[Interviewer] Emilio Alvarez  
Hey, Maya.

[Interviewee] Maya Newlin  
Hello. How are you doing?

[Interviewer] Emilio Alvarez  
Well, sorry, I'm like. I was trying to find a. Oh, what you call it a meeting room. They're all taken, so I'm like grab the standing desk.

[Interviewee] Maya Newlin  
Okay, no worries.

[Interviewer] Emilio Alvarez  
Are.

[Interviewee] Maya Newlin  
You can always move if that works later.

[Interviewer] Emilio Alvarez  
How's your week going so far?

[Interviewee] Maya Newlin  
It's good. It's crazy. I'm going my bachelorette tomorrow, so that's why my schedule is a little a bit hectic. So thanks for making today work.

[Interviewer] Emilio Alvarez  
Of course. Where were you off to?

[Interviewee] Maya Newlin  
Tulum.

[Interviewer] Emilio Alvarez  
Oh, nice. I'm from. I'm from Mexico.

[Interviewee] Maya Newlin  
Oh, fun.

[Interviewer] Emilio Alvarez  
Yeah. Yeah.

[Interviewee] Maya Newlin  
What part?

[Interviewer] Emilio Alvarez  
I'm from Mexico City.

[Interviewee] Maya Newlin  
I. I've never been, but would love to go.

[Interviewer] Emilio Alvarez  
Yeah, you should go if you go to Tulum. Are you. Yeah, there's like definitely go. There's like a place called. Where you can go swimming with the turtles nearby.

[Interviewee] Maya Newlin  
Okay. Like a Cenote esque place.

[Interviewer] Emilio Alvarez  
No, it's like it's in the water, like, but like it's crazy. You walk like 10 yards and the turtles are there. I'm putting it in the chat.

[Interviewee] Maya Newlin  
Okay.

[Interviewer] Emilio Alvarez  
That's really cool. It's real secret if you're interested. What else would I recommend that you might not know? But. Yeah, but in general, what I also recommend food wise, if you like spicy food, get. Get something called an aguachile, but it literally. It literally translates to like chili water.

[Interviewee] Maya Newlin  
Oh, I've had that. Yeah. And the big cup, it almost looks like a Michelada.

[Interviewer] Emilio Alvarez  
No, no, our Chile, it's like. It's a little bit like. Like a ceviche, but spicier.

[Interviewee] Maya Newlin  
Also your volume is very low for. For me.

[Interviewer] Emilio Alvarez  
Okay, hold on. Is this any better?

[Interviewee] Maya Newlin  
Give me a second.

[Interviewer] Gabriel Almeida  
Is mine low too?

[Interviewee] Maya Newlin  
Maya, I. I can hear yours now. I think it was like the background noise was. It was trying to cut out some of that so it made your voice really quiet.

[Interviewer] Gabriel Almeida  
Right. Nice to meet you. Sorry I joined late a bit there.

[Interviewee] Maya Newlin  
Yep.

[Interviewer] Emilio Alvarez  
Hi. Hi. Yeah, so we're just to give you some context. Maya, thanks for joining again. So Gabe and I, we just graduated from mit. We are part of an accelerator that's called Delta V. And like the idea here is to basically take a lot of the things that you learn, especially around like innovation, launching new companies, etcetera into practice. And right now we're in the phase as we have some ideas on things that could be of value to folks like yourself, interior design. But we really want to pressure test and make sure that we're actually addressing something that would make a difference in your daily life. So to give you a bit of context, that's where we've narrowed in.

[Interviewer] Emilio Alvarez  
We're seeing some themes, but the way that we want to do this is we want to first ask you some questions to better understand what pain, what things you might be, what is going well, what challenges you might have. And then from there we'd like, towards the end, show you us like a super early version of what we're thinking might be helpful. And then we'd like to get your reaction to that.

[Interviewee] Maya Newlin  
Okay, sounds great.

[Interviewer] Emilio Alvarez  
Anything I'm missing?

[Interviewer] Gabriel Almeida  
No, I'm happy to take it, man. So I think Maya would be great to start off just to hear a little bit about how you work. So are you like a solo interior designer? Do you work for a firm? Do you have your own firm?

[Interviewee] Maya Newlin  
Yeah, so I have my own firm with my business partner who's in LA right now. I had to step away for a year. I'm on the east Coast.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Going back there. But yeah, essentially we've been managing it for the past like year and a half, long distance, which has been really tricky time zones. You know, for design you kind of have to be in person for a lot of things. Just in general, it is like a in person field. So we get on the phone every day, Google Meet, just to kind of work through things. But it has been challenging. So I'm excited to see what you guys are working on because we definitely. It needs. There needs to be something better than using like five different programs a day to communicate.

[Interviewer] Gabriel Almeida  
Yeah.

[Interviewer] Emilio Alvarez  
So what are you guys using?

[Interviewee] Maya Newlin  
Well, we use the paid Google software. We do Asana for like project management and then for like visual management, we either share like our Adobe files, like InDesign, Photoshop. You know, we kind of have to tell each other whether we're in the model or not. Same with 3D. And then we use like Mural, which is like a 3D visualization kind of like a pin board type of situation, which is really nice. And then both of us can be on there at the same time.

[Interviewer] Gabriel Almeida  
Okay. Okay, let me ask you, Maya. So who does like the drafting or the renderings for you guys today? Do you do them yourselves?

[Interviewee] Maya Newlin  
Yeah, so we both do 3D models and renderings. Yeah.

[Interviewer] Gabriel Almeida  
Okay, so you don't. Have you ever thought about hiring someone, maybe overseas for it?

[Interviewee] Maya Newlin  
Initially we had just because it's pretty cheap to get done on like Fiverr and upwork. But there's like a little bit less control in terms of what the output looks like. And then with Our clients, we have some very particular clients that want like quick turnarounds within like, you know, a few hours, let's say. So we like to kind of have control of everything. Yes, we have thought about that. But right now our clients are kind of more like, can you just tweak this one thing? And it's like, you know, the upwork person's not reliable. Then we're kind of in a pickle and we look bad.

[Interviewer] Gabriel Almeida  
Right. And what's like the usual budget that you work with and what type of projects do you do? Do you do like new builds or only renovations?

[Interviewee] Maya Newlin  
We do new builds and renovations. So primarily like high end residential would be renovations for. We do like a little bit of boutique, commercial and hospitality, which is kind of like a complete gut. So partially new build, partially renovation, just to keep, you know, the code in. But yeah, and then budget for residential is like under a million. For commercial hospitality, like up to 10 million. Okay, but those are like large developments which.

[Interviewer] Emilio Alvarez  
Right. I can.

[Interviewer] Gabriel Almeida  
And do you see your scout? Do you see yourself like scaling in the future? And if so, how do you see that growth happening?

[Interviewee] Maya Newlin  
So we do have like a virtual assistant that we use that's kind of like a part time thing that does like clerical work. So we're starting to scale on that in terms of just answering emails, reaching.

[Interviewer] Gabriel Almeida  
Out, say virtual assistant, that's just an AI agent or it's actually a remote in person.

[Interviewee] Maya Newlin  
We use like a robot.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
That helps us with that. And they also like help us take like meeting minutes as well for like clients and like formatting. But we do have to like manage that because we're kind of telling it what to do in a sense. Yeah, we are in the process of hiring like a cpa, like bookkeeper because we finally are getting in enough revenue where we like need someone to come in monthly and kind of like tally. And then in terms of like we resell as well. So. So that's a big thing is like collecting sales tax. So that's the one that we're hiring to the team. We're hiring a CFO as well. Again, we have only been around for like a year and a half, so kind of still launching things.

[Interviewee] Maya Newlin  
But yeah, we plan to, I think hire maybe a designer like part time when we get a contract for like a bigger work and we know that there's going to be, you know, an influx and we're going to be able to pay them.

[Interviewer] Gabriel Almeida  
Yeah, that's what I was going to ask. Right. Like what are you going to do about the renderings and the drawings when it's just like you're biting on more than you can chew. Right?

[Interviewee] Maya Newlin  
Yeah, I think at that point we would outsource once we have like that set budget. Right now we're doing kind of like short term projects with our clients because it's not. They don't have investors all the way. So it's not like a 100. They're kind of like, let's just see where this goes and then we might sign you guys on. So once we get signed on for like the full package, that's probably when we would either hire or make the allocation to, you know, go with someone on upwork or fiverr.

[Interviewer] Gabriel Almeida  
Right. So, but do you see yourself kind of scaling with like building relationships with drafters and renders overseas and scaling through that way, Maya, or do you see more like potentially as soon as possible, like hiring someone full time in the US with you to like, do this type of like groundwork for the project?

[Interviewee] Maya Newlin  
I think ideally in the US in person would be great. So someone in SoCal, because then we can also designate them to go to site visits if we needed to. Usually people that do renders have other, I guess, assets that are worth, that are valuable to our team. If they were just purely rendering, then to your point, we probably would just hire someone overseas if that's the only thing they're checking off. Otherwise we would probably just hire someone that could do the renders and can do all the other stuff we need help with.

[Interviewer] Gabriel Almeida  
Yeah, well, we see a lot is what we're seeing in the industry a lot. I think we now have 30 calls with professionals like yourself, Maya. Especially the higher end firms that have been in business for longer and doing like, you know, bigger budgets every year. They. They do like a mix of both. Right? Like a mix of like overseas talent to do like more manual rendering, drafting, and then, you know, people capable, like in person to do all the work that's needed in person, obviously. Right. So it seems to be like a mix between the two. But. So I think it'd be good now, Maya, to transition into like what we're envisioning and to get your thoughts on it. I think the best thing you can do for us, my. Is to just be like, brutally honest.

[Interviewer] Gabriel Almeida  
I think the worst thing you can do is say that something is like cool and valuable just so like designers.

[Interviewee] Maya Newlin  
Know how to critique. So I got you guys.

[Interviewer] Gabriel Almeida  
Okay, good. All right. So it doesn't really. Well, maybe it applies to like the work that you do with Your like partner, right on the other side of the US I just don't know how you guys like split your tasks, but what we're envisioning you doing, Maya, is basically creating like a digital environment, right? Like a website that you can do all your like drafting and rendering iteration process on. So like all the like revision work that you do now, like in an instructured manner, probably through iMessage or WhatsApp or like, I don't know, Slack or mail, right? That you just like pass over PDF files and you annotate and like right cross again. There's, from what we understand, it's a very iterative process, right from like drawing 0 until drawing 10.

[Interviewer] Gabriel Almeida  
And then there's drawings that you need to make for the millworker, for the gc, there's drawings for the client, right? And it's like a similar kind of workflow for the rendering, right? It's still like you got to give the renderer the drawings with the links and the fabric and the material and there's a back and forth and doesn't get it right the first time. So the whole idea is to like get those two processes, specifically the interracial process for drafting and rendering off your like unstructured channels and put it in like an organized digital environment where you can do it with like greater level of like productivity and also like confidence that like things are not like falling through the cracks, details, mistakes, right? So it's basically a tool for that.

[Interviewer] Gabriel Almeida  
We have some screens that we'd like to show you just to like make it clear. But let me pause there. Like, is the value for you like clear and what we're pitching or you know, is it not clear? Like, do you have any thoughts?

[Interviewee] Maya Newlin  
I mean, you kind of hit the nail on the head when you're like it so many iterations, last minute tweaks, you know, we say redlining. So I feel like that would be really interesting to have. I'm curious how you're going to do it just because. So we both, my business partner and I, Jaz, we worked for an architect prior to starting our own company. And we both left because it was, we didn't like how it was being run. But typically they were like, this is how like all architects, you know, kind of do their business in terms of iterations is having a hard copy or having basically you have like a folder with every date on it that, where it's been iterated, where you can go back, right? Grab something and a client's like, I actually really liked this originally.

[Interviewee] Maya Newlin  
So I'm wondering if there's like a memory to what you're saying of going.

[Interviewer] Emilio Alvarez  
That's part of the idea.

[Interviewee] Maya Newlin  
Okay, great.

[Interviewer] Emilio Alvarez  
Before I show you, can you tell me a bit more about what kind of what frustrated you about that process?

[Interviewee] Maya Newlin  
Yeah, so usually it would be like a design director marking it up for, let's say whoever, you know, typically the team, the person on that team would pick it up. In some cases, when they're out or they're sick or they're on site, someone else kind of has to step in. And so, yeah, things get lost in translation. They didn't do something that they said they picked up. So then it kind of slips through, let's say multiple cracks. And then by the end of it's like, I've redlined this like five times. Like, why is it still here? And it's more of just like a, you know, an honest mistake. But again, like it hasn't been caught through the 5 iteration. So it makes the firm look bad. But that happens all the time, to be honest.

