Gabriel Almeida  
Yep.

Emilio Alvarez  
I'm joining from my phone for a second, but I'm almost empty. I'm just getting coffee real quick.

Gabriel Almeida  
Okay. Yay.

Gabriel Almeida  
Can you hear us?

Emilio Alvarez  
I can hear you.

Gabriel Almeida  
I don't think ladder can.

Larah Biondo  
I can't. No. Yes.

Gabriel Almeida  
Okay.

Gabriel Almeida  
Emilia, you're not gonna believe it, bro, I'm here. Lotta just got our dating anniversary wrong. Like, posted on Instagram and everything. Should I leave it?

Emilio Alvarez  
Leave you one one or what?

Larah Biondo  
I know exactly the date is the 18th.

Emilio Alvarez  
Hello.

Larah Biondo  
I just woke up thinking today was the 18th. I don't know what got into my head.

Gabriel Almeida  
I mean, you clearly. You clearly didn't know the date, huh?

Larah Biondo  
Sure. I don't tell you every time you ask me. Right. Five times a year.

Gabriel Almeida  
That's why I have it on my.

Larah Biondo  
Calendar, but still, I would have thought Today is the 18th.

Gabriel Almeida  
The worst part is that you saw it on my calendar yesterday because I sent you a screenshot of, like, the agenda almost.

Larah Biondo  
The point is, I thought today was the 18th.

Gabriel Almeida  
Yeah.

Gabriel Almeida  
So it's even. Even worse of a look. Anyways, it's okay, guys.

Emilio Alvarez  
I'm. I'm also a licensed therapist.

Larah Biondo  
We all are. We all are with our own clients. Right. Okay. So how can I help?

Gabriel Almeida  
Yeah, so I think it'd be helpful to just like, dive a little deeper into, like, your thoughts on everything so that Emilio can, like. I think this is more for you immediately. For me, because I've asked and Lada and heard her perspective a lot of times. I think it's valuable for you to hear.

Gabriel Almeida  
Yeah.

Gabriel Almeida  
Yourself and you can ask her, like, your specific questions. I think it's also good because now a lot I can, like, voice her opinion without Lou. Yeah, but go ahead, man. I don't know if there's anything top of your mind.

Emilio Alvarez  
I mean, for me, top of mind flora is like, can you tell me more about the process in which you work with other, like, stakeholders in, like, the industry cluster? So, like, by industry cluster, we mean, like, mill workers, builders, the.

Gabriel Almeida  
All those guys, furniture design firms, gcs.

Larah Biondo  
Relationship with them. Right?

Emilio Alvarez  
Yeah. Like, how does that work?

Larah Biondo  
Yeah. So basically us, at least I'm talking about design. Design solutions. And I can talk also talk about Deborah Wexelman, which is the other office that I work.

Gabriel Almeida  
We just talked to you this morning, by the way.

Larah Biondo  
Yeah, we.

Gabriel Almeida  
Was it good?

Gabriel Almeida  
Yeah, it was really good.

Larah Biondo  
Okay, perfect. So when I say us, I mean both offices. And I know many small interior design firms operate the same or at least similar.

Emilio Alvarez  
Yes.

Larah Biondo  
Once the client closes a deal with us and signs a contract to hire Design Solutions. Every payment that they do for every single item is through us. If they hire our management, where we charge 25 of the fee on top of everything we buy. So go back a little bit. We have two types of services. We can just design your house, apartment house, whatever, give a package to the client and say, hey, this is your design. He paid probably a flat fee according to the square footage of the apartment. Charge, I don't know, $15 a square foot to do all of that. So we're gonna select the finishes, the elevations, the flooring, everything. And we're gonna give him a package and say, good luck, do whatever you want, build as we did, don't, I don't care. And buy everything and build on your own.

Larah Biondo  
And then we have a second phase that we offer, which is the construction phase and the execution phase. So if the client is to do the execution phase with us, we charge a 25 management fee on top of everything that we buy. So that means we're going to contact the vendor, we are going to place the order, we are going to track delivery, we are going to count every single piece that is delivered to make sure that it's according to what we requested. If it's not broken, if it's not the wrong finish, whatever, and we're going to deliver the apartment. 100 done. For the client to live in. So once we go to that phase of execution, that's where our relationship with vendors is very strong.

Larah Biondo  
And that's where the most of the communication happens, right, because we need estimates, right, to make sure that the shop drawings are correct. Shop drawings are the drawings that are going to be sent to production, for example, from a mill worker. So this.

Emilio Alvarez  
And how does that communication currently work?

