



ServiceTrade/Joyfill Conversation

Tim Spink

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Participants

SERVICETRADE

Tim Spink

VP of Outside Sales

Brian Smithwick

CTO

Jack Coffelt

Director of Fire and Life Safety Partnerships

OTHER

John

Josh

Jeff Pagley

Topics

<i>Purchase decision</i>	3:44
<i>Accounting integrations</i>	12:10
<i>Forms</i>	15:35
<i>Quote templates</i>	16:04
<i>Forms</i>	16:25
<i>Accounting integrations</i>	19:32
<i>Forms</i>	19:51
<i>Forms</i>	21:16
<i>Access to information</i>	22:40
<i>Forms</i>	23:06
<i>Forms</i>	25:55
<i>Dispatch</i>	28:30
<i>Access to information</i>	29:02
<i>Accounting integrations</i>	29:50
<i>Forms</i>	30:12
<i>Forms</i>	31:06
<i>Accounting integrations</i>	31:23
<i>Accounting integrations</i>	36:02
<i>Forms</i>	36:59
<i>Tech time tracking</i>	40:41
<i>Accounting</i>	40:59
<i>Access to information</i>	41:28
<i>Access to information</i>	44:12
<i>Tech On-site</i>	44:29
<i>Forms</i>	44:47
<i>Forms</i>	45:45
<i>Accounting</i>	46:33
<i>Pricing</i>	46:53
<i>Forms</i>	47:11
<i>Pricing</i>	48:01
<i>Quote templates</i>	49:06
<i>Forms</i>	49:51
<i>Paper process</i>	52:00
<i>Quote templates</i>	54:22
<i>Quote templates</i>	55:31
<i>Forms</i>	57:19
<i>Forms</i>	57:55
<i>Pricing</i>	58:16
<i>Forms</i>	58:39

<i>Pricing</i>	59:19
<i>Purchase decision</i>	1:00:47
<i>Implementation and ongoing support</i>	1:01:08
<i>Purchase decision</i>	1:01:25

Transcript

"This English transcript was generated using Gong's speech-to-text technology"

JACK

0:00 Hey, Josh, how's it going?

JOSH

0:01 Hey, Jack. How are you doing?

JACK

0:05 I'm trying to catch my breath, man. That's for sure. I've been going?

JOSH

0:10 That's what Jeff was telling me. He said you've had a non stopped schedule. It seems like they're trying to sneak it all right in before the holidays.

JACK

0:18 Something like that. You know, lots of customer visits and committee meetings and all that good stuff. So.

JOSH

0:24 Okay. Sounds.

JACK

0:25 Like, yeah, yeah, definitely. Okay. So, Zoom has recently changed their process. So now I have to admit everybody into a Zoom meeting.

JOSH

0:37 Okay. So you're the gatekeeper?

JACK

0:42 Yeah, and all the joy folks are right on time. Let's see where my service trade folks are. I did get a note from our product manager, VP of products that he was unfortunately not going to be able to make it, but Brian Smith, we can possibly Tim sink. My boss should jump in as well.

JOSH

1:04 Very doable or recording. Hopefully, you can send him this recording too, and he'll get a kind of an idea.

JACK

1:09 Yeah, yeah, exactly. Exactly. Give me just.

JEFF

1:13 Man.

JACK

1:15 Whirlwind dude, whirlwind... but now I'm gonna week last week, I got to meet my grandson. I got to see my rangers went over set time in the mountains. I mean, life just, I was awesome.

JOSH

1:32 Some...

JEFF

1:32 Awesome.

JACK

1:33 I'm just jumping on and then let me ping Brian right quick. And...

JEFF

1:48 Hey, Tim.

TIM

1:49 Morning. Well, I say, I don't know where everybody else is.

JEFF

1:53 It's pretty much morning down here. What are you guys? What are you Central Time?

TIM

1:57 East coast, I'm on est, Jackson all I'm in North Carolina.

JEFF

2:03 Cool.

JACK

2:03 All right. So, I think we, we've got our contingency folks warning Brian... he was there.

TIM

2:12 Yeah, I'm here. Hang on.

BRIAN

2:18 All right. I should be on the air for you guys? Can you'll hear me okay?

JOSH

2:22 Yes, sir. Yes.

JEFF

2:23 We can.

BRIAN

2:23 Thanks.

JACK

2:24 That...

JEFF

2:24 You Brian?

BRIAN

2:25 Yeah. Hey, nice. Nice to meet you guys. Thanks for hanging out with us. I'm, sorry, I showed up a couple of minutes late. I was coming in hot from another meeting, so, it wasn't me.

JACK

2:36 As always. So let me just do a quick set of introductions for our side. So obviously, you guys know me, no introductions needed there. The little ball man is crazy. My immediate manager and the VP of sales, Tim spank, is on and then the cofounder and genius, it is Brian Smith wick that speaks your language, not mine is also with this. And then our product VP was unable to join and that's Jamie Stella. But we will record this and send it off to him so he can get into that. And Jeff, if you want to introduce your team and kinda go over what we wanted to cover today, that'd be great.

JEFF

3:13 Yeah, absolutely. Yeah. Well, first of all, Jack, you know, thanks for bringing this together. I know we had a great combo a couple of months ago and nice to meet you both. It's it's great to finally meet the dream team behind service trade, you know, been aware of you guys for a long time. I don't know if you guys heard of us, joy, Phil, but I want to introduce Josh over here. He's our co founder and cto, I'm also one of the co founders and also introduce san as well. He's our coo and our other co

founder. And basically, I just want to today go into, you know, what an integration would look like?

--- Purchase decision ---

JEFF

3:44 How can accomplish this for you guys? We do believe we have a, really good form solution and we believe that we can actually work together and create a really good forms of integration for you guys. So what I'm gonna do is I'm gonna pass it over to Josh and he's gonna go a little bit more pecky, and if you guys have any questions, just interrupt them and just stop them. You can go go a little longer than he should.

--- Purchase decision ends ---

TIM

4:06 Real quick question. Because I know a little bit about you guys, but I don't want to assume. So just kinda if you could real quick high level, is there any industries that you focus on? Is there a sort of, you know, no, you know, anything forms related to you guys will do? Or is there a certain, you know, I CP that you're after just out of curiosity?

JOSH

4:30 Yeah, I can answer that. Since he was saying it up to me. So traditionally, we have our business side and that was for most of the last six years that was focused on fire and life safety.

TIM

4:42 Okay. So.

JOSH

4:43 That gave us a really good first hand experience working with service companies to provide those complex forms. But then as the last few years, we started expanding and just started getting customers from all types of full service industry. So, we have a deep expertise and experience in fire life safety, but we do forms for pretty much all field service.

TIM

5:04 Okay. What's the, why did you start in fire life safety? What's the background just out of curiosity?

JOSH

5:10 Yeah, sure. So we actually had a custom software development company originally and we got approached by a large fire inspection company here about a problem they were dealing with around forms. We had a hard time believing that was actually a problem. Forms seemed to be a solved issue. And so, but, they brought us deep, explained a lot more to us. And from that, we then went out and called

essentially cold and pre sold a product to a 1,000 fire inspection companies. We saw that there was a response for this style of it's like there's different kinds of approaches to fire and life safety. But for the style of product they were looking to solve primarily focused around the forms, we saw a good response that caused us to actually build the product, took off, shut down. The software development agency, went full time into just building the product and supporting the companies. So that's actually what led us into fire life safety is just demand from the market.

BRIAN

6:08 So, while we're talking about business stuff, can you guys share a little bit? Just about the sort of high level details of the business? Like how long have you been around? How many customers? How big is the company stuff? Just stuff like that as much as you're comfortable sharing?

JOSH

6:21 Yeah, sure. I give some context. So... we've been around for just about six years now, the, this is just, the joy fill side of things. You know, we have the other company before, but.

BRIAN

6:33 What?

