# Audio file

[Patreon Jack Conte and Sam Yam.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So how much did it cost you to make that music video?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It ended up costing 10 grand. If I had known that, I would have done it and it wasn't until about February that I kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It almost felt like waking up after a dream, and you know, watching my savings account go down basically to zero, I was like, I'm going to upload this video to YouTube.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To get a million views.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I knew that that video would bring in maybe 100 bucks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Ramen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[PR It's how I built this a show about innovators, entrepreneurs, idealists, and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm Guy Raz, and on the show today, how Jack Conte frustration with the music business led him to launch Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:00:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A crowdfunding platform where fans can support and connect with creators for just a few dollars a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At some point you might get tired of hearing me say that every great business idea often starts as a problem in need of a solution, but one reason I keep coming back to this is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The sheer, almost stupid simplicity of it. Like it's an equation you could explain to a six year old.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Frustration equals idea equals action equals solution.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Think about Jamie Siminoff, who worked out of his garage. He needed to see who was at the front door when the doorbell rang to decide whether to get up and open the door or stay put.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So he built a video doorbell for himself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then he turned it into a business called Ring. Melissa Butler couldn't find bold and bright lipstick colors, so she created her own and then turned that idea into a business called the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:01:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Flip Bar Mike Radenbaugh had to bike 17 miles to high school, so to make that journey easier, he turned his bike into an electric bike.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that idea eventually became rad power bikes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:15](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And Jack conte's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was a problem that at first glance doesn't seem that problematic. Back in 2009, he and his then girlfriend, now wife, Nat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Italy formed a band called Pomplamous and in September of that year they released a cover version of Beyoncé's Single Ladies and they made a video to go with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This video got millions of views and their YouTube channel blew up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[They were doing media interviews and selling some of their music on iTunes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:02:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you're probably wondering what was the problem?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Well, having lots of followers and viewers doesn't necessarily translate into a sustainable business, especially after all the middle men take their cut.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So Jack set out to solve this problem, and he wondered.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is there a?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Way for artists to make their art in a sustainable way without a big record label or publisher or studio backing them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And the answer he came up with is Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Patreon is a platform that connects artists with their most passionate fans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Fans who willingly pay a monthly subscription to support their favorite artists since its launch in 2013, Patreon has attracted about 200,000 creators, including some names that you might know, like YouTuber Jackson Bird or the musician Beardie man, or the podcast Chapo Trap House.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:50](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:03:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But mostly Patreon helps support people you've never heard of. Ukulele teachers, graphic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Artists, film reviewers, science fiction writers, fantasy footballers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that's sort of how its creators, Jack Conte and Sam Yam, envisioned it. For starters, both Sam and Jack had creative instincts from very early on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Jack grew up in the Bay Area, where he was fascinated with puppetry and loved making his own animations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sam grew up in Pittsburgh, where he worked as a waiter at his parents Chinese restaurant and actually really loved programming his calculator. And from a young age, both of them will also really into music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sam played classical piano and Jack started out playing jazz, in fact.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Their mutual love of music might be why they were paired up as roommates when they started their freshman year at Stanford in 2002.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:04:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Here's Jack. I think it was just one of those relationships that that was relatively, I mean, at least, Sam, my recollection was like easy. Like it doesn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Didn't take a lot of work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We it just kind of it just kind of worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I I think we also sort of had a very easy going humor too to us that we found maybe some of the the same macab type things funny and the same friend groups that that you eventually brought over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think really resonated with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Too so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What were you guys studying in college, Jack?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Studied music. You know my whole life I've been on the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Uh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Arts had kind of been like the side thing, but I was on the, you know, the science and math kind of track growing up. And I loved physics in high school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I thought I wanted to be a physics major when I got to college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then I remember getting to this like the next level of physics. And I was sitting in a class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I think movies often show you like 1 moment of realization and life is rarely like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:05:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Life is usually like a slow burn, but this was really what realization for me sitting in this business class where I was like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is not what I want to do and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I just. I was just thinking about songs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was thinking about my music theory.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was thinking about other things and that's where my brain was going and I didn't want to do physics and I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I remember like sitting on a bench after that physics class for probably 45 minutes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I just sat there and justice thought about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:28](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What that meant for me because I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was kind of a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of those moments in college that feels pivotal, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So Jack, you were studying music and Sam, what were you studying?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I came in to Stanford.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Really knowing to be honest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Ended up studying computer science.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Honestly, I played a lot of video games as a child.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Then I was in the computers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All right, so you are doing computer science and Jack, you're doing music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:06:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I'm just curious, at any point in college, did the two of you sit around and start to kind of Mull over the possibility of starting a business together or anything like that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That ever a conversation you ever had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Never. Never.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And Sam did start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sam, you were doing that in and out delivery thing I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Getting that burgers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it was awesome.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[As you were driving in and out burgers for people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I create a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was driving burgers around into campus.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was my senior year in particular.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pre DoorDash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sure. Yeah, that I would love to take that credit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You would take orders for burgers, drive to the burger place and then deliver them to dorm rooms.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To individuals, it wasn't super well thought out again, just, you know, riffing on ideas here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sammy, why are you ashamed of this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was an awesome businessman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was a big deal like everybody knew about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was one of those things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You just mark up the burgers. I think he's worried he's going to get sued by, in and out burgers for for what he did in 2004 for whatever 5.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:07:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But I will say this, I don't think it's a great idea because a delivered burger is just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Not you have to get a burger right off the grill, like once it gets it's in a car, it's in a box, it gets soggy. You get it to your house. It's not the same thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Totally hear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. Also the the shock every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Every night that I would go to In-n-out in order like 100 burgers or something and then how they would have to hold up for everyone else in line. Not a good thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Feeling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So not a good feeling. All right, so you've got this burgeoning entrepreneurial business and and Jack, were you like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[With any part of your mind in college about business, or were you really just focused on music?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, I don't think I was thinking about business at all. I was a part of the Film Society at school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so and I was also there was a recording studio on campus. And so I was learning how to use a recording studio, and I was also, you know, because I was part of film study. I was making movies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:08:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I would make you know a few movies a year, and I would do soundtracks for other people and for myself, so I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, I was a music major and then, you know, in the in the cracks, I was doing music and film and and all that kind of stuff. I was not building businesses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All right, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Guys both graduate in 2006 and and Sam I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You you go to work for your like the first of of many startups.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was called looped and I guess it was like an early way to share your cell phone's location.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What happened to that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Startup Loop ended up getting acquired.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I was there for about 3 years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[My take away from it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Umm, like early on. I was really interested because of the founders particularly Sam Altman, who was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Oh wow, later I became president of of Y Combinator and we had a whole bunch of other impressive folks there. And I think just being around that talent felt very energizing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:09:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So, Sam, you kind of go off into this tech direction and Jack, I guess you kind of begin to pursue music you formed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A band with your then girlfriend who's now actually your wife, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Natalie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, we started a band called Pompanos and and even before then I I had started using.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[YouTube and uploading.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Tube and it kind of it it like felt like something was working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:16](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I'd I'd put up a video and get a few 1000 views.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What were the videos of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Me in my bedroom playing instruments and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Listen, people put videos up opening baseball card packs today, so I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I guess what the videos kind of became was the video version of a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I called them video songs because there was sort of two rules was inspired by the sort of dogma filmmaking from the 70s and like the the rules were, if you hear the instrument in the mix, if there's an instrument in the mix, you're going to get to see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You have to play it right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it's like all direct sound. And yeah, that kind of thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I really liked the idea of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:10:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Taking some of the mystery out of audio production because it really feels like magic when you listen to a record, you know you, there's all these sounds. You have no idea how they're made it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It feels like these people are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Just creating things and there's at least for me, it felt like there was this gap between like where they are and where I am. And and I just liked I liked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Transparency of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I like that it felt like behind the scenes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I liked the idea of kind of showing people like, hey, this is how sounds are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And here's what it looks like, and it doesn't have to be super glamorous like you can be in your pajama pants on the floor of your bedroom playing a guitar through a \*\*\*\*\*\* amp that you got, you know, on sale at guitar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Center and what kind of music?