Larah Biondo  
I mean, really, right now we have our trustworthy vendors, right? The vendors we know that we can count on. I mean, we exchange a couple emails, we send our. So let's talk about specifically a millworker. We send our shop drawings. So we created everything, right? It's amazing. I want this to have a stone, this to be in lacquer, this to be in wood, this to the elevation looks like that with a 2 inch border. All of that is specified in our drawings that we do in our case in AutoCAD, which Leticia in Brazil does, because that's all right. Drawing we send to the mill worker and say, can you please give us an estimate for how much you charge to have this built? He then sends us as an estimate.

Emilio Alvarez  
And how does it, how is this sent?

Gabriel Almeida  
Via email.

Larah Biondo  
By email? Yes, email or WhatsApp, but most of the time email. We do communicate with them a lot via WhatsApp calls, you know, to answer any questions. Sometimes we jump on zoom calls to go over the drawings to see if the millwork has any questions. Once we finalize that estimate, the client and a client approves, they pay the 50 deposit. Then the mill worker needs to produce his shop drawings so that I can sign. So here there's an opportunity for you guys for a drafter to produce drawings both in the interior design firm and in the millworker firm. Because we need someone to draw, and the millworker needs someone to draw.

Emilio Alvarez  
Is this duplicative work?

Larah Biondo  
Sorry?

Emilio Alvarez  
Is it. Is it like duplicate work?

Larah Biondo  
Yes, yes. His drawings need to match exactly my drawings, and I am only going to sign off on them once they do.

Gabriel Almeida  
But he's drawing something else than your drawing, right?

Larah Biondo  
No, he's drawing the exact same thing and it needs to be the exact same way that I drew.

Emilio Alvarez  
But why doesn't he use your drawing?

Larah Biondo  
Yes, because the drawing that he has is going to be sent to production. He needs to use whatever software he needs. I don't know what software is compatible to, you know, his machine. Maybe he uses, like, Rhino. He uses Revit, which are applications that are much more precise than AutoCAD, which is what we use. You'll barely see any architecture from using AutoCAD nowadays. It's not worth it because it's not complete. But for interior design, it works. We're not building crazy structures. We're not making sure that the top floor aligns with the first floor. We're not doing anything structural. So it's fine for terms of detailing to use AutoCAD, but I don't know what software the millworker uses. So, yes, is 100 duplicate work. He needs to draw exactly what I'm drawing in his software. In his software?

Gabriel Almeida  
His software is what's sent to, like, his internal production. And they can only work with a file. That's the software that they work with.

Larah Biondo  
Exactly.

Gabriel Almeida  
Because they feed that file into machine or something that makes it.

Larah Biondo  
Yeah, I mean, sometimes. Yes, sometimes it's just. I don't know, honestly, if. If that's not the case, it's just a standard procedure that we do mostly. Now that I'm thinking of it back. Okay.

Emilio Alvarez  
I was just changing to my laptop.

Larah Biondo  
Yeah, now that I'm thinking of it. Of, like, reasons why that could happen if it's not because it's connected to a machine or something. We are designers. He's a millworker. So when I send him a drawing, I was like, okay, I want this to look like this, right? And I'm gonna draw this. Not gonna draw the interior, not gonna draw this detail here. He's gonna have to tell me how he's gonna make this work. So, Lara, you drew me this. I am proposing that the side has this little groove so that once you open it and you can do it like that, and then this is going to be in a diagonal. Are you okay with that? So that's reflected.

Gabriel Almeida  
Okay. But then he adds to the drawings, not just like duplicate work. He adds more detail to the drawings that you create.

Larah Biondo  
Construction details that I am not specifying, but he needs to specify to make sure that I'm okay with them, because then they're going to reflect visually somehow, and I need to be aware of how it's going to look.

Emilio Alvarez  
And how do you track all of this, including the approvals, the changes, the.

Larah Biondo  
Submissions, all by email and drawings? So doesn't matter. Oh, but we talked that day that this detail would be done. That doesn't matter. If it's on the drawing and it's signed by me, that's how it should be done.

Emilio Alvarez  
And is that working well, or are there any specific pains, like having to go back and forth in email, WhatsApp, all of those things?

Larah Biondo  
There's a lot of back and forth. A lot. And I would say that's basically because there's very. It's very hard to find people that are very detail oriented and attentive. So you guys would be amazed on the shop drawings that we sent that again, we are very detailed. We include details that no other companies include mill workers. They love when they receive our shop drawings because they're like, oh, my God, this is so complete. Like, I barely need to add any details. Like, you know. But even then, when I received the shop drawings from the mill worker, I've had to, like, get the phone and say, hey, what the fuck? Like, I'm not going to waste my time correcting this.

Larah Biondo  
You tell your team to look at my drawing again, draw according to what I'm requesting, and then I'm going to take the time to revise it. So it's very hard to find people that are qualified to make these drawings. So there is a lot of back and forth.

Emilio Alvarez  
And is this a people thing or like a. Partly. Like a. And like, I'll. I'll disclose a little bit part of what I think. I have an intuition, Nana, that there's an expansion opportunity later on to us as we have outsourced folks work with you and potential workers etc to have a software layer that manages the communication revision process and all those things.