JOSH

6:33 It exists. So six years since then, we've grown to just under 10,000 companies in our system, but we would say that the very active companies that we like to would consider active is just over a 1,000 actual businesses. And that spans were very deep in the us. But that spans across Canada, Asia, South America. We have customers scattered.

JOHN

6:58 It all over.

JOSH

6:59 And we focus primarily on the forms side.

BRIAN

7:02 Of that 1,000, how many do you think you're in the like core fire and life safety vertical?

JOSH

7:08 Yeah, about 80 percent.

BRIAN

7:09 Okay.

JOSH

7:11 Yeah.

BRIAN

7:13 And, what's the profile of that customer? Are they, are they typically, a small business or are they like a big rolled up enterprise or, what do they look like again? I can share?

JOSH

7:23 Yeah, sure. We, we have two ideal kinds of solutions where we're brought in. They're either a smaller company, we would say between one to 15 and they don't have a lot of software in place. So they bring us in to really do the paper list inspection or they're a large company and they already have a lot of preexisting software solution. So they're not looking for an all in one. They're looking to bring in one solution to bring to fill that gap. So those are the two profiles we.

BRIAN

7:55 Got it. Yeah, that totally makes sense. I guess in both cases, there's a real clear need for something you just is really good at form inspections either because you don't have anything or because you have too many things. I guess the problem, right? Okay. All right. How about you guys? How big are you guys, if you don't mind sharing that?

JOSH

8:11 Yeah. So our team were just under 20 people. Okay. Yeah. So we would say pretty lean, we focus on one thing well, and we have a great team that executes well and so we are growing but at the same time, we don't want to add more heads because more heads doesn't necessarily mean more productivity as, you know, I'm sure. So as long as we're hitting all of our goals that's what we'll keep.

BRIAN

8:33 Base list. Yeah, privately held.

JOSH

8:36 Yep. We actually privately held and completely Booth or up to this point?

BRIAN

8:40 Congratulations guys. That's a, that's a great accomplishment. Good job by you.

JOSH

8:44 Thank you. We appreciate it.

TIM

8:46 So, Brian, they have piper, that's probably one of your biggest, right? I'm guessing.

JOSH

8:52 Larger, they're a larger one. I don't remember exactly how many texts we have underneath them, but yeah, they're a larger one.

TIM

8:59 Yeah. I thought we were going to have that was going to be the time that we were going to have to figure things out. I think they're still gonna come back around because the solution they've rolled out in their, that portfolio, I don't know if you're working with any other forts companies, but it's been a mess anyway. So anyway, the reason why I bring that up is, you know, my guess is that will be an example of a customer that we would jointly share at some point in time.

JOSH

9:30 Yeah. And I can give you guys some go ahead. I think you were about to ask a question Brian.

BRIAN

9:34 Yeah, it was just related to integration like, yeah, you guys came into this meeting. I think pitching, hey, let's talk about integration. I'm wondering if that's sort of a common pattern for you? I'm guessing on the like on the big customers or more enterprising end. They've got a lot of incumbent software, you know, is, hey, will integrate with whatever stuff you use for service management? Is that as normal play or is this sort of a one off for you? If, if it is normal, what other, what are the systems do you currently, you know, integrate with or have targeted for integration?

JOSH

10:06 That's a great question. I'm gonna add a little context to that kinda before we go into that. And so I'll share here. I'm gonna get it under my visuals.

BRIAN

10:14 Okay.

JOSH

10:14 So if you've known joy in the past.

BRIAN

10:16 It's running under the table. This, I got it.

JOSH

10:20 Yeah. So if you don't enjoy fill in the past, you know, it says the B to B software.

BRIAN

10:26 Yeah.

JOSH

10:26 Right. Where we do forms. So funny enough, the reason we're actually reaching out to service trade is because of this.

BRIAN

10:34 Okay.

JOSH

10:35 So we are essentially, I'm gonna jump forward. We, with this are giving the people the knife to kill our B to B business. People use us for forms. They like us for forms. But we know the winning strategy and the long term is forms being part of a suite of modules. We think that's a great approach. And we've been approached by other companies. We were well aware of you guys. We admire what you've done. You have a really robust software suite. So this side of our business actually what we're doing again and fast forwarding is we would want to put service trade. If you guys decide that you wanted to do an integration with us, we would want to put service trade on our site so that service businesses would just use you guys. We're trying to move away from being the B to B software. And because of the demand and, the adoption of our software product, we actually see that's probably where we're going primarily, it's it is where we're going primarily if I could say that confidently.

BRIAN

11:32 Do you mind, if I ask why? I mean, basically what you're saying is instead of being customer facing, we wanna be developer facing and we want to be a platform I think is or a component, of a bigger platform. Why, why the change after six years? If you don't mind me asking that?

JOSH

11:47 We...

BRIAN

11:47 Love to.

JOSH

11:50 Yeah. Hey, I think every customer is going to have a challenge but I'll tell you one thing what we started getting a lot of requests for with two things. This is what actually there's three scenarios that happened that really just almost two years ago, why we started doing the development or we started getting approached by private equity groups to acquire us and roll us in as their form solution.

--- Accounting integrations ---

BRIAN

12:10 Yeah.

JOSH

12:11 To their sweet. Okay. So there's that the second was just being in the industry. We're working with field service companies. Of course, they're like, yeah, hey, we love your forms, but we also like, do you guys do scheduling, do you integrate with people like service trade or pro core ServiceFusion or BuildOps or anybody like that?

--- Accounting integrations ends ---

JOSH

12:27 And so up until this point, we didn't and so they said, well, could you build that for us? We feel like forms was our bread and butter. We love that space. We felt like there was still so much to do there. We weren't really interested in adding or going after the other modules that we thought people like service trade and these other guys were already doing so well.

BRIAN

12:45 Yeah... probably a good decision.

JOSH

12:50 So...

BRIAN

12:51 By itself is plenty hard, like why take on 19 other problems too?

JOSH

12:55 Absolutely. And then the second part is we actually started getting approached by companies like service trade and said, hey, we like your forms. Your customer is also our customer and they want your forms in our product. Is there any way you have a, an embedded solution so that we can just roll that in white label it and nobody knows this joy and we can offer it as ourselves. So, those three things where the catalysts that said man instead of us building another service trade, let's actually partner with individuals like this power their form solution that's what we know really well, that's where we have all of our core technology in and let them continue to support and provide all those additional modules that sync and provide a good experience with forms.

BRIAN

13:35 So, is this sort of like platform? Yeah. Is this platform like back of the house SDK white label thing? Is that something that you're actively selling, or offering in the market now? Is there uptake on it or is this sort of like, a future state you want to get to and you're looking?

JACK

13:51 No, this.

BRIAN

13:52 Is part?

JOSH

13:54 Yeah, no, this is, it's live. It's in the market. We already have people going to production with it. And so, yeah, we actually just officially, we've been developing it for almost two years now, but we just opened it up earlier this year to a handful of the just early industry partners that we've had relationships and talks with. And so they're bringing it in, integrating with it. And so pretty much between first quarter of next year and second quarter, you're going to start seeing the people we're partnering with in the logos. And so you'll see a lot of the people you're just familiar with as people we've partnered with.

BRIAN

14:27 Okay. Sorry, I'm just taking some notes.

JOSH

14:31 Yeah, that's okay. It's great. And hopefully this is giving you guys a little more context. One thing we get a lot is like, well, isn't there some weird like competitive misalignment between what you guys are doing. So hopefully this also adds context of why we're coming to service trade and saying, hey here's the knife that kills us. But this is why.

BRIAN

14:51 Yeah. Well, actually, that was going to be a number one question. So thanks thanks for getting out in front of that.

JOSH

14:56 Yeah, I figure we just address it right from the start getting out because everybody asks.

TIM

15:00 A fair.

TIM

15:07 Okay.

BRIAN

15:08 Well, wait, I've been delaying us from getting to the nerd stuff. So let's get to the.

