Gabriel Almeida  
Hey, how's it going?

Design DidaHome  
Hey, Gabrielle, how are you?

Gabriel Almeida  
Good. Thank you for the time, Edward.

Design DidaHome  
No, don't worry. Do you hear me? Well?

Gabriel Almeida  
Yeah, I can hear you. Can you hear me? Yeah, it's freezing. It's freezing a little bit. Can you hear me?

Design DidaHome  
Let me see if I can try inside.

Gabriel Almeida  
Okay.

Design DidaHome  
Right here. Better.

Gabriel Almeida  
I can hear you.

Design DidaHome  
You hear me well, right? Okay, perfect.

Gabriel Almeida  
Great. Thank you for the time is you're sorry to be taking time off your Saturday, man.

Design DidaHome  
Oh, no, don't worry. So do you come from Louisiana?

Gabriel Almeida  
Yeah, I'm actually, my girlfriend works there, Design Solutions.

Design DidaHome  
What is her name?

Gabriel Almeida  
Lara Biondo.

Design DidaHome  
Oh, Lara, yeah, I, I know her. I meet her like a couple months ago. Nice.

Gabriel Almeida  
Okay, cool. Yeah, yeah. Luciana speaks very highly of you, man.

Design DidaHome  
I know, I know, I love her. She knows that we have a good connection. She was like, I'm a good mother here in America, so I'm so grateful with her.

Gabriel Almeida  
Awesome, that's great. And Richard, I'll cut right to the chase in respect of your time today, man. So I'll give you some context. I just graduated from my MBA at MIT here in the Boston area. And now I'm in like a startup accelerator incubator from MIT for new companies and I'm exploring a thesis to start a company that is intended to create digital tools. So like software for example, for interior designers and architects and everyone in that space. So in that process it brings me to speak to professionals like you that I know have a lot of expertise in the space to really understand if our idea, what we're thinking creates value. Right. And is worth our time.

Design DidaHome  
Sounds good.

Gabriel Almeida  
Do you mind if my co founder joins the call?

Design DidaHome  
No, no, no.

Gabriel Almeida  
Okay, great. Amy, do.

Emilio Alvarez Flores  
Hey, how's it going?

Gabriel Almeida  
Good, how are you doing? Well, got Edward.

Emilio Alvarez Flores  
Edward, nice to meet you.

Design DidaHome  
Nice to meet you.

Gabriel Almeida  
I was just giving him some context. Emilio just basically told him that, you know, we're in Delta V and recently graduated from the MBA and that we're exploring now, you know, thesis around digital tools for the interior design and architecture space. So I wanted to start off by asking you, Edward, do you, how do you work today? Do you work in a, a shop like Design Solutions? Do you own your own shop? Like how is it that you work today?

Design DidaHome  
Today I have, I mean my work divided into one of them. I work for a company for a high end insurance office.

Gabriel Almeida  
Okay.

Design DidaHome  
Here in Miami actually. And also data home. Yeah. D, I, D A. Also I work on my side. I mean like A freelance professional. So I have like a small project, not like design solutions or guide at home. It's just like a makeup renovation for my friends and, you know, people that I know.

Gabriel Almeida  
Okay, got it. Cool. And in. In Daida Home, Edward, how many people are. Are there working at the office right now?

Design DidaHome  
We are a small team. We are like around four people. Two of them are my bosses. They are partners.

Gabriel Almeida  
Okay.

Design DidaHome  
And me as lead designer. And then I have an assistant.

Gabriel Almeida  
Okay.

Design DidaHome  
And this is a team.

Gabriel Almeida  
Got it. Does your assistant, does she draft for you or you do the drafting?

Design DidaHome  
I have a condition with the company. If I. I'm really good in AutoCAD. I'm very fast with AutoCAD. I was teacher at the university in Venezuela with AutoCAD.

Gabriel Almeida  
Okay.

Design DidaHome  
I really like to design and draw in AutoCAD. When I have to design something.

Gabriel Almeida  
Okay.

Design DidaHome  
I mean, if I had to design everything that involved creativity, I love it. If I need to design a TV unit, if I have to design a beautiful kitchen, but if I have to do like standard stuff like a regular kitchen or regular closet, I'm not into that. So she take care about a part. And also she's. I mean, she's kind of new.

Gabriel Almeida  
Okay.

Design DidaHome  
And I'm trained here to do the pre package books and everything. So sometimes she's kind of slow and I have to help her, but it's more like a technical stuff.

Gabriel Almeida  
Okay.

Design DidaHome  
Does she have to. To, you know, do in Araka.

Gabriel Almeida  
Got it, got it. And have you. Has. Do you know if your firm, Edward has thought about like finding help overseas to draft for you to do like the drawing part or like have your firm. Has your firm, like thought about doing that or you haven't heard anything?

Design DidaHome  
I request that because I. I mean, as we are a very small team, I prefer to be focused in design and that part delegate to another person that can, you know, just follow rules. Creativity is not involved because we send all the information. She have to produce all the plans. As I told you, if I had to design, I have an idea that involves design I will do by myself.