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It by the way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was like \*\*\*\*\*\*\*\*.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Ron.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like aggressive, intense like electric rock? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Rock.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, there's a market for that, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so I graduated and started working on music. And it, you know, felt like it was working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sell a few 100 bucks of MP.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:11:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I used a site called E Junkie, so I would put up my MP threes for sale on on this platform.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And were people buying them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. Yeah, I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was making a couple 100 bucks a month and I was I thought like, OK, this could. This could turn into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know an income stream and I could do this full time as a first time in my life that I felt like that would be possible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Remember, like going back to that moment in college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, when I made the decision to become a music major, it was actually like a very depressing moment for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like I I was committing in my mind I was committing to a life of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[My uncle is a guitar player, a jazz guitar player and he, you know when I told him I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He was like Jack, the thing he said to me was like, don't do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was like you can do anything else in your life. You're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And you can do anything else, he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At the bottom is what he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow. But I mean you, you have this band going at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, we got the band going when we posted a YouTube video on my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At first we we didn't call it a band, we just posted a video on my channel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Said hey, this is me and Natalie collabing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And what were?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:12:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What was the video it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was just the two of us with a song that she wrote called Poison Core.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was mostly in French.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Because Pomplamusic courses are important.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that comes from her because she grew up in France and Belgium.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I got it. OK. And what was funny was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, we kind of tempered each other like we, we mitigated each other's extremes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like she calmed down my kind of industrial.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Oh, side and I kind of upped up some of the softness of it and the the combo was just it was cool and and different and like it had some of my aggressive production.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Then she has this very soft voice and I think it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Different sounding and people seem to really like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so, you know, the idea was, let's see if we can make a living.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Out of this and right around that time, iTunes came out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So we started putting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Our music on iTunes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:47](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This is the original music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Original.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yep, you know, we knew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was kind of what we wanted to do. And so we we just and YouTube seemed like it was working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We just started making more and more videos and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Those out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:13:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[How did you get attention on YouTube?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Eventually we produced a record for this singer-songwriter named Julia Nunes, and I was super inspired by Julia because she just had this huge presence on YouTube and I learned that it came from covers originally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Ah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And she would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Ah, I've got covering big, like well known songs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, 'cause, which anybody can do, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Which anybody can do, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that's kind of when I learned that YouTube is a search engine and so people are searching for songs that they know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And if they then see a cool band?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Who is singing that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But maybe in a completely different way with complete different sound and they've ripped out the harmony and put in their own harmony and ripped out the beat and put in their own beat and done it in 3-4 instead of four, four or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You can kind of get introduced to a new sound because you're coming from search traffic and that single thing is how we ended up like growing the band so quickly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So what was?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[First cover that you put on YouTube.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:14:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was, I think, the first cover was my favorite things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We ended up doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In in five, four and did a cool arrangement of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And, but that wasn't the one that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The one that hit was when we covered Beyoncé.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Single Ladies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Oh yes, I remember that. Well, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:15](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All the same ladies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All the same ladies all the same.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[If we happened, we knew that it was going to have a good shot at the VMAs because it was such a great video and a great song.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[When she was up for for, you know, best.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Music video. And so we we we covered the the song and and kind of just in time and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Night and then Kanye did that thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He got.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Up at the Vma's and yes and interrupted.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[When Taylor Swift won.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It became this huge, like Internet meme and just got tons of traffic and the video just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Exploded.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[People are searching Single Ladies, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:15:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think that video today has about 11 million views.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It does, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And you guys and I've seen the video obviously and it's it's you guys like in in like a bedroom, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like, yes, my childhood bedroom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's what it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's people in a room playing instruments synced up with the audio, and like it's funny because in 2020 that's really nothing special, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But at the time, nobody was really doing that kind of thing like music. Videos looked like music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[They looked like MTV and to see, like humans in their bedroom playing instruments and having it actually sound good was, you know, it was a little, it was different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So that video blows up and did. Did you start to get contact?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Mean I should say that you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I know you were on NPR that around that time because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was the host of weekend all Things CONSIDERED, and there was a weekend when I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was like on vacation and and you guys, sadly I didn't wasn't able to interview but you guys were featured on the show. Did you guys get?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A lot of a lot of calls we did we we, I mean that was kind of the beginning of when P.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:16:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Really started to take off and you know we got calls from managers. We got calls from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Press and you know that when we came out with our second like big one, that kind of really took off, which was telephone by.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Lady Gaga, you know we had a we released a record and you know at the end of the month we logged into our bank account and like we had sold 30,000 songs and because we hadn't signed with a label, we owned all our own Masters and there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Owned all the royalties so we we log in our bank account at 22,000 bucks in it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow, which like coming out of college like after.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's just people paying $0.99 for your song on iTunes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Just iTunes 22,000 bucks in one month. And like I that was when I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[My.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I thought this we can do it like this. This could be a thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And did did you start to get record labels contacting you, saying, hey, you guys interested in talking to us?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, we didn't get, like hard offers from anybody, but we started to go down to LA and talk with them and and we we basically decided not to do that, but we did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:17:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Did talk with them and entertain it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We just didn't want to go that route.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, you know, at that point, we're making a living.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, when we started doing label conversations, we were making, you know, thousands and thousands of dollars per month. We were going on tour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We were, you know, reaching millions of people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Where were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We were performing in front of like big audiences.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You have 500 to 1000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow. So I mean, not like, you know, we're not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Staples Center, but like it's still pretty great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[When I grew up like I, I thought like maybe one day I'll play for 100 people. You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like that was like that would have been the coolest thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Then here we are playing these clubs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, for like, we played Fillmore, you know, in in San Francisco, which is 1200 people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Magic. It was the best thing ever, Sam.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow, all this was happening with Jack and Natalie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:18:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You're grinding away in some tech job and you're watching these guys become like massive YouTube stars was it was like everyone from your your year at at Stanford, like people you knew like talking about them like, Oh my God, you see, Jack Conte is like up this YouTube.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's got 11,000,000 view.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Mean. Yeah. The I admired Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like the for my own personal experience, I've loved art too, but I could never take on both that risk, or even bridge the connection of how I could make that like a livelihood or part of my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so seeing him be so successful down that path was was so impressive and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I remember every time that we would catch up after college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[By what was going on in his life and how things were going on there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Meantime, Sam, you had left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You had left your the first time you worked for and went on to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Found your own startup called Admiral.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What was Admiral?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. I mean, thinking back on it, a lot of this was was quite boring, but this was during the area when the iPhone was getting really popular and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:19:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A lot of yeah, developers were creating their own games and and whatnot, and in fact my Co founder and myself at that time were also making these iPhone games and and applications. And there was a lot of good money in advertising in that. I know we created like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Virtual.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pet game that ended up gathering, actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Millions of users at the time, and we were seeing a few $1000 come through and just ads being clicked on and so adword was just an effective way for these mobile developers to monetize that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you lot from what I've read you guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Start this business in early 2009 and by the end of the year you acquired by a different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is that I mean to me that sounds like a great deal, but I I can't even imagine you were up and running that like really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[By that point, what were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It happened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Quickly, like just the explosion of of even interest in this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:20:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think like there was a whole flood of developers who it was almost like a a gold rush in a lot of ways because you had the iPhone and and this new App Store and anyone could start making games and get it distributed to millions of users.