Larah Biondo  
That would be amazing. Amazing if I could. Yes. I never thought of it. That would be amazing if there is like a website or something. So, for example, once I receive the shop drawings, I have an iPad. I get the iPad, I make all the corrections with the red pen, and I send it back to them. So let's say there's a platform that I can upload these shop drawings and all of the revisions are going to be there, right? And I can make the comments as I would in an email. And it's everything there. The revision, the comments I made, the revision, the comments I made. Because sometimes, believe it or not, revision number one, I correct this. He sends me back with that corrected. Then on revision number two, there's something else wrong that I catch.

Larah Biondo  
Then revision three, I don't know how, but he has the mistake from revision one redone, and I'm like, dude, what the. Like, circ. Look back at revision two, you know, and do me revision three. So this platform would be amazing to have everything there. So he doesn't need to go back on the email. Okay, let me see. What's revision number two that she's referring to anyways?

Gabriel Almeida  
And how many. And how many, like back and forth you usually have with the millwork, like one thing that they're doing for you?

Larah Biondo  
It depends. Oh, it really? And again, it's all about the capability of the person that's drawing on the other side. This project in Mall Harbor. Kitchen, okay? Kitchen drawings. I signed revision 1010 for just like the kitchen millwork. So, okay, it was the kitchen company. They did the kitchen millwork, the laundry, and like a sliding door. That was it. 10 revisions. Now I've had an entire apartment.

Gabriel Almeida  
Sorry, 10 revisions, like, for the total of all those things or 10 revisions for just because, like, it's a package.

Larah Biondo  
They send a package, right?

Gabriel Almeida  
They send a package for you to revise.

Gabriel Almeida  
Okay.

Larah Biondo  
And then I revise it 10 times.

Gabriel Almeida  
Okay, got it.

Larah Biondo  
I don't know. But again, another mill worker in this other project in south beach, it was the entire apartment. So it was kitchen, wall units from tv, the laundry, the powder room, the office, millwork that had like a cool desk with a closet. Both closets. I think I signed off on him in like, revision five.

Gabriel Almeida  
Okay.

Larah Biondo  
Which for the size of that project is pretty okay.

Emilio Alvarez  
And if you have to estimate, like, how much time do you spend per revision?

Larah Biondo  
Per revision. It depends on the project, of course, the size. Right. What I'm revising. But I would say like, at least an hour because, again, I need to be very detail oriented because once it signs off, I mean, if I sign something wrong, I'm screwed. Right.

Emilio Alvarez  
Into. What are your lower and upper bounds?

Gabriel Almeida  
Right.

Larah Biondo  
I would say like an hour to. If I'm only focused on that, which is hard, but an hour to like three hours maximum.

Gabriel Almeida  
And then. Have you heard of any, like, software in the industry to make like, this work with, like, the millwork easier or the work with the GC easier? Like, have you heard like. Or is it just all manual? And from what you've heard in the industry, it's all manual. Like emails, back and forth, attachments. Here's the file, send the file back.

Gabriel Almeida  
Boom.

Larah Biondo  
So you guys can definitely look into this. Now that I'm thinking of buildcore, which is the construction company that we work with, works with a website, a system, I don't know, called Procore. And the way that they do, which for us is amazing, every day they input the construction, like, how the construction is going. So if I log in on my email, there's going to be an automatic message from Procore saying, hey, Janet, just inputted yesterday's daily log. So they put exactly what they did at the job site and they put pictures. Not all construction companies do that. Buildcore, to be honest, is the only one until this day that we worked with that uses this system.

Gabriel Almeida  
And how many have you worked with?

Larah Biondo  
I mean, me, Lara, like four or five, but design solutions, many.

Gabriel Almeida  
Okay. Okay.

Larah Biondo  
So I don't know what else Procore does because that's the only thing that I use. Right. But I'm sure it does many other things. So that could be something to look at.

Gabriel Almeida  
Yeah. Okay.

Larah Biondo  
And that was actually a feedback that I got from this construction company, from the one in South Miami, South Beach. I didn't take him seriously because he was like, all over the place. So when he said that, I wanted to, like, punch him in the face, but he was like, oh. Because sometimes I get, you know, a little bit lost because you send things by email and things change all the time. And I'm like, hey, I send you by email. I bubble everything, do everything according to the books. If you're not organized, if you don't save the files that I put you, that's not my problem. But again, it was a feedback that he gave that.

Gabriel Almeida  
And who was this? Who was this?

Larah Biondo  
This was Max. His. His company is Called Yellow Horn.

Gabriel Almeida  
But what are they? What's. He's a GC.

Larah Biondo  
He's a BuildCore. Yeah, he's a GC.

