Gabriel Almeida  
Hey, man.

Emilio Alvarez  
How's it going?

Gabriel Almeida  
Good. How are you?

Emilio Alvarez  
Good, good. Back. What percentage back are you?

Gabriel Almeida  
Do you think you are like, 90%?

Emilio Alvarez  
Okay, that's. That's good progress.

Gabriel Almeida  
Yeah. Still like. Like, still feeling the stomach a bit weird, but nothing major.

Emilio Alvarez  
Gotcha.

Gabriel Almeida  
Taking the anti.

Emilio Alvarez  
Did Julian accept?

Gabriel Almeida  
Yeah, she did okay.

Emilio Alvarez  
I just got back from the. From the vet and stuff. Mitra, Come here, girl.

Gabriel Almeida  
Go again soon?

Emilio Alvarez  
They had to get a booster for their vaccines. And Mitrasil, her ear infection wasn't like, completely solved.

Gabriel Almeida  
Where's your going?

Juliana Sabó  
To the bank.

Gabriel Almeida  
To the bank.

Juliana Sabó  
No problem.

Gabriel Almeida  
That way Milo can participate as well.

Emilio Alvarez  
Yeah. Hey, Juliana.

Juliana Sabó  
Hi. Nice to meet you.

Emilio Alvarez  
Nice to meet you, Juliana.

Gabriel Almeida  
Thank you for. For the time. We're happy to give you a little bit more context as to, like, you know, why we reached out, why we think that we can learn, you know, from you and this. This conversation could be productive. We just graduated from our MBA at MIT recently.

Juliana Sabó  
Congratulations.

Gabriel Almeida  
Thank you. Thank you. Wish it wasn't over, to be honest, but we have to go back to the real world. And now we're like, in a startup incubator, like an accelerator for new companies from mit, and we're currently investigating, like, a thesis to build a business around building, like, digital tools for interior designers and architects. Like, basically software tools. So we would be great to just like, get your thoughts a little bit about. On, like, what we're thinking and how you see, like, the problems that we think we're solving.

Juliana Sabó  
Sure.

Gabriel Almeida  
So just to start off, Juliana, are you, like. Do you have your own office? You have your own firm? Are you like a solo, like, designer? Like, how do you work today?

Juliana Sabó  
Yeah, I have my own firm. And now we are in. I have. It's me and two more employees. And I have also a partner that helps sometimes with me with. Helps me sometimes with some projects. And we don't have an. An office. We work remotely, so.

Gabriel Almeida  
Got it. And the two employees?

Emilio Alvarez  
No projects or people. Sorry, Enough. Projects or people?

Juliana Sabó  
What do you mean enough?

Emilio Alvarez  
So you said enough. Oh, maybe I misheard. I thought that you said that you don't have.

Juliana Sabó  
Okay, no, we are in. We are in. It's me and two more employees, and we don't have an office. I don't know.

Emilio Alvarez  
Got it.

Juliana Sabó  
Yeah.

Emilio Alvarez  
Misunderstood. Sorry.

Juliana Sabó  
No worries.

Gabriel Almeida  
And Juliana, how are. Like, how do you split the work between the two employees that you have? Like, do they have specific functions or they all. They both do everything?

Juliana Sabó  
No. Yes, they do. One. One of them, she's actually in Brazil, so I always tend to hire someone abroad because it's cheaper for me because I pay in realize. And she's a drafter, so it's easier. She doesn't need to be going to any job sites or anywhere. So it's for us is enough staying there. And the other one, she's a project manager, so she goes to job sites sometimes with me, sometimes alone to receive furniture. She. She does kind of a lot of things and helps me also with finance. But yeah, she's project. She's a project manager.

Gabriel Almeida  
Got it. Cool. So one of the things, Juliana, that we're like thinking about is around like the relationship and the interaction between like the interior designer and the drafter who is usually overseas. Like, we see that's a very common, like thread designers in the US Especially, like a lot of them in the Miami area that we've talked to and Florida in general. So how is it, like, how is your work with your drafts here in Brazil? Like, do you guys need to exchange drawings a lot? Because you need to give her like, annotations and things to correct. Like, how's that back and forth?