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so when there was this interest in what we were doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think we are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Also caught off guard in some sense, and then also immediately sold the company that same year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was did you sell the company 'cause? It was like an offer you couldn't refuse. Like you were just offered all this money and you were just like, Oh my God, we gotta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It wasn't all this money, but I think it was more than we had made, you know, independently previously than that so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The fact that it was a company that we knew to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Be very large in this space. It was company called AdMob and then literally that the month afterwards we were acquired into Google.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, AdMob was acquired for like $750 million by Google.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Right, exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And to be clear, that was not your money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Did not get 7 or 50.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Dollars from Google.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, we did not get 7.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:21:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That would be OK if that happened, but we were part of of AdMob at the time they were required and and so it it felt like an appealing opportunity to to be part of something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was going to win, all right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So your business was acquired and and you moved on and and you actually went to to the incubator called Dogpatch Labs where I guess your goal was to presumably to come up with with like a new idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I mean, I had a a few different things, but at this point, I just wanted to start building again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Within those few years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I build a number of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think this was sort of enlightening for myself too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In, in a lot of ways, I I view those years as like the years of struggle because I was there at the incubator I was working across the table from Kevin Systrom, who's building Instagram at that time, and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Come in. I remember actually having a bunch of chats with Mikey and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[About what they were thinking about with their business and all. That's really exciting. I think as you all feel like you're in this shared suffering together until.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, something like Instagram skyrockets and then you realize that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[They're not suffering, no one suffering.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:22:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In a separate space, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You're trying to come up with a bunch of different ideas, and when you say building things like just you have an idea and you start to try and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Build it like coat it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Code design launch and this was during the time too, where tech Crunch Disrupt was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you had this idea that if you got a business through and you could launch on stage, that would be making it and so?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I had launched a business in that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was a company called Chomp on, but we effectively allowed people to create their own Groupon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was a white labeling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Service and it was interesting, like the whole group buying space was sort of a a coincidentally a flash in the pan too in many ways.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Groupon is still around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:23:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And the take away from me was just how difficult and how how much I should treasure if I ever had the, the the good fortune of of landing on a business that really resonated with like a community or a group of people and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Most of that my years during this time was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[As I recall, just full of a lot of loneliness and development by by myself in my bedroom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Go back to Jack for a moment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So Jack, just?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm sure I understand well. Sam is working on the startup.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You, I mean, you're making music with Papa Moose, right? And and at your peak. I'm just curious how, like, how much money were you guys making?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We did about $400,000 in a year off of MP3 sales basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:34](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and it was. I think that that year in particular I think was 2010, most of it was singles, a lot of it was licensing and and brand deals.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Umm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And we had a we had a lawyer that we had brought on very early on, who was, you know, helping us negotiate these deals and work with, you know, work with brands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:24:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And we're very, you know, we're we're both like music nerds and and artists, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But we we absolutely were thinking about like turning this into a, you know, sustainable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so we ended up buying a house and we built a recording studio. We use the money to to build a recording studio on the property.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and then that became kind of like the home base for pomplos for the next.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, you guys were doing really well and I presumably a lot of that money was coming in from iTunes sales.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But then I guess like around what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[2010, 2011.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Spotify comes along and and of course with Spotify you can stream an unlimited amount of music for free.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So what did that do for for your revenue?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, the transition to streaming was really hard on the band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Our streaming revenue was, you know, a a tiny, tiny fraction of the iTunes revenue where people are, you know, paying a buck for a song, you know, with a stream.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:25:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Get you know, fractions of a penny for one stream and it just it wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It wasn't one for one, because the you know the user base wasn't there on Spotify yet, so we just it wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Volume wasn't making up for it, and so, you know the the the income started to evaporate, which was very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Scary because now at this point we had a mortgage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So around that time like 2011.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know 2012, how are you making a living?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Well, what was bizarre about it was, you know, our reach hadn't changed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The reach the of of your YouTube audience. And so on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, like we were growing. We were getting millions and millions of views and and more views.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then you know, enter Spotify and suddenly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Suddenly we're like up a Creek in terms of revenue and and and what was amazing to me that, you know, I was watching this unfold over a period of, you know, couple years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What blew my mind was like, wait a minute. I'm not doing anything differently as an artist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There's a system changing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:26:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In front of me with that, I'm not in control.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's just these changing systems and my artistry is yielding different results, you know, with regard to my income.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that was, like very frustrating to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I look, I know businesses have to kind of like pivot and change and be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Innovative. And yet I found myself like having to do all this gymnastics, you know, to keep up with the revenue streams. I was, you know, selling hats and and and T-shirts. And we were selling dongles and yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[For like on a website.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and like and then we would, you know, play some shows. And I met like the whole time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Thinking like is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Value to the world like a hat with a logo on it. Like that's not what I'm good at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That feels you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[With Merck, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Were just selling merch at concerts and stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, and and that and I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it bugged me that we had to do that because I I felt like that's not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Makes me special.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I just wanted to be paid for like I loved iTunes because I could, like, be paid for my music, which is what and and I was. Yeah. That so it was just one of those moments where we kind of realized that it everything was changing and that you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:27:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Three or four years from now would be completely different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Meantime, what is Natalie?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, you guys, you're still living together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Got this house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And a mortgage? And are you earning enough money to at least pay your?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Bills. Yes, we are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But we're also watching. It's coming a lot out of savings, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you're not revenues not increasing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At that point, no revenue was not increasing, revenue was decreasing at that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So it was coming out of savings, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Our our roommate who is living at the House did this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Amazing thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And she was going to make an album, and she went on to this new website called Kickstarter and did a 30 day thing. We had never heard of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I remember the night that she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Turned her computer around at the dinner table and showed us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think she had made $12,000 or $13,000 to make the record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To make the record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:28:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that really was what Kickstarter was started out for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It started for artists and Perry on the show a couple years ago. Perry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was the point of Kickstarter was to help artists make music or records or whatever it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wreck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yep. And she did that. And she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Got 13,000 bucks and got a studio and got a mixing engineer and made a record and what was so cool about it to me was it was her fans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Her fans stepped up and wanted the record and paid her to make the record and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's just that. Just felt right and felt awesome.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I I know that you and Natalie did did some solo projects in addition to to the work you did with Papa Moose and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I guess at some point she decides to do a Kickstarter too, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To raise money for her music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. And that she ended up raising $104,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow. How did she reach that many?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:29:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Because Pablo's had hundreds of thousands of subscribers and we were getting millions of views and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[She.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But how?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You drive those viewers to the to the Kickstarter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[They just uploaded YouTube.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hey everybody, I'm doing a Kickstarter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Went bananas like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, over 1000 bucks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[104th to make a record OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To make sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you're thinking?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:15](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Your mind's blown there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was so happy for it was so awesome.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And mean time you're working on on your own solo music too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I guess you got interested in like EDM and that sort of genre. And you, I guess you eventually wrote a track that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Were really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of and you wanted to make a video out of it, and this was. This is a trek called.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pedals, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was kind of daft punky, like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Technologic, you know, and I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was listing out all of my guitar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was the the lyric. The only lyric in the song was just a list of all the pedals that I used to to process guitars. Sounds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like the brands or the types?