Gabriel Almeida  
Hi, Angela.

Emilio Alvarez  
Hello.

Angela Bernal  
How are you?

Gabriel Almeida  
Good, how are you?

Angela Bernal  
Very good.

Gabriel Almeida  
Thank you for your time.

Angela Bernal  
No worries.

Gabriel Almeida  
Can you, can you see me?

Angela Bernal  
You don't see me?

Gabriel Almeida  
I do not.

Angela Bernal  
Let me see how my camera does. What?

Gabriel Almeida  
It was great. I know. Nice, Nice to meet you. Pleasure to connect. I'm happy to give you a little bit more context as to like, you know, what brings me to speak to you today? Yeah, I recently graduated from mit. I did my MBA there and currently I'm in like an extension program from the school that's like a accelerator incubator for startups for new companies coming out of mit. And I am actually working on like a thesis to start a business to create like a digital tool to serve interior designers and architects.

Angela Bernal  
Okay.

Gabriel Almeida  
So that's what brought me to speak to Luciana and she was kind enough to refer me to you and refer your contact. So that's really some context, you know, behind, you know, the purpose of this call. A little bit about myself. I am originally from Brazil, Was born in the US but was raised in Brazil. Did college here in the United States. Work predominantly in like telecommunications and private equity, but always wanted to start a business. That's why I came to do my mba, to prepare myself to do that. And my girlfriend is actually an interior designer like yourself, and I hear her complain about a lot of things every day for a long time. And that's really what gave me the idea to like try to work on thesis in this space. So let me pause there. I don't know if you.

Gabriel Almeida  
There's anything you'd like to ask or. Okay, great. Okay, so I, I have like, some questions I'm ready to ask you on and if you don't mind. Okay, great. So my co founder, Emilio should be joining soon as well, if you don't mind. He's running a bit late. Sorry for that. Okay, so just to get like first an initial understanding of your office on HELA and the way you work today. Do you have your own like, firm or do you work as like a solo designer with some support? How is it today?

Angela Bernal  
Myself I have consultants that I work with that help me with other like mechanical, electrical, plumbing, some drafters. Mostly I work by myself.

Gabriel Almeida  
Got it.

Angela Bernal  
I'm in Miami. I'm an architect. I'm licensed, so I sign my own plans and everything.

Gabriel Almeida  
Awesome. So you mentioned you worked with some drafters, right? Are they like overseas or this mix?

Angela Bernal  
I have some that work overseas in Colombia and some that are here.

Gabriel Almeida  
Okay, and you employ them Full time or you pay them on a project basis?

Angela Bernal  
Project basis, mostly.

Gabriel Almeida  
Okay, and how do you arrange that with them on, like, whenever you have a project, you ask, like, you already know them, and then you ask if they have enough time to help you. Like, how does that work exactly?

Angela Bernal  
I have some people, I send them the plans that I have, the ideas that I have, and I ask if they're. If they have the time, if they are committed to do the work. And under my timing, and usually that's how we go about.

Gabriel Almeida  
Got it. Interesting. Okay. And do you do, like, just. Because at least, Angela, in Brazil, where I'm from, it's like, usually like architects and interior designers. Like, there isn't as big of a separation as there is in the U.S. i think sometimes, like, architects kind of do it. All. Right. Including the interior design. Is that how you work as well, or do you just, like, sign off a lot of times on the work that, like. Or I don't know, maybe Design Solution does or another interior designer does.

Angela Bernal  
I don't work that much into interior design part. When I do it myself, but it's. It's a small part of the workload that I have. I work. Right now, I'm working more. More like commercial, like industrial work.

Gabriel Almeida  
Interesting. Okay, so like factories or offices. Like, what does that look like?

Angela Bernal  
Yeah, offices, warehouses.

Gabriel Almeida  
Okay.

Angela Bernal  
Design the exterior space. The exterior of the warehouses, the interior, the offices. I work with them also solving problems of violations and things like that.