Juliana Sabó  
Yeah, we do all by WhatsApp. Right. So we send her. She has access to my drive, which all the files for all the projects are there, and anything that we need her, we just send her. Look, we need this drawing, this shop drawings for this presentation. Sometimes it also presentation. So. And we send all the files that she needs and that's it.

Gabriel Almeida  
Okay, but like, how. How many times, like, do you have to receive a drawing from her, like make annotations or tell us to tell her to change things and then she has to do it again? And like, how.

Juliana Sabó  
It depends on the person that we hire. She's. I just, I recently hired her this one, and she actually had already been working with another company in Boca.

Gabriel Almeida  
Okay.

Juliana Sabó  
So she knows a little bit more about inches and everything, because everyone you hire outside from us, sometimes they don't know how to work inches. So she already knows how to do that, so it was easier. And I noticed that she really knows what she's doing. So of course she's getting to know all the projects and sometimes she doesn't know also how we work. How I like to present. Yeah, you know, the, the. The project and everything. So I think now in the beginning, it's a little bit more back and forth, but for what I've seen is way better than before because it really depends of I had to fire someone before.

Juliana Sabó  
She stayed with us for like two weeks because she was very slowly we had to, like, all the time correct what she was doing, and she didn't know anything about inches, so she had to get used to that. So. But now I think it's gonna be a. A better process, hopefully. Hopefully.

Gabriel Almeida  
Okay, so when you tell her and give this person, like, corrections, Juliana, like, on the drawings, do you just, like. Do you do, like, a screen recording and you send it to them, or do you just send audios? You just call them and, like, I.

Juliana Sabó  
Send audios and I draw with my hand and send. Sometimes, like, basically drawing.

Gabriel Almeida  
Okay.

Juliana Sabó  
What she needs to do.

Gabriel Almeida  
Got it, got it.

Juliana Sabó  
So WhatsApp helps a lot. Like, it's. It's really simple for us, like, to, you know, explain and send files back and forth.

Gabriel Almeida  
Yeah. So one of the things that we're thinking, and I think it'd be great to, like, hear if you think this would be valuable or not, Juliana, is were thinking of creating, like, because this relationship that you have with your drafter is something that we see with a lot of designers, like, I mentioned, right? With, like, having the drafter overseas. So it's, like, all remote, like, corrections and remote communication. So to keep it, like, more organized. Because I imagine you guys, like, talk about a million things in WhatsApp. Like, were thinking about creating, like, a application, like a website, for example, that you go into a software where you can upload the drawings. Like, your drafter can upload the versions, and you can like, access and edit them directly there. Like, almost, like, annotate on top of them.

Gabriel Almeida  
You can do, like, a recording while you annotate. So she has, like, the instructions recorded there. Well, you were thinking of putting, like, AI, for example, to, like, in case you record yourself speaking and annotating, the AI, like, generates a transcript of, like, action points for her, like, to do, like, stuff like that. But I guess our question to you is, like, how much more productive do you think that would be from the way that you work today? Do you think it would, like, be super valuable? Do you think it'd be, like, honest?

Juliana Sabó  
I'm a person. Like, I'm always searching for new tools to help me work. Like, my partner, for example, he hates it. For him is, like, WhatsApp, and it needs to be fast, fast, which I understand. I also agree that it needs to be something fast. Especially because sometimes I. I'm out. I'm. I'm driving a lot. So it needs to, you know, the communication needs to be something fast. Because I don't want to her, like, to just stay there waiting for My, you know what it needs to be done.

Gabriel Almeida  
Yeah.

Juliana Sabó  
Also she needs the person again you hire. It needs to be someone that has sense of like urgency and you know how to do stuff. So of course that makes a lot of difference. But I, I actually, I also was trying to use Monday. I never used it before, but some also other programs that help us like because there's for WhatsApp. The only thing that I think is the downside of it is since you have so many things going on so many projects. I can create like one group for each project with my employees because I already have one group with it, each project with my clients. So when the day goes by, is a lot like a lot of messages, a lot of, you know, it's me talking. So that's it.