TIM

15:14 Hang on before we get to the nerd stuff. So sounds like on the fire side, I mean, again, Jack is on the phone. So again, I don't know how much you know, about. So you're right? I mean, our platform is, you know, where you go, what you do quarterly annually, semi, annually, all that good stuff where Jack is now our expertise.

--- Forms ---

TIM

15:35 He sits on a lot of boards committees. Clearly, I think you guys know that, but do you maintain those fire forms or do you say, hey, mr, customer that's all up to, you guys figured out? And again, Jack, right? Knows these answers, but I just wanna make sure I'm not assuming?

JOSH

15:49 No. So, yeah. So as we told Jack before Jack, I don't know if this is something you're already aware of. We did mentioned at last meeting, we do have a library of just under a 1,000 forms. Not all of them are the fire forms, but there are the most popular nfpaa forms in there.

--- Quote templates ---

JOSH

16:04 We actually have the aes templates in there that as Jack mentioned, they actually help design and build. And so we do have a lot of industry ones, but we also have a, an entire workflow around companies like for instance, ServiceTrade being able to build and provide their own templates and not even need to use our industry templates if they don't want or they want to customize them from there.

--- Forms ---

JOSH

16:25 But yeah, we do have a lot that are up to compliance, but you can build an add more from the customers can customize them from there.

TIM

16:33 Okay.

BRIAN

16:33 Do you, do you have, a religious opinion on whether customers should use your standards or whether they should use their own?

JOSH

16:42 So, no, the way we were designed really from the start is very fluid dynamic.

JEFF

16:47 Forms.

JOSH

16:48 So, because our builder is very fluid and dynamic, you can build any kind of form in there. We just provide essentially the starting structure. You can enforce the

user. So for instance, if ServiceTrade said, no, we want these questions to be on the form, users cannot delete them, remove them.

--- Forms ends ---

JOSH

17:05 You can enforce that. But if you want a user to be able to say, I want to delete this section, I don't need it. I don't know why they would delete the section or for what reason. But some customers think maybe it doesn't apply so you can do all that stuff from there. So, we're not rigid with it. It's very fluid and then you can enforce it how you want on your.

BRIAN

17:21 Okay. I asked because particularly in the fire space, there's, some fire platforms that believe very deeply that they like, they sorta know the right answers for what the question should be. And, the end user has kinda like the pitch there is, I know better than, you know, in end user. So I'm just gonna tell you what to use. But then the other part of that is if you and customer have an opinion, you go pound too bad. You.

JOSH

17:46 No, that's not.

JEFF

17:46 Our...

BRIAN

17:46 Product. Okay?

JOSH

17:48 Yeah, no, not at all. You could build anything you want. We have people that just build time sheets or custom work orders. They just go in there. So we just do it as a starting point to save time.

BRIAN

17:57 Got it.

JOSH

17:57 But, yeah, if they go in there and mess it up and take it out of compliance, then it's not really our responsibility at that.

BRIAN

18:03 Do you anticipate? Yeah, do you anticipate that, the customers who engage with the platform, the new platform offering? Do you anticipate that they will all also mostly be in the fire space, or do you think it will kinda be, you know, industry agnostic, and you'll get adopters from all over?

JOSH

18:23 So, it's actually industry agnostic. We're we're going, we're getting good adoption just from field service in general.

BRIAN

18:30 Okay. Yeah.

JOSH

18:31 If you?

BRIAN

18:32 Have any like the platform product doesn't really have any. I keep calling it the platform product that.

JOSH

18:37 No, that's correct.

BRIAN

18:37 You have a better name for it?

JOSH

18:39 Nope. It's we actually call it the joyfill platform. So you're right?

BRIAN

18:41 Cool. Yeah. So, I guess your feeling is like the platform is kinda like kinda domain agnostic. It's just sort of forms platform offering and then, the integrator, like front end white label or whatever you wanna call it, and then like decide what industry is appropriate for it. But the product itself doesn't really have an opinion about any particular industry. So you say that?

JOSH

19:03 100 percent, right? The only advantage you have if you're like in fire and life safety is that we have the most prebuilt templates available for that space, but you can go in there and build a template you want. It's not, we just have the prebuilt because that's where we come from.

BRIAN

19:16 Okay. So, I may have, I may have some follow up questions about that lack of opinion nation when we get into the nerd stuff, which I...

JOSH

19:23 Of course.

BRIAN

19:23 I hope we could get through it and stuff. Now. Yeah, actually, he asked a question I forgot to ask so I got excited. Sorry.

--- *Accounting integrations* ---

JOSH

19:32 Course. We're happy to, I'm gonna give you guys the just the slide version and I'm actually gonna show you it working with the actual SDK so this is the concept of it, we provide the embeddable SDK.

BRIAN

19:47 Yeah.

JOSH

19:47 That gives you that Rich native experience directly inside service trade.

--- *Forms* ---

JOSH

19:51 So some sometimes form products that require you to, it's like an I frame or redirect you to the external app or they have to do an account in both places. We don't do that. Nobody knows it's joyphil, unless you want people to know it's joyphil. Obviously, if you're trying to want our customers to be referred over to you, then that's a benefit. But anyways, it's in a better experience for things like E forms. And then we also handle those jurisdictional compliance forms all within the same builder and interface. And so I'm just gonna go right into the product.

BRIAN

20:19 Yeah, yeah. Hang on. So I just wanna make sure I'm clear on that. So we're really talking about two experiences that we're building. So one is the form filler alters, experience is typically a field tech. I guess it doesn't have to be. And then the other experience, is the document typically PDF document that, the end customer receives like the building owner receives.

--- *Forms ends* ---

BRIAN

20:39 And my understanding is that we can build both of those experiences here in the UI, but I would probably be building two for every form, the tech experience and the end customer document experience. Is that, is that accurate?

JOSH

20:53 I'm excited you asked this question. And what I'm about to show you will answer your question.

BRIAN

20:57 I sorta just waited. All right.

JOSH

20:59 Yeah, I'm hyping it up a little bit. I.

TIM

21:02 Easy brown.

BRIAN

21:03 All right.

JOSH

21:04 So what you're looking at here is what I'm showing you is actually our joy manager interface. But what you're seeing is the actual SDK, the same SDK that's available to be used directly inside service trade.

--- Forms ---

JOSH

21:16 All right. This, we provide this manager interface if somebody like Jack or a customer success person wants to prepare forms ahead of time.

BRIAN

21:23 Got it. Okay.

JOSH

21:25 So, I'll open up just like... just a normal like E form of what you would expect. Actually, I'll do an nfpa one. Okay. This is just going to have pretty much all the questions you would expect from the nfpa form. This is that standard drag and drop E form. You'd be very familiar with it. Very customizable. You can style it, add logos, drag and drop new fields. I won't waste time on that. What you can do here though is this is the E form. This is the SDK. Is this clear for everybody? Can you see this or do I need to Zoom in? Can everybody see this? Okay?

BRIAN

21:56 Yeah. So we're looking now, you say form, is, this is, the technician experience or, the fillers experience or the, so this is just put experience?

JOSH

22:06 What we're looking at, this is the design experience, exactly. This is where forms are built. I'm showing you a prebuilt one, but you can start from scratch, right? And just drag and drop fields.

BRIAN

22:15 Okay. Let me, let me ask the question in a different way. So, so if I'm looking at this, if I'm trying to, I see you have a reviewer for mobile phone in a second. But if I'm a, trying to fill this thing out like it's sorta not a great experience for me. So I guess, yeah, yeah. Okay. All right. So.

JOSH

22:32 You guys an example app, and this is what the SDK does it takes like for instance, this form?

BRIAN

22:37 Yeah.

JOSH

22:38 You don't want them filling this out on a phone?

--- Access to information ---

BRIAN

22:40 Right. Yeah.

JOSH

22:41 Right. So if I pull up that one here, this is what it looks like in the technician.

BRIAN

22:46 Okay.

JOSH

22:46 Really clean, just all the questions. So this is what the data entry for technicians look?

BRIAN

22:54 Okay.

JOSH

22:54 Things like you can do, sorry, go ahead.