Gabriel Almeida  
Okay, cool. Got it. Understood. Okay, so let me. I think it's productive now and hell for me to tell you a little bit about our idea and then just see how you react. So our idea, Angela, it's basically a digital tool. Right. So it's a software that you. It's not built yet. We're in the process of building it. But you would be able to purchase. Right. In the near future. And the idea of this software is to make your work with the people that, like, do drafting and rendering for you overseas. I don't know if you need rendering. I don't think so.

Angela Bernal  
Yeah, Yeah, I do.

Gabriel Almeida  
You do? Okay.

Angela Bernal  
Yeah.

Gabriel Almeida  
So the idea is for. For you to have a tool for you to work with the people that do drafting and rendering for you overseas in a more productive, organized, and efficient manner. Right.

Angela Bernal  
Okay.

Gabriel Almeida  
From what I understand today, all you guys do is like, ex. Exchange files in. In WhatsApp or email. Right. Like CAD files, PDF files sometimes. Right. And, like, I imagine that you have to several times revise the drawings or the drafts. Right. Ask Them to do different things, correct them. So for what we understand nowadays, it's quite, like, scattered the way you do that, right. Like, through a communication channel, like WhatsApp and mail. Like, it's a lot of minor corrections. You mix revisions with, like, other conversations in the chat, and it's hard to keep track of everything. Right. So the idea, Angela, is for you to have, like, a website that you can log into, and in that website, you're gonna have, like, your projects.

Gabriel Almeida  
You're gonna select a project, and within that individual project, you'll be able to see, like, all the drawings, all the different files that your drafter has made, and you'll be able to access them and put comments on them on the website. You'll be able to record voice notes. You'll be able to record your screen doing, like, annotations in your iPad. If that's something that you do. I don't know if it is. So that it's all documented there in, like, digital form and not polluting your, like, social channels, like WhatsApp, you know?

Emilio Alvarez  
Okay.

Gabriel Almeida  
And because I know you do a lot of stuff in WhatsApp, or you need to text, like, a million people, different vendors, partners. Right. So it's. It's at least something that you can have, like, on the side, more organized and. And hopefully in a way that's, like, not just about having it somewhere else. It's about, like, having a more efficient way of doing it. Right, right. More organized, like, with recordings and all these things to keep track of you.

Angela Bernal  
Yeah, it depends. For me, it depends with who I'm working with. With. I work with Colombia, works like that. But when I work with people here, what I do is I chair my. My folder that I have everything in, and they work on my folder so I can see all the progress.

Gabriel Almeida  
Okay, got it.

Angela Bernal  
But I cannot do, like, that drafting and telling them everything on. Yeah, that will work really well.

Gabriel Almeida  
Yeah. Great. Great. Okay. So, yeah, I think that's what we're trying to do. I know. We're trying to do something that, like, is more valuable and more product. Way more productive for your work than just sharing a folder like you do today. Right. Because even if you share your folder, you still maybe need to call them to clarify or send a voice note, you know? And, like, that takes unnecessary time, in my opinion. Right. Because a lot of times I think you're doing the work twice. Right. You're, like, taking twice as long as you should to do something.

Angela Bernal  
Sometimes I. If I. If I just do it on the file that'll be easier than trying to communicate what I have to.

Gabriel Almeida  
So that's the idea. And, like, we have a much bigger vision on hell of, like, how to take this forward, like, how to evolve this product. Ultimately, like, our goal is to, like, collect a bunch of data from this initial software from your drawings or revisions and stuff, and create the first, like, generative AI model that's really good at drafting so that.

Angela Bernal  
Okay.

Gabriel Almeida  
Which doesn't exist today. Right. So that, like, you could actually hire your drafters for a less amount of time where they can be way more productive. Right. Because, like, they don't have to do, like, all drawings from scratch. Right. But that. That takes time. That's the end goal. Right. But just to, like, give you a little bit about the idea of, like, why I think where we see this.

Angela Bernal  
Going, Will it work like a cloud? So I put all my files there.