Gabriel Almeida  
Yeah.

Design DidaHome  
And then pass through her and she will put all dimensions and technical stuff that she have to do.

Gabriel Almeida  
Got it, got it. So now your assistant basically does all the drafting, right?

Design DidaHome  
Kind of, yeah. But I used to do like a one year ago, everything from the beginning to the end, so.

Gabriel Almeida  
Got you, got you. Okay. All right. So Edward, I think now it's a productive time maybe for. For us to tell you like what we're thinking of, like building and maybe you can tell us, like, if you think it would be useful for you or not. So there's a lot of designers, especially in the Florida area, design solutions included, that actually have, like, people drafting for them remotely in Brazil, right? Or in another country in Latin America. And it's not as easy, right, to, like, do the back and forth and corrections of, like, drawings and drafting when you're not in person. So what we hear that the industry does is you guys exchange, like, autocad files or PDF files, right? And annotations between WhatsApp. And you're like, okay, change this, correct this.

Gabriel Almeida  
Sometimes you call the person and, you know, try to explain via audio. But that seems to us, at least looking from the outside in. I know, like, it works because it's how you guys have been working, but it seems like it could be done in a lot more organized way, right? And like, ideal way. So what we thought, Edward, is to create like a software basically, like an application that you can have in your computer, in your iPad that you would open and the person that you would interact basically with the person that drafts for you, in your case, your assistant, to be more productive and more organized in the way that you correct her drawings. You give instructions and feedback for revisions.

Gabriel Almeida  
So imagine an app that you open and then you can upload different versions of the PDF of the drawings, and you can annotate like it is like you would in an iPad. For example, you can do a screen recording with audio so that you're the person that's drafting for you, has that documented there and doesn't miss any of the instructions. We're thinking of putting, for example, AI whenever you do a recording with audio, explaining it, because maybe better than just like typing it, right? Or writing it. We want to put an AI on the software that will take your audio and transcript it into action points for the person. That's like drafting for use for your assistant in your case, right? So this is around what we're thinking, Edward.

Gabriel Almeida  
I don't know, like, if you think that would be, like, if you picture yourself using that, I don't know if you think that would make your interactions with your assistant more productive or not. Do you have any thoughts? I don't know if it was clear described.

Design DidaHome  
Yeah, yeah, I understand. Sounds good. Really good. Because it's something that will be innovative markets. The thing is, like, it's kind of different. We hire the 3D artist. He doesn't live in Miami, he lives in Venezuela, to be honest with you. It's what you say, like, It's a little bit messy. Sometimes we have so many as he's the 3D artist that we use for everything.

Gabriel Almeida  
Yeah.

Design DidaHome  
We have so many group shops on WhatsApp. We share all the information there. We send videos. Sometimes we send pictures of the material with the scale and everything. We have more issue with the finishes because we send a picture and our picture is not the same thing. Like, in a real person. You know, if you see a wood here, it. And essential picture, you can see more yellow or more red. That is the most important thing that we have to. I don't know how we can create something that is about the camera. You know, like, this is the issue that I saw, but I think it would be good because you will use WhatsApp just for your clients, family, friends, and you have a platform, a portal that you can use for work. So, yeah, I think that is a smart.

Emilio Alvarez Flores  
Yeah. And one of the other things that we're hearing, and I don't know if this happens to you, is that the communications also is, like, quite challenging, is like you might send emails to the client, whatsapps to the group to, like, whoever you're working with. Then there's also what's up to the client and all those things and, like, a lot of things fall through the cracks. Is that also, like, your experience?

Design DidaHome  
Yeah, it's kind of like that, actually.

Gabriel Almeida  
Is it. Is it hard, Edward, to, like, keep track of, like, every little detail that you have to do and to correct and to.

Design DidaHome  
Like, to be honest with you, I'm super ocd. I have ocd. So I just go through what I have to do and I. Until I finish and I get what I want. But not everybody's like that. And I'm telling you, like, I'm the best, but I'm very focused in, you know, for example, for me, the. Because I have an assistant that she draw for me about plants. And we are okay, because I just can sit with her and explain her everything what I want and correct her there, you know, immediately. With the 3D artist or. Or issue. It's not issue. He's amazing. But it's the information. It's kind of messy, and you have to follow up very, you know, straight, you know, to get the 3D as you want.

Emilio Alvarez Flores  
Yeah.

Gabriel Almeida  
So let me. Let me see if I'm understanding what you're saying, Edward. You're saying basically that in your case, right, in your firm, since the person that drafts your assistant, is just like, in person with you don't think it would be more Productive to use our platform to like iterate on her drawings because it's easier for you to just like show her in person and you don't need to use like our platform for. Is that what you're saying? Because I understand that you're saying it's interesting more for the 3D rendering. But before we go there, I want to make sure.

Design DidaHome  
Yeah, it's. I'm telling you that because right now this is the system that I'm working now, but tomorrow I open my own business for me. Would be amazing to have some. Someone from another country shipper and use your platform or your app.

Gabriel Almeida  
Gotcha. Gotcha.