Juliana Sabó  
So every time we send something, we write like the project name and then what it's about. So if you need to, you know, search or what we're talking about and I'll. I always tag the person. But sometimes like the person who was working with me before, she said she was overwhelmed with how much, how many things she needed to be done and then how fast it needed to be done. And I think she was also like, understand what her complaint about like so many things going on at the same time, you know. So I think that's a little bit confusing with WhatsApp. That's why I, I told them like last week, let's try some other app to help us organize. Like especially what is like high important, high priority.

Gabriel Almeida  
Yeah.

Juliana Sabó  
So, so we can put the priorities. Because I told like in our work there's some. Okay, tomorrow let's work in this project, do these drawings, et cetera. But then something comes up in the middle of the job site. We need to change everything and then start doing some changes on another on this project because they had a problem on the job site and they need this drawing to be done. So she needs to stop doing what she was doing to do something else know. So sometimes the priority changes, but at the same time she needs to know as soon as she stops that what she needs to go back to and then go from there. So I think it helps a lot always to have tools for that to organize everything. But my only concern is too many steps can also delay process.

Juliana Sabó  
So I don't know how to.

Gabriel Almeida  
Yeah, that makes sense.

Juliana Sabó  
That's a challenger for you. How to make this work without, you know, because, for example, make you slower.

Gabriel Almeida  
Right is what you're saying.

Juliana Sabó  
Exactly. I, I use another program which called House Pro. I don't know if you heard of. Yeah, yeah. Which is, I think is great because yeah, I link with QuickBooks, which helps me a lot. I also hire someone, a company that does all my bookkeeping. So she has everything also, like, she can have all. She has access to House Pro and QuickBooks. And the QuickBooks I think is good for me to organize everything that the clients approve and also to have everything like organizing in the sense of, okay, this was approved. Now we purchased this, we. We bought that. This was paid this day, this way, that day. It takes time, but at the end of the day it's necessary.

Juliana Sabó  
So one thing that I've tried because just to create a proposal invoices is like a little bit time consuming, but at the same time, doing an Excel, putting pictures and putting the name of the item and et cetera is also time consuming. So what we do is we send sometimes to the client, like the invoice from the store. Right. So this is what you approved here. And then a spreadsheet of how much they need to pay. And then after we upload at House Pro, when we have more time, you know.

Gabriel Almeida  
Got it.

Juliana Sabó  
But.

Emilio Alvarez  
And so what it sounds like is that like the. What's tough with House Pro is like your ability to like easily generate the invoices, right?

Juliana Sabó  
Yeah. Like, I don't have many employees. Right. It depends on the size of the company. If you have someone just doing like finance for that firm, I don't think that will be a problem because the person will only do that, you know, she create invoices, she'll pay purchase orders, she will charge the clients, she'll do everything. But in my situation, I basically have to do a lot of that. And also Isabella, who is my project manager, she helps me with that. So. And in the meantime, I need to be after clients, I need to be talking to clients, I need to go to job site. She needs. She's a lot out of the job site and receiving things. So it's hard sometimes, you know, to stop and doing all this, let's say paperwork, right?

Gabriel Almeida  
Yeah.

Emilio Alvarez  
Anything else that isn't going well with House Pro?

Juliana Sabó  
Let me think. No, I think that they like, I've been using their program for a long time. Like, I used to work for Design Solutions. I believe your. Your wife, right, works there?

Gabriel Almeida  
Lara and my girlfriend.

Juliana Sabó  
Your girlfriend?

Gabriel Almeida  
Yeah.

Juliana Sabó  
I introduced House Pro, which in the back at the time was Ivy, the name. And since then I always, you know, use them and I think they improved a lot.

Gabriel Almeida  
A lot.

Juliana Sabó  
It's Been like, I don't know, eight years.

Gabriel Almeida  
You used to work there, Juliana?

Juliana Sabó  
Yeah, I worked there for almost six years.

Gabriel Almeida  
Awesome.

Juliana Sabó  
And I think they improved a lot of how you input the information there. Now they have, like, you can scan the room and do 3D, the floor plans. I never use that, but I think it also helps if you maybe, you know, take the time to do it, but it's time consuming again. But.