[Interviewee] Maya Newlin  
And then it's like a last minute fix on site. And it's always so stressful. And like, even if you have the best people, it happens. You know, there's so much to kind of keep track of.

[Interviewer] Gabriel Almeida  
Absolutely.

[Interviewer] Emilio Alvarez  
How did you guys manage who owns which action item there?

[Interviewee] Maya Newlin  
Working for the architect, it was always the design director assigning it to, let's say like drafter, designer, architect below them. So it'd be anyone within, like the intermediate, let's say drafting. So that could be. That could be me, that could be my teammate. It really depend on. Depends on how much work each person has for that project load. Because, you know, you're assigned your projects. But if a team kind of has more than anticipated, then we step in to help. And that's kind of with every firm is, you know, you work together as a group. So.

[Interviewer] Gabriel Almeida  
And how do you do it with your partner? Now, Maya, like, do you guys iterate on drawings and renderings together or you take some and she takes the others? Like, how do you do it Today.

[Interviewee] Maya Newlin  
For our most recent project that we're doing like a cookie shop, I do all the 3D modeling because it's more complex. And then I'll send it over to her and she'll render it and then I'll do Photoshop on top of that.

[Interviewer] Gabriel Almeida  
Okay, okay. But who does. But who makes the four plans?

[Interviewee] Maya Newlin  
Say that again.

[Interviewer] Gabriel Almeida  
Who makes the floor plans? Like the drafting?

[Interviewee] Maya Newlin  
I'd say it's a Mix of both. Probably I'm the keeper of that project's model, and then she'd be the keeper of another model.

[Interviewer] Emilio Alvarez  
So.

[Interviewer] Gabriel Almeida  
Okay, but, like, is there, like, is there in it. Is there, like, an iterative process now with your drafting and rendering? Or is it just, like, all on your plate and there's no one really giving you feedback on it? Like, on what to change and what to, you know?

[Interviewee] Maya Newlin  
So she. She definitely gives me feedback. I think I'm the one that's more leading it. But she has, like, absolute input. Yeah.

[Interviewer] Gabriel Almeida  
So she tells you, like, she's, like, a bunch of revisions, like, all the time. Just like you were in the architecture firm.

[Interviewer] Emilio Alvarez  
Yeah.

[Interviewee] Maya Newlin  
There's a little bit more respect, I think, because it's not like this is wrong. It's more like, hey, like, you know, maybe we should think about it this way. But most of the time, it's. She's like, you've been in this project longer. Like, you can kind of have, like, the leads say if you think it's working, but we're, like, you know, amicable about it and not, like, power.

[Interviewer] Emilio Alvarez  
There's.

[Interviewer] Gabriel Almeida  
There's. There's days that I wish that I could just go around barking at a meter, but I can't do that.

[Interviewee] Maya Newlin  
You know, it gets cut throat.

[Interviewer] Emilio Alvarez  
Yeah, but, but. But it would be like a Chihuahua anyway. Yeah, I'm kidding. No. Okay, so, and so that's super helpful. And then the second thing before I show you, last thing I promise is, like, if you could envision an app that helps you do this, like, what are the key, like, features and, like, way of communicating, like, what would be your ideal vision?

[Interviewer] Gabriel Almeida  
I want to show you if you could wave, like, a magic wand and, like, I don't know, out of your, like, creativity now, like, have a tool that helps you do all this, like, iterative process of, like, drafting and rendering. Like, how would that look? Like, what would you be able to do? What would work? Well, let's see.

[Interviewee] Maya Newlin  
Okay, so I'd say, obviously, have all the integrations of, like, making a 3D model that has, like, let's say, complex curves and geometries, like, already built in. I think some of the platforms are lacking complexity, and you have to use, like.

[Interviewer] Gabriel Almeida  
Sorry to interrupt you there, Maya, but you would want to create the modeling inside the platform. Like, you wouldn't want to, like, upload a file of the model and then go from there.

[Interviewee] Maya Newlin  
I mean, we. You could do that, too, I guess. When you say drafting, to me, that's starting from scratch on a Model.

[Interviewer] Emilio Alvarez  
Got it.

[Interviewee] Maya Newlin  
Unless you're just saying purely.

[Interviewer] Gabriel Almeida  
Well, when I'm. When I say drafting, I mean more like floor plan, basic 2D stuff. Right. Like technical drawings. I'm talking about, like, drawing. Right. And then when I say rendering, it's like any modeling that you do. Right.

[Interviewee] Maya Newlin  
Okay.

[Interviewer] Gabriel Almeida  
Okay, 3D.

[Interviewee] Maya Newlin  
Yeah. You could probably upload it, but I guess in a, like, ideal world, I would doing all my modeling from drafting up in this one unit. And then it would have, like, a warehouse where things are easily downloadable. Whether it's like, there's an AI thing that converts, like, I want this exact piece of, let's say millwork or furniture from online to be the exact dimension. So I'm not wasting my time modeling something that's kind of like roughly the same size. So it kind of like takes the dimensions, plops it into the model again, assigning exact textures for the render. So, like, if I go on a site and I'm shopping, I like this paint. There's already like a. An image that I can just assign to that. And then what else?

[Interviewee] Maya Newlin  
Yeah, having like, the notes tab or like a little like a leader with saying, hey, you know, it's marked on this date. Let's change this. Or what do you think about this? So having like, almost like a little text bubble call out.

[Interviewer] Gabriel Almeida  
Yeah.

[Interviewee] Maya Newlin  
For like. I'm not quite sure about this yet. Let's put a pin on it.

[Interviewer] Gabriel Almeida  
Do you work a lot on your iPad? Like, do you draw a lot with it to like, make revisions and stuff?

[Interviewee] Maya Newlin  
So I have a Wacom, not an iPad, but yes. Like, the little stylus is really nice. I want to get an iPad just because it's like, more like mobile.

[Interviewer] Gabriel Almeida  
Not gonna lie, I feel dumb now, but I've never heard of that in my life. What you just mentioned.

[Interviewer] Emilio Alvarez  
Oh, Wacom, one of the original ones. It's like the og.

[Interviewee] Maya Newlin  
Yeah. So I used to work with Disney, so we would always sketch on that. It was like a hand. It's more of an Illustrator tool. And it has like a screen, but it's also great for, like, handwriting, so I use that.

[Interviewer] Gabriel Almeida  
So you use that with a pencil, right, to like, annotate drawings and stuff?

[Interviewee] Maya Newlin  
Yeah, but it plugs into my laptop, so it's like an extension screen, let's say.

[Interviewer] Gabriel Almeida  
Okay, I think I know what it is, but now I think I know what it is.

[Interviewer] Emilio Alvarez  
It's like, imagine you have like a super sensitive trackpad almost.

[Interviewee] Maya Newlin  
But it's like, you know, it's a big screen, so.

[Interviewer] Gabriel Almeida  
Yeah, that makes sense. But sorry, Keep going. I interrupted you.

[Interviewee] Maya Newlin  
No, but that's it. And then it would have like, all the notes to. And then a history log of like the. This is when this was done. So it would be able to save. Let's say we're working for like, 50% concepts. We always like to milestone mark like 25, 50, 75% and then archive it so that if we need to go back to the drawing board, those are already saved as they are before we do the changes to like, the, you know, design or something.

[Interviewer] Gabriel Almeida  
Right. What about, like, the capability of putting the ball like in your court, your partner's court, as to like, who. Who has the next to do in the process? Right. Like, either she needs to check your. Your drawings, your rendering, or you need to check her. Like, what about something to, like, indicate.

[Interviewee] Maya Newlin  
You know, I think it'd be in like, the. Each person has like a color, let's say. So, like, if I annotate, it'd be like red. If she annotates it'd be like purple. That's always what I imagined it. And it also have like the username of the person, like, timestamped.

[Interviewer] Emilio Alvarez  
Okay, got it. And one of the. And I'll show you in a second. Like, one of the things we're considering is when you're leaving comments to. Have you ever used loom. Like, imagine if you. It allows you to record your screen, then also, like, share the common paste the comment. We're thinking about allowing you to like, live take a. Take a. Record your screen, show where you're going on the platform and leave that specific comment, transcribe and take out the action items from there. Is that something you would think is available? It's just like a marginal improvement, like.

[Interviewee] Maya Newlin  
Almost like a video. Like, this is what I'm live doing. And then she can watch that at a later time.

[Interviewer] Emilio Alvarez  
Yeah. And with a transcription of those things.

[Interviewee] Maya Newlin  
Oh, that would be cool. I didn't even think of that. Yeah, I think that'd be nice.

[Interviewer] Emilio Alvarez  
Okay, and then the last thing, and then I'll show you what we're thinking is if you were to have. Have the. If you're leaving a comment, how important is it for you to just be able to like, drop a pin essentially on a part of the floor plan, versus you being able to like, make edits on an iPad. Well, or wake them.

[Interviewee] Maya Newlin  
So you're saying with the pin, though, I would still be able to, like, add a note.

[Interviewer] Emilio Alvarez  
Yeah, exactly.

[Interviewee] Maya Newlin  
It just wouldn't be like a live edit in that time.

[Interviewer] Emilio Alvarez  
Exactly. Well, or like the thing is, like, there's a difference between leech, in my mind, being able to, like, draw freehand and leave a comment. That's freehand versus, like, dropping a pin. And maybe that's something that we can show more visually.

[Interviewee] Maya Newlin  
I would say drawing visually is nice, I guess, because sometimes it's hard to explain in your words what you want. Especially something's changing shape. And typically. Yeah, when we redline, we kind of test out, like, will it fit in this place? So it'll be like, hey, let's try and move this here. So I think freehanding is actually really helpful still to have.

[Interviewer] Emilio Alvarez  
Got it.

[Interviewee] Maya Newlin  
Specifically with, like, space planning.

[Interviewer] Emilio Alvarez  
Got it. Okay. So you know what they say? Always show potential customers way before you want to show them. So it is still super early. But let me show you. Hold on. Let me know when you can see my screen. And can you start seeing my screen?

[Interviewee] Maya Newlin  
Yeah.

[Interviewer] Emilio Alvarez  
Okay, great. So here's the idea. You have a set of projects. You have complex. You have different floor plans, etc. And you might have different versions, etc. You have your team that you're working with. It can be internal or external, all these kinds of things. We manage permissions. But you can open up the draft much like. Sorry, Zoom in a little.

[Interviewer] Gabriel Almeida  
Yeah, like the whole window.

[Interviewer] Emilio Alvarez  
Yeah, hold on. Oh, you mean from like.

[Interviewer] Gabriel Almeida  
Yeah, let's see.

[Interviewer] Emilio Alvarez  
The zoom is not working great here.

[Interviewer] Gabriel Almeida  
Whatever, whatever.

[Interviewer] Emilio Alvarez  
Come on.

[Interviewer] Gabriel Almeida  
It's just hard to see, like, the buttons.

[Interviewer] Emilio Alvarez  
Yeah. This is what happens when you demo. Why is it not moving? It's not moving. Anyway, let's see. Let's go back.

[Interviewee] Maya Newlin  
It always gets weird when you share screen and try and, like, zoom for some reason.

[Interviewer] Emilio Alvarez  
Yeah. Okay, let's see. Zoom here. Is this better?

[Interviewee] Maya Newlin  
Yep.

[Interviewer] Emilio Alvarez  
And so, like, the idea here is, like, imagine that this, you host all the revisions, but here you actually have that history that were talking about. Right. You can go on and here you can make drawings like, hi, this can.

[Interviewer] Gabriel Almeida  
Be in your iPad. Right? It can be like, wherever.

[Interviewer] Emilio Alvarez  
In theory, you can like, what we're thinking as a first pass. Like, you click your mobile and gives you a QR code. Look at it on your iPad, and then you open that, and then you can draw on it there.

[Interviewee] Maya Newlin  
Oh, okay, nice.

[Interviewer] Emilio Alvarez  
And then eventually we would have an integration, but then you also have, like, comments and a chat. So imagine, for example, that you're. That the person you're working with is Sarah. You can go and, like, get a voice on screen. You can reply to that specific comment.

[Interviewer] Gabriel Almeida  
Show her, like, how it would Create a comment, for example. I mean, like press on like the bubble there on the top next to the black.

[Interviewer] Emilio Alvarez  
Yeah, that's. Hold on, hold on.

