

Follow-Up Email - Meeting Dashboard & Resources

To: Dan Edwards, Dale Edwards

From: Greg Kowalczyk

Date: November 3, 2025

Subject: Follow-Up: Meeting Dashboard, Pavement Questions & Training Course

Hi Dan & Dale,

Great meeting today! My first email contained the meeting minutes with all the key discussion points and action items.

This follow-up email includes three important resources to support your next steps:

1. Meeting Dashboard (HTML)

File: MEETING-DASHBOARD-NOV-3.html

I've created a visual dashboard that consolidates everything we've discussed over the past two weeks. This is designed to be displayed on screen during meetings and for quick reference.

What's Inside: -  Executive Overview -  Week 1-2 Progress Summary -  Market Research Findings -  Growth Projections -  Platform Comparison (Pavement vs. Shopify vs. Square Online) -  Pavement Evaluation Tools & Questions -  Q4 Quick Wins Strategy -  Action Items -  Training Materials (with course access)

Important Note: This dashboard is specifically for today's meeting and reflects the work completed in Weeks 1-2. I'll create a more comprehensive project dashboard later that covers the entire Phase 1 initiative with all 14 work areas.

How to Use: Simply open the HTML file in any web browser (Chrome, Safari, Firefox, etc.). It's mobile-friendly, so you can review it on your phone, tablet, or computer.

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2. Pavement Questions Document

File: PAVEMENT-QUESTIONS-FOR-PETER.md

A comprehensive list of 80+ questions organized into 10 categories to ask Peter during your Pavement demo. This will help you:

- Understand exactly what you're getting (and what you're not)
- Clarify ownership, control, and exit strategy
- Get complete pricing transparency
- Make an informed decision based on facts, not pressure

Categories Covered: 1. Platform & Technology (14 questions) 2. Marketing & Growth (18 questions) 3. E-commerce Functionality (20 questions) 4. Control & Flexibility (14 questions) - CRITICAL 5. Exit Strategy & Data Portability (11 questions) - CRITICAL 6. Pricing & Costs (10 questions) - CRITICAL 7. Support & Reliability (14 questions) 8. Timeline & Launch (6 questions) 9. Business-Specific for Chocolat on James (13 questions) 10. Success Metrics & Examples (5 questions)

How to Use: You don't need to ask all 80+ questions during the demo, but review them beforehand so you know what areas to focus on. Bring the document with you and reference the critical sections (Control, Exit Strategy, Pricing).

🎓 3. E-commerce Training Course

Dropbox Link: [Access Your Training Course](#)

Note: This course link is also included in the dashboard (🎓 Training Materials tab) for quick reference.

What's Covered: - E-commerce fundamentals (how online stores work) - Platform management and setup - Marketing and growth strategies - Advanced strategies (corporate gifting, subscriptions, analytics)

Why This Matters: Watch this course BEFORE your Pavement demo. It will give you the knowledge to: - Ask better questions - Understand e-commerce terminology - Spot red flags - Evaluate Pavement's offering against industry standards - Make informed decisions instead of emotional ones

Time Required: 3-4 hours total

Priority: Watch the fundamentals and platform management sections (2-3 hours) BEFORE meeting with Peter

When: This week, before your Pavement demo

Even if you decide to go with Pavement, these concepts apply to ANY e-commerce platform and will make you more informed business owners.

Immediate Next Steps

Before Pavement Demo: 1. Review the dashboard (especially the Pavement Evaluation tab)
 2. Watch the e-commerce course (at least 2-3 hours of fundamentals) 3. Review the Pavement questions document 4. Prepare 5-10 priority questions to ask Peter

This Week: 1. Start corporate gifting outreach (templates ready to go!) 2. Update Google Business Profile (30 minutes) 3. Set up email capture system (Google Form on iPad)

Questions or Support Needed?

Don't hesitate to reach out if:
 - You have questions while watching the course
 - You need clarification on any dashboard information
 - You want to discuss strategy before the Pavement demo
 - You need help with any of the immediate action items

I'm available by phone, text, or email anytime.

Looking Ahead

Today's meeting was productive, and the foundation we're building is solid. The combination of:
 - Market research showing your opportunity (\$2-2.7M market, you're already at 20-27% share) -
 "Hamilton's Chocolate" brand positioning (unclaimed and powerful) - Corporate gifting strategy (\$15-25K potential for December alone) - Q4 quick wins to boost revenue before year-end - Strategic e-commerce decision (Pavement or other options)

...sets you up for significant growth in 2026 and beyond.

Excited to see the progress from Week 1-2 action items and debrief your Pavement demo soon!

Best regards,

Greg Kowalczyk

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Attachments: 1. MEETING-DASHBOARD-NOV-3.html 2. PAVEMENT-QUESTIONS-FOR-PETER.md

Dropbox Link (E-commerce Course):

<https://www.dropbox.com/scl/fo/68ul74ccz159ipfbub3xt/AFC8cdtxmMrblm6t1cNQqCc?rlkey=wxb77enn3w8jx4uvi549endm&st=o05bex41&dl=0>

P.S. Remember: This dashboard is specifically for today's meeting and the Week 1-2 work. I'll create a comprehensive project dashboard later that covers all 14 areas of Phase 1 for the full strategic overview.