

# EMAIL\_Progress\_Meeting\_1\_Summary

**To:** Todd McDaniel, Douae Lahlou **From:** Greg Kowalczyk **Date:** January 10, 2026  
**Subject:** Progress Meeting 1 Minutes (January 7th)

---

Hi Todd and Douae,

Attached are the meeting minutes from our Progress Meeting 1 on Wednesday, January 7th. Apologies for the delay in getting these to you.

## Meeting Documentation

**Full Minutes:** Progress\_Meeting\_1\_Minutes\_Jan7\_2026.pdf - Comprehensive documentation with all technical details

**Executive Summary:** Progress\_Meeting\_1\_Executive\_Summary.pdf - Quick reference version

## Critical Items from Meeting

### 1. Shipping Cost Analysis (URGENT)

Current calculations show only 10% margin based on 24-unit orders. Volume-based costing (full container ~700 units) reduces costs ~50% and achieves viable margins. We need accurate numbers before making product decisions.

**Action items:** - Review shipping costs at full container volumes - Identify which products achieve 25%+ margins at scale - Use volume-based costing for all product decisions

### 2. Douae's First Dive

**Action items:** - Access Data Dive platform - Complete first independent dive - Reach out with any blockers or questions

### 3. Product Analysis Progress

I'm continuing to analyze the 15 priority items and will provide recommendations once complete.

Best regards, Greg

---

**Attachments:** - Progress\_Meeting\_1\_Minutes\_Jan7\_2026.pdf -  
Progress\_Meeting\_1\_Executive\_Summary.pdf