Gabriel Almeida  
Yeah. Like the initial software. Yeah, it would. It's a website. It's on the cloud. It's all backed up. You can access it on your iPad or computer, on your phone. You don't have to worry about, like, saving it on your local computer or, like, on another folder and another drive. You know, it can all be stored there. Yeah. So I think, like, that's the idea, Angela. I think it'd be great to get your thoughts a little bit on it. We're happy to share, like, we're in the. We're almost finishing, like, the version one of our software, so we're happy to show you some screens so you can get an idea of, like, what it is. But before we even get into any of that, like, how. How does what I said sound to you? How valuable do you think it would be?

Angela Bernal  
I think it could work really well. I kind of. What I use is I have my cloud and I share folders with whoever needs it. Contractors and I have different folders. But I feel that sometimes it's to keep track of which is the latest files. Sometimes it takes time. And that communication of telling people what to do sometimes is complicated.

Gabriel Almeida  
Great. Yeah, no, that's. That's.

Angela Bernal  
You know, I think that's the most valuable tool that you told me is, like, I can save my screen. I can record my screen and talk and say, do this. This is what I need you to move 12 inches this way or something like that.

Gabriel Almeida  
Yeah, for sure. Do you already use your iPad and, like, an Apple pen, sort of like annotate.

Angela Bernal  
Yes.

Gabriel Almeida  
Okay. Okay.

Angela Bernal  
Yeah, I use it all the time, especially for markups.

Gabriel Almeida  
Okay, great. So, like, we are building a software that you can do that directly on the website. I mean, you don't have to like take a screenshot and then like save it and then send it, you know.

Angela Bernal  
Okay. Will that work with PDFs? Do I have to produce the PDF first or would it work?

Gabriel Almeida  
So someone has to produce the PDF on the website, right? Either like after or yourself. Like someone has to upload it, but once it's there, you can just like draw directly on our website, like on the PDF, like and annotate it, you know, whichever way you want.

Angela Bernal  
With the A website, work only with PDFs or also cat files.

Gabriel Almeida  
Also cat files. Also cat.

Emilio Alvarez  
Okay.

Gabriel Almeida  
Yeah, yeah. Here's Emilia. How's it going, Miro?

Emilio Alvarez  
Hey guys. Sorry for being late. I literally had to go to five different docking stations for the Bluebake. Crazy.

Gabriel Almeida  
Angela was telling me just to catch you up real quick. She is an architect. She works mostly with like a team of like plug and play people, right, Angela that she like taps in whenever she has a project. Like a drafters overseas, renders overseas as well. I just described to her like a product vision on the drafting and she thinks it'd be super valuable. Angela seems to be more organized than most people that we talked about. Like she. What she does is like she has folders that she shares directly with her like partners. But even though she already has that organized, she thinks that like our software would add value because she could do all the communication part on it as well, like leaving comments and screen recordings and everything.

Gabriel Almeida  
And, and also like keeping track of the versions and stuff seems to be easier with like what we described. Angela does do all the annotations on the iPad like other people do and you do. And she says that like the ability to screen record while she's annotating directly on the website is like key. Okay, so I think that's like in a nutshell, like everything that we talked about. You want to like take it from here, Amina?

Emilio Alvarez  
Yeah, and forgive me if I'm asking questions, I've already been asked, but can you tell me a little bit more about like specifically like what does the day to day like workflow look like when you're iterating all the designs? Like I understand some of the I do described a bit of like how you do your file management, but how do you interact with clients? How do you do the approvals, all those kinds of things.

Angela Bernal  
With clients I usually meet in person. I don't do zoom calls that much. This is weird for me. I do person to person. My client calls me even sometimes I don't meet them. Go there, take a look, tell me what you think. So it's more personal that ways with clients. I don't, I don't use like anything different than normal person normal but I think what you're talking to. It'd be really helpful to create a communication with contractors too because that's something that it gets complicated and I found out that these chain emails make me crazy.

Emilio Alvarez  
Yeah.