Emilio Alvarez Flores  
Sorry. Would that also be useful like even if you have your own team that's like sitting next to you just so you can track the comments and all those things like do it in like a. Or is it like sufficient to just be like hey, so and so, like change this color and that's good enough.

Design DidaHome  
I know that now Design solution is trying to dedicate the functions to the team and they have to do their job. In my case right now, as we are a small team and I want to teach and learn. I mean train My assistant for me is very important to explain her in person because I would like to make her understand how the process to grow up. This is my situation right now. Maybe tomorrow if I get into a corporate company super big, I don't want to talk with her and just use your platform because she's in another department. So I think it's kind of the system that you are working with because she's next to me so I can just turn and tell her it's easier.

Gabriel Almeida  
You know, that makes sense. That makes sense. But you're saying that like in the system that you work in today, maybe it would be useful to use our platform to iterate on the 3D renderings. Right?

Design DidaHome  
Yeah. And I, I think it's very interesting to add artificial intelligence. I think everything that you explained me sounds amazing. Right now I'm working with some other designers. We have a podcast, very cheap podcast. We are not like a formal design podcast. No, it's just to have fun.

Gabriel Almeida  
Yep.

Design DidaHome  
And we are like a mix it between freelance full time and other friend and may work for another company. And I can see more through a. A someone that is trying to create his own business and more of them do that. They go to some apps to hire people and yeah. You know, try to get it. But I think a tool like your app will be amazing.

Gabriel Almeida  
Yeah, it Would make them idea. Hopefully it makes them. Makes their work with whoever is like, remote for them better. Right. More organized.

Design DidaHome  
Yeah.

Gabriel Almeida  
So you mentioned something that we hadn't thought about, Edward. And I think it's a great idea which is potentially using our platform not only to, like, iterate on drafting, which is more like 2D, right. But use it to iterate on the 3D renderings. So we hadn't. We hadn't thought about that. So can you help me, like, understand a little bit, like, how you. How do you picture yourself, like, using what I described to better work with the person that does the 3D rendering for your office today?

Design DidaHome  
Yeah, super easy. It's a process that we create a book. In that book, we put the floor plan and we, you know, we have to mark in a red mark, like this area is this area. We have to use this wood, this fabric, this floor, these windows, everything described there. And also the links for all fabrics, all furniture that we are using. So would be amazing if you can create that. And we just add the links. So all the information is there. I don't need to go back and forth with everything, you know, like, because sometimes I put the information there and the guy just miss it up or something like that. Or maybe he put like a. The fabric has a wrong pattern size or maybe the wallpaper. So we can put everything there and he can just follow.

Design DidaHome  
Follow your book or follow the app, you know?

Gabriel Almeida  
Right, right.

Design DidaHome  
So that can help you to be organized and it can help the 3D artist to go step by step.

Gabriel Almeida  
Because now what you do. So. Okay, that. That makes a lot of sense. So what you do, what do you give the 3D artists now is like the four plans and then like written notes with your.

Design DidaHome  
In PowerPoint. Yeah, we create a book in PowerPoint and put all the information there.

Gabriel Almeida  
Okay. But then doesn't he already have, like. Because you include the links and everything in the PowerPoint right. To the materials?

Design DidaHome  
Yeah. So, yeah. But also after he sent the previous render, you have to do so many corrections. So maybe you can do like a check mark the areas that are done or the things that they are good.

Gabriel Almeida  
Okay.

Design DidaHome  
And the thing that you have to fix, you can put like a little note, like, the panel of the wallpaper is wrong. This chair is not like that. You know, like.

Gabriel Almeida  
Okay.

Design DidaHome  
And I think will be instead, because sometimes when he sent me the video, I have to. Sorry, the. The render, I have to do a video. Okay. Jose, this sofa is not like this. The fabric is like that. Check it out. The wood Color. So instead to send a video, I can check it out everything from there. He can send it through your app the previous and I can do all the corrections there.

Gabriel Almeida  
Gotcha, gotcha. Okay. So basically like a better way to correct than just you sending a PowerPoint. And then when you say you send a video, do you mean like a screen recording is what you said?

Design DidaHome  
What's up?

Gabriel Almeida  
Video with your phone pointing at the screen and stuff. Okay, yeah, we can definitely do something better than that.

Emilio Alvarez Flores  
Got it. Yeah. Because what we have in mind is basically. I don't know if you've ever used loom, but basically you can do like a. Within the app screen recording. And then you would also have the ability to annotate as you go based on what you say, creates the transcripts and the action items. But the person who's working with you, or even if it's your assistant, you could go reference when you said this, where on the document were you those types of things?

Design DidaHome  
Sounds good. I never tried that one. We are informal in that way because were with this guy from Jers. So I know how they work. They know how we work. And we just send a video to be quick and you know. Yeah, I think if that is something that will be my life easier, his life easier will be super productive. I think it's an amazing idea from now that you told me, like a raw idea I think will be good because also that helped me a designer. I have my. You to have an example. I have my email for my job and I have my personal email. So I during the weekends, I don't check my emails from my job.