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:30:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The models and the makes so like the first lyric is hog, pog, Vox, Wah, Octave multiplexer, big man memory, \*\*\*\* boss, chromatic tuner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I like that. Yeah, just like a list of pedals. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm I'm watching this video right now and you're like, you're, like, aggressive in this video.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like, really like aggressively.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Playing that guitar? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You look a little scary.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[My kids saw you would be a little scared of them, Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:30](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[\*\*\*\*.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, that's what musics about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I should mention to people who aren't familiar with it, there are robots in the video.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A conveyor belt of you know, guitar pedals passing by.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[As a spider robot, it's like in this kind of laboratory of robots.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Imagine this is going to cost you quite a bit of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:50](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It ended up costing 10 grand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:31:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I didn't know that when I went into if I had known that I wouldn't have done it, but I didn't have a budget.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I wasn't being.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I at the time I thought like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[If I go deep on the business side, I'm not going to do it like I 'cause I'll be staring at numbers that don't make sense. And so I'm going to just leave all that behind and I'm just going to do something crazy and creative. And so I decided.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Not to budget, not to think about that and not to deal with any of the kind of constraints there. And so I ended up just spending like you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A day at Home Depot. You know, building the set and building rotating elevators and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Where did you build the set?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In the studio that Natalie and I had built on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[40.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And like I had to like, I was not a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I was like trying to learn how to frame a wall and like you know, I was. I had to figure out how to cut wood at angles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Got a miter saw like I was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean this thing like, you know, I I was just trying to trying to go and make it, but I was enjoy like it was really fun.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was just, you know, I was trying to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:32:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like, alright, if I'm gonna make this, I'm gonna do this Kickstarter thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Gonna put up a video and ask people to contribute to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To my myproject, I was considering it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The problem with that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I didn't want to kind of, you know, the the the sort of the Kickstarter conceit was like, I'm going to do this big one thing and I need a bunch of money to pay for it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's not I didn't want to do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I didn't want to really force fit like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You weren't thinking this is a one off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You were thinking like I need to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Steady like money to make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Projects to do projects, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So how are you going?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was the part of me that decided to not think of. Think about that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was I I remember being pretty scared about that, and I also thought like, look, if I start being logical about this, I'm never going to make something that's great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It wasn't until about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:33:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[February of 20/13/2013 that I kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It almost felt like waking up after a dream and and you know, watching my savings account go down basically to zero and then maxing out a couple credit cards and then feeling like I was almost like coming out of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A dream or something. Wake. Yeah, I felt like I was waking up and I was like, suddenly very terrified about, like, what was on the other side. And I I the thought that I had in my mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was I'm going to upload this video to YouTube, it's going to get a million views.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I knew that that video would bring in maybe, you know, 100 bucks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[From YouTube ads, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I actually got like sick. I got, like, nauseated thinking about like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All of this work and energy and time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:34:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The robots the set the credit cards, the draining of the savings account. Like all of that, adding up and thinking like I'm going to put this thing out and I'm going to get paid $100 and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was angry, but I was also like, I couldn't believe that that was that. We were all just that humans were just OK with this. That like, this is the, this is the system that we've designed for artists.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like, yeah, you put up your your thing that you spend your life on, and then you get paid $100 in ad revenue and then you put up your next thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I remember like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Thinking about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What the hell was going on?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Where all these?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Who make things and put them online?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Are the economics of that fails to evolve with the distribution technology, so like the the distribution happened 1st and the economic systems to support that didn't keep up and so we were in this horrible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Phase where essentially artists are working for free.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So what did you start to think about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:35:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, this is February of 2013 and you're clearly like gears are turning in your head.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And what do you I mean, is there an idea starting to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In your mind about how to solve this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I sat down at my kitchen table on a Sunday afternoon and I and what I was thinking about was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I like Kickstarter, but I want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I want to be paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Every month, because I need income because I make stuff every month that's valuable to other people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And at the same time, you know, I was seeing other websites start to accept, you know, like membership organizations, not necessarily websites, but like membership organizations like SF MoMA or, you know, KQED would do these pledge drives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And it happened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You have the option in many of those cases to set up a a monthly payment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so I was like, great, like, I just want essentially that system a pledge try like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pledge Dr. yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:36:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so I sketched out this like websites that my fans can do this and then, you know, of course, I I was also looking at all these other Youtubers going through the same thing. And podcasters and and news and everybody, anybody who makes stuff and puts it online.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Going through the same thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Oh, this should just be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This should be a thing like Kickstarter, where anybody can set it up for themselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so, yeah, I sketched out you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Physically sketched out like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The website would look like on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Paper I took out 14 pieces of printer paper for my printer, actually probably more than that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I didn't be 14 pages, but it ended up being about 14 pages.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And essentially it was a recurring payment between a fan and a creator.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And yeah, there was a whole, you know, there's like a content feed and like you know login page and a home page and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The whole thing it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I am a terrible designer and so the, you know, looking back at it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I remember these these pages fondly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's, you know, it's the worst.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, there's no way I could have done that by.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:37:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so that's when I started, like calling various people to see if they could build this for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Including your former roommate, Sam.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I called him up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I was like, so, Sam, I've got this idea and I'm really excited about it, but I don't. I don't want to tell you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like do we need to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sign an NDA or something. You thought my idea is so good I cannot talk to people about this because they're going to steal it from me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:16](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I remember this too, because this was like over the phone, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You didn't tell me the idea over the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So from my perspective, I was again, as I know before, I was just excited to catch up with you, Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Every time it was like, oh, I get to meet this celebrity who's who's just crushing it out on YouTube.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So when we arranged for the meeting, I wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So much in the sort of mentality that there would be this amazing idea and and this is what I would be dedicated to. I was more like I'm curious what you're thinking about and what you're up to, Jada.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, but wait. But Sam?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sam's like Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Nobody cares about your idea. Don't. He was like we don't need to do an NDA. Nobody cares.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Are trash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:38:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Ideas are worthless, like we don't need to do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was like, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He's saying to you what you know now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Which is dsr. Dime a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It doesn't mean it's easy to find a good idea. It's not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[They.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's execution that matters.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It is only.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, there are so many versions of Patreon that that did not work and they were the same idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you go to San Francisco to meet and you and and the idea that you had Jack was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To convince Sam to help you with this, or was it just to kind of bounce the idea off?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Him. Oh, I wanted Sam to build.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was in like \*\*\*\*\*\*\*\* pitch mode because other people had told me no or just didn't seem interested.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. I wanted Sam to do it and he would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Had just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He was right about to launch this new project and he had gotten a tech crunch article and he was it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was about to come out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So he.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like, hey, I can't meet till Thursday because I'm launching this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What? What were you launching, Sam?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This is a photography site that I was working on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This is like your 5th or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Startup.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:39:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I don't know if you can call my status, but a new project that I was interested in and so I was like, hey Jack, you know, I'm just busy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We can meet when this article finally comes out, because I'll have launched it by that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that's what we set the target date.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I had gone up there again, just expecting mainly to to catch up with Jack and maybe you said too like, yeah, get some feedback on the idea that that's how you pitched it initially because I remember being surprised when the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The switch went off and you started selling me on this and you were really good, Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I do recall like you just talking about the both the problem that you and and other artists were dealing with today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And especially you know that resonated for me because I had seen how successful you had been as an artist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Assumed you were already like, you know, dancing away on your yacht, doing fine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This is this is really interesting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hearing this from you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And what what did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What do you remember him telling you about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you you convinced him not to sign, that you not to sign an NDA?