Angela Bernal  
So it would be really nice to have a place where everybody's talking, everybody knows and not those chain emails that you don't know where to start sometimes.

Emilio Alvarez  
Right. And so like one of the things we've heard like that's quite consistent is that part of what happens is that because you connect with some people on Zoom, some people on WhatsApp, some people on like on email etc, that sometimes like to do's documents, all that stuff falls through the. Fall through the cracks. Is that something under experience whether it's with your, the own design people you work with or with the contractors?

Angela Bernal  
Yeah, definitely. I think that's, it's easier to have contact with your designers and with the people that you work more close by with contractors. It's really complicated sometimes and RFIs get lost in the mix and then they, you add the approval from the cities and all that and the chain emails, as I told you, they're very long and to get to find something that you need in the information in a chain email is practically impossible.

Emilio Alvarez  
Yeah. And how do you currently manage the like the projects? Right? Because like I think there's like part of it. The way that I see is like you have the ideation phase, then you have like okay, like this is the vision. Then you go from the vision to more detail, it gets approved from the client and like you can have like subfaces and stuff like that too. You need to at some point get approval from the. Oh you want to get, you need to get approval from the city, all those kinds of things. But then when it comes to implementation, how do you manage those projects?

Angela Bernal  
What you mean? I work with different contractors, so sure.

Emilio Alvarez  
But how does that end up working on like the operational basis? Like do you use a project management app like Asana? Do you just keep notes? Do you?

Angela Bernal  
I just keep notes. I have many sheets like Excel where I have everything written down, what I need to do for every project, what part of the project it is and what do I need to do next with each project.

Emilio Alvarez  
And do you find that works well?

Angela Bernal  
It works well. As well as I can tell. Yeah, I make it work.

Emilio Alvarez  
Got it. And, like, what would you need to make it work even better?

Angela Bernal  
I wouldn't know. I think it's working for me. I do inspections and things like that. And I have my Excel sheet, and I know where am I with every project. I have my list of all the other projects. I have a list of the ones that I have going on through permitting. So every week I sit and I make a list of what I need to do based on those.

Emilio Alvarez  
Gotcha. Okay, so I think we can show you a bit of. I don't know if Gabe told you, but we're hearing essentially two main themes from the conversation with having. With folks like yourselves. The first one is other communications can be really challenging. What we mean by that is that, like, the contractors send you something over WhatsApp in an hour, they send you an email, and then they say something else. Right. And then, like, it's super hard to, like, get everything consolidated. Things fall through a crack. The other one is that in this iterative process, Right. Like, it's part of what you spoke with Gabe about. Like, in this process, it's the tools today just make it super hard to actually go.

Emilio Alvarez  
Like, they make it hard to go and make sure that things are moving forward, that you're, like, doing version control, that you're leaving notes that are, like, intuitive, all those kinds of things. If you could only fix one of those two problems, like, which one would it be and why?

Angela Bernal  
I think communication is more important because it takes so much time communication because it takes so much time that you're losing of actually producing work.

Emilio Alvarez  
Okay, got it. Well, but I'm curiosity, like, so do you find that you don't lose that much productivity when it comes to, like, making comments and, like, doing the back and forth with designers?

Angela Bernal  
Yeah, that part of the communication is what I think. All the communication with the client, with the contractors, or with my designer. That's where you see. You feel that it could better.

Emilio Alvarez  
Gotcha. Okay. If you're okay with it. This is, like, still super early, but can I show you a bit of what we have in mind? And let me know what you think. Screen one. Hold on. When you can think. Can you see my screen yet?

Angela Bernal  
Yeah.

Emilio Alvarez  
Okay, great. So, like, the idea here is, like, that you have, like, a set of projects. Like, this is what you come into, say, look, I care about this, like, residential complex. You go in you have like all of your, you have all of your documents, your team, like you know who's working on it, etc, you can upload documents. It is that if you actually go into a draft, you can leave comments whether like it can be a video, you can relieve replies, likes, etc, even voice memos. The voice memos can be transcribed and like you can automatically get all the to do's. You also have like a specific chat and at the end of the day, hold on, we actually started looking at the history of the files.