Gabriel Almeida  
Yeah. Let me. Let me ask you this. If you don't mind if I take a step back to, like, the. The drafting software that I was talking about. Right. Like, when I told that. When I, like, described it a little bit to you kind of, like, immediately you were worried about if that would make you slower. Right. What is it like? Okay, so what would, like, have to be true about it to convince you that it's, like, it would actually, like, make you faster? Like. Like, are you, like, are you convinced that it's actually going to make you slower if you do it through this platform and not the way you do it now? Or do you think it's not going to add a lot of value? Like, how does your mind. Like, how do you see it? Like, based on what you think?

Juliana Sabó  
It's all about how you visualize the program. Okay, again, like I said.

Emilio Alvarez  
Can you say more? Sorry? Can you say more?

Juliana Sabó  
Yeah, like, for example, like I said, we send many messages on WhatsApp, and you cannot. The person cannot visualize how many things I asked her to do.

Gabriel Almeida  
Yeah.

Juliana Sabó  
At once. She needs to go back and then read it.

Gabriel Almeida  
Exactly.

Juliana Sabó  
So if somehow there were program that, you know, it'll be like, I don't know, something similar to. What's the name of the pro? Like. Like Monday. They have, like. What is it called when you see, like, the. Okay.

Emilio Alvarez  
Like a Kanban board.

Juliana Sabó  
Yeah. Like a board that you. You know, she could visualize everything that I'm asking her to do and then see everything, because I think it's so many things that we have to think about it. So many things comes up in the middle of the day that if it's not in front of you or somehow you try to remember yourself, what you need to do, you forget it.

Gabriel Almeida  
Yeah, yeah.

Emilio Alvarez  
That's part. That's the idea. Like, part of, like, the vision, Juliana, is to allow you to. Have you ever used a Miro or Figma or one of those?

Juliana Sabó  
No. Okay, which one is the other one?

Emilio Alvarez  
Miro or Figma?

Juliana Sabó  
No.

Emilio Alvarez  
Imagine almost like a piece of software. In the middle, you have a 2D drawing, but you have the ability to do commenting, etc. But we're also tracking the versioning of that file. You can easily see the differences between version two and version three and you're making comments on what has to change. But as you make comments you're also generating the to do list assigned.

Gabriel Almeida  
Do you want to show immediately the thing that you showed me yesterday of how you were sliding through the screen change?

Juliana Sabó  
That's good.

Emilio Alvarez  
I think it'd be really good.

Gabriel Almeida  
But I think like our vision for Julian Imagine if you're like screen was like kind of like a whiteboard or just like just a white like page and then there was a section that is like for the drawings and you can see the different versions but you can also zoom out and put like to DOS for your drafter about like the project in general. It's like imagine that you have like a digital like whiteboard or a digital table like in your office for this project. But like it's digital and then you have the drawings and everything that we make like to make the drawings more efficient but at the same time place.

Juliana Sabó  
I use certain interrupt I used before. What's the name of the program.

Emilio Alvarez  
I'm.

Juliana Sabó  
Going to try to find to. To tell you guys. But yeah I use a lot back then with clients. On my iPad is a program specifically for architects I believe so that you screen. You mirror your screen and then you show them exactly, you know, in. In real time the notations like presenting. It's not like let's say like. Like we're doing right now, but actually it's a board and then I make notes and then I show them like slides and comments and everything. And then while we go on the meeting we. We go through the. The.

Emilio Alvarez  
Exactly. Was that good?

Juliana Sabó  
Was really good. I. I need to. Because I don't.

Emilio Alvarez  
Why aren't you using it anymore?

Juliana Sabó  
It's a good question. Basically because most of the project that's been coming up it's more like. It's not like a full construction project, you know, it's more like furnitures and got it meal work and etc so. And my clients, most of them, they don't have time to stop and then take these long meetings again. So I just stopped doing because I you know they didn't have the time to do and then I forgot actually.