Design DidaHome  
So if I have an app that I can separate work from personal life will be amazing because I just check it out that app during the week. Yeah, my weekends are free, so because sometimes he send a question. I need this information to finish the 3D during the weekend. We are workaholic. More of the designer are workaholics and just try to help him to finish the labor or whatever he wants to do and he do stand right away. So by this way, I think you can. I'm thinking more like a. You know, to separate that. That can help you to have a very quality life, you know. So it's a good point to. To keep in mind.

Gabriel Almeida  
That makes sense. And Edward, do you know if you guys use like. Do you guys have any other like subscriptions of softwares that you use at a company? Do you have like house, for example?

Design DidaHome  
Yeah, the company has house, but they use it just to catch clients, not for any other purpose.

Gabriel Almeida  
Okay.

Design DidaHome  
Yeah. They charge. I mean. Yeah, I don't. I'm not into that because the owners just deal with that part. But I know it's just for touch clients. I know that. Now, these are solutions. Is. Are you seeing House, but before they use Ivy?

Gabriel Almeida  
Yeah.

Design DidaHome  
In my office right now, we use templates that they have already done in Excel.

Gabriel Almeida  
Okay, so got it, got it.

Design DidaHome  
Yeah.

Gabriel Almeida  
And so let me. Let me ask you this, Edward. I know it's hard to think in, like, hypotheticals, right. But, like, we. We need to start to understand, like, try to quantify, like, how much value that this creates in the eye of the customer. Right. To really understand, like, what we should charge and things like that. So not trying to get any commitments from you here, but just trying to really, like, get your reactions. If you were, like, to open your own, like, freelance. Right. Shop now. Right. And were to charge, for example, I don't know. And you had all your. How do you say, remote drafter, remote render. Right.

Emilio Alvarez Flores  
It was.

Gabriel Almeida  
We were to charge around, like, $200 a month for, like, a subscription to this service. Is that something that, like, is a price you think is reasonable or you would be like.

Design DidaHome  
I think it's reasonable because you are not paying, like. I mean. Yeah, I think as you are paying, if you. You are hiring people outside America, the price will be lower. You have the app to connect also if you. In your. I have an idea now, if you have the app, for example, I start my business and I just buy your subscription. If I don't have a team, if you can offer me people that just get into the app would be amazing, because if I am starting there, I don't have anybody. Anybody to help me.

Gabriel Almeida  
Yeah.

Design DidaHome  
I just hire. I just use your app and. Okay, I'm looking for C Rafter, and you just send me three of them or four of them or whatever. Great.

Gabriel Almeida  
We thought a lot about this already, man. It seems to be something that a lot of people in your industry would value. And it's definitely like. So we could create two versions of this service. Right. We could create one where you just buy our software and another, more premium version that you buy our software and we give you support for drafters as well, right?

Design DidaHome  
Yeah.

Gabriel Almeida  
So we're definitely taking that into account. Absolutely. And we actually started just with that idea and no software, and then went all to software. But maybe the answer is a mix of two, right?

Design DidaHome  
Yeah. Yeah. Well, be amazing, because right now you have people that have to get into the. I mean, if I am a cat drafter. And also you can charge to the cap drafter, maybe a lower price because they are outside.

Gabriel Almeida  
Yeah.

Design DidaHome  
But they can find job there. So I can just pay a subscription and maybe I can find a job there and you know.

Gabriel Almeida  
Absolutely, absolutely. Cool, Cool. Great. Edward, we wanted to ask you about like another idea that we have, if you don't mind.

Design DidaHome  
Sure, sure.

Gabriel Almeida  
It's very different. Yeah, it's still to like try to make your work more productive, but a completely different like value proposition. Right.

Design DidaHome  
Okay.

Gabriel Almeida  
So Emilio started like hinting at it in the question that he asked you. But basically like we know that the way you guys worked and that your communication is very dispersed. Right. You have like a million group chats with clients, with vendors, with general contractor, with meal work. And then you send a lot of stuff through email, sometimes through text. Right. So we had an idea to create an app that connects all the channels that you use for communications, connects to your inbox, email, connects to all your WhatsApp, connects to your SMS. So that. And uses AI, has an intelligence on it. So that if you log into that one app and you look up, for example, imagine Emilio is your client and you type up Emilio.

Gabriel Almeida  
It pulls all the information from all the channels from you about Emilio, this client in one place. So you can like digest everything that has been communicated about this account. All the files that you've exchanged, wherever it was like intelligence kind of reading your messages and saying like these are the action points that looks like you need to figure out or these are the people you need to answer. Basically like an aggregator of all these like communication channels that you can also broadcast from. So you can also like send messages from, so you don't have to go channel by channel, like typing up and sending stuff. Anyways, I don't know if that's like easy to picture, but something does that make sense or do you not? Like.

Design DidaHome  
If. I mean, I, I, I mean I can use like a keyword for. I mean, if I'm looking for something specific that can help. To be super honest with you, sometimes I'm very organized with my email. I put the number, the name of the projects and the stuff that I'm requesting or whatever. And sometimes for me it's very hard to find all email. I don't know if my email or olog or whatever.