Emilio Alvarez  
You can look at like the version 2.1 for example, and you can like compare it. When you click compare, what's going to appear is like a little like slider here that you can move to the left or right and you can see the differences. Obviously these are like dummy images, but. And then you can obviously like leave comments, you can draw, etc.

Angela Bernal  
Okay.

Emilio Alvarez  
Obviously you can zoom in, you can change colors, all those kinds of like normal things. What you can also do is you can click here. On mobile, you scan this and if you scan this with your iPad, you can draw there.

Angela Bernal  
Okay.

Emilio Alvarez  
And make those comments. Do you have any, any initial thoughts? Is this kind of like what were picturing?

Angela Bernal  
Yeah, I like it. It works. It seems to be more efficient than what I have.

Emilio Alvarez  
Gotcha. Yeah. And like obviously the idea here is like you can chat and can have the comments, even the screen recordings. It goes from there. You can need to make it super collaborative. You can zoom in, zoom out, almost like. Have you ever worked with Miro or any of those tools where you have an infinite canvas?

Angela Bernal  
With canvas? Yeah, kind of.

Emilio Alvarez  
Yeah. So that's kind of the idea here. And then we're still figuring out like what kind of things we need. Obviously we can create new projects, but we need more. You will also be able to like get the different to do's and all those things out of here.

Gabriel Almeida  
Did you show me to the screen recording functionality and stuff?

Emilio Alvarez  
Sorry, it, like I mentioned in text. In text. It's not working yet.

Gabriel Almeida  
Okay.

Emilio Alvarez  
Yeah.

Angela Bernal  
Okay.

Emilio Alvarez  
But yeah, so that's kind of like what we're thinking. What are your initial thoughts?

Angela Bernal  
I think it works well for drawings, but I would like to have more like scheduling things like that in there.

Emilio Alvarez  
Gotcha. And what, and can you say more about what you mean by scheduling?

Angela Bernal  
The projects go through many phases, like maybe not interior design, but in architecture we have many stages. We begin with preliminary design, then we go to a more detailed design, then we go to construction documents and in construction documents, we have mechanical, electrical, plumbing, structural, civil engineering, all that within the project. And then we go. After we have all the construction documents, we go to permitting. And once we are in permitting, we have all these disciplines that has to go through. And some approve and some don't approve. And it would be nice to have all that. In my opinion, if I'm going for a software that's going to organize my life, I will be looking into that. Depending on the project, it goes through all these different stages in architecture.

Angela Bernal  
And then once it goes in construction, we do a construction administration, and we have all the contractors asking questions and seeing payments and all that. And also I would like to have, like, how much the project I'm charging for the project, what payments have they made and all that and changes. All that will be nice to have it all organized.

Emilio Alvarez  
Got it. Okay. And like in. I guess this is a fundamental question because, like, everything that you've mentioned are things that we're thinking we would implement over time. But what are some of the things that would be nice to have versus like, if you don't have this, like, your product is not useful anymore?

Angela Bernal  
I think the first part that you're proposing, it's really nice, but I would like to have more if I'm gonna pay for a product. Like, have something that really organizes my life. Because as I told you, I have many different Excel pages that I that have keep track of this. If I can have everything put together, it'd be something that I'd be more willing to go.

Emilio Alvarez  
Out of curiosity, would you mind showing some of those Excel pages?

Gabriel Almeida  
Yeah. And before you do that, Angela, just to clarify what you said. So you're saying that if all we offer is the ability for you to do the drafting and the 3D rendering process in a more organized and iterative way in our app, like what we showed, right. With the voice notes screen recording. Like, that alone for you isn't enough for you to want to pay for this product, is what you're saying.

Angela Bernal  
It would depend only on the price because I will have to educate the people that works with me to use it.

Gabriel Almeida  
Yes, you would.