Emilio Alvarez  
To use it and then this is still a work in progress but do you mind if I kind of like share you something so we can visualize a bit of what we're thinking. Okay, let me know what you think. So like here's the idea, right, like, have your projects, right? And you can have, like, something with, like, a complex or, like, something residential. These guys, like, you have a team assigned. You have, like, people working with you, all these things. But you also have your files. And, like, you can have, like, a floor plan. You have your comments here, right? Imagine that, like, here you say, like, hey, here's like, a comment. Here's like, a video. The video can pop out. And here's like, this is obviously like a dummy video, but, like, it would actually be you going through and, like, living your.

Emilio Alvarez  
Leaving your comments.

Gabriel Almeida  
Yeah, the. The video could be like, literally like a screen recording, Julian. Of you, like, taking notes and explaining, like, certain things. Drawing to her.

Emilio Alvarez  
Yeah. And like, the idea here is that you can, like, resolve. Resolve whatever it is, action items pop out. But then you compare here and you can actually, like, move through the different versions, right? Here's like, version 10, here's version 12. And just make. We're just making it up. And then you move. I don't know what happened to the slider.

Gabriel Almeida  
It's up and down. It's up and down. That one. I mean.

Emilio Alvarez  
That's why. No, it's weird. Anyway, something happened to the slider, but they just, like, you move the slider.

Juliana Sabó  
See the new version, and you can.

Emilio Alvarez  
See the changes, right? Like, you can highlight it with the different colors or what have you, and you can start tracking, like, hey, what happened here? You can, like, read the transcript from the videos. Like, see the. The transcripts right here.

Juliana Sabó  
But can I take. Can I take notes? Like, let's say with a. Like a pen or something around it, you mean? Yeah, no, inside the floor plan.

Emilio Alvarez  
Yeah, yeah. So the idea here is, like, you can add a comment. So like, if you click. Click on comments. I don't know. I don't know what's going on. This is why there's still a work in progress. Juliana. You make. You click on comments here. Max is like, making a change. That's probably what's going on.

Gabriel Almeida  
So, like, definitely Juden. You can write it with, like, your Apple pencil around it. Or in the full drawing, you can make comments, like, typed, like, as you want.

Emilio Alvarez  
Yeah. The idea is, like, you can type a comment here. You can say, like, hey, this is great.

Gabriel Almeida  
Or just use your pencil, right? Which is.

Emilio Alvarez  
Or you can go to video and, like. And, like, you can record it and all those kinds of things. And then you send it and it's recorded and you'll look like, who sent it, what time. Yeah, all these kinds of things.

Juliana Sabó  
And this is only for between employees or you think it'll be also with clients?

Gabriel Almeida  
It can be with clients if you want.

Emilio Alvarez  
The idea is with clients as well, you can like, have client access as you do the versioning.

Juliana Sabó  
Got it. Yeah, because they'll. They'll be good. Because I had before, for example, to send a presentation to a client and it was a long presentation. She's a very busy client. And I downloaded a program that I also forgot the name that records me doing comments on the presentation on PowerPoint.

Emilio Alvarez  
Maybe something like Loom.

Juliana Sabó  
Yeah, Loom.

Gabriel Almeida  
Yeah, yeah.

Emilio Alvarez  
So like this. Yeah, this functionality is like loom. Loom. Like.

Gabriel Almeida  
Okay, yeah, we can easily build that in. But. But think of it as Emilio showing you. It's like more than just a place for you to like, do your drawings on Najulena. It's basically like a digital portal that you can organize everything for the client and for the project. Project. Right. So you can put like, tasks, you can give access to the client, you can do recordings of your PowerPoint. You can like interact with your drafter specifically here. So it's more organized per, like project and it's more traceable and hopefully requires less back and forth between you and your drafter because everything is recorded there for her. Right. Minimizes her mistakes, probably. So this is like the vision. This is the idea. So how do you, like, how do you feel about it?

Gabriel Almeida  
Like, does it worry that it's going to make you slower or you think it's great?

Juliana Sabó  
Like, oh, I think it's a great idea. It's just how much information you visualize at the same time.

Gabriel Almeida  
Okay.

Juliana Sabó  
That maybe I'll do something cleaner, you know?

Emilio Alvarez  
Yeah, yeah, it's. It's still super early. Like, we're like.

Juliana Sabó  
I think it's more. Again, it's how. How you visualize things. Because this too many, you know, information in one screen. I don't know. Oh, I have to click here. And I think it just need to be easy.