[Interviewer] Gabriel Almeida  
To the right.

[Interviewer] Emilio Alvarez  
Yeah. So here you would say something like this. Boom, Hi, this.

[Interviewer] Gabriel Almeida  
And then like you can post it, right? Like you put like an action. Right now they're just structured as common smile. But what we're thinking is like the structure of them is actually like action points so that she can click like scene or like reply to it and go back to like the. The comment amino.

[Interviewer] Emilio Alvarez  
Yeah. And you can.

[Interviewer] Gabriel Almeida  
Like create. Create a new one.

[Interviewer] Emilio Alvarez  
Yep. Hold on.

[Interviewer] Gabriel Almeida  
So in the comment there, Maya, you can also like click on media Emilio and you can choose to like add a comment that's like a voice recording explaining something or like a screen recording or both the screen and audio recording. Right. Then maybe you want to record something in your iPad with you, like doing the drawings live so that like she has that. And that's like on the panel here, right? To watch, to really leave no room for ambiguity. You can upload pictures, right? And just like literally add a picture there in the corner of the screen. What we're going to change now that's not working is like, the picture is actually going to be on. Like, you can put the picture right next to the drawing. Doesn't have to be on this comment section only. Right, but that's basically the idea, right?

[Interviewer] Emilio Alvarez  
Yeah. And the other thing that I want to show you is like the idea here is like when you click on a previous version, you can click on this compare tool and what's going to happen is you're going to get. But yeah, you're going to get a slider.

[Interviewee] Maya Newlin  
I'll visualize it.

[Interviewer] Emilio Alvarez  
You'll get a slider pane right here that you can move to the left or right and it basically shows the same image side to side. And so as you can move it'll highlight the differences.

[Interviewer] Gabriel Almeida  
Yeah, it's basically like imagine like a window that you can like slide open or shut to like compare changes in each version. You know what I mean?

[Interviewee] Maya Newlin  
Yeah, I think that's really nice.

[Interviewer] Emilio Alvarez  
And you can also write the software so such that in like red adds a red line or something along those lines. So you can say like, hey, from A to B, here is where it changed. Like, I'm colorblind. So that wouldn't be super helpful for me, but I know for a lot of people it would be.

[Interviewee] Maya Newlin  
Yeah, definitely the before and after.

[Interviewer] Gabriel Almeida  
If you go back to like the project view I made it real quick, just so I can mention something in Maya. And then the idea. Maya. So like, for each, like, we're going to give you the ability to create folders and subfolders here to like organize it like a drive, right? Like as many like layers as you want. And then you would be able like once you get into like a sketch portal, right. Or like an actual pane where the what Emilia was showing you right now, right here we have like two on the screen. Right?

[Interviewer] Gabriel Almeida  
Like the idea is like when you back up to this screen, like when you're just seeing all your drawings for like a project and you're iterating and all, a lot of them with their partner, you're going to be able to see like at what stage they are. You see that this one on the left says in review. So we're going to add way more detail to that so that whoever is looking at the drawing without clicking in it is aware of like the step that it's in. Right. So did like Maya just review and now her partner needs to go in and check, or did Maya just literally upload this and no one put any comment yet? Like, it will be very descriptive of like the stage that it is.

[Interviewer] Gabriel Almeida  
So you know what's going on in that drawing and what's needed as a next step before you even open it. Right.

[Interviewer] Emilio Alvarez  
And the idea is that you can manage all your projects in this way.

[Interviewer] Gabriel Almeida  
Yeah, yeah. Then you can obviously filter with a view to see like what, like, based on like, status, you know, what's in my inbox, stuff to DOS for like, anything. So. But I think that's basically like.

[Interviewer] Emilio Alvarez  
The idea for the initial vision, which would be super good for us, Maya, is like, can you tell us a bit more about what do you think works? Well, what doesn't? Are we missing anything that you think we. We have to have before you would buy this kind of software?

[Interviewer] Gabriel Almeida  
Or do you think it's whatever, right. And you don't really like see yourself ever like paying for something like this? I don't know.

[Interviewee] Maya Newlin  
Well, the first actually initial thought when I saw this was like, this kind of looks like Bluebeam. And we used to use Bluebeam, obviously, like Windows, people don't use it anymore because I have a Mac. But yeah, I mean, Bluebeam was great because you would kind of do the same thing. You would add a comment, you can insert photos and then also do you like real time dimensioning? So I think a feature that would be great is to actually.

[Interviewer] Gabriel Almeida  
How does that work?

[Interviewee] Maya Newlin  
So like, I guess the PDF is to scale or it knows it'll read like, you know, doorways, three foot. So you can actually measure in the draft or the PDF.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewer] Emilio Alvarez  
Something would fit.

[Interviewee] Maya Newlin  
So that would be something that's really.

[Interviewer] Gabriel Almeida  
Nice so that, like, you can actually understand. Like, what is it? Like a ruler that kind of like pops up and gives you actual dimensions of like, how things would look or like, how does that.

[Interviewee] Maya Newlin  
Like.

[Interviewer] Gabriel Almeida  
Yeah, how do I tell that to my developer, Maya?

[Interviewee] Maya Newlin  
So there would be like a. Yeah, a ruler up top. Let's say you click the ruler and let's say you would measure, you know, between the staircase and that chair. Just be like, hey, this looks a little, like, tight. Can we measure that distance? Because sometimes when you're drafting, you're. You put things together quickly and you're like the size of that, you know, table, whatever is really off. Like, let me just go in and measure it. And you know, it's like, that's way too big. And so doing that's nice.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Going back to like, the folder section, I think what would also be helpful specifically for renders and floor plans is like, nitpicky, is like, it would show a preview of the actual PDF or image and review versus I think that's actually really helpful to have so it show exactly what you're uploading. Kind of like, just because I'm assuming that let's say we're going to have six iterations of the same project going on. I want to know where we are in each one.

[Interviewer] Gabriel Almeida  
So how would that look like, how do we structure this to accomplish what you just asked for?

[Interviewee] Maya Newlin  
So I guess like, I mean, you're showing like the same plan, but let's say there, you know, was an image or something. It would actually show that image with maybe the comments that person had wrote. So if there's like red bubbles everywhere that I need to check, I don't know, I kind of like seeing like, how much I need to go into and review before just clicking and being like, oh my God, there's like 50 red lines I need to pick up.

[Interviewer] Gabriel Almeida  
Got it. So maybe like something short summary of.

[Interviewer] Emilio Alvarez  
Like the comments or outstanding items or something.

[Interviewee] Maya Newlin  
Right. Because sometimes I'm like, oh, I'm gonna leave this till the last minute. Because I know there's only three things to pick up versus if there's like, more than that, I'm like, I need to like, save time for this.

[Interviewer] Gabriel Almeida  
So way to understand how much work each thing is going to take before, like, without Having to like dive into it and like click on it. So maybe like, if you hover your mouse over it, like a bunch of info about it pops up or like, I don't know, we can come up with something smart, but I got it.

[Interviewee] Maya Newlin  
Yeah, just like, again, it's just quicker than clicking in and actually looking again. You want some. Want things really quickly. Yeah, that would be helpful for us, I think.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
And then if you go back into the floor plan. Yeah, so I like the recording in the comment section where you can record like the video saying, you know, hey, what if we try moving this, you know, 45 degrees or something? I think that's like a really helpful feature. Okay, I think it would be helpful. I guess, like, let's say there's like a lot of comments to review. If I'm reviewing a comment, it almost grays out. Like I read that versus, you know, need to go back because it might get confusing. Like, I don't know if I looked at this or not. So almost like highlighting it out. Like, I. That's done.

[Interviewer] Emilio Alvarez  
Gotcha.

[Interviewer] Gabriel Almeida  
Right. So a way to resolve the comment or like classify it as complete, basically the top.

[Interviewer] Emilio Alvarez  
Even like, even like a quick thing where it's like acknowledged or read or something.

[Interviewee] Maya Newlin  
Right. Or it's like, you know, actually let's talk about this in person or something like that. Like, just like a little item that.

[Interviewer] Gabriel Almeida  
Right.

[Interviewee] Maya Newlin  
Maybe like color.

[Interviewer] Emilio Alvarez  
Okay, that's good to know.

[Interviewee] Maya Newlin  
And then this is really fancy, but let's say I want all the comments picked up within this image that you shared. Then I re upload the same exact export to the new folder. It would be interesting to see if the technology could catch if I forgot one of the red lines.

[Interviewer] Emilio Alvarez  
In theory.

[Interviewee] Maya Newlin  
Yeah, I don't know if that makes sense. Let's say I forgot to, you know, move the table or something. And we said we move it 90°, rotate it 90°, and I uploaded it and the table is in the same exact position. It would be so cool if it was like, hey, you didn't catch this because it would overlay it and it would be like, this is the same. That's really advanced.

[Interviewer] Gabriel Almeida  
If we have like one ver, the first version is like the raw drawing, and then the second version is a drawing with a bunch of annotations. And then the third version, for example, can be like the new drawing, right. That's uploaded. And once that new drawing is uploaded, like, have an intelligence in the platform that actually like checks out the new drawing that was uploaded compared to like the comments and changes.

[Interviewee] Maya Newlin  
Yeah, exactly. Like, that would be again, another kind of safehold step to being like, okay, human error. Like, I forgot to do this. And then it's like, let me go fix that really quickly before the next person reviews it. It just again, like, saves time because usually you were in a rush when we're doing these things and like, sometimes you just don't. You forget to do it.

[Interviewer] Gabriel Almeida  
Yeah, no, it makes sense.

[Interviewee] Maya Newlin  
So that'd be great.

[Interviewer] Gabriel Almeida  
Anything else?

[Interviewee] Maya Newlin  
I think assuming that one person is the reviewer. Right. Okay. I think it'd be interesting to have like, you know, this would be great for a firm where we're delegating, say a junior designer to kind of like pick up the comments. It would be nice if there was like a partner version where like, say, like Jazz and Jasmine and I are kind of looking at it together. And it's not like I have more say than she does. It's kind of more collaborative versus, you know, hey, can you pick up these red lines?

[Interviewer] Emilio Alvarez  
Can you say more?

[Interviewee] Maya Newlin  
Yeah. So I guess in this it's more action item of like, each person on the team is asking or saying, let's do this. And then the person reviewing is like, okay, check. Got that down. But if it's Jasmine and I and we want like equal input, I guess what I'm commenting is not like a full on action item that needs to be done. It's more of like a comment to talk about.

[Interviewer] Gabriel Almeida  
Yeah, yeah. Gotcha, gotcha. I think that's more like, about how you use it than like changing like the functionality.

[Interviewer] Emilio Alvarez  
Yeah, probably.

[Interviewee] Maya Newlin  
Or maybe. Yeah, it's like the color coding is just different or something.

[Interviewer] Gabriel Almeida  
Yeah, Got you. Is there anything that, like, you don't like, Maya? Like, the way you're seeing things? I don't know.

[Interviewee] Maya Newlin  
I mean, I think it's pretty standard when it comes to like Adobe, you know, like your tools that are at the top and your comments, like, I feel like that looks fine to me.

[Interviewer] Gabriel Almeida  
Okay. Do you like this, like, black and white or do you want, like, more color? Do you not care at all?

[Interviewee] Maya Newlin  
I think black and white is. Is good for the base. Yeah, I don't like too much color.

[Interviewer] Gabriel Almeida  
Okay. All right.

[Interviewer] Emilio Alvarez  
Okay. And then the one of the things that we are all also hearing, and I'm curious if there's something that you've seen. Is that often the communication?

[Interviewer] Gabriel Almeida  
Oh, wait, wait. Sorry. Before you go into that, like, there's more things I want to like, make sure, like, we cover with myos before we mix things. So Maya, like, based on what we told you in division here, like, how valuable do you think that this tool, assuming that we make it work exactly the way you just requested it to be? Right. Like, how valuable would it be for you today to work with your partner that's like, in the other coast?

[Interviewee] Maya Newlin  
I'd say very valuable. Since, like, Adobe is like, the worst. The Acrobat is like, the worst program to use it, like, sucks and it's always glitching. So I'd probably pay for it depending on, like, how much it costs.

[Interviewer] Gabriel Almeida  
Okay. And what's like, we're not looking to make any commitments here, am I? We're not going to hold you to, like, anything you say. Right. But we're trying to understand, like, the value the market, like, gives to this. Right. People that are actually would be our customers in the future. So, like, what would be, like, the max that you'd be comfortable, like, paying for it? Obviously, we're not gonna put the price there, but just to understand, like, that's the ceiling of. Right. So, like, what's the max that you would, like, consider paying? Right. Maybe you're not even sure if you would pay, but, like, you would be like, maybe I would pay this and for sure I would pay this.