Angela Bernal  
Is more. More like, I will have to show them people sometimes, especially outside of my own, the U.S. they're resilient of new technology. Like, I don't know why, but you tell them, no, I'm gonna share my folder with you. And they're like, oh, how do I do that and how I find it? And. And I'm like, it's easier for me. Just send the Files and that's it. And if I tell them, go to this web page and go to these, and you have to find my voice recording, it'll take me more time than to send it, and that's it.

Gabriel Almeida  
And. Well, at least while you train them, right? Like once they're used to it, hopefully it won't take. It will take. It'll be faster. Right. But yeah. So just out of curiosity, how old are the people? Do you usually tap in a draft for you from overseas?

Angela Bernal  
I have no idea. I've never met them.

Emilio Alvarez  
I just talk to them for fun.

Gabriel Almeida  
You never seen them like in a video call?

Angela Bernal  
No.

Gabriel Almeida  
Wow. I find that surprising.

Angela Bernal  
Yeah, I, I, yeah, I work mostly by myself. I, I have people that works. I have consultants that are older people here in like my engineers and all that, but I don't know the people that I have in Colombia, how they work.

Gabriel Almeida  
Okay, and how do you find them? How'd you find them?

Angela Bernal  
Words of mouth.

Gabriel Almeida  
Okay.

Angela Bernal  
Somebody recommend them?

Gabriel Almeida  
Okay, down. Interesting. Okay. And so you mentioned like how it's all about price, right, Anela, So what is like in your mind like a reasonable price for you to like, for the value that we're like offering you? Right.

Angela Bernal  
For the first part that we are talking about.

Gabriel Almeida  
Yeah. Like the drafting part. Right.

Angela Bernal  
I would take, I don't know, like $20 a month or something like that. More than that. I would think about it.

Gabriel Almeida  
Okay, more than that. So $20 a month, it would kind of be a no brainer. It's worth it. More than that, you're not sure. Right?

Angela Bernal  
Exactly.

Gabriel Almeida  
Okay, got it.

Emilio Alvarez  
And what about if we added the other functionalities that you were talking about?

Angela Bernal  
For that, if you organize my whole life, I will pay like $60 a month or so.

Gabriel Almeida  
Okay, got it.

Angela Bernal  
Yeah, yeah. If you keep everything in one place and I don't have to think, and if I receive a check, I will have to go to my, to my cheat and look at it and find out what they paid and if they paid enough and all that.

Gabriel Almeida  
Okay. So have you like, are you using any other software? Like tools? Like a lot of interior designers and architects that we spoke to use this one called House.

Angela Bernal  
No, I don't use anything.

Gabriel Almeida  
You don't use any of that? Okay.

Emilio Alvarez  
Have you heard of house?

Angela Bernal  
Nope.

Gabriel Almeida  
Okay. Okay, cool. That's super helpful. Sorry, I didn't want to interrupt. You were going to show us like something, but I just wanted to ask you these things before. Sorry about that.

Angela Bernal  
Let me see. You want to see Something Let me share my screen. As I told you, I don't use zoom that much. Share my screen. Okay, let me see. I need to share my screen completely. Okay, do you see my screen? Hello?

Emilio Alvarez  
Yeah, it's loading.

Angela Bernal  
You see my screen?

Gabriel Almeida  
No, not anymore.

Emilio Alvarez  
I heard the little thing, the little noise that it makes when you start sharing, but not.

Angela Bernal  
Let's see what happened. Grey screen. This has some change sometimes. Okay, share the screen. Okay, this is a Google. Google sheets that I use for my. For my inspections. I do inspections for the buildings when they. So I have the status. Every building that I'm doing inspections for, you see there? And I have the status. The green ones are the ones that have been approved already the day that I have to submit. And then I have this. If a structural report. Pass of electrical report pass. If the lighting report, water canal pictures. If I need to take more pictures of any of these buildings, the pictures of electrical. If I need to take any. If I need to do a thermographic report, that is something else that I need to do. If the COVID letter is done and there are pictures.