Gabriel Almeida  
Yeah.

Juliana Sabó  
How to do it? Because otherwise, like I said on WhatsApp, I just attach file. I draw with my finger with a pen and then send it.

Gabriel Almeida  
Yeah, for sure.

Juliana Sabó  
Exactly. I just think it needs to be something very like, minimalistic.

Gabriel Almeida  
Right.

Juliana Sabó  
Maybe like a TED file or. Because understand also that you have many is not just sending files. You have more than one. Sorry.

Emilio Alvarez  
No worries.

Juliana Sabó  
You have more than one. Let's say. How do you call it? Like plugs. Right. But I think it's how actually you visualize everything and how you can contact the person you know, like, I don't know, maybe you can drag and send it to that person, send to the other person and then make the note and then forward, you know?

Gabriel Almeida  
Yeah, yeah. We can do APIs with several things, Juliana. We can do APIs is basically like connecting, right? Like, it's. APIs are, it's, we call it like middleware. What it does, it's basically, it's software that connects, like, platforms with other platforms. So, like, for example, we can connect this platform with your Google Drive. We can potentially connect this platform even with your WhatsApp, for example. So, like, we can make, like, smart connections. So things integrate in a way, all while making it very simple and minimalistic. Like you're saying, right? Like, make it less options, less tabs, less buttons. Like, that's all part of the design process, but, like, assuming that it's the way that you envision, the ideal way of the product. Right.

Gabriel Almeida  
Because ultimately, like, if we go forward with this, Juliana, like, people like you are the ones that are going to shape the product. Like, we're not going to do what we think is best. We're going to do exactly, like, the product that you all think is, like, the easiest to use and that you like the most. All that said, and we're not like, obviously, I'm not trying to sell you anything here, Juliana. We're just trying to, like, understand if there's enough interest for it to be worth our time.

Juliana Sabó  
No, for sure. Building it for me, like, because I think. I don't know the other architects you spoke before. But nowadays, like, having an office with, like, a lot of people, that's not my idea. Like, I, I now I'm. I'm a new mom.

Gabriel Almeida  
Congrats.

Juliana Sabó  
I want to spend more time with my. Thank you. I want to spend more time with my son. And also I love what I do, so I want to keep working. But again, whatever we can do that, you know, helps, like, my day by day, you know, and hired people abroad, which is, again, for me is cheaper and everything. Yeah, I'm 100% in. Like, I'm a fan of programs.

Gabriel Almeida  
Yeah.

Emilio Alvarez  
And Juliana, out of curiosity, like, would a price, like, given like the valid we've described, provided that it solves the issues that you're talking about. Like, it's super easy to send, communicate all those kinds of things. Like, if were to sell this for a price of 55 per month per user, is that something where, like, the value would get your purchase?

Juliana Sabó  
Yeah, I think so.

Emilio Alvarez  
Awesome.

Juliana Sabó  
I think House Pro, which is not Complete. If you maybe somehow put all. I don't know, maybe it's going to be too much because it mixed with finance. Right.

Emilio Alvarez  
That's a longer term vision.

Juliana Sabó  
Yeah, yeah, I think that's too much. But I think they charge 112 or one something like 140, I don't remember. They, they change a lot. Like the beginning was way cheaper. But also QuickBooks, I believe they charge also something like that. So if it's something that, you know, really changes how we work, for sure it's something that I'll pay.

Gabriel Almeida  
Yeah. Cool. Awesome. Emilio, do you want to ask Juliana real quick about like the other product? You have like 10 more minutes or you need to run?

Juliana Sabó  
Sure, no problem.

Gabriel Almeida  
Thank you.

Emilio Alvarez  
Yeah. So the other thing that we keep hearing, Juliana, and we think they're interrelated, but like we think that to start we need to choose one problem to solve and something that you were kind of talking about earlier, which is like the communication aspect. It's like you probably email clients, WhatsApp, someone else maybe slack in your own team and everything's going everywhere. For example, WhatsApp is not meant to handle files. It's not meant to help you manage projects. It's not meant to do these kinds of things. But nevertheless, that's how you communicate. One of the things that we're considering is what if were to build something where we can consolidate all of your communications via software. We create groups per project and allow you to manage.