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Didn't bring an end to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:40:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No. All right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I didn't see what I remember. I was, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I mean, this is your roommate, Jackie Lita.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I know so much hubris. I'm, like, so ashamed of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[For three years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, he's gonna sit years from you. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I know it's so dumb alright.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you are sitting in this coffee house and what does he say to you, Sam? What does?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Does he describe it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. So the things that came together for me and and now we're looking about almost eight years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But like it's kind of how Jack mentioned that Kickstarter was a thing already and and there are a lot of campaigns that were really successful on Kickstarter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But what resonated here was the idea that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You are helping to support the individual versus a particular project and for me the reason that that resonated well first as someone who cared a lot about art in my past but could never make it a career, I followed a lot of these people on on YouTube.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:41:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There were folks at this time that were relatively big one in particular. I remember that I talked to Jack about Keena Grantis, who sort of wrote very personal music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and very simple music. And I remember thinking my head as Jack was pitching this, I would totally just give her money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Would just open my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And give her whatever on an ongoing basis. If it allowed her to keep producing her work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I could just see this emotion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Being shared by all these other YouTube audience members. And so that's the idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[For me, as soon as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pitched this to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Jack Jack remembers this too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The the day of I'm like, we're starting this now and don't tell anyone else about this idea. Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You're saying to him now make everybody sign an NDA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, no, don't even sign an NDA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Just keep this to ourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Don't even talk about it, OK?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We're gonna do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Going to go darkro's dark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I'm staring at the e-mail right now that I sent Sam on March 10th.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I just pulled it up March 10th, 2013.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And it's just kind of like a summary of our agreement and I think that's kind of what I thought it was going to be like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What I'm I'll just read 1 sentence of this. You agreed to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:42:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We're talking about the agreement.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What I'm agreeing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Here's what you're agreeing to, and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And one of the lines is like you agree to be Co founder and CTO of Patriot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You agree to build and maintain the site as it is laid out in the wireframes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You will work on all technical and programming oriented aspects of the company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Did you pass this by a lawyer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm going to like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Or was this just this was your legal lease?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, I just was writing you an e-mail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I hearsay decree.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:25](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I'm just like, yeah, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Guys have a conversation about how you would split the company as you say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Just going to be 5050.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it's, it's, it's in this e-mail. We agree to become 5050 partners in Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I mean win, win, right because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, you get a technical Co founder and Sam, you get this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Has kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A pretty big platform already, absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was stoked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And a friend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I think, yeah. Yeah. That e-mail, which I did, I did read through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Think I just wrote back to you, Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was it all caps or something?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:43:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I wrote this like long, you know, at the end I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like I know I said this before, but I just want to stress how important is that we communicate with each other about all aspects of the business and our relationship. As long as we're not hiding anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Other, as long as we're telling each other something's wrong, we are greatly reducing the chance of hurting our friendship.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Want you to feel 100%.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[With talking to me about your like the company finances your interests in the company, your ideas, your feelings, anything you like. This will lead to a strong partnership.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's nice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, it's basically like, hey, we're going to, we put our friendship, you know first here. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, it was like this. I thought it was kind of a nice thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then Sam writes back all caps. Awesome. I agree to all of this. OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[When?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Come back in just a moment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[How Patreon launched with just three musicians. One of them was Jack and one was Natalie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then why slowly other artists started to get on board?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[First, by the dozens and then by the thousands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:44:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hey everyone, just a quick thanks to our sponsor Salesforce, Small businesses need a steady partner in today's changing world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Salesforce gives you sales, service and marketing all on one secure platform accessible from anywhere.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you can connect your teams, share information and automate processes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And best of all, they're here to help at any time with service support or proactive tips to help you grow form deeper connections with your customers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Starting now, try it for free at Salesforce.com SMB.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Thanks also to click up you don't need to exist on 4 hours of sleep to be productive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:45:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Enter, click up a completely customizable work platform with all the features you've ever needed to build your business, all in one place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Join 100,000 teams across companies like Airbnb, Google and Uber, who are already using click up to level up their productivity and save one day a week guaranteed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:14](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Click up is free forever, so get started at clickup, com NPR today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:19](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Thanks also to work day in today's changing world, fast decisions need to be smart decisions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's why work Day delivers quick insights to help your finance team plan for what's next.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Work day, the finance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[HR and planning system more at workday.com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[With civil unrest, the pandemic and the economic crisis, you want to know what's happening right when you wake up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:46:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that's why there is up first the news you need in about 10 minutes from NPR News.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Every day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm Guy Raz. So it's March of 2013 and Jack Conte and his former college roommate, Sam Yam have decided to launch a new crowdfunding site that will let fans pay a few dollars a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To sustain their favorite budding musicians, podcasters, writers and artists.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And Sam is so excited about Jacks idea that literally the very day they have that first meeting in San Francisco, Sam goes home to work on the coating.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I started working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Probably more passionately than ever on on any other project. For me, it felt like a race and I was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Even had this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I remember that if we didn't move fast on this, someone else was going to do it and we were that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And for people who don't understand how coding works like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What's the first step?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:47:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, it's essentially it's like if if it's like a bunch of Lego bricks, you start to build the, the, the base level of of the building.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, coding is is what you do at some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But what you're really putting together are a whole bunch of like designs and photoshops and thinking through the psychology of like why a user would do this and that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so I think the the way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At least I approach this particular project.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was sort of laying out all the main journeys of users and then painstakingly moving pixels around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To get it to a level where you felt OK, this is an experience that I think is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Going to work and it wasn't going to cost a lot of money to get it off the ground.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Had launched a number of projects before. It was probably going to be a few 100 to $2000 and I think we were splitting. I think it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In the e-mail, too, a few $100 to 1000, a few $1000 you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. Why was it so cheap? Is it because?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:48:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Normally, the biggest fees would go towards a software engineer and Sam, you were basically the software engineer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think this is the case.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, I grew up in the area with startups where you had to rent hardware and set up your servers and colocations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But by this point, several years after that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You could launch an entire service off in the cloud and that began with you know the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, yeah. Apps and and and iPhone apps. And so by this era, you could launch very cheaply and then sort of scale up as needed for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know the dreamland that I had in mind around what we were going to do was Jack obviously had had a huge plan to launch to his whole audience and on top of that he had this whole network of artists and creators and we are going to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[On day one, with just millions of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of fans and and artists talking about how you could support them on Patreon, and so I wasn't even thinking about how we needed money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:49:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That would be Jack through the Pomplamous web YouTube channel essentially.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. In other words, we were gonna. We were gonna not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's gonna be my personal YouTube channel which was, you know, where I was uploading all that electronic stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. The plan was like, I'll put up a YouTube video on my YouTube channel, send my fans over to Patreon, and that's kind of how we'll start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Also, you know I I I did want to launch with a bunch of other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sam mentioned, so we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We made a list of like 40-40 or so creators to call up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That you knew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[These are not like world famous creators, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Are just people who have like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pretty strong local small followings.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Folks who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I thought like, hey, you're in the same boat that I'm in right now and let's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Let's do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Let's like I think this could be valuable to you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so yeah, we made an Excel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[With those.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:50:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Folks and I found their contact info and reached out to all 40 of them and and and all 40 of them said no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All 40 of them said no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All 40 of them said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, no, I don't feel comfortable asking people to pay me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Money. Crickets. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Were you surprised?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was surprised, but I wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I didn't think it mattered. I thought like, well, let's do it anyway.