Gabriel Almeida  
Okay, got it.

Emilio Alvarez  
He's a construction company and out of cursor, like in do, when you're doing feedback and stuff like that. I guess it's two questions. One is like, is it better to do it in writing or over zoom? And like, the second one is like, does it have to be in person? Or it can be like, asynchronous.

Gabriel Almeida  
What are you asking about specifically when.

Emilio Alvarez  
They'Re doing, like, feedback and all those things.

Gabriel Almeida  
Feedback on. On, like to the windmill, you mean?

Larah Biondo  
Yeah, yeah.

Gabriel Almeida  
Or.

Emilio Alvarez  
Or anything. Or like.

Larah Biondo  
So we have a very strict policy of you can discuss whatever you want on the phone if it's easier for you, but we need everything in writing. So. Because at the end of the day. Oh, I don't remember I discussed that with you. Well, that's your problem. It's here on the email. You agree to it and that's what we're going for. Because in construction there's a lot of decisions.

Gabriel Almeida  
Yeah.

Larah Biondo  
And that needs to be in writing. You know, the primary way you're going to discuss them is up to you. Obviously, when it's a lot of things, we will jump on a call. But what I like to do, I write an email with a thousand different things and say, I'm happy to jump on a zoom call with you. Or a call client calls me, I. I reply to that email already writing everything that the client's telling me on the phone. Hang up the phone. As we discussed by phone, here is the items that were, you know, approved. And I send that email because everything needs to be in writing at the end of the day.

Larah Biondo  
So again, if there's a machine that you, or like a program that you can create to, I don't know, transcribe those, what we just talked about into the email. You know, keep that in a client's project folder. You know, all calls that were discussed. I don't know.

Emilio Alvarez  
I'm like, yeah, that's probably where my head is going.

Larah Biondo  
Yeah.

Gabriel Almeida  
Let me ask you this. I know it's a hard question, but Emido had this really cool idea. I think it's a great idea of if we start as a service company that's outsourcing to your entire ecosystem of stakeholders and Design Construction Woodmills, we're going to start understanding the customer super well and getting a lot of data from you guys. And then with that data, we can build operating Systems like softwares to make your work more productive and to digitize.

Emilio Alvarez  
Your work more, including these kinds of things.

Gabriel Almeida  
That said, we could also just start from the get go doing that and not do a service and outsourcing business at all. So like, my question to you is like what do you think is a bigger pain point for you guys? And what do you think you guys be willing to pay for more? Like, is that like, do you have an opinion in your head if it's like a better outsourcing structure, which is what we've been talking about until this point, or maybe like a SaaS product like that? Because, because a SaaS product like this, I'm going to just to give you some guidance. A software as a service product like this would add costs on top of your firm with the argument that it's like bringing more productivity. But it would add costs. It's cost you don't have today, right?

Larah Biondo  
Yeah.

Gabriel Almeida  
And the other one.

Gabriel Almeida  
Yeah.

Gabriel Almeida  
And the service and the outsourcing service won't necessarily add productivity. Maybe it adds productivity because it reduces your turnover, it reduces the time that you need to spend recruiting when people leave. But it cut costs. What do you like, do you have an opinion? Like what do you think?

Larah Biondo  
So my what you said is super important because one would be adding costs and the other one hopefully would be cutting costs. But apart from that, what I think concerns me a little bit is that there are already many applications, softwares, whatever we can use that are not 100% done for interior designers and architects. But that would suffice. You know, like right now Nico and Vivi from our team, they're looking into ClickUp. I don't know if you guys ever used it. If not, what is definitely research about it because it's amazing. We can do our punch list items we can do to do list. You know, every time I request Vivi, which is from the estimate department to do an estimate, instead of asking her, I'm going to put on click up, I'm going to tell her which day I need.

Larah Biondo  
It's going to automatically go to her to do list with the date that she needs. So there are already tools that we can use to make it work. Again, it's not done for an interior design firm, but I'm pretty sure it's going to help us a lot.

Emilio Alvarez  
And that's a fundamental question like how much better would it have to be and how much better could it be if were to build something specifically for managing like this like operational structure.

Larah Biondo  
Yeah. I mean, I think that's a question. I cannot answer you this question now because we just started looking at ClickUp. So I don't know exactly what it does and what it's lacking, which is the question. Right.

Gabriel Almeida  
Click up. ClickUp isn't going to allow you to like, track revisions in the back and forth of drawings of the windmills.

Gabriel Almeida  
Right.

Gabriel Almeida  
It's something else.

Larah Biondo  
I don't think so. I think this would be something internally for the office. So if there is that. Least that I don't know of yet. Right. Or maybe Pro Cor, I would say in this case it's important. If you guys are thinking of communication from interior design office to construction company, procore is a very important tool for you guys to research about and see if that already offers what you guys are thinking offering. Yeah, because it might, but I'm not.