Emilio Alvarez  
The communications are both internal and external as they map to a particular project and then do some of the other things that we're talking about. It's like if in the message or the voice memo for WhatsApp or whatever you say like, hey, Gabriel, I need you to do xyz. It analyzes that, it creates a to do's and then you're keeping track. Is that something that is also valuable to you?

Gabriel Almeida  
So yeah, just to clarify, Juliana wouldn't replace WhatsApp. It wouldn't replace email. What it does. It. It basically like it's a.

Juliana Sabó  
It's merge everything.

Gabriel Almeida  
It's a huge API. Yeah. Like it connects to all of them. Right. So it connects to all your WhatsApp groups. It connects.

Juliana Sabó  
No for sure. Because like again, I was going to ask you if we could link that program that you're showing me with email.

Gabriel Almeida  
Yes.

Juliana Sabó  
Because sometimes I need to send to a vendor like can you please quote wallpaper for this area and then select or you draw whatever the errors that I need. Or put this, you know, the dimensions and forward to them. Otherwise I need to create a PDF save in my folder and then. And also maybe connect with Drive, you know, so programs that we use, like Google Drive, email, what else? I don't know if AutoCAD or. No, maybe AutoCAD or the PDF program. How to call the acrobat. Adobe. Yeah, PowerPoint.

Gabriel Almeida  
But what. So can you describe again what you wanted to do with that attachment that you just mentioned from. From email? Juliana, I don't think I got that. Like you said you wanted to get something and do what with it?

Juliana Sabó  
No, like if I need to send a quote to a vendor. Okay, Right. And mostly we have to send like a. The floor plan or a drawing of what we need them to quote. So if I can do like something fast on the program, like, okay, I need this wall in this bedroom, this in this living room, this and that. Put the dimensions and then forward directly.

Gabriel Almeida  
Yeah, got it. So you don't have to put it in your drive attaching an email. Got it, got it.

Juliana Sabó  
Exactly. Because what I do on WhatsApp, I ask her, can you send me the floor plan? Let me show you what I need. And then I. I mark all the walls.

Gabriel Almeida  
Gotcha.

Juliana Sabó  
Send it to her. She does everything. She. Anything she needs to do on AutoCAD, she creates a PDF, send it to me. It's okay. Like this. Okay. And then for it, you know.

Gabriel Almeida  
But how. Okay, so that's like, it's clear how helpful it would be that for like the connection with the email. Right. And what you would use that for and your files. What about like a connection like that to WhatsApp, Juliana, like, would that be valuable so that you could like extract all the action points from WhatsApp for a specific client?

Juliana Sabó  
Yeah. Or not really helps because sometimes on WhatsApp we also receive other drawings, receive pictures.

Gabriel Almeida  
Okay.

Juliana Sabó  
Also it's good to have enough as an idea for you guys, but picture of the job site or do like a weekly. You know how to say them. Sorry, the words in English are like. Exactly. To the client. So I think.

Gabriel Almeida  
Okay.

Juliana Sabó  
It's very fast for us to take pictures sent by WhatsApp because already on the phone and then. Yeah, upload on the program. I think that will help too.

Gabriel Almeida  
But like, so you mentioned how you have this inefficient process and with the email. Right. Because like, you need to send a quote to a vendor and then you need to take like a PDF that's on WhatsApp, put it in the Google Drive, and then attach it to the email to then send it. So, like, does that type of, like, manual bridge happen in WhatsApp too? Juliana? Like, you need to get something from email, save it to the driver, and then put it in the WhatsApp group or, like, from a private chat on WhatsApp and put it in the group chat. Like, does that happen a lot?

Juliana Sabó  
A lot of vendors send quotes also by WhatsApp.

Gabriel Almeida  
Got it.

Juliana Sabó  
So.

Gabriel Almeida  
And then you need a lot of times forward that to, like, your employees on WhatsApp or put it in another group chat.

Juliana Sabó  
And also with my gc. Right. I don't know if. Of course. Probably. You heard of procore?