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[People will come around. They'll they'll come around to this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I wasn't, like, bummed about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I just. I thought, OK, let's let's do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Let's launch with me and and my roommate also wanted to launch. Lauren O'Connell was one of the first 3 creators on Patreon, and Natalie wanted to launch, too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So the three of us, my girlfriend at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[White.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So we, we launched with just the three of us on day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[One of Patreon and and the idea was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You would take this video for petals, a song you're working on, and that's where you would premiere it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Would premiere this video on YouTube or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Get people to to go to Patreon and support this video.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:51:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I at the end of the petals video, I put a vlog where I told people about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The idea, and I said, hey, I'm building this new thing and I don't think it's just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Can help.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think it could help a lot of people and check it out and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Let me know what you think and if you're if you're up for it, join me on this on this journey here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So from the time that you guys met on March 6, 2013.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The time you launched, how long was that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We launched in May, I think, Jack. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In May.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Well, so really quickly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:29](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, we didn't have all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pieces there when we launched, but we had we had enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We couldn't, for example.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We couldn't process all the payments at that time yet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hadn't hooked any of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We could accept your credit card and so that would get saved, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Very securely, by the way, because we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Stripe, but we hadn't built any of the logic to actually handle the the processing of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The funds and what did you ask for Jack in in the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:52:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You said, hey, whatever you can do just to to to fund my work, please contribute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think I had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[4 tiers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:08 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A dollar, five dollars, $10 and then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The night before I thought. Screw it. I'm going to put up $100.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No ones going to buy it, but I'll just do that where you can kind of do a one-on-one Skype session with me and I'll hang out with you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And a bunch of people signed up for the $100 tier.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A bunch of people signed up for the five and the $10 tier the average.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Payment per patron was around 7 bucks, which that really blew my mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I was thinking maybe people will give me a dollar for YouTube videos, but the fact that on average people would give me 7 bucks. I yeah, I couldn't believe that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What was the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What did you offer people if you gave?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Dollar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Month you would have access to what if you gave $5 if you gave 10?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You gave 100 what? What would you get?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:53:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So at $1.00 you got access to my page and only stream you got first dibs on concert tickets.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At $3 you got access to my patron only stream. First dibs on concert tickets and video tutorials about audio production that I would just make these little extra tutorials and give folks access to them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then $10 was a a Google hangout once a month with me and all $10 patrons. And then the $100 was the Skype.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So how much did you did you get fans to commit to paying you per?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Month within the first couple weeks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I passed $5000 a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow. And then soon after that it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it was even more. And at the time I was making maybe 2 videos a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So, you know, suddenly, like, very suddenly, within two months I went from draining my savings account to making over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[$1000 a year for my solo career.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And Jack, did you envision continuing your career as a musician and, you know, continuing making music and and building a fan base?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:54:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In addition to doing this or were you not quite, was it not quite fully thought through yet?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was not strategic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There wasn't a five year plan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There wasn't a strategy deck. It was just solving a problem and and so I don't know that I that I had a clear vision about how the next year was going to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Knew that we needed to build this thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I knew that it was going to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A way that that artists could make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I did think it could scale and help a lot of folks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Know how much work that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Going to be when you had, you know, you reach out to 40 people to to sign up and all of a sudden, no. And it's just you, your roommate, and your girlfriend who are the only people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The site.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Did you attract other people?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[When we launched and this is how Patreon ended up growing when we launched.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I went on to my YouTube channel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I told all my fans about Patreon and I said, hey, go to this website and of course creators follow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:55:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So some of the people who watched my video were creators themselves, and when they landed on my Patreon page and they saw this random middle of the road YouTuber.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Making six figures, they had that same mind blow moment that I had had two years before when Lauren launched her Kickstarter and they saw a new.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Revenue model for professional creativity and then those folks launched on Patreon, and then they did the same.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[They went onto YouTube and they went on to their podcasts and they went on to, you know, they, they wrote on their websites. And then that cycle just repeated. And that's actually responsible for most of Patreon growth. Is that viral product cycle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and was the business model.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That you had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Kind of set in stone from the get go because initially I think it was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You would take. Patreon would take 10%, so 5% platform fee and then 5% payment processing fee. And did you kind of do the math and in the financial projections and kind of come to the conclusion that that was the best way for you guys to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Profitability.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Check the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:56:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Do we do the math?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, there's there was 0 projections.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was 0.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No spreadsheets.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Those.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No math.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There was, yeah, there was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was none of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean again, it's just very different than it is now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's a, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Now we have, you know, fpna and and finance teams and we're forecasting out multiple years and but that's yet back then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[No, we didn't have any that we didn't think about any of that we were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Making this thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:25](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Our first pitch deck, which I don't even believe we had anymore because I remember building it on a web page, just had all these emails that we had received from artists and fans about how exciting the idea was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We weren't really thinking about like, the all the viability of the business at that point still.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then I guess a month after you guys launch you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All right, now let's go get some money and. And Sam, you had already been through this process.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Already.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He'd been through the process of raising some money for your previous startup.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:57:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I actually was pretty optimistic and excited about this fundraising process. Again. This came back from the emails and the feedback and the creators and the fans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In a way that, again, several years of me trying to build things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Had never seen this sort of passion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Around in a movement or an idea, and so you know, at the time, again, I'm naive even looking back, it felt like in the bag. And so we we started off and we started pitching to investors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And how much money were you guys able to raise for the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[First round at the time that the the I think at that round the company was valued at 6,000,000 and so we ended up raising that first round. Ended up being 2.1 million at a 6,000,000 valuation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[About 1/3 right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And because you know this is an important conversation to have, because a lot of entrepreneurs listen to this show and and we had founders on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Biggest mistake of my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, Tristan Walker will say I should never have raised my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Other founders said, who say it was so important.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Glad I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:58:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I got support and guidance and I couldn't have built this without going to venture capitalists and and taking the money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was it absolutely?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Could you have done Patreon without raising money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I don't believe so, Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think we needed that team.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In their ladies, as we were building it out, plus I think the partners that we ended up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Working with were very much aligned with the spirit of our mission, and we haven't talked a lot about that. But at the time, this idea that we were trying to get artists and creators paid, that ended up filtering out a bunch of various investors who just didn't even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Touch the space.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of music or or art in particular.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I think it was really important.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I don't think Patreon not, I don't think Patreon would not have gotten close to where it is today without that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Mean even from that first day, Patreon started growing a lot. And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[00:59:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, we needed to hire people to answer emails and umm and help build.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Features and scale the company and we would not have been able to afford that without raising money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[All right, so you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Raised $2.1 million and what do you do with that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You get an.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Do you get? Do you start hiring people?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What do you start doing with it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[If you came roommates again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The first.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Ohh really?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, we got a a Home Office in in Noy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yes, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In San Francisco, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Got office in NOI.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it was a 2 bedroom apartment and we moved in together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And at that point, we hired Tyler Palmer, who was the first employee, and he hired a couple folks, Cole and Tony, who started building out the basically like the artist relations and the marketing and the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and the operations customer service side of the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it was just our bedrooms. And then it was attached.