Gabriel Almeida  
Sure because, like, all it has to do, Emilio, like, to do. I know we're only talking about, like, the interaction between the woodmill and the designer for now.

Gabriel Almeida  
Right.

Gabriel Almeida  
And there's a bunch of other things, but, like, all that system would have to do is like, allow them to attach drawing files. Be them. I don't think you're sharing AutoCAD files, right? You're sharing PDF files that are extracted from the AutoCAD or extracted share both.

Larah Biondo  
Normally we just share PDF.

Gabriel Almeida  
Okay.

Gabriel Almeida  
So you just need like a software that allows them to track, like, versions of the PDF files and comments per version. Like, bro, that already exists for sure. There's already. That does that.

Emilio Alvarez  
I mean, but, like, what I'm wondering is like. Like, in my mind, like, I'm just like, dude, I've been told this for like half an hour. But, like, imagine if you couldn't. Like, have you ever used Loom?

Larah Biondo  
No.

Emilio Alvarez  
Loom is like, imagine you take a small video of yourself and you can share your screen.

Larah Biondo  
Okay.

Emilio Alvarez  
And like, if you can leave the comments and like, you can highlight the specific thing and it creates the record, and the record goes to like, whatever system you use to track your. Like, I'm saying, like, if we can like, map the whole thing so you have like a package and you know, like, exactly what's going on. You're not spending time going back and forth on email 25,000 times. Like, it's there. Like, there's no confusion. There's no. There's like a portal for your client to see the last review and accept.

Larah Biondo  
That would be super nice. Actually, this is something different, but I interviewed a girl that she mentioned a program Called Programa, which is. That's more of like a visual and visually appealing way of like almost like you create a website for your client for their project so he has access to all the floor plans, all the revisions, all the presentations, all the finishes, whatever. I think that's something different. But I just remembered and I thought it was cool sharing it because I don't know again what that program does, I don't know what it offers.

Gabriel Almeida  
It seems very what we're talking about to like the software for them Emilios. It reminds me a lot of like the operating system that we thinking for tower pos.

Gabriel Almeida  
Right.

Gabriel Almeida  
It's like maybe interior designers and like builders and wilmers, they don't have like the fragmented solutions to digitize what they do yet.

Gabriel Almeida  
Right.

Gabriel Almeida  
Although they're probably available. But like we're discussing here the incremental value of us creating kind of like of a more end to end software that's built for their needs.

Gabriel Almeida  
Right.

Gabriel Almeida  
But ultimately it's like I'm going to go back to the question that I asked you. I want to like see if you have an opinion on it. It's like what is more like more of a need for you. What would you be willing to like embrace more like extra costs to have like higher work productivity and what you would see other designers like think of as well in like a tool like that or the service that were talking about before of like outsource.

Larah Biondo  
I mean my first answer would be the service because small businesses like ours, they're always looking to cut costs. Like you know, yes, it's gonna help, but how much is it gonna cost? Like if it's something you know that.

Gabriel Almeida  
Yeah.

Larah Biondo  
Doesn't make, it doesn't make sense for.

Gabriel Almeida  
Us because it's not broken. Like what it's fixing is not broken. It's just making it better.

Gabriel Almeida  
Right.

Larah Biondo  
We make it work, you know. Yes. It's crazy. Yes. Sometimes we make mistakes that probably wouldn't happen if we had the device, the program. But you know, it's. We've been surviving just fine.

Gabriel Almeida  
Yeah.

Emilio Alvarez  
And I'm curious like what would happen for example? Because like one of the things that I wonder is like I'm like the reason I started thinking about this as I was thinking operational, like let's say that you hire someone through us.

Gabriel Almeida  
Right.

Emilio Alvarez  
Like what is the handoff and integration for a particular project look like? Because one of the things that we're starting to hear is like a need for like on demand help that's been vetted and if that's the case, at least for me, intuitively, like one of the most important things, like, how do we bring you on as fast as possible so that you understand what's going on, what's not? And like, what I was thinking is like, well, it would be great to have somewhere where we know the revisions, the chat. If we have zoom calls, they can read the transcripts. They can. So you can get up to speed fast, asynchronously. Like, that's kind of like where my head was going. Then I was like, wait, hold on. Yeah, this could be valuable for them, period.

Larah Biondo  
Very true. That is very true.

Gabriel Almeida  
What Emilio is mentioning about on demand. I don't know if that's clear to you, but it's like you being able to press play on like, I need an extra drawer, I need an extra drafter. Because like, business is crazy now. We have a ton of projects and in like a few days we have someone in your team doing a good job part time, you know, which we're hearing. Like we spoke to three designers now. We spoke to you, Zhuangabi and like just to give you a notion, like you said that you would are not happy with like your drawer so you'd be willing to change her, especially in a structure that we would give, that we would guarantee like you wouldn't have to spend time recruiting after potentially better quality, like all that crap.

