

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