Gabriel Almeida  
Yep.

Design DidaHome  
But sometimes it's hard. And also by WhatsApp, because what's up? Maybe you are talking about something that I don't remember that I just sent a video. So If I put a word is. I don't want to find that maybe with. Yeah, you can. I mean they can translate that video to words. Give me that. I think I can tell you if. If that is a good idea or bad idea because for me, sometimes complicated. I don't know if they send me all the apps together to me to check it out. I mean, should be like a very organized thing. We have to try.

Gabriel Almeida  
Yeah. Okay, so can you say more?

Emilio Alvarez Flores  
Sorry, like what? Can you say more like what is the hesitation?

Design DidaHome  
Sorry, I couldn't hear you.

Gabriel Almeida  
He asked you like. So you. You seem like less sure about this idea that I just mentioned. Edward, you seem less sure than the first idea that we talked to you about. So we're just trying to understand like why you seem less sure that this is a good one.

Design DidaHome  
No, for me it's because as I visualize with. I think will be complicated for me.

Gabriel Almeida  
Okay.

Design DidaHome  
Maybe for another person will be amazing because they just go there and.

Gabriel Almeida  
Right. They all mentioned you prefer maybe going each channel by each channel like you're used to doing because you're very organized. So like that perhaps sounds better.

Design DidaHome  
I mean, if you have your other app in that app, just include all things that is involved with my work will be amazing.

Gabriel Almeida  
That's the idea. It's like it connects to all your communication channels. So we connect to WhatsApp, we connect to Mayo, we connect to SMS and it tries to just like pull everything from those channels that is related to your work. Right. And the way we do that is like with AI and through you like typing up the name of the client and then the AI goes and tries to pull everything that he thinks is related to that. So you can have that there. But it would. It would involve a change in the way that you handle your communication channels. And I don't know if that's a change that you want or not. Right. Because like.

Design DidaHome  
I think if. Yeah, again, I have to visualize, but I think that is helpful. I mean like if you're looking for something and they just bring all the information to me will be amazing. This is like. I don't know if that will be confused. If you are managing so many projects in a small team as I am right now, I have to be organized, otherwise it will be a mess. And sometimes I look for something specific on my email and I never found. I mean, I have to use I don't know how many hours or minutes looking for the email that I'm looking for. So that is my concern.

Gabriel Almeida  
Okay.

Emilio Alvarez Flores  
Yeah, it's like the idea is that because we like link essentially, like if you create a WhatsApp channel and like you say like this whatsApp channel is linked to like Gabe's project, then all the documents and all that stuff gets pulled together. Same thing with like emails that are to and from Gabe. All that gets pulled into like one interface. And because of that you don't have to do the back and forth. That's kind of the vision.

Gabriel Almeida  
But what I think Edward is saying though, Emilio is like right today, he struggles sometimes to find things on email. Because the way that email finds things and you can look things up through the mail app is very limited. Right? Because like a lot of times you're looking for stuff but you put in a keyword and it doesn't pull it. So like, I guess what saying is like, it would be valuable if we find a way maybe through AI where he can like more like the AI does a better job at like scraping and finding what he wants to find than his like current mail search. Right?

Emilio Alvarez Flores  
Right.

Design DidaHome  
Just an example, let's see. Was quoting sofa. This company sent me the quotes. When I check it out, they put the wrong finishes. So I send an email, no, this is a wrong finish. We want the sofa green with this kind of wood, whatever. And they send me the new code with everything specified perfectly. So sometimes I have all the files saved in my folder or whatever. But let's say like I didn't do that or my assistant do that, didn't do that. So I have to check it out on my email. So sometimes to double check, I have to go through all emails, all chain to see which one was the last one. That happened with commission, that happened with the final price for a client. That happened with all discount quotes. I mean, interesting. Every project is different, every project manage is different.

Design DidaHome  
So you know, like, I think that is the thing that you have to improve to be valuable.

Gabriel Almeida  
The other thing that you will be able to do, and I don't know if this is valuable Edward, is you would be able like in our app, since you kind of like see all the communication channels in one place, you would be able to, for example, if there's a file on the WhatsApp for a client that you need to like put in the email and send through email, you would be able to do that all like more easily in our app, like get the file and already send it. Because. Because you can control not only what you receive, but what you broadcast through this app too. Maybe it's going to Be way more time efficient than you getting that WhatsApp file, saving it, then putting it in the email.

Design DidaHome  
That would be amazing. Yeah, that one will be amazing because you. Yeah.

Emilio Alvarez Flores  
Oh no, go ahead.

Design DidaHome  
No, no.

Emilio Alvarez Flores  
I mean I just wanted to ask like if we could fix one of the two problems, right. Or like give only one of the two solutions that we've proposed today. Which one would it be and why?

Design DidaHome  
I think the first one I like better.

Gabriel Almeida  
Okay.

Design DidaHome  
And yeah.

Emilio Alvarez Flores  
Sorry, can you say more?