BRIAN

22:56 Yeah. So in other words, it's just one single experience and the text see it sorta optimize for a mobile phone and the customers see it optimized for what their PDF documents should look like.

--- Forms ---

BRIAN

23:06 But just to follow onto that, if, for instance, I wanted, the order in which my text filled out the answers to be different than the order in which, the customers saw, I couldn't necessarily do that because it's all kind of one combined experience. Is that an accurate statement?

JOSH

23:24 You can actually completely, this mobile experience is you're completely free to reorder and customize the fields here. So this is independent of this, it auto generates as the starting point.

BRIAN

23:36 Yeah, that's what I was asking. Okay, cool. Let's let's keep going. Thank you.

JOSH

23:39 And just really quickly, you have advanced functionality like you can duplicate pages. So if you have like a system, it's like, a fire pump or something, right? And there's four or five of them, you could just duplicate the page and it handles all that stuff really nicely, all within the same.

BRIAN

23:53 Yeah. Who would do that is because I mean, not all systems are going to have four and five components to them, right? It's sort of a case by case decision. So, is that says I want to add another page of this?

JOSH

24:04 Yep. Exactly. He can do it, right? For mobile by literally selecting the page and duplicating it's. All built into the SDK?

BRIAN

24:11 Okay. So...

JOSH

24:12 You can think of it like a PDF almost and where you can add more pages, dynamic, you can have start with one, you can add 20, you can add three doesn't matter. Okay. That's our, that's what we call the E form that's a standard form. And this is where this is probably going to bring back fund memories for Jack, the aes form. So this is as you can see same SDK, same experience, but it knows how to take that aes interface and also optimize it for the mobile fill out experience. So it generates it same thing. You could take that view. They can do the data input, the same thing, drag and drop fields, do all data entry you need. We have all pretty much every field type you're gonna need. And then again, same thing, they can build it for mobile. So when the technicians out in the field, what they don't realize is they're you know, filling out a pretty complex PDF behind the scenes.

BRIAN

25:04 Yeah, but.

JOSH

25:04 They don't know that all they're seeing is, you know, a nice TS form to fill out. Okay. So again, this is the impact experience.

BRIAN

25:12 Yeah, I see you've got, and probably this is because that's how the form is, but I see you've got like a check box that says, hey, this is more the by browser. So, if I had like 17 or something, but what would I do? I guess I check that box and then I get more table with more rows in it. Is that, is that right?

--- *Forms ends* ---

JOSH

25:28 Yeah. So yeah. So this has five here, but yeah, exactly. It's it's dynamic.

BRIAN

25:32 Okay. Got it.

JOSH

25:33 Yup. Yeah, it just starts with five if that's the default, but you can add 500 if you wanted to.

BRIAN

25:38 Okay. And so I'm sure you have like drop Downs, pick lists of things that users can pick from, as a set of choices. Is that also true inside? We have all, yeah.

--- *Forms* ---

JOSH

25:55 Is like just a pass fail not available. And so you could select from there yep.

BRIAN

25:59 Okay.

JOSH

26:01 So if they're doing device lists or things like that, it's really nice. Yep. Okay. All right. I'll be honest, that's what I have to show you guys what we build is that you can take the standard compliant forms as well as any E form, intelligently design it and for mobile or web. And by the way, they can do data entry here on the web to all of these forms. Sometimes like as we come across people like to prepare forms ahead of time, pre populate information if they want to. And so this same interface if I'm looking at like this aes form. And again, these everything I'm showing you are the SDK that you actually have access to in your own product and you could fill it out

and it provides the actual fill out interface for them. And so the nice thing about when you're saying, hey, what do I send to that jurisdiction or the customer? It's a one for one match. So the form that the customer sees and is aware of when it's downloaded to PDF, that they're sending it's exactly like they expect. So, what they're filling out what they see is same thing the customer gets to see.

BRIAN

27:06 And I can, I ask the platform for the PDF or for word doc or some other like sort of documenting output instead of the online output. And if so how...

JOSH

27:17 We, yeah. So we do have it primarily just around PDF right now where you can generate and download to PDF, but we don't support word yet. We do have... a task in our pipeline to support word in the future, but right now, it's just PDF downloads. Okay?

BRIAN

27:34 What about graphing and thinking about?

JOSH

27:36 Sure. I'll show you right here.

BRIAN

27:38 Okay. So.

JOSH

27:40 We actually have a native graphing. Yeah, we have a native graphing component that they can input all the line and coordinate data.

BRIAN

27:46 So, yeah, yep. Okay.

JOSH

27:49 And I'll show you a same thing on mobile, they can do all the graphing information directly on mobile. And the cool thing about this too, let me show you. I think so here's our graph that if they come across a pipe or sorry, a pump that has different coordinates in the default, they can also customize the information of the pump. So like per building, it's the same fire pump form, but they can change, the requirements of the actual.

--- *Forms ends* ---

BRIAN

28:17 In, in the case of a multi tab like document here, what does that look like in a PDF view? Is it just go to page one and then page two, behind page one and page

three and so forth just in the order left or right? Is that how that works?

--- Dispatch ---

JOSH

28:30 So if you for like a multiple tab, what it does, is it layers it horizontally or sorry vertically. So like the, if it was like page two, it would just be below page one.

BRIAN

28:40 Yeah, so.

JOSH

28:40 Forth and so forth.

BRIAN

28:42 Tim, I think I cut you off you.

TIM

28:44 Yeah, it's all right.

--- Dispatch ends ---

TIM

28:45 I had a couple of questions. Can you start and stop when you're doing the form? Like say the tech gets called on to another job, he's halfway through it. What happens?

JOSH

28:54 So, this is what's cool. So, ours, because of the native embedding, you're actually in complete control over all data flow drafts.

--- Access to information ---

JOSH

29:02 Saving there's. It's not a black box where it's all communicating. So that's important for things like offline as well. So, if a technician fills out half the form, you have all that data directly inside a server trade. I'm guessing you would have some kind of offline capability that you would already have in your apps, I would imagine if for field service, so he could pause, come back to it and it doesn't require any internet connection, he could stay entirely offline the whole time and there would be no problem.

TIM

29:28 Okay. And then I guess Brian, I would be more question about on how they know where to pick up Progress to being complete.

BRIAN

29:35 Yeah. Can you talk a little more about like, the, how we'd include your mobile app experience inside the native mobile app that we have. Now, do you have any sort of opinion, on how that might be done technically?

--- *Accounting integrations* ---

JOSH

29:50 So what is you guys stock right now?

BRIAN

29:52 Is...

JOSH

29:53 Native or hybrid?

BRIAN

29:54 Yeah, native. We, that may change in, the next year, but just let's just for sake, a conversation, let's say it's native swift and con.

JOSH

30:05 Sure. So for native swift and Colin, we have native SDK. And so what that looks like is you just install that package.

--- *Forms* ---

JOSH

30:12 If it's swift, I just use like the swift package, you would install that and it's that's everything you need to render the joy doc. Now, how do you get the actual rendered form? Our entire form? All value? All logic for rendering is just a Jason payload. So, when, you can store that inside a service trade or you can sync it with the joy fill API.

--- *Forms ends* ---

JOSH

30:35 But once you have that Jason payload, whether you're online or offline, all you have to do is pass that payload to the SDK and it renders everything, knows how to do all the data collection that's what the actual experience it's completely disconnected from our systems. And you have control over all that data inflow and outflow.

BRIAN

30:51 Is there anything special about image or binary handling? Like, you know, are the pictures just basically for coded as part of the Jason or are they stored elsewhere or what?

JOSH

31:01 So there's two ways you could do it. You could store it as a base 64 and coded Uri and save that.

--- *Forms* ---

JOSH

31:06 Or you can, we also have a trigger that if, for instance, if a user uploads a photo, you could upload it to say something like S3 or wherever you're holding your assets and then pass us back the S3 URL and we could save that. So as long as we have a renderable URL, whether if it's base 64, an asset URL, we can render.