Gabriel Almeida  
You wouldn't, you would able to hire her in a more formal structure way, like buy the book, not pay taxes and your transfers that you do for about all that crap, right? So like you said that you would be willing to like change your current like outsourced person to us because you're not satisfied with her and potentially outsource more things that you don't today, right? Potentially add new weird services like a business consultant or something like that. But also your interest in like being able to activate someone part time just when like the projects are booming, but not a full time hire.

Gabriel Almeida  
Right?

Gabriel Almeida  
You mentioned, you mentioned all that. Gabi mentioned that they're super happy with the girls in Brazil that they've been able to find to draw with her Jagger.

Gabriel Almeida  
Right?

Gabriel Almeida  
Because they got lucky basically so they wouldn't see a need now to replace those. So apparently they would only be interested in like potentially some like cool new like business consultant thing to help them like operate as a business better once in a while and to have this plug and play option because like when business booms for them, they're also in trouble.

Gabriel Almeida  
Right.

Gabriel Almeida  
And then we spoke to Ju and Deborah that you know well. And she would be willing to replace, in her opinion, the current like 3D renders that they. Because they're not happy with them. She'd be willing to like start doing like drafters for 2D outsourced because they don't do that now potentially willing to include things like a business consultant or something like that. But she would also hold her a.

Larah Biondo  
Thousand times to do so. What, Deborah, do what exactly to have that consultant. The day I left Deborah.

Gabriel Almeida  
Yeah.

Larah Biondo  
I was like, she's not a businesswoman.

Gabriel Almeida  
Yeah.

Gabriel Almeida  
And then they also said it would be valuable to have this like plug and play thing.

Gabriel Almeida  
Right.

Gabriel Almeida  
But this is something that I haven't told you yet, Emilio. What worries me from a business perspective is like for our P L, this plug and play thing sucks because if the S is only paying us once in a while in a very unpredictable manner because their business is very unpredictable. It doesn't have a lot of cyclical like patterns. It has some, like, if they're paying us once in a while to like put something.

Emilio Alvarez  
Pricing architecture. That depends on pricing architecture. That's where like I was saying, we. We give you a SaaS that gives you hours that you accrue. Well, not a SaaS, but like you. You're buying every month and on demand hours. But you have to pay us like a lawyer. You're on retainer.

Gabriel Almeida  
Yeah, but they're not going to be willing to pay men like, and correct me if I'm wrong here, a lot of. But like if you want someone that's a plug and play when hits the fan, they're not going to be willing to pay anything on a recurring basis for that person.

Gabriel Almeida  
Man.

Gabriel Almeida  
They might be willing to pay a premium when they need it, but like they're not going to want to pay. Like, it's not just pricing architecture. Like, I don't think that's something they're going to accept.

Larah Biondo  
Yeah.

Gabriel Almeida  
You know.

Gabriel Almeida  
Do you agree?

Emilio Alvarez  
Yeah, I mean, look, I have the same concern. Like, that's what I mentioned after the first call when this was brought up, that like, I worry.

Gabriel Almeida  
It's.

Emilio Alvarez  
It's not for me. It's like not in the P L. It's like the staffing and the volume we would need.

Larah Biondo  
I don't know how complicated that is for you guys. But yes, our business is very volatile. But there is a pattern. Okay. There is a pattern of. We rarely get many projects in the beginning of the year. People are with the, you know, New Year's hangover no one's really thinking about renovating their home and spending $2 million. And then at the middle of the year, people start waking up. So there is a pattern, but again, it's not 100% science.

Emilio Alvarez  
I mean, is it the same pattern in every firm? Because that's.

Larah Biondo  
I would say so, yeah.

Gabriel Almeida  
Yeah.

Larah Biondo  
Again, talking about my type of firm. Right.

Gabriel Almeida  
Yeah.

Gabriel Almeida  
Not necessarily for like a builder.

Gabriel Almeida  
Right.

Gabriel Almeida  
Immediately. Because people are building houses like.

Larah Biondo  
Yeah.

Gabriel Almeida  
All around. Right.

Gabriel Almeida  
Not necessarily for. I don't know. I don't know. Do you think that woodmills and furniture designers follow the same cyclical pattern that you guys do or.

Larah Biondo  
It's a good question. I. I wouldn't. Yeah.

Gabriel Almeida  
Okay.

Larah Biondo  
Give you guys contacts because I know I'm. I owe you guys this.

Gabriel Almeida  
Yeah, this is super helpful. Would you be like, I know this is kind of like complicated because they are your partners, but, like, would you be willing to put us in touch with like a few, like, or maybe one woodmill and one furniture designer and maybe Bill Core so we can like.

Larah Biondo  
Absolutely.