[Interviewee] Maya Newlin  
Okay. Maybe like $20 a month, I think, or 19.99, let's say. But because we are newer, like, we're kind of watching every subscription that we add on our plate. So, like, more realistically, like right now, as of like today, probably like $10.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Which is kind of like the Spotify subscription, you know, it like, feels right. Not too crazy because it's like we already have Adobe that we pay for and all of our other programs that just, like, add up.

[Interviewer] Gabriel Almeida  
How much do you pay for Adobe per month?

[Interviewee] Maya Newlin  
It's like $69 because it's like you have to get all the sweets. And then we pay for our license for. We do actually do CAD on an hourly license, but we have like, SketchUp, Endscape. I'm trying to think of the other ones. We don't do Revit right now. We, like, had to stop that because it's just don't use it. It's so expensive.

[Interviewer] Gabriel Almeida  
Yeah, yeah.

[Interviewee] Maya Newlin  
Google, our website fee. It's like it just never use Houzz. We do. We have the free platform, but we're not getting, like, work right now from there. It's just referrals.

[Interviewer] Gabriel Almeida  
Okay, so what's how. Because, like, so many designers told us that they use especially, like, the bigger firms. Maya. Like, so what is it like, good for. Why do you think there's so many, like, interior design firms and architecture firms.

[Interviewee] Maya Newlin  
That use it on Houzz? We don't have, like, a ton of experience with it. I feel like it's an easy, like, shopping platform. Like, you can integrate that.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
But maybe that's because they have so many projects they can, like, it keeps it all online versus, like, we don't have that many projects yet, so we're kind of doing it, like, right from the ground up, if that makes sense. So it's probably just like a volume thing.

[Interviewer] Emilio Alvarez  
Gotcha.

[Interviewer] Gabriel Almeida  
Okay, cool.

[Interviewer] Emilio Alvarez  
And quick question. And, like, the. The price that you mentioned is that. That I'm just. I just want to make sure we're talking the same thing that would be, like, for this specific functionality that we're showing you now. Right. If were to add functionality, you would see value in additional and other things. Like, for example, helping you manage the projects like you were talking earlier.

[Interviewee] Maya Newlin  
Yeah. Like, almost like an Asana integration where it's. Yeah. More project task management. But I feel like that would be for, like, up to, let's say, like, five users, so I wouldn't want to pay that per user.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Like, I want the price to be, like, you know, up to a few users.

[Interviewer] Gabriel Almeida  
Okay. And how, like, how good does Asana work for you? Like, you happy with it, with what you pay for it, the way it works, or you think it, like, it's not the best fit for your type of work?

[Interviewee] Maya Newlin  
We use a free version right now. I'd say it, like, gets the work done because, again, like, our team is not super huge. It's not like we have to go in there every day. But back when were working with the Architect, we used it quite a bit because, you know, people were on different time zones and it actually worked for, like, delegating and, like, we paid for that version. And so we actually kind of took the template from the previous. Not Architect. The designer set it up. So we kind of took the template that she set up for it because it's, like, very organized and it's kind of like once you work in a certain workflow, that's like, what you're used to.

[Interviewer] Gabriel Almeida  
So how hard would it be for us to, like, build project management in this tool? Apart from what we showed you, Maya, to get you to want to switch out of Asana to, like, be something better than it? And if you won't, if you don't think it would be that hard to make something that's, like, better than Asana, for you? Like, would you be willing to pay more than 20amonth if were offering all that?

[Interviewee] Maya Newlin  
I don't know, would there be like an app version so wouldn't just be like desktop based?

[Interviewer] Gabriel Almeida  
Yep.

[Interviewer] Emilio Alvarez  
Yeah.

[Interviewee] Maya Newlin  
Okay, then I feel like, yeah, that's worth it. Maybe like 30, 40 then at like the maximum.

[Interviewer] Gabriel Almeida  
But it would have to be an upgrade from the free version of Asana, basically.

[Interviewee] Maya Newlin  
Exactly. Yeah. Because there are a lot of like free softwares out there where they like let you do just enough to where it's like, okay, I can make this work and then everything else we'll just do, you know, over.

[Interviewer] Emilio Alvarez  
And what would an upgrade mean in your case?

[Interviewer] Gabriel Almeida  
Like, exact. Like, is it clear to you, like, the things that you would like done better in Asana because maybe the free version is capping you to do or just the way the Asana software works isn't. Isn't a good fit.

[Interviewee] Maya Newlin  
I do like how Asana, you can do hours and like tracking and like there's like a calendar view. So I mean, this would be interesting of like, okay, we want most of our renders done by this date and then you can kind of assign. Let's say the file was on like a timeline or something. Cause like, we're very visual people. Well, I'm a very visual person, so I like to kind of see things like designers are. Yeah. Like on a timeline or like account. Like a live calendar, let's say. And so like, that's how I would like to look for things versus, like going through like the folder system. I feel like that would be interesting to see.

[Interviewer] Gabriel Almeida  
You're making me question now the whole folder management thing that we talked about here specifically for the drafting and for the renderings. Is there a better way for us to do it for you instead of folders? Since you just said that folders aren't good.

[Interviewee] Maya Newlin  
Well, the way that you have it right now is yes, it's a folder, but there's an image to it, which is why I wanted the image to be actually live updated versus just it's saying PDF. So that does help me because it's like I'm seeing that it's a folder, but I'm also recognizing like, oh, that iteration is from like two months ago or, you know, so that would help me, like, even if it is like in a folder, there's still like a visual side to it.

[Interviewer] Gabriel Almeida  
Okay, got it.

[Interviewee] Maya Newlin  
But it will visualize it in a timeline of like, this is when things were edited, let's say. Like, I'm just imagining One of those, like, lighter, like, time things makes sense.

[Interviewer] Emilio Alvarez  
You know what you're talking about?

[Interviewee] Maya Newlin  
Yeah.

[Interviewer] Emilio Alvarez  
And then, like, one of the other things that we keep hearing, and I'm curious if this happens to you just because you guys. You guys are a smaller firm, so that might not happen as much. But one of the things that we are hearing pretty often is that the communication process, both within the firm, but also with other partners, like an architect, a gc, all those guys can be quite hectic because part of the communication comes from WhatsApp. Some of it is an email. Some of it might go on Slack. Some of it might be, like, I don't know, maybe someone uses, like, texts and. Or someone uses. I don't. Telegram or what have you. And that often having different.

[Interviewer] Emilio Alvarez  
Having the same people communicate with you or different channels causes a disconnect between, like, what is the right file, what are the action items, what is due when, who's doing what, all those things. Is that something that you experience all the time?

[Interviewee] Maya Newlin  
Because contractors don't look at their email ever. They're, like, only on the phone, usually by call, never by text. So, yes, I think this would be what. From what I'm seeing now, this is more of, like, an internal company use. Like, I don't think we would send this out to or share it with gcs, per se. Like, they kind of want, like, the final thing. They don't really argue with what we send. They just, like, sure, build it. So I don't really see them, like, having input in, like, what we're doing.

[Interviewer] Emilio Alvarez  
Got. Right.

[Interviewer] Gabriel Almeida  
But I think. But I think what I'm just trying to get to, Maya is like, there's this whole separate idea that doesn't have anything to do with, like, the drafting and the rendering, which is, like, you guys communicate in, like, dispersed communication channels, right? Like WhatsApp iMessage mail, like, call. Right. Like, and the data scattered across all these channels usually for, like, interior designers. Right. And maybe you have a group chat per client or something like that. And, like, it's hard to extract all the action points and, like, all the files and everything that's related to, like, a project or a client. Client sometimes. Or, you know, what needs to get done because everything is so scattered, right?

[Interviewer] Gabriel Almeida  
So the idea would be, like, for us to create, like, basically, like, a middleware type of communication software where it's an application on your phone or a website that you open that connects to all your communication channels. So we have an API to your email, we have an API to your. WhatsApp to your iMessage. And you can like, search up like a client. Imagine Milo's a client and you can search up Emilio and see like, all the scrape and all the data being pulled from all these separate channels. So you can see like, everything that's related with Amido and like, AI go through it and be like, by the way, it looks like, Maya, you need to do this and that, and here are those files.

[Interviewer] Gabriel Almeida  
So it's a way for you to, like, try to like, visualize everything that's scattered across the channels and like, in a centralized version, in a centralized way to like, consume what's being communicated to you, but also, like, to broadcast from, right. So that you don't have to like, go to iMessage, get a screenshot, put in an attachment in the mail, and let's send it. Like a way to also, like, broadcast, like, faster, right? Like, oh, I see how this came into my WhatsApp. I can just like click send through email and immediately it pops up like an email, like a draft, right? That I can just hit send. So it's completely different from this, but it's an idea we had. So how, like, what do you think of that? Like, would that be something that's, like, valuable to you or not really.

[Interviewee] Maya Newlin  
I think it sounds good, but I know, like, the GC wouldn't use it.

[Interviewer] Emilio Alvarez  
Interesting. Why is that?

[Interviewee] Maya Newlin  
Because that's just like, not how they. In my experience with the g, all the GC's I worked with, that's just not how they work. They. I mean, maybe it would, like, take some time to get you. For them to get used to. Because they're very old school. But usually it's like, yeah, just email is like the only. Or, you know, a quick call. Yeah, but they, I don't think would be. They don't have time to be using another app.

[Interviewer] Emilio Alvarez  
Yeah, yeah.

[Interviewer] Gabriel Almeida  
Yeah. The GCS wouldn't have to use anything, Maya. This would just be like, for you and your team.

[Interviewee] Maya Newlin  
Oh, for like, designers.

[Interviewer] Gabriel Almeida  
Exactly. So if you send a message, more or less, you would like. You would like, basically have a screen that you see. Like, this is why my WhatsApp, this is my email. And whatever else you want to. To like, connect to. Right, exactly. Like your channels.

[Interviewer] Emilio Alvarez  
This is also super early, Maya. Like, Imagine that you have like a channel that's like, for this complex. Here's the client communication. Here's what he's saying. Let me create a task, blah. All that stuff gets assigned. But also internally, if the client said something, we can have like an internal chat to make sure that we're actually not dropping it. We create tasks, it helps you manage it, and then what. You can send it out. But what's happening under the hood is that if Michael Rivers sent you an email, it will reply via email.

[Interviewee] Maya Newlin  
Oh, that's interesting.

[Interviewer] Gabriel Almeida  
Yeah. So it's basically a way for you to control your channels in a centralized way. So you don't have to open your email, you don't have to open your WhatsApp, you don't have to open your imessage. Like this is all connected to those. Right. And you receive whatever comes through any of those channels here in one place. And you can send anything to any of those channels, forward from one channel to another from here as well. Right.

[Interviewer] Emilio Alvarez  
And you can determine when you send it to all channels versus just one tap versus Slack and all those kinds of things.

[Interviewee] Maya Newlin  
Yeah, no, that is nice. I don't think we would use it. Like, I don't foresee myself using that right now.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Like, don't use WhatsApp, don't use Slack. Most of our stuff's like, through Google Chat. It'll be like, hey, check your. Yeah, whatever. But I don't think email, like, I think being in email is really nice because the way we organize it, we like have our folder system and. Or like tag on email.

[Interviewer] Gabriel Almeida  
Got it. Cool.

[Interviewee] Maya Newlin  
I do like it, but I just don't think personally we would use it.

[Interviewer] Gabriel Almeida  
Great. That's all we would do.

[Interviewer] Emilio Alvarez  
That's good to know. And the last question that I have is like, do you feel like if were to do both things, both this and the collaboration software, like, do you think those make sense as two sub products of one company? Or do you think like, no, they're two completely different things. In other words, like, if I were to. If were to develop this as part of this process, do you think that makes sense for you as a user?

[Interviewee] Maya Newlin  
I'm gonna say no. I mean, I could see it being integrated, but I wouldn't want to pay for both of them at the same time. Let's say that there was like an umbrella price. I would see them as two separate services that I would pay for.

[Interviewer] Gabriel Almeida  
Or even like, it could even backfire me to. In the sense of like, if we tell Maya that it's 30 bucks for the whole thing and she's like, but there's this whole thing that I don't really use and I'm not gonna use, she can be like, well, there's probably, you know, I'm paying probably a part for something I'm not going to utilize. You know, I can create hesitancy.