--- *Accounting integrations* ---

BRIAN

31:23 All right. That's, that was the right answer. Good?

JOSH

31:26 Sure.

BRIAN

31:26 Can you, I don't know if you have this available yet, but are there available API docs? And is it like rest API or, how am I gonna talk to those from?

JOSH

31:36 It's a rest API. Yep, it's a rest API.

--- *Accounting integrations ends* ---

JOSH

31:39 And the cool thing about that is like some people do store everything in their own systems, but with our rest API, you can do point in time recovery of any form. So every modification you could restore to if they accidentally deleted a section, they weren't supposed to. So we provide all that system of record stuff. But yeah, it's just a rest API that you have access to all that stuff once you have the API key.

BRIAN

31:58 Can we see the docs for that? Are they, are they all available or can you share them with us? And if I don't know if we're nda or not, but if we need to be like, hey, no public internet good. Awesome.

JOSH

32:07 This is, yeah, this is right there. So no nda required. It's just a simple search. So what that looks like? Let's see.

BRIAN

32:16 Yeah, I got it. Okay. I've got the I've got in one screen now.

JOSH

32:18 Sure. So you can explore through that. That's going to give you a much better concept. I do think that if you're looking specifically for the swift or Colin, we're you're actually just doing an update to those. And so if you're looking for that documentation, I can send it to you. I think we have it hidden here right now.

BRIAN

32:33 Yeah. The, the rest stuff will give me a pretty good read. And I'm glad to see react and react native coverage that's nice.

JOSH

32:43 Yeah. Our, our goal is to have, we also have just native JavaScript that you can load in through a module, a CDN and we have to obviously react native or react. But do you guys use or acton on the front end or what are you?

BRIAN

32:52 Yeah. Partly we're we are actually re platforming onto react right now. We use another job script framework called ember in most of our right now, but frankly, it was like it was, I think it was pre react when we picked up like reactive to exist. And ember was like the only game in town. They could do some of the crazy we need to do crazy mapping stuff and whatever anyway. So we're re platforming on the react. So the timing on that part is good. We may, I mentioned a possible mobile re, platform like we may end up redoing on the one hybrid mobile code base. If we do it's, probably going to be react native. So that's a nice thing to see.

JOSH

33:27 That we have.

BRIAN

33:28 Actually, yeah. Is that, any problems with that? Is that, is that felt like a good experience for you guys as developers?

JOSH

33:36 Yeah, I'll be honest, you know, you're always working through.

BRIAN

33:39 Yeah.

JOSH

33:40 You know, overcoming things, but if you guys do that, we're more than happy to show you guide you on every road block we hit. And I'll be honest from when we started to where react native is. Now, it's like light years different. So, it's really good now except for some weird package workarounds we've had to deal with in terms of things we wanted to support. For the most part. It's been wonderful and I highly recommend it. It's just incredible for speed. Well, since you're familiar with react, what's cool is, I just wanted to highlight that piece of code that's all unique.

BRIAN

34:09 Okay.

JOSH

34:10 To do this?

BRIAN

34:12 Cool. And we're just the important parts are feeding at, the ID or the, some identifier of the forum, right?

JOSH

34:19 Exactly. And, and this is the Jason payload. I'll show you right here. This little doc here is just a Jason payload that we retrieved from our API and stored it in state. So I'll be honest once you start playing with it, it's stupid. Simple. It's like, really simple to do the native experiences. And so that's why I wanted to jump on a brainstorm with you guys and just get your thoughts.

TIM

34:41 Jack, just Jason Jack.

JOSH

34:44 Yeah.

BRIAN

34:44 Could have been XML. And then I would have hung up the phone.

JOSH

34:47 Yeah. My gosh. Yeah, I would hang up the funnel myself if I was pitcher, well.

BRIAN

34:52 Yeah. What's the, what's the back end tech, if you don't mind telling me about it.

JOSH

34:56 So, all Aws and I'll be honest all know.

BRIAN

34:59 Okay. I mean, look that's that, our core product, is not know, but most of our ancillary apps including, so our forms product that we have now all of it sorta back end and middleware, is all known Aws land or what, how are you hosting it?

JOSH

35:18 So, we actually use elastic beanstalk.

BRIAN

35:20 We...

JOSH

35:20 Did do lamb up for just a couple of little things, but yeah, okay.

BRIAN

35:25 We fell...

JOSH

35:26 Into, the romantic sized idea of all the stuff it handles for you.

BRIAN

35:30 I don't I never believe it, but I wanted to believe it real bad, but we've had, we were super early adopters of land like within the first six months after it was publicly launched and we hit like we hit every rough edge that there was. And this was like eight years ago. And I mean, just cream container reuse like all the shit and I like so now, but now we love it. It scales to the moon like the stuff that we've deployed on the land. You should never hear from it again. Like maintenance is zero.

--- Accounting integrations ---

BRIAN

36:02 You know, you have to remember to bump node version that's it. Other than that, if you're not touching code, it's just like it just happily runs forever. What about data store dynamo or something else?

JOSH

36:13 No. So we actually use Mongo DB atlas their Mongo DB cloud. It was really nice for handling. Obviously the dynamic nature of, the forms?

--- Accounting integrations ends ---

BRIAN

36:22 Why not document DB? Was it pre document DB launch or you didn't trust Amazon or what?

JOSH

36:27 It wasn't that we didn't trust Amazon. I just, I'll be honest for, you know, over 10 years now. I've loved just being really familiar with Mongo DB and I love it and I know they even came out with their own competitive version that's like Mongo DB style, but not technically Mongo DB because of the licensing issue. Yeah. Sorry, brain fart there for my side, but yeah, the document, we just want it at list because I'll be honest, I love, I really like Mongo very familiar with it and just have a deep expertise in.

BRIAN

36:56 That's cool. I mean, it's a clear fit for this use case. So.

--- Forms ---

JOSH

36:59 100 percent.

BRIAN

37:00 Yeah. Go ahead TAM.

TIM

37:01 Dumb this down for me. So performance of the forms, thousands, you know, big, high rise building, you know, thousands and thousands of forms. How, how quickly is that right back to service trade? Is there any sort of latency anywhere in all this or is that on us or is that would go be on them?

JOSH

37:22 So it could be, it depends on how you wanted to do data storage. Like we said, it could be completely agnostic. You can handle all data storage in your own systems if you want. But latency even for very large forms is, you know, less than a second. The thing that's the longest is the PDF?

BRIAN

37:37 Generation?

JOSH

37:38 Yep, PDF generation. But our average PDF rendering time with insane like parallel execution against the service is still less than five seconds. So we still are able to generate PDF incredibly quickly?

BRIAN

37:52 Have gas or something else.

JOSH

37:56 So we actually use no. So the way we do it, it's given a little insight.

--- *Forms ends* ---

JOSH

38:02 We actually are able to take those HTML. The way we're doing one for one is we take that HTML and generate the PDF directly from the HTML and we use a combination of services like puppet tier browser lists, things like that, but that's how we do the PDF generation.

BRIAN

38:16 Okay. And does that, is that right on being stock to... separate thing with KS or something? Sorry? And, this is more technical detail and you wanna share?

JOSH

38:26 That's okay. I have no, I'm happy this is not like any proprietary that you Google this. But so we actually offloaded our, the puppy tier, which is, are you familiar with? So.

BRIAN

38:36 Yeah, yeah. I.

JOSH

38:39 I used to run that. I had a complex solution around lambda with that where there's a lot of you can do get.

BRIAN

38:46 You're working?

JOSH

38:47 It was off because of like payload size limits and things.

BRIAN

38:51 So we moved in there.

JOSH

38:52 Too, right? Okay. So, you know exactly what?

BRIAN

38:56 I know all about the problem. I want to hear how you.

JOSH

38:59 Yeah. So we ended up moving off of a lambda for that for probably the first three years. It actually was running on an ec two instances scaled out with load balancers and stuff. But then there is a solution called browser lists that handles all of the puppetier hosting and it just gives you a socket and point to.