Gabriel Almeida  
Yeah.

Emilio Alvarez  
Yep.

Juliana Sabó  
But it's another program that specifically DSGC uses.

Gabriel Almeida  
Yeah.

Juliana Sabó  
And they need to upload the floor plans and the changes and anything that goes going on at the job site.

Gabriel Almeida  
Yeah.

Juliana Sabó  
And we have WhatsApp groups with them with clients and then with the GC. And then. So it also helps to connect and then.

Gabriel Almeida  
Okay, got it. Cool.

Emilio Alvarez  
And if you. And if we could solve like, one of those two problems, like, either it's.

Gabriel Almeida  
Either it's the. This, like, communication thing. Juliana, which we, like, connect to all your communication channels and make stuff centralized and make it easier for you to, like, forward things between each. Like, that's one idea. Right. And the other is like the hub that Emilio showed you. Right. Which is like the drafting collaboration software, like, organizing the project. Like, we would have to, like, pick one of those to start. So, like, for you, which one would be the most immediate, like, valuable one, and why?

Juliana Sabó  
I think I mix.

Gabriel Almeida  
Okay.

Juliana Sabó  
The second one, because I don't know how complex it will be. So that's a. But for me, it's kind of time consuming, like using so many things at the same time.

Gabriel Almeida  
Okay.

Juliana Sabó  
You know, like, so many times.

Gabriel Almeida  
Meaning, like email, WhatsApp.

Juliana Sabó  
Yeah.

Gabriel Almeida  
Okay.

Juliana Sabó  
Because like you said, it just. It will be like a plugin or something that connects the program with like Outlook or whatever. So you also have. If you need that information on that program, you also have that information, like on my. Any computer that I have my email or whatever. Right. But if you have a place that you can put everything. Because if my employee. It's in Brazil or whatever, it's one place that everything is there. You know, I don't have to, like, she doesn't have to go to drive and then to go to the email and then to everything there. So I, I think it's. It makes less. It's. It avoids any errors, I think. Less errors, maybe.

Gabriel Almeida  
I don't know, but just to be clear, Juliana, like, you're saying that, like, for you personally, you will be more excited to start with, like, the communication thing because you think you would immediately make a have a higher impact right. In your productivity. But if for some reason we choose to go, like, the route of, like, the drafting collaboration software with, like, that project hub, is that still something that you're interested in and would like to try?

Juliana Sabó  
Yeah, I am.

Gabriel Almeida  
Okay, cool.

Emilio Alvarez  
Okay, great.

Gabriel Almeida  
Awesome. Great. Juliana, thank you so much for the time. It's been, like, super helpful and welcome.

Juliana Sabó  
Good luck.

Gabriel Almeida  
Thank you. We're going to need a lot of it.

Emilio Alvarez  
As we continue, I'm refining, like, the way that these products would actually look and feel. Would you be willing to have another session so that we're, like, basically part of the process here? So, like, we have ideas based on, like, we've spoken with, I don't know what is it gave them that, like, 20 or so designers. And so we are, like, themes are starting to emerge. And now what we're trying to figure is, like, well, what, how can we actually provide what is, like, what is the minimum set of things that we can do that actually helps you guys do your job and what are nice to have so we can build later?

Juliana Sabó  
Sure.

Emilio Alvarez  
Right. Is that something where you'd be willing to talk to us about?

Juliana Sabó  
Yeah.

Gabriel Almeida  
Awesome. Great. Juliana, do you have any, like, because we're trying to talk to as many people like you to just, like, make sure that we speak to, you know, and hear about, like, a lot of key points about how this has to look. So do you have any other, like, friends in the space, like, other architects, interior designers, I don't know, like, GCs that could potentially be interested in this that, like, you would be willing to connect us to just so we can have the conversation like we had with you?

Juliana Sabó  
Sure. I, I, I could, like, I can for them, your contact, and then for sure.

Gabriel Almeida  
Thank you. Amazing.

Juliana Sabó  
Appreciate it. You're welcome.

Emilio Alvarez  
Okay, thank you.

Gabriel Almeida  
Have a good day.

Juliana Sabó  
Bye, too.

Gabriel Almeida  
Bye.