[Interviewee] Maya Newlin  
That's. Yeah, that's what I was thinking. I was like, I wouldn't pay for both of them. I'd pay for maybe this, but not for the other one. Just because I don't use, let's say the other integrations. So maybe it could be like an add on. But yeah, great. I would definitely.

[Interviewer] Gabriel Almeida  
Yeah, it's been super helpful. Sorry. We went a bit over here with the time, learned a lot. It'd be amazing if you're willing for us to like, you know, just bounce a future iteration of this, like, off you just to get your thoughts on it. If you're open to that.

[Interviewee] Maya Newlin  
Yeah.

[Interviewer] Gabriel Almeida  
Awesome. Thank you so much. Last, like, thing. In our end, we always wrap up a call, like, asking this because now we're like in complete research mode. Right. Trying to like, learn from as many people like you as we can. Do you have any other, like, colleagues, like, in the industry that maybe we can have a conversation to do? You would be willing to introduce us.

[Interviewee] Maya Newlin  
For your app testing?

[Interviewer] Gabriel Almeida  
Yeah, yeah. Basically like to have a call like we had with you, right?

[Interviewee] Maya Newlin  
Yeah, I could definitely send over some references if you want. Well, I have graphic designers. Well, unless you just want specifically interior architecture.

[Interviewer] Gabriel Almeida  
Yeah, I think it would be more for like interior design and architecture now. Yeah. But if you know, because there's some. Sometimes like, what we're seeing is there's a lot of like, high end mill workers for some reason that do a lot of shop drawing, so maybe they could be interested in this too, like even some GCs. Who knows? Right? So anyone you think that potentially could be like, I don't know, a good fit or have something to say that is of worth in this process and we would be really happy to have those conversations.

[Interviewee] Maya Newlin  
Okay, I'll go through my contact list and see who'd be a good fit.

[Interviewer] Emilio Alvarez  
Awesome. Thanks so much, Maya.

[Interviewer] Gabriel Almeida  
All right, enjoy.

[Interviewee] Maya Newlin  
Thank you so much. All right, bye.

[Interviewer] Gabriel Almeida  
Bye.

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[Interviewer] Emilio Alvarez  
Just to give you some context. Maya, thanks for joining again. Gabe and I, we just graduated from MIT. We are part of an accelerator that's called Delta V. And the idea here is to basically take a lot of the things that you learn, especially around like innovation, launching new companies, etcetera into practice. And right now we're in the phase as we have some ideas on things that could be of value to folks like yourself, interior designers. But we really want to pressure test and make sure that we're actually addressing something that would make a difference in your daily life.

[Interviewer] Emilio Alvarez  
We're seeing some themes. By the way that, we want to do this is we want to first ask you some questions to better understand what pain, what things you might be, what is going well, what challenges you might have, and then from there we'd like, towards the end, show you us like a super early version of what we're thinking might be helpful. And then we'd like to get your reaction to that.

[Interviewee] Maya Newlin  
Okay, sounds great.

[Interviewer] Emilio Alvarez  
Anything I'm missing?

[Interviewer] Gabriel Almeida  
No, I'm happy to take it, man. So I think Maya would be great to start off just to hear a little bit about how you work. So are you like a solo interior designer? Do you work for a firm? Do you have your own firm?

[Interviewee] Maya Newlin  
Yeah, so I have my own firm with my business partner who's in LA right now. I had to step away for a year. I'm on the east Coast.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Going back there. But yeah, essentially we've been managing it for the past like year and a half, long distance, which has been really tricky time zones. You know, for design you kind of have to be in person for a lot of things. Just in general, it is like a in person field. So we get on the phone every day, Google Meet, just to kind of work through things. But it has been challenging. So I'm excited to see what you guys are working on because we definitely. It needs. There needs to be something better than using like five different programs a day to communicate.

[Interviewer] Gabriel Almeida  
Yeah.

[Interviewer] Emilio Alvarez  
So what are you guys using?

[Interviewee] Maya Newlin  
Well, we use the paid Google software. We do Asana for like project management and then for like visual management, we either share like our Adobe files, like InDesign, Photoshop. You know, we kind of have to tell each other whether we're in the model or not. Same with 3D. And then we use like Mural, which is like a 3D visualization kind of like a pin board type of situation, which is really nice. And then both of us can be on there at the same time.

[Interviewer] Gabriel Almeida  
Okay. Okay, let me ask you, Maya. So who does like the drafting or the renderings for you guys today? Do you do them yourselves?

[Interviewee] Maya Newlin  
Yeah, so we both do 3D models and renderings. Yeah.

[Interviewer] Gabriel Almeida  
Okay, so you don't. Have you ever thought about hiring someone, maybe overseas for it?

[Interviewee] Maya Newlin  
Initially we had just because it's pretty cheap to get done on like Fiverr and upwork. But there's like a little bit less control in terms of what the output looks like. And then with Our clients, we have some very particular clients that want like quick turnarounds within like, you know, a few hours, let's say. So we like to kind of have control of everything. Yes, we have thought about that. But right now our clients are kind of more like, can you just tweak this one thing? And it's like, you know, the upwork person's not reliable. Then we're kind of in a pickle and we look bad.

[Interviewer] Gabriel Almeida  
Right. And what's like the usual budget that you work with and what type of projects do you do? Do you do like new builds or only renovations?

[Interviewee] Maya Newlin  
We do new builds and renovations. So primarily like high end residential would do renovations for. We do like a little bit of boutique, commercial and hospitality, which is kind of like a complete gut. So partially new build, partially renovation, just to keep, you know, the code in. But yeah, and then budget for residential is like under a million. For commercial hospitality, like up to 10 million. Okay, but those are like large developments which.

[Interviewer] Gabriel Almeida  
Do you see yourself like scaling in the future? And if so, how do you see that growth happening?

[Interviewee] Maya Newlin  
So we do have like a virtual assistant that we use that's kind of like a part time thing that does like clerical work. So we're starting to scale on that in terms of just answering emails, reaching.

[Interviewer] Gabriel Almeida  
Out, say virtual assistant, that's just an AI agent or it's actually a remote in person.

[Interviewee] Maya Newlin  
We use like a robot.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
That helps us with that. And they also like help us take like meeting minutes as well for like clients and like formatting. But we do have to like manage that because we're kind of telling it what to do in a sense. Yeah, we are in the process of hiring like a cpa, like bookkeeper because we finally are getting in enough revenue where we like need someone to come in monthly and kind of like tally. And then in terms of like we resell as well. So. So that's a big thing is like collecting sales tax. So that's the one that we're hiring to the team. We're hiring a CFO as well. Again, we have only been around for like a year and a half, so kind of still launching things.

[Interviewee] Maya Newlin  
But yeah, we plan to, I think hire maybe a designer like part time when we get a contract for like a bigger work and we know that there's going to be, you know, an influx and we're going to be able to pay them.

[Interviewer] Gabriel Almeida  
Yeah, that's what I was going to ask. Right. Like what are you going to do about the renderings and the drawings when it's just like you're biting on more than you can chew. Right?

[Interviewee] Maya Newlin  
Yeah, I think at that point we would outsource once we have like that set budget. Right now we're doing kind of like short term projects with our clients because it's not like. they have investors all the way. So it's not like a 100%. They're kind of like, let's just see where this goes and then we might sign you guys on. So once we get signed on for like the full package, that's probably when we would either hire or make the allocation to, you know, go with someone on upwork or fiverr.

[Interviewer] Gabriel Almeida  
Right. So, but do you see yourself kind of scaling with like building relationships with drafters and renders overseas and scaling through that way, Maya, or do you see more like potentially as soon as possible, like hiring someone full time in the US with you to like, do this type of like groundwork for the project?

[Interviewee] Maya Newlin  
I think ideally in the US in person would be great. So someone in SoCal, because then we can also designate them to go to site visits if we needed to. Usually people that do renders have other, I guess, assets that are worth, that are valuable to our team. If they were just purely rendering, then to your point, we probably would just hire someone overseas if that's the only thing they're checking off. Otherwise we would probably just hire someone that could do the renders and can do all the other stuff we need help with.

[Interviewer] Gabriel Almeida  
Yeah, well, we see a lot is what we're seeing in the industry a lot. I think we now have 30 calls with professionals like yourself, Maya. Especially the higher end firms that have been in business for longer and doing like, you know, bigger budgets every year. They. They do like a mix of both. Right? Like a mix of like overseas talent to do like more manual rendering, drafting, and then, you know, people capable, like in person to do all the work that's needed in person, obviously. Right. So it seems to be like a mix between the two. But. So I think it'd be good now, Maya, to transition into like what we're envisioning and to get your thoughts on it. I think the best thing you can do for us, my. Is to just be like, brutally honest.

[Interviewer] Gabriel Almeida  
I think the worst thing you can do is say that something is like cool and valuable just so like designers.

[Interviewee] Maya Newlin  
Know how to critique. So I got you guys.

[Interviewer] Gabriel Almeida  
Okay, good. All right. So it doesn't really. Well, maybe it applies to like the work that you do with Your like partner, right on the other side of the US I just don't know how you guys like split your tasks, but what we're envisioning you doing, Maya, is basically creating like a digital environment, right? Like a website that you can do all your like drafting and rendering iteration process on. So like all the like revision work that you do now, like in an unstructured manner, probably through iMessage or WhatsApp or like, I don't know, Slack or mail, right? That you just like pass over PDF files and you annotate and like right cross again. There's, from what we understand, it's a very iterative process, right from like drawing 0 until drawing 10.

[Interviewer] Gabriel Almeida  
And then there's drawings that you need to make for the millworker, for the gc, there's drawings for the client, right? And it's like a similar kind of workflow for the rendering, right? It's still like you got to give the renderer the drawings with the links and the fabric and the material and there's a back and forth and doesn't get it right the first time. So the whole idea is to like get those two processes, specifically the interracial process for drafting and rendering off your like unstructured channels and put it in like an organized digital environment where you can do it with like greater level of like productivity and also like confidence that like things are not like falling through the cracks, details, mistakes, right? So it's basically a tool for that.

[Interviewer] Gabriel Almeida  
We have some screens that we'd like to show you just to like make it clear. But let me pause there. Like, is the value for you like clear and what we're pitching or you know, is it not clear? Like, do you have any thoughts?

[Interviewee] Maya Newlin  
I mean, you kind of hit the nail on the head when you're like it so many iterations, last minute tweaks, you know, we say redlining. So I feel like that would be really interesting to have. I'm curious how you're going to do it just because. So we both, my business partner and I, Jaz, we worked for an architect prior to starting our own company. And we both left because it was, we didn't like how it was being run. But typically they were like, this is how like all architects, you know, kind of do their business in terms of iterations is having a hard copy or having basically you have like a folder with every date on it that, where it's been iterated, where you can go back, right? Grab something and a client's like, I actually really liked this originally.

[Interviewee] Maya Newlin  
So I'm wondering if there's like a memory to what you're saying of going.

[Interviewer] Emilio Alvarez  
That's part of the idea.

[Interviewee] Maya Newlin  
Okay, great.

[Interviewer] Emilio Alvarez  
Before I show you, can you tell me a bit more about what kind of what frustrated you about that process?

[Interviewee] Maya Newlin  
Yeah, so usually it would be like a design director marking it up for, typically the team, the person on that team would pick it up. In some cases, when they're out or they're sick or they're on site, someone else kind of has to step in. And so, yeah, things get lost in translation. They didn't do something that they said they picked up. So then it kind of slips through, let's say multiple cracks. And then by the end of it's like, I've redlined this like five times. Like, why is it still here? And it's more of just an honest mistake. But again, like it hasn't been caught through the 5 iteration. So it makes the firm look bad. But that happens all the time, to be honest.

[Interviewee] Maya Newlin  
And then it's like a last minute fix on site. And it's always so stressful. And like, even if you have the best people, it happens. You know, there's so much to kind of keep track of.

[Interviewer] Gabriel Almeida  
Absolutely.

[Interviewer] Emilio Alvarez  
How did you guys manage who owns which action item there?

[Interviewee] Maya Newlin  
Working for the architect, it was always the design director assigning it to, let's say like drafter, designer, architect below them. So it'd be anyone within, like the intermediate, let's say drafting. So that could be. That could be me, that could be my teammate. It really depend on. Depends on how much work each person has for that project load. Because, you know, you're assigned your projects. But if a team kind of has more than anticipated, then we step in to help. And that's kind of with every firm is, you know, you work together as a group. So.