Gabriel Almeida  
Would it be productive to speak with other people in the ecosystem at this.

Gabriel Almeida  
Point or you want to.

Emilio Alvarez  
I do think so. Because, like, dude, like, I mean, it's again, small N. But I have an intuition that we're gonna keep hearing this. Like, I want on demand staff. And if that's the case, we need to figure out if like one, does it make sense? Two, is there like a business model we can build that people can do? And then like, if it's completely correlated and happens at the same time? That's gonna be hard, man.

Gabriel Almeida  
Yeah, but my. But what I'm getting from men is like, you seem to be more focused on this need for on demand stuff. Staff, like two of like the three people that we talked to, including Lara and Deborah, say they want to do full time stuff with us.

Emilio Alvarez  
And maybe I'm over indexing on that also.

Larah Biondo  
But actually, I think. I mean, I think both are very important. I understand if you guys want to go just one route, but no, it.

Gabriel Almeida  
Can be a combination of two. And what I just like, if it's. If the only play is part time staff, I really don't like that.

Larah Biondo  
Mm.

Gabriel Almeida  
I don't like unpredictable businesses.

Gabriel Almeida  
Fuck that. You know?

Gabriel Almeida  
But anyways, I cut you off. What were you gonna say?

Larah Biondo  
No, because I mean, for example, now we're doing fine with the amount of people that we have, but we have a job opening and hopefully we're hiring someone tomorrow. Do we need that person right now? No, we don't. That's Point blank truth.

Gabriel Almeida  
You mean because they're another volume of.

Larah Biondo  
Products very, like, very low in our projects, which is not normal in the projects.

Gabriel Almeida  
And you rescheduled our call like four times.

Gabriel Almeida  
Huh? Wow.

Larah Biondo  
I know that's true because, I mean, I. I got everything from that person. But, you know, we. We need someone because we know the current situation that we're in is definitely not normal. And I mean, we don't want to keep that current situation because we need clients. So we are hiring someone with the prospect of future clients.

Gabriel Almeida  
Yeah, I hear you.

Larah Biondo  
So if were to have that on demand option, I don't know, maybe we wouldn't be hiring right now.

Gabriel Almeida  
Yeah.

Gabriel Almeida  
No, that makes sense. Amar, we doved into, like, Woodmills, like, with you now and your relationship with windmills. It'd be great if we can have some other 30 minutes calls. Just to be respectful of your time. I know you're busy. To talk about, like, your interaction more in depth with, like, the other parties, you know, with like, the furniture designers, with the. With the builders.

Gabriel Almeida  
Right.

Gabriel Almeida  
I don't think there's anyone else in this ecosystem, is there?

Larah Biondo  
I don't think so. But I can give a quick thought if you guys have a couple seconds. I can already talk about the furniture because as of now, honestly, Design Solutions does not use furniture store services of what I had mentioned. For example, sometimes clients come to the furniture store, they don't have a designer. They just like the store and they come in, hey, this is my floor plan. Can you know, make a floor plan for me? Put where you think the dining chair is going to be the dining. The living room. And then that store is going to do that with, of course, their items. And then at the end of the day, they're going to show us, like, hey, we proposed this layout for this chair. You have two options. For the dining, you have two options.

Larah Biondo  
Whatever it is, we don't use that because we like doing our floor plan the way that we think is best.

Gabriel Almeida  
It's your core business.

Larah Biondo  
Yeah. And we select the pieces we want. So all the communication I have with furniture stores is, hey, can you send me an estimate for this, this item? Period?

Gabriel Almeida  
Okay.

Gabriel Almeida  
Now, they do custom furniture.

Larah Biondo  
We do custom furniture. Yes. But they are rarely with furniture stores. They are. That's interesting. Someone else, maybe they are with upholstery people. So it's a vendor, just like a millworker does. Mill worker. The upholstery vendors does upholstery. Fabiola, that did the chairs in your.

Gabriel Almeida  
House she just does fabric.

Larah Biondo  
She does fabric and upholstery. A furniture is made of upholstery. Okay, but then you need to give.

Gabriel Almeida  
Her the furniture for her to redo the fabric of the it or something.

Larah Biondo  
Yes. Or she can do a bed from scratch.

Gabriel Almeida  
Oh, she can?

Larah Biondo  
Yeah. In. In the palace. If you go to our website that the master bedroom was 100 done by her, the bed and the headboard.

Gabriel Almeida  
But then she works with her woodmill to like do it.

Larah Biondo  
I don't know. I don't know. All I do is the same process I do with the mill worker. I send her my shop drawing. Hey, I want the bed to look like this. I want the headboard to go side to side with the little spacing on the headboard at 12 inches.

Gabriel Almeida  
And then she figures it out.

Larah Biondo  
Yeah, she doesn't even have shop drawings. She sends me a sketch by hand. And since we've been working with her for years, we trust her. You know, she's a little bit crazy, but she delivers it, so. Yeah.