Design DidaHome  
Yeah, I think, I feel for. I mean between the two projects. You mean?

Gabriel Almeida  
Yeah, like the. Between the two ideas. Like why do you like the first one more?

Design DidaHome  
The first one for me is. Will be. I think, I mean will be a key.

Gabriel Almeida  
Okay.

Design DidaHome  
Because also you can. I was thinking you can add also a to do list that everybody of the team is involved with. Because I have a to do list in Excel that helped me to do the follow ups. Because follow ups are very important too.

Gabriel Almeida  
Yeah.

Design DidaHome  
When you do a purchase for example and you have to buy a sofa that is in Italy and they told you like the lead time is I don't know how many weeks you have. Normally what I do is like I put my in my to do list the time that they provide and one month before and asking how is the sofa? You know, to be on top of that. So my boss already know if I. If I have a software that helped me to do that, my boss can get in and see that I already did the follow up or something like that. Yeah, indeed. In my. In our position we have to follow up a lot of stuff. Yes, company suppliers, of course, contractors, whatever. So that will be a key things to have in your.

Design DidaHome  
In your app as well like a software that help you to. Or maybe you put in your. In your to do list to do an automatically follow up. Like what about this offer to directly to the company and they just get your body answer. That will be a key things to do.

Gabriel Almeida  
Got it, got it. So have like a functionality where like you can have a really good to do list that reminds you what you need to follow up or gives you information of when was the last time you followed up. But also would be even better if we create a mechanism so that you can directly use our app to follow up. Right?

Design DidaHome  
Yeah, you put the date because sometimes you send to the contractor. Okay, I need to follow up of this, this. And sometimes they are in the job site, they don't check it out the computer, they just go at night checking the computer.

Gabriel Almeida  
What if we included Edward like A mechanism so that you can leave emails like in our app you can leave emails scheduled for a certain date to set. Like easily schedule the email to send it to the person in a certain date to follow up. Would that be good?

Design DidaHome  
Yeah, that would be amazing.

Emilio Alvarez Flores  
Okay.

Gabriel Almeida  
Because that's something you guys don't do today. Right? Like you're not able to like schedule an email without sending it now. Right. You just need to remember on the day to send it.

Design DidaHome  
Yeah, I just have every morning I check it out, my to do list and I'm very consequent with my follow ups. If you don't respond me, I will be a nightmare until you respond me. So I just bombing you with emails. What happened with this? What happened with this? What happened until you respond? So if I have a softer to help me to do that.

Gabriel Almeida  
Yeah, got it, got it. Okay, good. And then one of the things that were thinking of including on the first idea as well, Edward, I don't know how valuable this would be or if you think this would be good or not is like create like an approval mechanism through the app too. So like have for example your boss in the app have even like the client in the app and that they can, you can use the app as a hub and to like show what you need to show for your boss in terms of files and documents and for the client and that the client can like access to approve or to like ask her to clarify and your boss as well. So it's kind of like taking it a step further from like the collaboration software idea. Right.

Gabriel Almeida  
To improve the drafts and the renderings and including kind of like an approval management system in the application as well. Do you think that's needed or you think that it's fine the way it is? Like that wouldn't create a lot of value.

Design DidaHome  
For the final approvals. Yeah, that is kind of different because things can change in the time. So I don't know if that will be like a final approval because sometimes if you want the client fall in love with our project, just show it an amazing render. He said yes. And then when you go to your reality that you have to quote, we work right now with so many artists and artisans, sometimes they say I can do that chandelier. They should be smaller, they should be bigger and the price will be increased. Yeah, they change. So it's an approval, but no will be as final approval. I don't know if I'm explaining you well.

Gabriel Almeida  
No, yeah, it makes sense. It makes sense, it makes sense. Okay. But like, okay, so the way that you get approvals from your boss and the client today, I guess, let me ask it a different way. The way that you get approvals from your boss and the client today, is it good enough the way it works or if you think that the approval was managed in a software like ours that everyone had access to, it would be a lot better. I think that's like the question will.

Design DidaHome  
Be a lot of water because as I told you, every client is different. Sometimes clients approve me everything by WhatsApp, I prefer by email because it's more formal. But sometimes I need to buy the chair because they don't want the old one. And I say, did you approve this or not? And they say, okay, yes. So I have the message that they say yes. And I can buy that.

Gabriel Almeida  
Right. But do you think it's realistic, Edward, to like expect. Because for the client maybe it's easier to just approve through email or WhatsApp. Right. Do you think it's realistic to expect like 1, 2 or like going in an application to do this?

Design DidaHome  
Yeah. That can approve, improve? Yeah, absolutely. Yes.

Gabriel Almeida  
You think that if you were the client, like, you wouldn't mind doing that?

Design DidaHome  
I mean, if I have a formal portal to do that I will do by that. The, the question that I have for you is like, if the client will be involved, he should download an app or he can just get into WhatsApp.