[Interviewer] Gabriel Almeida  
And how do you do it with your partner? Now, Maya, like, do you guys iterate on drawings and renderings together or you take some and she takes the others? Like, how do you do it Today.

[Interviewee] Maya Newlin  
For our most recent project that we're doing, a cookie shop, I do all the 3D modeling because it's more complex. And then I'll send it over to her and she'll render it and then I'll do Photoshop on top of that.

[Interviewer] Gabriel Almeida  
Okay, okay. But who does. But who makes the floor plans?

[Interviewee] Maya Newlin  
Say that again.

[Interviewer] Gabriel Almeida  
Who makes the floor plans? Like the drafting?

[Interviewee] Maya Newlin  
I'd say it's a Mix of both. Probably I'm the keeper of that project's model, and then she'd be the keeper of another model.

[Interviewer] Emilio Alvarez  
So.

[Interviewer] Gabriel Almeida  
Okay, but, like, is there, like, is there in it. Is there, like, an iterative process now with your drafting and rendering? Or is it just, like, all on your plate and there's no one really giving you feedback on it? Like, on what to change and what to, you know?

[Interviewee] Maya Newlin  
So she. She definitely gives me feedback. I think I'm the one that's more leading it. But she has, like, absolute input. Yeah.

[Interviewer] Gabriel Almeida  
So she tells you, like, she's, like, a bunch of revisions, like, all the time. Just like you were in the architecture firm.

[Interviewer] Emilio Alvarez  
Yeah.

[Interviewee] Maya Newlin  
There's a little bit more respect, I think, because it's not like this is wrong. It's more like, hey, like, you know, maybe we should think about it this way. But most of the time, it's. She's like, you've been in this project longer. Like, you can kind of have, like, the leads say if you think it's working, but we're, like, you know, amicable about it and not, like, power.

[Interviewer] Gabriel Almeida  
There's. There's days that I wish that I could just go around barking at a meter, but I can't do that.

[Interviewee] Maya Newlin  
You know, it gets cut throat.

[Interviewer] Emilio Alvarez  
Yeah, but, but. But it would be like a Chihuahua anyway. Yeah, I'm kidding. No. Okay, so, and so that's super helpful. And then the second thing before I show you, last thing I promise is, like, if you could envision an app that helps you do this, what are the key, features and, like, way of communicating, like, what would be your ideal vision?

[Interviewer] Gabriel Almeida  
I want to show you if you could wave, like, a magic wand and, like, I don't know, out of your, like, creativity now, like, have a tool that helps you do all this, like, iterative process of, like, drafting and rendering. Like, how would that look? Like, what would you be able to do? What would work? Well, let's see.

[Interviewee] Maya Newlin  
Okay, so I'd say, obviously, have all the integrations of, like, making a 3D model that has, like, let's say, complex curves and geometries, like, already built in. I think some of the platforms are lacking complexity, and you have to use, like.

[Interviewer] Gabriel Almeida  
Sorry to interrupt you there, Maya, but you would want to create the modeling inside the platform. Like, you wouldn't want to, like, upload a file of the model and then go from there.

[Interviewee] Maya Newlin  
I mean, we. You could do that, too, I guess. When you say drafting, to me, that's starting from scratch on a Model.

[Interviewer] Emilio Alvarez  
Got it.

[Interviewee] Maya Newlin  
Unless you're just saying purely.

[Interviewer] Gabriel Almeida  
Well, when I'm. When I say drafting, I mean more like floor plan, basic 2D stuff. Right. Like technical drawings. I'm talking about, like, drawing. Right. And then when I say rendering, it's like any modeling that you do. Right.

[Interviewee] Maya Newlin  
Okay.

[Interviewer] Gabriel Almeida  
Okay, 3D.

[Interviewee] Maya Newlin  
Yeah. You could probably upload it, but I guess in a, like, ideal world, I would doing all my modeling from drafting up in this one unit. And then it would have, like, a warehouse where things are easily downloadable. Whether it's like, there's an AI thing that converts, like, I want this exact piece of, let's say millwork or furniture from online to be the exact dimension. So I'm not wasting my time modeling something that's kind of like roughly the same size. So it kind of like takes the dimensions, plops it into the model again, assigning exact textures for the render. So, like, if I go on a site and I'm shopping, I like this paint. There's already like a. An image that I can just assign to that. And then what else?

[Interviewee] Maya Newlin  
Yeah, having like, the notes tab or like a little like a leader with saying, hey, you know, it's marked on this date. Let's change this. Or what do you think about this? So having like, almost like a little text bubble call out.

[Interviewer] Gabriel Almeida  
Yeah.

[Interviewee] Maya Newlin  
For like. I'm not quite sure about this yet. Let's put a pin on it.

[Interviewer] Gabriel Almeida  
Do you work a lot on your iPad? Like, do you draw a lot with it to like, make revisions and stuff?

[Interviewee] Maya Newlin  
So I have a Wacom, not an iPad, but yes. Like, the little stylus is really nice. I want to get an iPad just because it's like, more like mobile.

[Interviewer] Gabriel Almeida  
Not gonna lie, I feel dumb now, but I've never heard of that in my life. What you just mentioned.

[Interviewer] Emilio Alvarez  
Oh, Wacom, one of the original ones. It's like the og.

[Interviewee] Maya Newlin  
Yeah. So I used to work with Disney, so we would always sketch on that. It was like a hand. It's more of an Illustrator tool. And it has like a screen, but it's also great for, like, handwriting, so I use that.

[Interviewer] Gabriel Almeida  
So you use that with a pencil, right, to like, annotate drawings and stuff?

[Interviewee] Maya Newlin  
Yeah, but it plugs into my laptop, so it's like an extension screen, let's say.

[Interviewer] Gabriel Almeida  
Okay, I think I know what it is, but now I think I know what it is.

[Interviewer] Emilio Alvarez  
It's like, imagine you have like a super sensitive trackpad almost.

[Interviewee] Maya Newlin  
But it's like, you know, it's a big screen, so.

[Interviewer] Gabriel Almeida  
Yeah, that makes sense. But sorry, Keep going. I interrupted you.

[Interviewee] Maya Newlin  
No, but that's it. And then it would have like, all the notes to. And then a history log of like the. This is when this was done. So it would be able to save. Let's say we're working for like, 50% concepts. We always like to milestone mark like 25, 50, 75% and then archive it so that if we need to go back to the drawing board, those are already saved as they are before we do the changes to like, the, you know, design or something.

[Interviewer] Gabriel Almeida  
Right. What about, like, the capability of putting the ball like in your court, your partner's court, as to like, who. Who has the next to do in the process? Right. Like, either she needs to check your. Your drawings, your rendering, or you need to check her. Like, what about something to, like, indicate.

[Interviewee] Maya Newlin  
You know, I think it'd be in like, the. Each person has like a color, let's say. So, like, if I annotate, it'd be like red. If she annotates it'd be like purple. That's always what I imagined it. And it also have like the username of the person, like, timestamped.

[Interviewer] Emilio Alvarez  
Okay, got it. And I'll show you in a second. One of the things we're considering is when you're leaving comments to. Have you ever used loom? Like, imagine if you. It allows you to record your screen, then also, like, share the common paste the comment. We're thinking about allowing you to record your screen, show where you're going on the platform and leave that specific comment, transcribe and take out the action items from there. Is that something you would think is available?

[Interviewee] Maya Newlin  
Almost like a video. Like, this is what I'm live doing. And then she can watch that at a later time.

[Interviewer] Emilio Alvarez  
Yeah. And with a transcription of those things.

[Interviewee] Maya Newlin  
Oh, that would be cool. I didn't even think of that. Yeah, I think that'd be nice.

[Interviewer] Emilio Alvarez  
Okay, and then the last thing, and then I'll show you what we're thinking is if you were to have. If you're leaving a comment, how important is it for you to just be able to like, drop a pin essentially on a part of the floor plan, versus you being able to like, make edits on an iPad. Well, or wake them.

[Interviewee] Maya Newlin  
So you're saying with the pin, though, I would still be able to, like, add a note.

[Interviewer] Emilio Alvarez  
Yeah, exactly.

[Interviewee] Maya Newlin  
It just wouldn't be like a live edit in that time.

[Interviewer] Emilio Alvarez  
Exactly. Well, or like the thing is, like, there's a difference between leech, in my mind, being able to, like, draw freehand and leave a comment. That's freehand versus, dropping a pin. And maybe that's something that we can show more visually.

[Interviewee] Maya Newlin  
I would say drawing visually is nice, I guess, because sometimes it's hard to explain in your words what you want. Especially something's changing shape. And typically. Yeah, when we redline, we kind of test out, like, will it fit in this place? So it'll be like, hey, let's try and move this here. So I think freehanding is actually really helpful still to have.

[Interviewer] Emilio Alvarez  
Got it.

[Interviewee] Maya Newlin  
Specifically with, like, space planning.

[Interviewer] Emilio Alvarez  
Got it. Okay. So you know what they say? Always show potential customers way before you want to show them. So it is still super early. But let me show you. Hold on. Let me know when you can see my screen. And can you start seeing my screen?

[Interviewee] Maya Newlin  
Yeah.

[Interviewer] Emilio Alvarez  
Okay, great. So here's the idea. You have a set of projects.. You have different floor plans, etc. And you might have different versions, etc. You have your team that you're working with. It can be internal or external, all these kinds of things. We manage permissions. But you can open up the draft much like. Sorry, Zoom in a little.

[Interviewer] Emilio Alvarez  
Yeah. This is what happens when you demo. Why is it not moving? It's not moving. Anyway, let's see. Let's go back.

[Interviewee] Maya Newlin  
It always gets weird when you share screen and try and, like, zoom for some reason.

[Interviewer] Emilio Alvarez  
Yeah. Okay, let's see. Zoom here. Is this better?

[Interviewee] Maya Newlin  
Yep.

[Interviewer] Emilio Alvarez  
And so, like, the idea here is, like, imagine that this, you list all the revisions, but here you actually have that history that were talking about. Right. You can go on and here you can make drawings like this.

[Interviewer] Gabriel Almeida  
Be in your iPad. Right? It can be like, wherever.

[Interviewer] Emilio Alvarez  
In theory, you can like, what we're thinking as a first pass. Like, you click your mobile and gives you a QR code. Look at it on your iPad, and then you open that, and then you can draw on it there.

[Interviewee] Maya Newlin  
Oh, okay, nice.

[Interviewer] Emilio Alvarez  
And then eventually we would have an integration, but then you also have, like, comments and a chat. So imagine, for example, that you're. That the person you're working with is Sarah. You can go and, like, get a voice on screen. You can reply to that specific comment.

[Interviewer] Gabriel Almeida  
Show her, like, how it would create a comment, for example. I mean, like press on like the bubble there on the top next to the black.

[Interviewer] Emilio Alvarez  
Yeah, that's. Hold on, hold on.

[Interviewer] Gabriel Almeida  
To the right.

[Interviewer] Emilio Alvarez  
Yeah. So here you would say something like this.

[Interviewer] Gabriel Almeida  
And then like you can post it, right? Like you put like an action. Right now they're just structured as common smile. But what we're thinking is like the structure of them is actually like action points so that she can click like scene or like reply to it and go back.

[Interviewer] Emilio Alvarez  
Yeah. And you can.

[Interviewer] Gabriel Almeida  
Like create. Create a new one.

[Interviewer] Emilio Alvarez  
Yep. Hold on.

[Interviewer] Gabriel Almeida  
So in the comment there, Maya, you can also like click on media Emilio and you can choose to like add a comment that's like a voice recording explaining something or like a screen recording or both the screen and audio recording. Right. Then maybe you want to record something in your iPad with you, like doing the drawings live so that like she has that. And that's like on the panel here, right? To watch, to really leave no room for ambiguity. You can upload pictures, right? And just like literally add a picture there in the corner of the screen. What we're going to change now that's not working is like, the picture is actually going to be on. Like, you can put the picture right next to the drawing. Doesn't have to be on this comment section only. Right, but that's basically the idea, right?

[Interviewer] Emilio Alvarez  
Yeah. And the other thing that I want to show you is like the idea here is like when you click on a previous version, you can click on this compare tool and what's going to happen is you're going to get. But yeah, you're going to get a slider.

[Interviewee] Maya Newlin  
I'll visualize it.

[Interviewer] Emilio Alvarez  
You'll get a slider pane right here that you can move to the left or right and it basically shows the same image side to side. And so as you can move it'll highlight the differences.