Gabriel Almeida  
Okay, interesting. Yeah, but what about like. So what about like high end furniture? Like design, like, don't you hire sometimes some, like, high end furniture design people or firms to like create custom furniture.

Larah Biondo  
For, like, that's super expensive, not like it's not worth it.

Gabriel Almeida  
It's not common.

Emilio Alvarez  
I mean, usually you go to like Restoration Hardware and those guys, right?

Larah Biondo  
Yeah. Like, some stores, they can do custom, but then it's like, you know, like right now I was talking to Addison House, they're like, let me know if this table doesn't fit the elevator and we can do a custom size. But then it's a custom size. I'm not like customizing the table. It's going to be the exact same table.

Gabriel Almeida  
Oh, yeah, but that's. But I think that's what I'm thinking of more.

Gabriel Almeida  
Right.

Gabriel Almeida  
It's like when you talk to these stores that are, they're not making a custom piece of furniture for you, but they're doing like a custom size of something for you.

Gabriel Almeida  
Right.

Larah Biondo  
There's no drawing whatsoever involved. It's just an email saying, hey, please do it custom on this side.

Gabriel Almeida  
Okay.

Emilio Alvarez  
Because I mean, especially if you're thinking about tables and stuff, like the legs, you can just move. Like, it would have to be so much smaller. The actual, like that's going to be.

Larah Biondo  
Reflected on the estimate the size. Right. Of the tabletop and.

Gabriel Almeida  
Yeah, but Emilio, that doesn't mean that there aren't good potential outsourcing clients for us. It just means that like, Lara doesn't exchange drawings with them.

Gabriel Almeida  
Right.

Gabriel Almeida  
Because I spoke with Gabi, and Gabi worked at, like, a. I don't know if it was a custom furniture firm or. What does it say in the Excel sheet? Real quick, Camilo.

Larah Biondo  
It's the Casa Petros.

Gabriel Almeida  
No, it's in the Excel sheet. Where is it? Give me a second. It's in the Excel sheet that she sent us.

Gabriel Almeida  
Right here.

Gabriel Almeida  
I'm opening it, but she basically. Okay. It's called Harmony Studio Miami. Do you know what it is?

Larah Biondo  
It's a furniture store.

Gabriel Almeida  
Yeah, the furniture store.

Gabriel Almeida  
Right.

Gabriel Almeida  
She said that when she worked there, they had to do drawings all the time.

Larah Biondo  
Okay.

Gabriel Almeida  
Of the furniture.

Gabriel Almeida  
Right.

Gabriel Almeida  
To, like, do the different sizing that, like, you need a new sizing. They need to do a little drawing of the furniture.

Gabriel Almeida  
Right.

Gabriel Almeida  
Of the new size.

Larah Biondo  
Okay.

Gabriel Almeida  
Anyways, it's, like, not that they exchange drawings with Lada, but they could potentially be still probably.

Larah Biondo  
Yeah. Maybe they need. So let's say my communication was with them. Is that okay? Instead of the tabletop having 118, please do it at 100. And then the store needs to do that drawing to send to the factory. That's behind the scenes. So I don't know.

Gabriel Almeida  
Yeah, we need to talk to them.

Gabriel Almeida  
Cool.

Gabriel Almeida  
Thank you so much.

Larah Biondo  
Okay, so let me know whenever you guys want to, like, talk about other things. If you're in a different phase, we'll do.

Gabriel Almeida  
Can you please connect us to, like, some, like, Woodmills or some, like, some of this. Like, this Harmony Studio people. If you know any of them, like, these type of, like, people. And like, Bill 4, if. If you could. Would be amazing.

Larah Biondo  
So Bill, Core, Harmony. Harmony. I'll send you her WhatsApp. I'll contact her. She's Brazilian, too. Patricia. Bill, Core, Harmony and mill workers.

Gabriel Almeida  
Yeah.

Gabriel Almeida  
Like, if you know more GCS and more furniture design studios that you connect us with. Amore, that'd be great. But we can either ask that for you now or, like, after, you know.

Gabriel Almeida  
Okay.

Gabriel Almeida  
What do you prefer?

Larah Biondo  
I'll. I'll think if I have options, to be honest, because Fabula pops in my head, but I. I don't think fabulous a good.

Gabriel Almeida  
I think fabulous a waste of time. Yeah, she's too small. She's like a one shop.

Larah Biondo  
No, she's too crazy. She's gonna, like, take all of your time and just scramble your head.

Gabriel Almeida  
Yeah.

Larah Biondo  
But. Okay, I'll think about it.

Gabriel Almeida  
Amazing.

Gabriel Almeida  
Thank you.

Larah Biondo  
You're welcome. Have a good day.

Gabriel Almeida  
Bye.