Gabriel Almeida  
It's just like were thinking actually creating like a website, you know, so like instead of the client. Because I guess, like what? I'm skeptical, Edward. Like if I'm a client. Right. If I was hiring you for a project, like, and I don't know, I feel like maybe I would prefer as a client to just approve things through email or through the phone with you WhatsApp or call then like me as a client going in a website to see what you put there and hit approve. Like, you know what I mean?

Design DidaHome  
Yeah, that is my point. Like sometimes client doesn't have time to get into that. We used to have, you see that he have a portal.

Gabriel Almeida  
Yeah.

Design DidaHome  
He put every Friday all, you know, things that they made before, you know, the follow ups or whatever. And the client never check it out. My boss never check it out. What's up? You know, doesn't work.

Gabriel Almeida  
Yeah, that's super helpful.

Design DidaHome  
And sometimes clients, I mean normally clients, I shouldn't say that, but it's a relative. People with money is old.

Gabriel Almeida  
Yeah.

Design DidaHome  
So normally you have a few cases that they are young and Millionaires. So all people with technology is scared sometimes. Some of them are super aware. Yeah, but if you get do it like a, a WhatsApp access to what the client have to see. I don't know, I just.

Gabriel Almeida  
Yeah.

Design DidaHome  
Have some ideas. I mean, for me, I think that will be an issue if the client have to download something or get into that website for us. No, because we have to improve our work or whatever. We do that.

Gabriel Almeida  
So maybe what we can do is like have the approval management in the website for you guys and then have a mechanism built in where that approval is sent via WhatsApp or email in an easy way to the client from the website. Right? Something like that.

Design DidaHome  
Yeah. Yeah.

Gabriel Almeida  
Cool.

Design DidaHome  
You can put like, you can choose email or WhatsApp or Borders then. Because every client is different. I have a client that he doesn't use WhatsApp. Yeah, he's very American. So he just use message. But we communicate with him. Juice, we buy email.

Gabriel Almeida  
Got it.

Design DidaHome  
Okay, so that can help. I mean every designer is going to use the app that is going to make their life easier as house or whatever.

Gabriel Almeida  
Yeah.

Design DidaHome  
But for clients, like if I do in my home, I reach. I don't have time to get into enough to see, you know, like I don't want to know.

Gabriel Almeida  
It makes sense. Yeah, but then you mentioned also that like your bosses, you don't think you like if it's. Forget the client now. Like just the approval that you need from your bosses. Like they, you said that it didn't work when they try to use like a tool to do this approval with it.

Design DidaHome  
Well, in this case, because once you the things that we check it out already because they send more for the client.

Gabriel Almeida  
Okay.

Design DidaHome  
So they say, like I know I send the report, but went on Thursday and they say on Friday. So does it make any sense to check it out? We spoke with them every day, you know.

Gabriel Almeida  
Yeah, but isn't it. Okay, so let me ask you this. Like now I'm trying to understand, Edward, if like the approval management in the website would be good between you and your boss. Like isn't it easier for you to just like ask your boss, like is this fine? Yes or no? Okay, fine. Either through text or call him or in person. Like, like do you think it would better to have the approval formally in the app between you and your boss for things or is it just.

Emilio Alvarez Flores  
Added complexity for no good reason?

Design DidaHome  
Yeah, again, in my system right now, for me it's easier to ask my boss because we are A small crew and I can ask her because she's from in front of me. But in a corporate company that I know in the same office with my boss, I can do the complete proposal and send to my boss and he can approve. My boss can be in Dubai and I can hear Miami working. Send the proposal and he can approve. So it's a good idea.

Gabriel Almeida  
Got it. Okay, Cool, cool. All right. Okay, Let me ask you this, Edward. So we another like one of the challenges that we have is we need to create like a minimum viable product, right? Which is just like the first version of our software that we can produce fast so we can start putting it in front of like potential customers like yourself and like see if it, you know, creates value. But the challenge about that, Edward, is like it's a minimum viable product, right? So it's not the ultimate best version. Like we're going to have to make hard choices and what to include and what to not include in this initial product. So like what do you think out of everything that we talked about, like if we were to create like an initial, very initial product, right.

Gabriel Almeida  
It's not that it's always going to be this way, but it's like, it's what we can produce today and fast. Right. Like what's like, what are like the, what's the minimum features, right. Or like the minimum scope that you would like to see in that product for it to be something that like you think people are willing to pay for and like. Good.

Emilio Alvarez Flores  
Yeah. Like what are the, like what are like the four or five things that we like absolutely have to do and what are some like two or three? That would be nice.

Design DidaHome  
Okay.

Gabriel Almeida  
I have means that we can add after, for example. Right.

Design DidaHome  
For me, something that we is. Is going to catch my attention to get the product will be the easy and fast communication with the people involved. 3D artist or CAD drafter.

Gabriel Almeida  
Okay.

Design DidaHome  
You know, and the app should be. Should show me how easy it is for both parts. I think it will be a good things to. To. To do. And, and also this is something that is new because you have so many apps that to look for a cat drafter or the cat drafter for to look for a new job to have so many apps and websites. Something that I think from your product is very innovative is that you tell me that will be a easy way to communicate with the people that you are hiding.

