays everybody gets hacked it from somewhere and they don't pay anything on that. And they have that program, and that's what doesn't happen in the real world. I know. Gabriel Almeida Interesting. Richard Wagner Everybody, they got. They got these IT guys, they somehow install it for you. You don't pay anything at all for that one. Interesting. So I guess if everybody compares this to the autocad itself, tipsy sounds a lot. You know what I mean? Gabriel Almeida Okay. But like, do you really see it as a substitute to Like we're. Richard Wagner No, not at all. Not at all. No, it's totally different. But what I'm saying is that AutoCAD is just a huge program. I mean, it's very well known. Gabriel Almeida Yeah, I hear you. Richard Wagner I hear you get for free. So that's the problem about that. But I know you have to make your money. Gabriel Almeida So it's for you, it's either you pay 50 bucks a month or you keep doing. Richard Wagner No, for me, I'll do. I'll do 50. And I guess bigger office for bigger office. 50 is going to be so cheap. And for even though I'm working by myself, I have good projects. 50 is a good price. I could. I could do that. Gabriel Almeida Yeah. Richard Wagner I don't know. Maybe a very beginner designer with small parts. Maybe he wouldn't do that. Gabriel Almeida Okay. Richard Wagner I mean, maybe that's not your market. the very beginning. Maybe they need to grow a little bit more. But I guess. I guess any mid Designer could do 50amonth. Gabriel Almeida Okay, cool. Richard Wagner It's not me. what is about is. Is a. A lunch, Gabriel Almeida Exactly. Well, in Miami. Not even exactly. Richard Wagner Why don't leave in Miami? Miami. Gabriel Almeida Miami's been home for 10 years. But now I'm in but I'm moving back in September. Richard Wagner Yeah, here's everything. But Boston is not cheap. Emilio Alvarez No, no, I think Boston is. It's more expensive than Miami. Richard Wagner It always were. And then after Covid and Miami didn't stop raising prices. So everything's very expensive here. Everything. Double the price. The rents, everything. The properties, everything. The real estate, double the price the past years. yeah, so there's. I mean, $50 is a lunch or something like that. So I think it's. It's super. Okay, Gabriel Almeida Awesome. Richard, thank you so much for your time. And of course you're taking the time you putting the brain power with us to think through this. Really appreciate it. And we'll circle back with you in two months, see how you're doing. Best of luck in your brand new transformation commercial efforts there. Richard Wagner Thank you. It's gonna go well. I'm sure of it. Emilio Alvarez And Richard, quick question. Do you have any other friends that we can talk to by any chance? Richard Wagner Maybe she's. She's Brazilian too. Can give you her phone. Gabriel Almeida Great, thank you, man. The more people we talk to at this point. Richard Wagner It'S 305. Gabriel Almeida Okay. Hinata, your designer? Richard Wagner Yeah, it will be basically. Gabriel Almeida Great. Sounds good. We'll make sure. We'll reach out to her. Richard Wagner Gabriel Almeida Thank you, Richard. Have a good day. Richard Wagner Thank you. Nice to meet you too.