Angela Bernal  
So everything is here in my. In my web page. In my page. And I can go and see anything what I need to do next. So if you see this one has new comments. So I have to check the comments and do my revisions. Once I do it, I come here and I say it's done. I'm waiting. I already submitted. I'm waiting for either approval or more comments.

Gabriel Almeida  
Okay, so you have your. Just to see in the column you have like projects on the Y axis. Angela. And then on the X axis you have status date to submit, structure report, electrical reports, lighting, water, canal picture, structural pictures, electrical, thermographic cover letter and aerial. Okay. It's. Are these. Yeah, go ahead.

Angela Bernal  
This is a specific for.

Gabriel Almeida  
Okay.

Angela Bernal  
Something that I'm doing that is reports. It's different in other projects. This is something different. But this is the one that I have more organized than all of them.

Gabriel Almeida  
Okay.

Angela Bernal  
Because it's very complex and I have many projects doing this. So.

Gabriel Almeida  
Okay. But like, it would be super important in our software if you can easily create and maintain a matrix like this for all your projects there. Right?

Angela Bernal  
Yes, definitely.

Gabriel Almeida  
Okay. That's easy to do one like this.

Angela Bernal  
I'm more. I. I would think. I don't know. I know people use people. I myself, I work mostly by myself. So I manage all the payments or my invoicing, all that. I do it. I. I do it. No, there's nobody else that does it. So I need to keep Track of everything. So. So if I can keep a matrix like this for this one, for payments, and maybe even what I pay consultants will be really good.

Gabriel Almeida  
Got it. Okay. Is there, is there anything else, Angela, that like, is. Would be easy for you to explain to us? That would be super valuable if we have like, in the software that like, you wouldn't have to do it manually maybe anymore or like that you for sure would need.

Angela Bernal  
Know that. I know that. I'm thinking right now.

Gabriel Almeida  
Okay, so like we talked about, like, I think three things, right? Like, I think having like a file sharing system, right, that you can share all. Everyone that like, needs to access to your documents. Like, being able to like, allow you to do like the iteration of the drafting of the rendering process in a better way, which is like the core of what we do. Right. That's like a second thing. And then the third thing would be for you to be able to create these like, status matrixes, right, where you can like, customize your columns and keep track of like the status for each thing for each project and color code stuff. Right? Like, would those be the three major things that you would like to be able to do in the software? Basically, yeah.

Angela Bernal  
Like organize my whole project in. In a file that everything is in there.

Gabriel Almeida  
Everything. Project management, file management, revisions of drafts and stuff. Okay, okay. Okay, great. Go ahead. Go ahead.

Angela Bernal  
And that the sharing. That the sharing will be different. Some people can see some stuff when other people can.

Gabriel Almeida  
Yeah, you can. You can do access control. Okay, okay. Okay, great. Great. Okay, good. Emilio, do you want to ask anything else?

Emilio Alvarez  
I think for me, that's. That's it. Now I think what would be great, Angela, would be if we can walk you through the progress that we're making. And then like, one thing that would. That is also like super helpful for us is because you mentioned that the. That you would be willing to pay about $60 a month to do this. We are looking into like, finding the potential design partners and like, what we're. What we would love to better understand is like, if were to actually. Yes, two things. One is, as we've mentioned, we're going to start with just the annotation part and file management.

Emilio Alvarez  
And we may have to add some lightweight project management to it, but eventually we want to do the full thing, provided that is the timeline that we're committing to, that we would give you a discount, obviously, as being one of the first clients. Would you be willing to be part of that process earlier in like one in the design and the iteration process. And would you be willing to put in a prepayment deposit?

Angela Bernal  
What would that look like? I don't, I don't follow exactly. What.

Emilio Alvarez  
Sure.

Angela Bernal  
What would that ensure?

Emilio Alvarez  
Do you want to rephrase, Gabe?

Gabriel Almeida  
You're asking her if she would be willing to put a prepayment deposit on our product? Is that what you're asking?