[Interviewer] Gabriel Almeida  
Yeah, it's basically like imagine like a window that you can like slide open or shut to like compare changes in each version. You know what I mean?

[Interviewee] Maya Newlin  
Yeah, I think that's really nice.

[Interviewer] Emilio Alvarez  
And you can also write the software so such that in like red adds a red line or something along those lines. So you can say like, hey, from A to B, here is where it changed. Like, I'm colorblind. So that wouldn't be super helpful for me, but I know for a lot of people it would be.

[Interviewee] Maya Newlin  
Yeah, definitely the before and after.

[Interviewer] Gabriel Almeida  
If you go back to like the project view I made it real quick, just so I can mention something in Maya. And then the idea. Maya. So like, for each, like, we're going to give you the ability to create folders and subfolders here to like organize it like a drive, right? Like as many like layers as you want. And then you would be able like once you get into like a sketch portal, right. Or like an actual pane where the what Emilio was showing you right now, right here we have like two on the screen. Right?

[Interviewer] Gabriel Almeida  
Like the idea is like when you back up to this screen, like when you're just seeing all your drawings for like a project and you're iterating and all, a lot of them with their partner, you're going to be able to see like at what stage they are. You see that this one on the left says in review. So we're going to add way more detail to that so that whoever is looking at the drawing without clicking in it is aware of like the step that it's in. Right. So did like Maya just review and now her partner needs to go in and check, or did Maya just literally upload this and no one put any comment yet? Like, it will be very descriptive of like the stage that it is.

[Interviewer] Gabriel Almeida  
So you know what's going on in that drawing and what's needed as a next step before you even open it. Right.

[Interviewer] Emilio Alvarez  
And the idea is that you can manage all your projects in this way.

[Interviewer] Gabriel Almeida  
Yeah, yeah. Then you can obviously filter with a view to see like what, like, based on like, status, you know, what's in my inbox, stuff to DOS for like, anything. So. But I think that's basically like.

[Interviewer] Emilio Alvarez  
The idea for the initial vision, which would be super good for us, Maya, is like, can you tell us a bit more about what do you think works? Well, what doesn't? Are we missing anything that you think we. We have to have before you would buy this kind of software?

[Interviewer] Gabriel Almeida  
Or do you think it's whatever, right. And you don't really like see yourself ever like paying for something like this? I don't know.

[Interviewee] Maya Newlin  
Well, the first actually initial thought when I saw this was like, this kind of looks like Bluebeam. And we used to use Bluebeam, obviously, like Windows, people don't use it anymore because I have a Mac. But yeah, I mean, Bluebeam was great because you would kind of do the same thing. You would add a comment, you can insert photos and then also do you like real time dimensioning? So I think a feature that would be great is to actually.

[Interviewer] Gabriel Almeida  
How does that work?

[Interviewee] Maya Newlin  
So like, I guess the PDF is to scale or it knows it'll read like, you know, doorways, three foot. So you can actually measure in the draft or the PDF.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewer] Emilio Alvarez  
Something would fit.

[Interviewee] Maya Newlin  
So that would be something that's really.

[Interviewer] Gabriel Almeida  
Nice so that, like, you can actually understand. Like, what is it? Like a ruler that kind of like pops up and gives you actual dimensions of like, how things would look or like, how does that.

[Interviewee] Maya Newlin  
Like.

[Interviewer] Gabriel Almeida  
Yeah, how do I tell that to my developer, Maya?

[Interviewee] Maya Newlin  
So there would be like a. Yeah, a ruler up top. Let's say you click the ruler and let's say you would measure, you know, between the staircase and that chair. Just be like, hey, this looks a little, like, tight. Can we measure that distance? Because sometimes when you're drafting, you're. You put things together quickly and you're like the size of that, you know, table, whatever is really off. Like, let me just go in and measure it. And you know, it's like, that's way too big. And so doing that's nice.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Going back to like, the folder section, I think what would also be helpful specifically for renders and floor plans is like, nitpicky, is like, it would show a preview of the actual PDF or image and review versus I think that's actually really helpful to have so it show exactly what you're uploading. Kind of like, just because I'm assuming that let's say we're going to have six iterations of the same project going on. I want to know where we are in each one.

[Interviewer] Gabriel Almeida  
So how would that look like, how do we structure this to accomplish what you just asked for?

[Interviewee] Maya Newlin  
So I guess like, I mean, you're showing like the same plan, but let's say there, you know, was an image or something. It would actually show that image with maybe the comments that person had wrote. So if there's like red bubbles everywhere that I need to check, I don't know, I kind of like seeing like, how much I need to go into and review before just clicking and being like, oh my God, there's like 50 red lines I need to pick up.

[Interviewer] Gabriel Almeida  
Got it. So maybe like something short summary of.

[Interviewer] Emilio Alvarez  
Like the comments or outstanding items or something.

[Interviewee] Maya Newlin  
Right. Because sometimes I'm like, oh, I'm gonna leave this till the last minute. Because I know there's only three things to pick up versus if there's like, more than that, I'm like, I need to like, save time for this.

[Interviewer] Gabriel Almeida  
So a way to understand how much work each thing is going to take before, like, without Having to like dive into it and like click on it. So maybe like, if you hover your mouse over it, like a bunch of info about it pops up or like, I don't know, we can come up with something smart, but I got it.

[Interviewee] Maya Newlin  
Yeah, just like, again, it's just quicker than clicking in and actually looking again. You want some. Want things really quickly. Yeah, that would be helpful for us, I think.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
And then if you go back into the floor plan. Yeah, so I like the recording in the comment section where you can record like the video saying, you know, hey, what if we try moving this, you know, 45 degrees or something? I think that's like a really helpful feature. Okay, I think it would be helpful. I guess, like, let's say there's like a lot of comments to review. If I'm reviewing a comment, it almost grays out. Like I read that versus, you know, need to go back because it might get confusing. Like, I don't know if I looked at this or not. So almost like highlighting it out. Like, I. That's done.

[Interviewer] Emilio Alvarez  
Gotcha.

[Interviewer] Gabriel Almeida  
Right. So a way to resolve the comment or like classify it as complete, basically the top.

[Interviewer] Emilio Alvarez  
Even like, even like a quick thing where it's like acknowledged or read or something.

[Interviewee] Maya Newlin  
Right. Or it's like, you know, actually let's talk about this in person or something like that. Like, just like a little item that.

[Interviewer] Gabriel Almeida  
Right.

[Interviewee] Maya Newlin  
Maybe like color.

[Interviewer] Emilio Alvarez  
Okay, that's good to know.

[Interviewee] Maya Newlin  
And then this is really fancy, but let's say I want all the comments picked up within this image that you shared. Then I re upload the same exact export to the new folder. It would be interesting to see if the technology could catch if I forgot one of the red lines.

[Interviewer] Emilio Alvarez  
In theory.

[Interviewee] Maya Newlin  
Yeah, I don't know if that makes sense. Let's say I forgot to, you know, move the table or something. And we said we move it 90°, rotate it 90°, and I uploaded it and the table is in the same exact position. It would be so cool if it was like, hey, you didn't catch this because it would overlay it and it would be like, this is the same. That's really advanced.

[Interviewer] Gabriel Almeida  
If we have like the first version is like the raw drawing, and then the second version is a drawing with a bunch of annotations. And then the third version, for example, can be like the new drawing, right. That's uploaded. And once that new drawing is uploaded, like, have an intelligence in the platform that actually like checks out the new drawing that was uploaded compared to like the comments and changes.

[Interviewee] Maya Newlin  
Yeah, exactly. Like, that would be again, another kind of safehold step to being like, okay, human error. Like, I forgot to do this. And then it's like, let me go fix that really quickly before the next person reviews it. It just again, like, saves time because usually you were in a rush when we're doing these things and like, sometimes you just don't. You forget to do it.

[Interviewer] Gabriel Almeida  
Yeah, no, it makes sense.

[Interviewee] Maya Newlin  
So that'd be great.

[Interviewer] Gabriel Almeida  
Anything else?

[Interviewee] Maya Newlin  
I think assuming that one person is the reviewer. Right. Okay. I think it'd be interesting to have like, you know, this would be great for a firm where we're delegating, say a junior designer to kind of like pick up the comments. It would be nice if there was like a partner version where, say, Jasmine and I are kind of looking at it together. And it's not like I have more say than she does. It's kind of more collaborative versus, you know, hey, can you pick up these red lines?

[Interviewer] Emilio Alvarez  
Can you say more?

[Interviewee] Maya Newlin  
Yeah. So I guess in this it's more action item of like, each person on the team is asking or saying, let's do this. And then the person reviewing is like, okay, check. Got that down. But if it's Jasmine and I and we want like equal input, I guess what I'm commenting is not like a full on action item that needs to be done. It's more of like a comment to talk about.

[Interviewer] Gabriel Almeida  
Yeah, yeah. Gotcha, gotcha. I think that's more like, about how you use it than like changing like the functionality.

[Interviewer] Emilio Alvarez  
Yeah, probably.

[Interviewee] Maya Newlin  
Or maybe. Yeah, it's like the color coding is just different or something.

[Interviewer] Gabriel Almeida  
Yeah, Got you. Is there anything that, like, you don't like, Maya? Like, the way you're seeing things? I don't know.

[Interviewee] Maya Newlin  
I mean, I think it's pretty standard when it comes to like Adobe, you know, like your tools that are at the top and your comments, like, I feel like that looks fine to me.

[Interviewer] Gabriel Almeida  
Okay. Do you like this, like, black and white or do you want, like, more color? Do you not care at all?

[Interviewee] Maya Newlin  
I think black and white is. Is good for the base. Yeah, I don't like too much color.

[Interviewer] Gabriel Almeida  
Okay. All right.

[Interviewer] Emilio Alvarez  
Okay. And then the one of the things that we are all also hearing, and I'm curious if there's something that you've seen. Is that often the communication?

[Interviewer] Gabriel Almeida  
Oh, wait, wait. Sorry. Before you go into that, like, there's more things I want to like, make sure, like, we cover with myos before we mix things. So Maya, like, based on what we told you in division here, like, how valuable do you think that this tool, assuming that we make it work exactly the way you just requested it to be? Right. Like, how valuable would it be for you today to work with your partner that's like, in the other coast?

[Interviewee] Maya Newlin  
I'd say very valuable. Since, like, Adobe is like, the worst. The Acrobat is like, the worst program to use it, like, sucks and it's always glitching. So I'd probably pay for it depending on, like, how much it costs.

[Interviewer] Gabriel Almeida  
Okay. And what's like, we're not looking to make any commitments here. We're not going to hold you to, like, anything you say. Right. But we're trying to understand, like, the value the market, like, gives to this. Right. People that are actually would be our customers in the future. So, like, what would be, like, the max that you'd be comfortable, like, paying for it? Obviously, we're not gonna put the price there, but just to understand, like, that's the ceiling of. Right. So, like, what's the max that you would, like, consider paying? Right. Maybe you're not even sure if you would pay, but, like, you would be like, maybe I would pay this and for sure I would pay this.

[Interviewee] Maya Newlin  
Okay. Maybe like $20 a month, I think, or 19.99, let's say. But because we are newer, like, we're kind of watching every subscription that we add on our plate. So, like, more realistically, like right now, as of like today, probably like $10.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Which is kind of like the Spotify subscription, you know, it like, feels right. Not too crazy because it's like we already have Adobe that we pay for and all of our other programs that just, like, add up.

[Interviewer] Gabriel Almeida  
How much do you pay for Adobe per month?

[Interviewee] Maya Newlin  
It's like $69 because it's like you have to get all the suite. And then we pay for our license for. We do actually do CAD on an hourly license, but we have like, SketchUp, Endscape. I'm trying to think of the other ones. We don't do Revit right now. We, like, had to stop that because it's just don't use it. It's so expensive.

[Interviewer] Gabriel Almeida  
Yeah, yeah.

[Interviewee] Maya Newlin  
It's like it just never use Houzz. We do. We have the free platform, but we're not getting, like, work right now from there. It's just referrals.

[Interviewer] Gabriel Almeida  
Okay, so what's how. Because, like, so many designers told us that they use especially the bigger firms. Maya. Like, so what is it good fo?. Why do you think there's so many, interior design firms and architecture firms.

[Interviewee] Maya Newlin  
That use it on Houzz? We don't have, like, a ton of experience with it. I feel like it's an easy, like, shopping platform. Like, you can integrate that.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
But maybe that's because they have so many projects they can, like, it keeps it all online versus, like, we don't have that many projects yet, so we're kind of doing it, like, right from the ground up, if that makes sense. So it's probably just like a volume thing.