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, out into the kitchen where we set up a few desks and they would come in everyday and Jack and I would wake up and walk out into the office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:00:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So initially the first I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, you're getting more and more people to sign up, but from what I understand, like even with the 10% fee, the processing and platform fee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It wasn't covering your costs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, we were not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean 5% of of the 10% by the way, what wasn't didn't go to us, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[For you guys, it was a pay stripe and whoever was. Yeah. So the 5% going to you guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it's for the payment. Exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wasn't much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Not a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah. Which is again we because we had that business model with a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Low percentage, which came from this idea of not wanting to be another wedge between creators and their fans, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We wanted to to have a low.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Rake and so yeah, even you know when the company was processing 100,000 bucks, that's only 5 grand for the company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, 'cause, you had a runway $2.1 million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:01:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And that was going to run out eventually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[How long did that last you before you had to go back out and raise more money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, again, even after we fundraised, Jack didn't take any salary. Actually I don't. I took any salary on the 1st around either until until after our second round.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And we, we we didn't spend much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Why we rented?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A home, as opposed to an actual.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So we didn't end up running out of that money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We had more than I think a year of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We left as we saw the business ramping up and then went on to raise, I guess, a much more serious Series A round.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was in 2014.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In 20 yeah, 2014, we raised the the $15 million round.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Meanwhile, Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You are the CEO of the company and I'm curious how you kind of figured out how to do that job and because you were, I mean, you're a musician and you've got this part of you that I'm assuming you really want to pursue. Like, how did you like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:02:58](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Leave.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of all, at what point did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You able to say?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:03](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[OK, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I actually cannot pursue music full time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I can't like I I kind of have to make this a side gig.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So first of all, it was a slow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:13](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think the desire to not take salary really came from a place of wanting to be a creator.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And wanting to continue.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To make art and videos and music and a couple years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Into the company, it became very clear that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I I needed it to be my full time focus, which was a really, really painful tough thing because not only was this for me, not only did this decision affect me, but my wife, you know, we were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:03:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Partners in crime on this rock band that was kicking \*\*\* and getting millions of views and touring around the United States for big rooms. And like we were living the dream as creators and not only was I abandoning my career, I was abandoning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Her by choosing to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[To focus on Patreon and the moment where I basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Stopped working on pompous and took a salary as CEO.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was a tough moment because I felt I was one of those kids in my 20s who was like, I am not going to be an artist in my 20s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And grew up to be a business person in my 30s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is not the kind of person that I am.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Going to stay an artist in my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:37 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then I found myself running a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:41](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and and so when you were I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like a year into this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You had no no. Kind of, no standards.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:04:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like you didn't have you know any particular rules around who could join?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What happened in in 2014 that changed that, that, that, that kind of was like a shot in the arm?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean where you guys were like, wait a minute. We need to have some kind of standards here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The thing that caused the debate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was a website called 8 Chan that launched on Patreon? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And they were using Patreon to fund the development.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of the site.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And you started to look at the site and you saw crazy, crazy stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I mean there there was, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sexualized depictions of minors and things that we just from a values perspective, it felt like that we should. There should be something in place to to stop this from from happening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So what did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:05:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Well, I I recall this distinctly because looking back I I'm sort of on the wrong side of history of this, but I remember feeling like, hey, we had not sort of done this would be our first outright ban.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Which we had never done before, and it was a line that I was very concerned about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I even ended up on the call with with the. I guess the founder of a Chan at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And he was in like the Philippines.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Something I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's right, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In in my mind, in in through, you know the conversation with him too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The what was going on was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He had built out a platform that was like very heavily.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Emphasizing free speech and he wanted to take down the things that were breaking the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At least this is how he represented to me, and that's why I was sympathetic to it at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I was concerned about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Our ask of creators to if they didn't have the intention to be uploading these, you know I agree with like just terrible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Things like how we could still support them in terms of the business that they were building or or the art that they were trying to get shared.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:06:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I mean, this is really interesting because this is really the beginnings of certain people weaponizing the First Amendment and this idea of free speech really turning it into a weapon and turning it against what it's designed to do, which is to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, prevent tyranny, but but posting photos of children.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Or or even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Horrendously vicious and dangerous, conspiracy theories is not what that's about, but it's easy to imagine it would have been easy for him to manipulate somebody like you with the argument that it's about free speech.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yes, that's how the argument.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then there were other things that we had to talk to him about too, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There were communities that were sort of thriving there, spreading hate, and so it it started us really going down this path of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like when there is real world harm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And and people getting hurt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:07:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What is our role and responsibility? And I think that's where we started figuring out that we wanted healthy communities and and we would have to lay out these guidelines in a very specific way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So how did you begin to write them down?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Bring in a lawyer or outside advisors or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, because I imagine both of you guys had really good intentions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[If I'm in a company, I'm going to be sick on guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We cannot do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This is wrong. At the same time you've got investors, you've got to make money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm sure the HN community was probably generating significant revenue for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So yeah, the investors are are super helpful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Besides just the money they connected us to people who had worked on these types of problems before Reddit had dealt with stuff like this, Facebook had to deal with stuff like this still does, and still does.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And we got connected through those investors to umm, to a fellow who had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wishes to to remain anonymous even to this day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:08:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He built these very massive content policy and and trust and safety and enforcement systems and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He worked with us for a period of two months to draft the first version of what became patreon's content policy, which was turned out to be about 40 pages.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The first version of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And to tell the truth, that was one of the most horrific two months of of my life was well, because the Internet is a can be a dark place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And there are really horrific things out there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And in that two months, we had to explore all of those cases real in the world on Patreon, and we had to have some very deep philosophical conversations about what are we OK with supporting and and what are we not?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Uh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And then content policy is like anything else at a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's a living, breathing thing that you iterate on and it changes overtime.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But that first version.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:09:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, in the creation of that first version was a very difficult two months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Difficult because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You had to make specific choices about what you would accept and what you wouldn't accept.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There are two reasons.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The first was Sam and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This was one of the first moments where we had fundamental disagreements about the business and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So it was challenging our relationship in a way that we hadn't dealt with before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is that fair, Sam?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Think that's right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, like we, we had to, like, have really intense values discussions where we weren't on the same page and that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That was really hard, and in particular, too, we hadn't come up with even a framework for how we would get through these decisions we were bringing in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There were all these sessions where we would just bring in everyone from the company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And there are all these different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:10:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like disparate opinions and we couldn't figure out how to put them together because people were very divided even internally. And I think all of this just became very exhausting for both of us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So how did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What did you come up with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was the policy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Up with the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The end state of this project working with this outside person that helped us, you know, write the the first version of it was was this content policy, which was a rules based framework.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That gets to a level of specificity that I think most people are probably unaware of, like for example.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[People say, you know, I've heard people say you can't define \*\*\*\*, you just kind of know it when you see it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I beg to differ.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You can define \*\*\*\*.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We have spent quite a lot of time defining \*\*\*\* in way more detail than probably anyone wants to hear about or go into, and then do that across everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Weapons manufacturing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hate speech? What is harassment?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know the output of this content policy was rigorous definition around what we meant by each of those things and as many edge cases as we could think of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:11:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's how much detail you want to go into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I think the perspective I always like to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Don't remember how we landed on this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That, you know we're facilitating.