Emilio Alvarez  
Yes. And then also work with us as we develop.

Gabriel Almeida  
Okay, so he's. What he's asking, Angela, is for you to like, two things, right? One, would you be willing to just like, iterate with us a little bit more over like another call or two, as we progress to show you more how the product like, is looking? Just because, like you, we're creating a product for professionals like yourself, right. So for us, it's super valuable to be like, have someone like yourself give us thoughts along the way as we become ready to actually have a product in the market. And then I think the second part of what Emilio is asking is like, assuming that process goes well and you really like what you see.

Gabriel Almeida  
If you would be willing in the near future to put the deposit down, for example, for one or two months, a trial, for example, of our software, just to like, help us, like, you know, fund the development of it, help us show investors that customers are interested, you know, that's more it. But it would just basically be like. I think what am is asking is two things. One, a commitment of like maybe having one call or two, for us to show you more progress as we go to get your thoughts and to really bring you into our creation process. And two, if those go well, if you would be willing to like, sign up for like a one or two month paid trial with us to like, try out the product.

Angela Bernal  
The first part for sure. The second depends on how we work it. We work it out.

Gabriel Almeida  
Okay, great. I think that's great. That's all we need, I think. Balls on our court to, you know, over the next calls that we have with you, Angela, as we're progressing to improve, impress you and see if we're creating something that's actually valuable for you. Right.

Angela Bernal  
Perfect.

Gabriel Almeida  
Amazing. Great. Well, Anila, thank you. Thank you so much for your time. I did want to ask one last thing, Angela, before we wrap up. It's, it's very quick, but it's like a separate idea. I just want to understand how useful it would be for you. One thing that we learned about how interior designers or architects in the US work is like, you guys have like a million group chats on WhatsApp. So many different emails for, like, different clients. Like, text message. Like what? Like, your communication is, like, constant and very scattered across different places. Right. So one of the ideas that we had is like to create an app, right, that would connect to all your communication channels.

Gabriel Almeida  
So it would connect to your email, connect to your WhatsApp, connect to your text message so that you could, like, in one place, see, like, and with AI, find like, okay, for this client, for Emilio, who's a client of mine, tell me everything I have about Emilio through all my communication channels. And then we create a very organized, like, scrape of like, okay, on WhatsApp, you have these things about Emilio and mail, you have these things. On text, you have these things. And then you can.

Angela Bernal  
Yeah, that will work. Yeah.

Gabriel Almeida  
Okay. So it would be an idea for you to, like, very, in a more quick way, see everything you have about Emilio and have the option to also, like, broadcast from it. So it's like, okay, I don't have to go on, like. So for example, if I need to take something from WhatsApp and put it in an email, I don't have to go on WhatsApp, save the picture, upload the attachment to a new email, and send it. Like, I can do it all from this app too. I received receive everything in, like, a consolidated way, and I can scrape and search with AI and I can also, like, broadcast from a central place anywhere in any platform. Does that make sense? Do you think that would be something you'd be interested in?

Angela Bernal  
I like more the other idea where everything. It's in the same place for everybody.

Gabriel Almeida  
Great. That's all I know. That's all we need to do with that.

Emilio Alvarez  
Thank you.

Gabriel Almeida  
Amazing. Okay, Angela, just to wrap up, thank you so much. First of all, to be willing to, like, talk to us today and to continue the conversation for us. At this point, we're just trying to have as many research calls as we can with professionals like yourself to really understand if, like, there's something here for us to build that's worth our time. Right. So with that in mind, do you have any, like, colleagues or friends in the industry that you would be willing to connect us with just for us to have more conversations and learn more?

Angela Bernal  
No, not right now.

Gabriel Almeida  
No worries. All good. Okay, great. This has been super helpful. Thank you so much. And we'll. We'll definitely be in touch.

Angela Bernal  
Okay, no problem. Byebye.

Gabriel Almeida  
Have a good day. Bye.

Emilio Alvarez  
Bye.