[Interviewer] Emilio Alvarez  
Gotcha.

[Interviewer] Gabriel Almeida  
Okay, cool.

[Interviewer] Emilio Alvarez  
And quick question. And, like, the. The price that you mentioned is that. That I'm just. I just want to make sure we're talking the same thing that would be, like, for this specific functionality that we're showing you now. Right. If were to add functionality, you would see value in additional and other things. Like, for example, helping you manage the projects like you were talking earlier.

[Interviewee] Maya Newlin  
Yeah. Like, almost like an Asana integration where it's. Yeah. More project task management. But I feel like that would be for, like, up to, let's say, like, five users, so I wouldn't want to pay that per user.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Like, I want the price to be, like, you know, up to a few users.

[Interviewer] Gabriel Almeida  
Okay. And how, like, how good does Asana work for you? Like, you happy with it, with what you pay for it, the way it works, or you think it, like, it's not the best fit for your type of work?

[Interviewee] Maya Newlin  
We use a free version right now. I'd say it, like, gets the work done because, again, like, our team is not super huge. It's not like we have to go in there every day. But back when were working with an architecture firm, we used it quite a bit because, you know, people were on different time zones and it actually worked for, like, delegating and, like, we paid for that version. And so we actually kind of took the template from the previous. So we kind of took the template that she set up for it because it's, like, very organized and it's kind of like once you work in a certain workflow, that's like, what you're used to.

[Interviewer] Gabriel Almeida  
So how hard would it be for us to, like, build project management in this tool? Apart from what we showed you, Maya, to get you to want to switch out of Asana to, like, be something better than it? And if you won't, if you don't think it would be that hard to make something that's, like, better than Asana, for you? Would you be willing to pay more than 20 a month if were offering all that?

[Interviewee] Maya Newlin  
I don't know, would there be like an app version so wouldn't just be like desktop based?

[Interviewer] Gabriel Almeida  
Yep.

[Interviewer] Emilio Alvarez  
Yeah.

[Interviewee] Maya Newlin  
Okay, then I feel like, yeah, that's worth it. Maybe like 30, 40 then at like the maximum.

[Interviewer] Gabriel Almeida  
But it would have to be an upgrade from the free version of Asana, basically.

[Interviewee] Maya Newlin  
Exactly. Yeah. Because there are a lot of like free softwares out there where they like let you do just enough to where it's like, okay, I can make this work and then everything else we'll just do, you know, over.

[Interviewer] Emilio Alvarez  
And what would an upgrade mean in your case?

[Interviewer] Gabriel Almeida  
Like, exact. Like, is it clear to you, like, the things that you would like done better in Asana because maybe the free version is capping you to do or just the way the Asana software works isn't. Isn't a good fit.

[Interviewee] Maya Newlin  
I do like how Asana, you can do hours and like tracking and like there's like a calendar view. So I mean, this would be interesting of like, okay, we want most of our renders done by this date and then you can kind of assign. Let's say the file was on like a timeline or something. Cause like, we're very visual people. Well, I'm a very visual person, so I like to kind of see things like designers are. Yeah. Like on a timeline or like account. Like a live calendar, let's say. And so like, that's how I would like to look for things versus, like going through like the folder system. I feel like that would be interesting to see.

[Interviewer] Gabriel Almeida  
You're making me question now the whole folder management thing that we talked about here specifically for the drafting and for the renderings. Is there a better way for us to do it for you instead of folders? Since you just said that folders aren't good.

[Interviewee] Maya Newlin  
Well, the way that you have it right now is yes, it's a folder, but there's an image to it, which is why I wanted the image to be actually live updated versus just it's saying PDF. So that does help me because it's like I'm seeing that it's a folder, but I'm also recognizing like, oh, that iteration is from like two months ago or, you know, so that would help me, like, even if it is like in a folder, there's still like a visual side to it.

[Interviewer] Gabriel Almeida  
Okay, got it.

[Interviewee] Maya Newlin  
But it will visualize it in a timeline of like, this is when things were edited, let's say. Like, I'm just imagining One of those, like, lighter, like, time things makes sense.

**Comms process begins**

[Interviewer] Emilio Alvarez  
And then, one of the other things that we keep hearing, and I'm curious if this happens to you just because you guys. You guys are a smaller firm, so that might not happen as much. But one of the things that we are hearing pretty often is that the communication process, both within the firm, but also with other partners, like an architect, a gc, all those guys can be quite hectic because part of the communication comes from WhatsApp. Some of it is an email. Some of it might go on Slack. Some of it might be, like, I don't know, maybe someone uses, like, texts and. Or someone uses. I don't. Telegram or what have you. And that often having different.

[Interviewer] Emilio Alvarez  
Having the same people communicate with you or different channels causes a disconnect between, like, what is the right file, what are the action items, what is due when, who's doing what, all those things. Is that something that you experience all the time?

[Interviewee] Maya Newlin  
Because contractors don't look at their email ever. They're, only on the phone, usually by call, never by text. So, yes, I think this would be what. From what I'm seeing now, this is more of, like, an internal company use. Like, I don't think we would send this out to or share it with gcs, per se. Like, they kind of want, like, the final thing. They don't really argue with what we send. They just, like, sure, build it. So I don't really see them, like, having input in, like, what we're doing.

[Interviewer] Gabriel Almeida  
But I think. But I think what I'm just trying to get to, Maya is like, there's this whole separate idea that doesn't have anything to do with, like, the drafting and the rendering, which is, like, you guys communicate in, like, dispersed communication channels, right? Like WhatsApp iMessage mail, like, call. Right. Like, and the data scattered across all these channels usually for interior designers. Right. And maybe you have a group chat per client or something like that. And, like, it's hard to extract all the action points and, like, all the files and everything that's related to, like, a project or a client. Client sometimes. Or, you know, what needs to get done because everything is so scattered, right?

[Interviewer] Gabriel Almeida  
So the idea would be, like, for us to create a middleware type of communication software where it's an application on your phone or a website that you open that connects to all your communication channels. So we have an API to your email, we have an API to your. WhatsApp to your iMessage. And you can like, search up like a client. Imagine Milo's a client and you can search up Emilio and see like, all the scrape and all the data being pulled from all these separate channels.

[Interviewer] Gabriel Almeida  
So it's a way for you to, like, try to like, visualize everything that's scattered across the channels and like, in a centralized version, in a centralized way to like, consume what's being communicated to you, but also, like, to broadcast from, right. So that you don't have to like, go to iMessage, get a screenshot, put in an attachment in the mail, and let's send it. Like a way to also, like, broadcast, like, faster, right? Like, oh, I see how this came into my WhatsApp. I can just like click send through email and immediately it pops up like an email, like a draft, right? That I can just hit send. So it's completely different from this, but it's an idea we had. So how, like, what do you think of that? Like, would that be something that's, like, valuable to you or not really.

[Interviewee] Maya Newlin  
I think it sounds good, but I know, like, the GC wouldn't use it.

[Interviewer] Emilio Alvarez  
Interesting. Why is that?

[Interviewee] Maya Newlin  
Because that's just like, not how they. In my experience with all the GC's I worked with, that's just not how they work. They. I mean, maybe it would, like, take some time to get you. For them to get used to. Because they're very old school. But usually it's like, yeah, just email is like the only. Or, you know, a quick call. Yeah, but they, I don't think would be. They don't have time to be using another app.

[Interviewer] Emilio Alvarez  
Yeah, yeah.

[Interviewer] Gabriel Almeida  
Yeah. The GCS wouldn't have to use anything, Maya. This would just be like, for you and your team.

[Interviewee] Maya Newlin  
Oh, for like, designers.

[Interviewer] Gabriel Almeida  
Exactly. So if you send a message, more or less, you would like. You would like, basically have a screen that you see. Like, this is why my WhatsApp, this is my email. And whatever else you want to. To like, connect to. Right, exactly. Like your channels.

[Interviewer] Emilio Alvarez  
This is also super early, Maya. Like, Imagine that you have like a channel that's like, for this complex. Here's the client communication. Here's what he's saying. Let me create a task, blah. All that stuff gets assigned. But also internally, if the client said something, we can have like an internal chat to make sure that we're actually not dropping it. We create tasks, it helps you manage it, and then what. You can send it out. But what's happening under the hood is that if Michael Rivers sent you an email, it will reply via email.

[Interviewee] Maya Newlin  
Oh, that's interesting.

[Interviewer] Gabriel Almeida  
Yeah. So it's basically a way for you to control your channels in a centralized way. So you don't have to open your email, you don't have to open your WhatsApp, you don't have to open your imessage. Like this is all connected to those. Right. And you receive whatever comes through any of those channels here in one place. And you can send anything to any of those channels, forward from one channel to another from here as well. Right.

[Interviewer] Emilio Alvarez  
And you can determine when you send it to all channels versus just one tap versus Slack and all those kinds of things.

[Interviewee] Maya Newlin  
Yeah, no, that is nice. I don't think we would use it. Like, I don't foresee myself using that right now.

[Interviewer] Gabriel Almeida  
Okay.

[Interviewee] Maya Newlin  
Like, don't use WhatsApp, don't use Slack. Most of our stuff's like, through Google Chat. It'll be like, hey, check your. Yeah, whatever. But I don't think email, like, I think being in email is really nice because the way we organize it, we like have our folder system and. Or like tag on email.

[Interviewer] Gabriel Almeida  
Got it. Cool.

[Interviewee] Maya Newlin  
I do like it, but I just don't think personally we would use it.

[Interviewer] Gabriel Almeida  
Great. That's all we would do.

[Interviewer] Emilio Alvarez  
That's good to know. And the last question that I have is like, do you feel like if were to do both things, both this and the collaboration software, like, do you think those make sense as two sub products of one company? Or do you think like, no, they're two completely different things. In other words, like, if I were to. If were to develop this as part of this process, do you think that makes sense for you as a user?

[Interviewee] Maya Newlin  
I'm gonna say no. I mean, I could see it being integrated, but I wouldn't want to pay for both of them at the same time. Let's say that there was like an umbrella price. I would see them as two separate services that I would pay for.

[Interviewer] Gabriel Almeida  
Or even like, it could even backfire me to. In the sense of like, if we tell Maya that it's 30 bucks for the whole thing and she's like, but there's this whole thing that I don't really use and I'm not gonna use, she can be like, well, there's probably, you know, I'm paying probably a part for something I'm not going to utilize. You know, I can create hesitancy.

[Interviewee] Maya Newlin  
That's. Yeah, that's what I was thinking. I was like, I wouldn't pay for both of them. I'd pay for maybe this, but not for the other one. Just because I don't use, let's say the other integrations. So maybe it could be like an add on. But yeah, great. I would definitely.

[Interviewer] Gabriel Almeida  
Yeah, it's been super helpful. Sorry. We went a bit over here with the time, learned a lot. It'd be amazing if you're willing for us to like, you know, just bounce a future iteration of this, like, off you just to get your thoughts on it. If you're open to that.

[Interviewee] Maya Newlin  
Yeah.

[Interviewer] Gabriel Almeida  
Awesome. Thank you so much. Last, like, thing. In our end, we always wrap up a call, like, asking this because now we're like in complete research mode. Right. Trying to like, learn from as many people like you as we can. Do you have any other, like, colleagues, like, in the industry that maybe we can have a conversation to do? You would be willing to introduce us.

[Interviewee] Maya Newlin  
For your app testing?

[Interviewer] Gabriel Almeida  
Yeah, yeah. Basically like to have a call like we had with you, right?

[Interviewee] Maya Newlin  
Yeah, I could definitely send over some references if you want. Well, I have graphic designers. Well, unless you just want specifically interior architecture.

[Interviewer] Gabriel Almeida  
Yeah, I think it would be more for like interior design and architecture now. Yeah. But if you know, because there's some. Sometimes like, what we're seeing is there's a lot of like, high end mill workers for some reason that do a lot of shop drawing, so maybe they could be interested in this too, like even some GCs. Who knows? Right? So anyone you think that potentially could be like, I don't know, a good fit or have something to say that is of worth in this process and we would be really happy to have those conversations.

[Interviewee] Maya Newlin  
Okay, I'll go through my contact list and see who'd be a good fit.

[Interviewer] Emilio Alvarez  
Awesome. Thanks so much, Maya.

[Interviewer] Gabriel Almeida  
All right, enjoy.

[Interviewee] Maya Newlin  
Thank you so much. All right, bye.

[Interviewer] Gabriel Almeida  
Bye.