BRIAN

39:19 Cool. Okay. It's...

JOSH

39:20 Really cool. I could send it to you if you guys need something like that. It has saved me. I mean, weeks of pain. So, it's a wonderful service we've been using and I'll be honest, I get way better performance too. So.

BRIAN

39:31 Well...

JOSH

39:32 So...

BRIAN

39:33 It's okay. Yeah. Okay. So, I swear, I'd heard of this before but, and is it self hosted? Like you host it in docker or something? Or is this a service that, you just call it endpoint? And so they have a SaaS offering.

JOSH

39:46 Like an, yeah, they have a SaaS offering, but I do believe they have, a self hosting solution?

BRIAN

39:52 No.

JOSH

39:53 I know. I'm the same way. I don't want anything. I don't have to worry about. Makes my life easy.

BRIAN

40:01 Yeah, go ahead, Tim, sorry?

TIM

40:04 I wanted a question. I know I'm disturbing you all conversation about this. So the, because it would be inside our app, that would mean for example, Brian, if we are trying to have two people do the inspection at the same time and something's gotta win that's now on us to figure out or.

BRIAN

40:22 Yeah, that's a great question actually how handle concurrent forms daily form filling.

JACK

40:27 Yeah.

JOSH

40:29 So what we do is we call it our multi user collaboration. So there's two modes you could turn on in the SDK where it's essentially all the data that's being inputted, you're getting fed right?

--- Tech time tracking ---

JOSH

40:41 And directly inside your app. But once you have the multi user mode enabled, it spits out events. So instead of it just updating and shooting out the, and so we have ability and you could do this even on your side, it's very straightforward and you could see the docs, you just take those events and you just essentially merge them.

--- Accounting ---

JOSH

40:59 It's all time series based, right? So in it and it only will update that individual field or it goes all the way down to the cell on a table. So if you have like for instance, if you talked about the large high rise out of New York City or something and one person's on one floor or adding devices to the table and there's another person, it's gonna merge and even handle to the cell merge of all those changes coming through and you, it's essentially a merge of call that you send and it sends all the data together.

--- Access to information ---

BRIAN

41:28 Okay. Who, so will one text see the other text entries as they put it in? Or, is that my problem based on how I use the SDK?

JOSH

41:37 Yep. That's your po. So you could do it just based on, obviously, we've had people that do it based on sockets.

--- Access to information ends ---

JOSH

41:42 So they live and we have web hooks and everything too, and they will, as changes are coming through, they send the updated pilots back and it's a live updating on the other person or they just allow them both to finish hit save. And then it merges all together at the end. So you could do it.

BRIAN

41:55 What about offline conflict resolution? Is that also my problem?

JOSH

42:00 Well, so yeah, it is in a sense where the way we don't really have conflicts is essentially like last, right? Wins.

BRIAN

42:08 Two...

JOSH

42:09 Texts updated the same field, whoever sends that request last is the one that's gonna hit it and say, but as I told you before, there is point in time recovery not just on the template side but on the document side, think of it like you guys use GitHub or bit bucket or something?

BRIAN

42:24 Yeah.

JOSH

42:24 Really tech? All right. Well, you can think of it literally looking at like a commit history. So, if one person wasn't supposed to change the field, they were on deck, no, Joe was the one that was supposed to write. They could literally look at that version and then have it saved.

BRIAN

42:38 Okay. For offline, I guess what's written to, if I'm providing the data store, what's written to my data store, is a set of commits essentially commits and then, that.

JOSH

42:49 Think of it like commits, we do both. So you could either have the set of the commits or you can think of it like the entire object itself. We send out both so that you can decide, do you want to do a syncing? Do you just want to do a complete over, right?

BRIAN

43:00 I'm not sure, what I think is better right now, but it's nice that I have options. So that's...

JOSH

43:05 Yeah. We usually recommend the full unless you're worried about multi user or offline specific and they'll both be editing the same form that's usually when we say use the commit approach versus the full payload approach.

BRIAN

43:16 And that's a decision I can make on a case by case basis. I guess just for this form, I can, you know, detect gets, I don't know dual mode or partner mode or interactive boat or whatever. But they'd lose.

JOSH

43:28 In complete control.

BRIAN

43:29 Line at that point where they probably would.

JOSH

43:31 Well, no, I.

BRIAN

43:33 Guess not. I guess we still do offline. But then we have to deal with complement resolution later.

JOSH

43:37 Yeah, exactly. That's where you're sending all the commits and whoever has committed it last is the one that's gonna take effect as the final version when they're looking at it, but yeah, it's still offline. Capable.

BRIAN

43:45 Okay. But, that all makes sense?

TIM

43:50 Sorry, one other question. Sorry, editability. So the kick goes out. He fills it all out. He spells extinguisher, wrong office needs to fix it. Is that I'm assuming because I heard the PDF but.

JOSH

44:05 I'll show you. So, the, that's why we have both web and mobile SDK.

--- Access to information ---

JOSH

44:12 So whatever a technician fills out on a field here, I'll show you these would be the filled out documents. Imagine that these are all the reports that a technician is filling out.

BRIAN

44:21 I...

JOSH

44:22 Can open that up same, you have the web viewer. They can easily go in here as a back office admin or somebody and modify the text, update it.

--- Tech On-site ---

JOSH

44:29 And this is also in reverse. It's not even we see this a lot, not even just post the inspection. We see a lot of people that come in here and back office will do prep preparation.

BRIAN

44:39 Yeah.

JOSH

44:39 Before it goes out and they, so they save it and then the tech can pull it up on his phone and see all the pre input of data. So they hopefully save them some time. So you could go both ways.

--- Forms ---

BRIAN

44:47 That's likely assuming the API support that, that's likely, what would be our use cases? We'll fill in as much information as we have resident in our system. So the name and address and the list of all of the devices being inspected and so forth. And then all the tech would have to do is provide, the answers or perhaps if the user said, well, I want them to all be filled the past, and then the tech can fix the ones that are anomalous, right? Send the entire payload of data.

--- Forms ends ---

JOSH

45:13 Exactly. And the nice thing about it too is because of the simplicity that Jason payloads, if you're talking about recurring inspections, a lot of times, inspection companies want to start from last inspection?

BRIAN

45:22 Yeah.

JOSH

45:23 But they wanna be able to like essentially clear out the past sales status if they're not applicable. So you could do that too. It all that scenario can be accounted for?

BRIAN

45:32 Yeah. That, that makes sense. Can we have, can we have the, not be able to be edited later case? So, I can see a case where I say like once I get this thing to the customer, it's permanent record is like I put it in the mail. So don't let the office screw with it. Is that, is that also possible?

--- *Forms* ---

JOSH

45:45 Absolutely. So there's three modes that are, if you're talking about like the form full form, not even just mobile has fillable or read only. So if a tech is just trying to recall information to view it, but he's not supposed to be editing it. You SDK has a read only mode where it's all visual, not editable. Same thing with web, there's edit read only and Phil same concept. It's all one SDK by the way. Like that edit that drag and drop editor. And the filler is not two or three separate SDK. It's literally just one that has different modes and it handles the adjustment of the requirements. So it makes it really easy to integrate.

BRIAN

46:17 Okay. Well, guys, you've done a good job of answering our questions. So surely not everything is roses and unicorns. So what?

JOSH

46:24 Of course, you know, the, I would say most of our time rendering and putting it in forms is I'll be honest, you could get that done in a day.

--- *Accounting* ---

JOSH

46:33 But where most of the time comes from, where we really kinda assist is when you're getting all the data flow connected, you know, like you said from service trade systems, what if you want to pre populate the customer information or pre populate assets and tables that's usually where most of the thought has to come around the integration is, how do you want the data to flow in and out of the system?

--- *Pricing* ---

BRIAN

46:53 Okay. What's your revenue model for the platform offering? Do you know yet?