Gabriel Almeida  
Yeah. Okay, but when you say communication, what do you mean like exactly with communicate? You mean like do the back and forth of the Corrections and like the draft rendering. That's what you mean.

Design DidaHome  
Yeah, exactly.

Gabriel Almeida  
Okay.

Design DidaHome  
I think with that you will catch the attention of the people, like, okay, this will be my life easier and I can put more attention in this or that. So. Yeah.

Gabriel Almeida  
Okay. So that for you is like the must have, right?

Design DidaHome  
Yeah. The main thing should be that one because you are selling that idea that it's something nobody you know. If you, if you say like, no, we have this to do list or whatever. I mean, you have software that already have it. They are kind of complicated. But that one is something that you don't find in the market.

Gabriel Almeida  
Yeah, Yep. Let me, let me ask you this, Edward, the other thing and last question here, because I want to be respectful of your time as well, man, thank you so much.

Emilio Alvarez Flores  
And learn.

Gabriel Almeida  
Super, super helpful. But so one of the biggest questions we have is like, in this initial product, how important is it for us, like in the website, for example, for us to have like a window that you can open, for example, the website on your iPad and do annotations with like a pencil, like an Apple pencil, for example, right? Like, how important is that functionality so that you can like, you know, write like this is the correction to this drawing or this render, blah, blah, versus the initial product is just like a PowerPoint. So you can't really draw if you open in your iPad, but you can do like text box circle and leave.

Emilio Alvarez Flores  
A comment and like those leave a video.

Gabriel Almeida  
Like, basically it's being able to like draw with the pencil, for example. Edward, to do the annotation, is that super important?

Design DidaHome  
They should, yeah.

Emilio Alvarez Flores  
Okay.

Design DidaHome  
You have to add pictures, you add comments, able to browse something in your phone and also in iPads. I think both options will be amazing. If you record a video or an audio and intelligent artificial can translate to what you want to express. I think that will be like a very initial thing that you can. Maybe you can put the artificial intelligence, like if you pay more, you get it because everybody's doing that. Or maybe like you have a, like the fridge. Like you can do like, you know, three just requests and that's it, you know, like another complete, free to do whatever you want.

Gabriel Almeida  
Yeah.

Emilio Alvarez Flores  
Would you. And like, so, like, and if you had to like choose one of those two ways to provide comments, right? Like, one of them is like taking a video voice note, transcribing and turning that into action items versus being able to like use your iPad and like draw on the PDF file, for example, like, which one would you choose? It has to be one okay.

Design DidaHome  
Between.

Gabriel Almeida  
Yeah, to draw is more important.

Emilio Alvarez Flores  
Okay.

Design DidaHome  
Yeah. Because we are visuals, so.

Gabriel Almeida  
To draw.

Design DidaHome  
Yeah. Because I can tell you by voice something and sometimes we don't. We are not located on the same position and I can confuse you.

Gabriel Almeida  
Yeah.

Design DidaHome  
But if I have a draw, I tell you it's this corner that I'm talking about. So, you know.

Gabriel Almeida  
Yeah, absolutely. Cool. Amazing. Edward, thank you so much, man. You have no idea how much.

Design DidaHome  
No, no, you're. You're welcome. Whatever you need, we are here.

Gabriel Almeida  
Yeah, thank you, man. So we would love to, like, you know, keep iterating with you, like, as we have different versions of we. We'd love to show you and get your life, like, feedback on it if that's something that you would be willing to do. So we'll definitely keep you posted there. Just wanted to wrap up, Edward, by asking you, man, is there. Do you have, like. We're trying to speak to as many people as we can to just like, do more research. Right. Like, do you have any friends that you would be willing to like, introduce us to that, you know, have the knowledge that you have and can give us their opinion?

Design DidaHome  
Yeah, I have it. People that are. That are with me in the podcast, I think two of them will be very interesting to. To us because they both hire people from Thai to do files and renders. Both of them are amazing and I think will be very built if you have a conversation with them because they can explain you well. Because as I tell you, my business, when I do my projects on my side, they are super small, super easy, they are not complicated, but they do a complete project by themselves. So I think will be very helpful.

Gabriel Almeida  
Awesome. Great, awesome.

Emilio Alvarez Flores  
Thank you.

Gabriel Almeida  
I'll send you a text so we can set that up and we'll. We'll be in touch. Edward, thank you so much again, man. Really appreciate it.

Design DidaHome  
Yeah, no, don't worry. Thank you for everything and nice to meet you guys. Should I send you by what's up? The contacts, please?

Emilio Alvarez Flores  
Yeah, that works.

Gabriel Almeida  
Yeah, that would be great. That would be great.

Design DidaHome  
Okay, I will do that.

Gabriel Almeida  
Great. Enjoy.

Emilio Alvarez Flores  
Thank you so much.

Gabriel Almeida  
Nice to meet you.

Design DidaHome  
Thank you. Nice to meet you guys.

Emilio Alvarez Flores  
Bye.

Design DidaHome  
Enjoy.