JOSH

46:58 Yep. So we have it based on essentially usage base buckets. And so depending on the volume of forms you wanna use, you just fall into a flat rate monthly fee. And then as you guys scale, you just grow in buckets.

--- *Forms* ---

BRIAN

47:11 Okay. So volume of forms like the number of templates or the number of actual form fill out in it or what?

JOSH

47:17 Yeah. So it's both. So it'd be the number of templates you're supporting and just the number of actual fill filled forms that you're submitting.

BRIAN

47:24 Okay. So imagine that. I have 100 customers of mine who are using this sort of embedded solution. So I now have, and there's a lot of like duplication in what they do, right? So the, across the 100 customers, 80 percent of, the templates are common. Though, obviously the form fill, the filled documents are or not.

--- *Forms ends* ---

BRIAN

47:47 Can you sort of describe what the, so, the, like the mechanics of that billing would look like? Can we tell you this is for 10 X or why or whatever? And, and have that split up? You know, is it all just one big bag as far as you're concerned?

--- *Pricing* ---

JOSH

48:01 One, yeah, it's one huge bucket. So it's essentially just like you don't our goal is to make it as simple as possible for you guys. So you could say, I don't have to track it per customer. Anything. We just essentially give you, a large bucket that you're like, hey, I know that today we're doing XYZ, and over the next three years, we're projecting 10, 20 percent growth. So we wanna make sure we're accommodating that. And that's how we price.

--- *Pricing ends* ---

BRIAN

48:25 Right. So, given that, how would I segment my tenants? I'm thinking of their data? Like I don't want customer acstacy submissions from customer wise?

JOSH

48:32 Yeah. So.

BRIAN

48:32 How would it work?

JOSH

48:33 I'll show you. So you as the admin have complete control or as the developer of the platform, have complete control, but actually inside of joy fill, you can come under our section here. I just have an example, but we actually have customers so that you can add forms directly, under the customer itself and they, and this is getting a little more technical. You could generate an access token just for that custom.

BRIAN

48:58 Okay. That's...

JOSH

48:59 And they can't query or do anything against anybody else's data. So you can do that. So, yeah, you got a customer segmentation?

--- Quote templates ---

BRIAN

49:06 Let's let's assume that I used to customer segmentation through these groups. Can templates be common across all groups, or must they be scoped to a particular group?

JOSH

49:15 No, they could be common across all groups. Usually where we see them scope to the group is when they wanted to take a template and customize it?

BRIAN

49:21 Yeah, that's all right. So, yeah, I mean, the best case scenario for us is like, you know, the 80 percent case is common. We would like to not have a bunch of like extra crap floating around for another copy of that, for the new customer that just on boarded. So being...

--- Quote templates ends ---

JOSH

49:34 Yeah.

BRIAN

49:35 We have both as nice.

JOSH

49:37 Yeah, we recommend. So I'll give you a show you a little bit of what that experience looks like. He's just also to Jack, this is probably insightful for you. So when you have your service trade account again, you have complete control over what experiences is like inside a service trade.

--- Forms ---

JOSH

49:51 This is just think of it as an easy to use admin dashboard. This is your standard based template library. Now, we have a couple in here, but do you service trade could add the 30 that they have, or 500 joy fill has thousands, tens of thousands of forms in the system, but from there, you can start on a blank one or if you want to start from one of the joy fill templates, all of ours that are prebuilt will load into this list. And then you could search them from there. And, and this is our are essentially our starting point. And so you can pull them in from joy from there. And then once they have them here, you could actually just allow your customers to use these. And I'm gonna make an important distinction here which is very important for system of record which I'm sure you're aware of every form that gets every submission on a form. We look at it as an immutable system of record that is independent from the original template. So if they filled out the pa 25 form and your team goes in there later and deletes 10 fields from your template, it does not impact that individual submission. It lives in infamy forever.

--- Forms ends ---

JOSH

50:48 So that if there's ever a legal issue, five years from now, that thing is as it was the day it was filled out.

BRIAN

50:54 Yeah. Good. That's that's, thank you for anticipating a question I would have asked on a later call.

JOSH

51:00 Yeah. That caused us a lot of pain. When we first year or two from Joe, we built it dependent on the template engine. People started deleting fields, started impacting all their submission through a crap. That was a big factor.

BRIAN

51:11 You guys do versioning and all the.

JOSH

51:12 Yeah.

BRIAN

51:13 Yeah. Okay.

JOSH

51:14 So we solved all the problem. You guys don't have to worry about that?

BRIAN

51:17 I've seen all that. So, so mobile like user management is not part, that would be our responsibility to figure out how, to manage and scope users both on the mobile and the website, right? That's not part of that's not part of the platform. Is that accurate?

JOSH

51:34 Except for the segmentation part we have, but you're in complete control over, yeah, if you're talking about how do you wanna deal with the templates? Yes, you're in complete control whether they wanna use just a standard template from your library or if you want to allow them to essentially customize it in under their segment? Okay?

BRIAN

51:51 Okay. Understood. Thank you, Jack. Tim. I asked a whole bunch of questions really fast. So I'm gonna promise I'll stop now. Watch. I'm hitting mute why?

--- *Paper process* ---

TIM

52:00 No, it's all right. I cut you off multiple times. So because like I said, I had things will come to my mind. I'm writing them all down by the way, Brian, I shared my, do you, so one question I have is just exclusivity. I mean, would you do an exclusive or I mean, you mentioned somebody particularly a minute ago that, you know, I don't want them having the same kind of technology underneath that I would maybe not. I don't know. But, is there exclusivity that we could do?

--- *Paper process ends* ---

JOSH

52:30 You know, we've been set by every single person we've talked to. We don't unfortunately, because, and I'll give you why the reason we believe that is we built not a new idea. We either believe that we're providing it or third just you're going to build it internally or you're going to find some other service that provides it as well. So for us. And plus we're also industry agnostic, so, we go across a lot of industries. If we were only in fire and life safety then that I could see where that would maybe be more of a, something we might wanna do. But yeah, unfortunately, I'm sorry, but yeah, we don't do exclusivity.

TIM

53:04 No.

JOSH

53:04 I appreciate taste. It's a compliment.

JEFF

53:07 My is coming man. We've had we've had a quite a few times before?

JOSH

53:11 Yeah, I...

JEFF

53:11 Think.

JOSH

53:12 We think it's better to, for the long term support of the platform. You guys obviously great adoption continued support of the platform is more customers, at least the way we like to think is more stability and success for everybody. But I get your point.

TIM

53:27 I like we tell people to, you know, it's like service trade, use it because somebody down the street, does it's, how you use it, right? And what, like you said, how the underneath and the way we is all wired together... there was another thing I was gonna ask them.

JACK

53:46 Only thing I saw from my side was I see that you have an NP, a 25 and 72. Do you have the multiple additions available as well? So the 2014 17, 2023 things like that?

JOSH

54:01 On that might be a question for you. Do we have?

JOHN

54:05 What's available on our current SDK offered templates is the most recent, but we have versions of all kinds that we have activated on the SDK templates, but we can, yeah, not a problem.

--- Quote templates ---

JOSH

54:22 To that point too. Hopefully Jack, if you saw that it's it is really easy to build, and offer templates in there. So if there is a template you need it's, likely you could build it, or if you even send it to us, we have form building teams that handle building forms.

--- Quote templates ends ---

JOSH

54:35 If there's a specific one you want, it's really easy for us to build it in there too, even if there's one you're specifically interested in.

JACK

54:41 So just from a timing perspective, if I sent, you know, the 2011 and a 25 form, which is it's not that much different from the current one. But there are some differences. Could you give me a time frame on how long you think it would take Joel to create that and have a usable document?

JOSH

55:00 Think you're gonna love this answer?

BRIAN

55:02 I am.

JOHN

55:03 Yeah, yeah. We, I mean, because we have a full time staff form staff that typically our turnaround, we can tell our, we can do it within 24 hours. Like it's like it's literally, just, hey, someone get on it just depending on the requests that come in. But typically, we tell our customers, hey within the week you have it and it's usually within the day just because we're just our team so fast. Like we're so good at making these things.

--- Quote templates ---

BRIAN

55:31 Is this?

JACK

55:32 Really?

BRIAN

55:32 Part of the platform model, it seems like it seems like, you know, you're getting out of the, doing that for customers business. So, so what's up with you doing like template building for us?

JOSH

55:42 So, what we actually find most of the time is the template building is just an assistive process through migration. Usually there's internal process or there's like 30 that are really important to him. But what we frequently find is that not only do we not have to build the templates again, it depends inspection templates are a little more complex. Usually customers want you to do it on behalf of them.

--- Quote templates ends ---

JOSH

56:03 But the whole model is that most of the time we're there to empower the customer to even do it themselves. And so, it not only doesn't not get offloaded to us. 90 percent of the time, it's also offloaded frequently from your own team because there's just a really easy to use interface that customers can literally do it themselves.

BRIAN

56:20 Yeah, I'm a little skeptical about that, but, okay.

JOSH

56:24 Yeah, maybe not the life safety.

BRIAN

56:26 You know, a lot over. Okay, I understand.

JACK

56:30 That's where Jack would step in and say, hey, let's talk about this. So just so you guys know, you know, part of my role here is to help liability concerns for our customers and ourselves and, by having customers customize their own standard forms, they oftentimes unknowingly or put the targets on their back that, they can avert if they just follow, our advice. But, yeah, good stuff.

JOSH

56:58 Yeah. And you can still enforce that. As we mentioned earlier, you can actually enforce that. Our platform itself will just not force that upon you. But you have complete control over what you would want or not want a customer to do on behalf of you. But being a developer platform, we error on the flexibility side versus restrictive side, but we give you the ability to be restrictive if you want to be.

--- Forms ---

JACK

57:19 So the other thing you had a es, yes, I'm very familiar with that one. I didn't see healthcare accreditation, joint commission. DNB, you guys have those built?

JOSH

57:30 We have, I think almost all of them in there. We broke them out each section. So instead of it being the 80 page thing, each one is the form each separate.

--- Forms ends ---

JOSH

57:39 So I only added the two online. But if you search the joy template library, I'm pretty sure you'll see all of them, come up. John. You could speak to that more too.

JOHN

57:48 Yeah, you know, there's the elements on performance, we break out element performance if you wanted to. Yeah. Okay.

--- *Forms* ---

TIM

57:55 Just to be clear if I said, I want you to create these forms, Jacob, whatever there are forms. So nobody else in joy fill world can have them, right?

JOSH

58:06 Correct.

TIM

58:06 And if a company wants there for, I guess technically who owns to one Brian, I guess, is it us or them or anyway, that's probably a question for another?

--- *Pricing* ---

BRIAN

58:16 I'd assume it's, we have a platform license. I assume anything hosted in the platform under our tenant, is ours or we have a perpetual license to it or whatever? And then how we choose, to the license at our customers is our fair? Not these guys?

JOSH

58:34 Yeah, exactly. The way you want to monetize it, some people actually charge customers per form and they build them.

--- *Forms* ---

JOSH

58:39 Little, do they know that it's just joy feels builder behind the scenes, but exactly. We, we empower service trade, but service trade can do whatever you want with it.

BRIAN

58:50 I have to jump at the top of the.

TIM

58:51 But...

BRIAN

58:52 Real quick. So two questions I forgot to ask about, the template building. So one required fields and two conditional logic. I assume you have both, but I'd like to hear you say yes.

JOSH

59:02 Yes.

BRIAN

59:03 Okay. And does the conditional logic just simple like boolean, yes, no, or can I do complicated crap or like, how does that work?

JOSH

59:09 So it will get more or more capable over time. But right now, it's essentially show high type scenarios that you can accomplish. Okay?

--- Pricing ---

JOHN

59:19 Okay.

BRIAN

59:20 That's good to know. And back to the revenue model. So, I understood that the leaders are count of templates and count of form submissions. Can you give me like a sort of a rough idea? Let's let's assume I had a 10,000, all my customers, 10,000 form submissions per month. And there were a 1,000 or something? I don't know.

JOSH

59:39 Like...

BRIAN

59:40 If you got a, they sorta but...

JACK

59:42 Marcus.

BRIAN

59:43 Number?

JOSH

59:44 I gotcha. So we have, from pull it up. I believe our 5,000 to 10,000 is 3,500 a month.

TIM

59:55 And that's...

BRIAN

59:56 Form submissions. And then is there an additional charge for templates or is there?

JOSH

1:00:00 That is that includes a 1,000 templates? So it should be more than you probably have, but you never.

BRIAN

1:00:08 Yeah.

JOSH

1:00:09 That's...

BRIAN

1:00:09 Probably probably sufficient. Okay. That's that gives me that gives me a ballpark understanding of, what it would be like and then if we engage you for professional services, to build forms that built templates, excuse me, that's just like, I guess that's some sort of regret that we work out. That is 100 dollars a month or something?

JOSH

1:00:29 Exactly.

BRIAN

1:00:29 For hour. Sorry?

JOSH

1:00:32 Yeah, we, what we do is we actually just have buckets of forms. And so if you said, hey, on average, we get one to 10 requests a month, we just add that as an add on service or if you say we do 100, we have some customers that just an insane amount of forms. So we have all buckets for that too.

--- *Purchase decision* ---

BRIAN

1:00:47 Guys. Well, so, so good, nice product. Sure as well. You guys answered our questions that we were pretty aggressively throwing at your head really well. So thanks, thank you guys for all that. I, you know, obviously we need to, we need to get together and talk about how this relates to the current, you know, form solution that we're offering to our customers today.

--- *Implementation and ongoing support* ---

BRIAN

1:01:08 And, and if there's any there or not? I, you know, I'm sure we'll have business questions. I also have some technical questions that I think I can answer by looking at the API docs. I'm wondering if you could, if it's possible to get, a demo account or some sort of, you know, demo, API key or something where I could play around live.

--- Purchase decision ---

BRIAN

1:01:25 Is that, is that possible? Or are you guys not comfortable doing that yet? Or what, what's the, what's that like?

JOSH

1:01:30 Absolutely. If you guys are interested in like actually continuing forward and continuing the conversation, we can more than happily supply you what you need to evaluate and see how it works.

BRIAN

1:01:40 Well, I'd appreciate that. There's no particular hurry on this just kind of like whenever you get a spare moment, if you don't mind sorta sharing the, whatever I need to get going with me. I'd likely just do like I'd probably focus on sort of back end API script stuff. I'm not gonna worries much about front end right now. So I'll probably just like simple note script and whatever other odds and ends I need that's probably where what I'd go.

JOSH

1:02:05 Sure. And feel free to reach out to me directly too. If you have any questions I'll be more than happy to answer.

--- Purchase decision ends ---

BRIAN

1:02:09 I appreciate that. Where are you guys?

JOSH

1:02:13 So, us three are we have our team all, we're all remote, but us three are actually based out of Florida.

BRIAN

1:02:17 Where...

JOSH

1:02:19 I'm just north of Orlando.

BRIAN

1:02:21 Okay, cool. We have, we have something.

JEFF

1:02:24 I'm about an hour that's cool. Man. Yeah, I'm about an hour and 15 away from Orlando place called ocala. Not a lot of people have heard of it. It's a smaller town.

JACK

1:02:37 I know. Okay.

JEFF

1:02:39 There you go. Yeah, Jack, I think you mentioned, yeah, if you like horses for sure. And then John is pretty close son's in the villages.

JOHN

1:02:48 The is.

JOSH

1:02:48 Awesome.

BRIAN

1:02:49 Guys. Thank you so much for your.

JEFF

1:02:51 Joining man.

BRIAN

1:02:52 Yep.

JOSH

1:02:53 We'll follow up and.

JEFF

1:02:54 You guys.

JOSH

1:02:56 Thank you.

JEFF

1:02:57 Guys. Bye.

The End