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Art should in some sense be bridging a lot of these divides and and not increasing them like some communities would be doing, and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Guided with that, I think you know we're constantly, as Jack noted, it was an evolving document, but at least we we sort of knew directionally where we want to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But I mean you guys because of this policy did alienate some of your better known podcasters like Sam Harris, who was on Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[He decided to stop using it because he he didn't support the policy, he said. You know that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That, that, that it violated free speech and and and and like you, presumably you talked to Sam about this when he decided to leave.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Well, I talked with Sam many times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Know he's such an incredible thinker.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:12:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Respect him so much and you know, I was very clear about our logic and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Why? You know why we have to have a content policy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And I think these things are complicated. If you're not inside a company, I think look, things have over the last few years, it's become very, very clear, I think to to people why companies need to have a content policy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[His reasoning was the 1st Amendment should do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That's that should be the policy and. And yeah, I mean we we disagreed so and and we weren't going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, we weren't going to change our minds to keep two or three creators as as painful as that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But again, like I am really proud of our content policy and I think I think more folks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know should should do that, especially like emerging tech companies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I wish more folks did that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So. So look, it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:13:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's a bummer and and I I I wish Sam was raising money on Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Pitch was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Awesome and straight from the heart and right on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But sometimes you know you have values based disagreements like that, and that's what happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Putting out any idea into the world, especially a platform like this, is going to create friction.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Put.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Even though your intentions are good and by large it serves people well, there are going to be critics. That's normal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Part of the process our show gets criticized.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And you have been criticized for a variety of reasons.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Me. Just start with one of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A critique is that actually almost nobody on the platform makes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A serious living there was an article that came out in 2017 I think was called. No one makes a living on Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, it said something like, you know, 80% of the creators who shared what they earn make less than the federal minimum wage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, I'm not sure that's criticism as as much as just as like a a statement.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:14:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Perhaps it was meant as criticism, but like Patreon, I think is solving a very specific, clear problem.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[One of the problems it's not solving.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Is the demand curve.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We can't solve supply and demand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Umm, we're also not solving helping everybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Find.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know new fans, these are really hard problems that other companies do way better than us right now, actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And we were very narrow in our focus of what problem are we trying to solve and the very specific problem that Patreon set out to solve early was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you're a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You're reaching millions of people and you're getting paid 100 bucks a month in ad revenue.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Great Patreon is the platform for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But if you're not reaching a million people or it doesn't have to be 1,000,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:42](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[If you don't have an audience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Actually, patron doesn't work so well for you at all. And so I think it's totally fair to like point that out. And I actually think it's important to be honest about that like we want to be honest with somebody expects they're going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:15:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Come on to Patreon without.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Having found a thing that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That you know, resonates with people, you know, that's that's not a problem that our product solves. And and I actually if we were to try to solve that, it would be incredibly defocusing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think we'd end up doing worse at our mission and at the end of the day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know the The thing is, there are now 10s and 10s of thousands of of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Who are you know, making a lot of money on the platform and and building media companies and and leasing office space and hiring teams. And now there are creators making you know millions of dollars a year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[On Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But we're not. You know, we're not going to solve the product market fit problem for folks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So one of the challenges that that you guys?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Had to deal with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Over the years is how to roll out changes to your revenue model because inevitably users, you know, they don't like it when they get used to a certain system and it changes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:16:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But a few years ago, you you kind of ran into some trouble when you announced that you were, you were going to shift the the way that that processing fees were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Were being handled, so I guess instead of the the creators paying the processing fees.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The patrons would have to pay them on top of a of the subscription fees that they were already paying and and and that caused a backlash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Right there were, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So that that you were very kind about it. Thank you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Describing the backlash about patrons paying fees, that was the worst product rollout in the history of the company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And it was, I mean, backlash doesn't begin to describe how it felt from the inside.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, there was a tweet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At me every two to three seconds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Probably 72 hours.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, equating me to the devil.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Mean it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It was very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Anxiety inducing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It cannot be fun. It's not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:17:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's no, it's. It's the opposite of fun. But but we learned so much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[About.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know our community and product development and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And communication and and and how to talk to our creators. And so the next time we we rolled out something like that, you know we literally talked over 1000 creators first, which we did not do that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We did AB test.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And like we got the data and the data showed that actually it was a great thing. But that's different than talking to a person and hearing them react to it and hearing their feelings about it like, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You can't just disassociate that from the product experience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Have you become profitable yet?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sam, are we talking about profitability?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I also, yeah. So no patrons, not profitable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Tracking toward profitability.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:18:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[We're burning money every month, but actually the business is like very healthy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Financials are are very healthy and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And to help the business, I I guess last year you rolled out a new payment plan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[For for the creators, which is a tiered plan, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[They, depending on like the level of service they get, they pay either like 5 or 8 or 12% of the income that that they get from the site. Is that right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, this new plan, the, the, the three creator plans that we rolled out have amazing adoption creators.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Are are, you know, opting into those those more feature rich products and and so it's it actually has like changed the business. So like we're gonna keep adding features to those. So I mean if we're gonna keep building out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The product and building more things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[But I think very you know very clearly like yes, this is this worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This allows us to scale and be healthy and be a long term meaningful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Company and how many?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:19:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Creators are on the platform now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of thousands, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's a little over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[100,000, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Who are getting paid?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, I imagine that that this covad era has been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A blessing for? I mean, it's a horrible situation, of course, but all of a sudden you've got people at home, creators who cannot tour, who can't play in coffee houses and you're not. You know, it's not like stadium level bands are going on Patreon, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[People who.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Might play 100 people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Now they can't do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Have you had a massive spike in people on boarding, I mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yes, it's it's been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It's been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Wild to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean, the pandemic has been such a brutal thing in the world and it's it is so weird to think about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know it is true that it has benefited Patreon and and that dichotomy is very strange for me. Like I I think that the way I'm I'm trying to think about it like I'm glad something like Patreon exists.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:20:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So you catch creative people right now in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[A moment like this, so for example.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Example AEG, Live Nation both cancelled global touring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So very suddenly, there are these creators who are looking forward at a year or two of, you know, touring and hundreds of thousands or millions or 10s of millions of dollars of touring revenue that evaporated.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Over the period of a week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so the the, you know, the level of launches on Patreon are what you could expect in a situation like that, not only creators, you know, launching on the platform, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Triple digit growth month over month in podcasting and music and things like that, but but also patrons like stepping up and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And really doing their part, I think a lot of people are looking for a way to help right now and and patrons are too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And there's like a really easy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That they can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[When you guys think about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know this path and where you are today?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:21:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[How much do you think that it has to do with with your intelligence seal, hard work and and and how much?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It is just luck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean my opinion on this is largely like if you're fortunate enough to to be to fall in in order to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Billed as part of a community that is this excited about, an idea, I felt like if it wasn't us, it was going to be someone else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And so in a lot of ways.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[At least personally, I I feel like very appreciative of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Sort of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You could call it luck to of the timing and the opportunity to do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I also think just to to the general point of your your question like we wouldn't have been able to make it if we didn't work extremely hard from the get go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You know, I've done 1000 things in my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Nine, you know, 199 of them haven't worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was one that happened to work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:22:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Was I?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Did I make better decisions with the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like no, I mean it just was like there's a lot of happenstance and circumstance and and, you know, seem like killed ourselves to like to, to to, you know, do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Of course, I love this attitude too, because it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It puts us in a place where I think both of us feel immense sense of responsibility and that we have to be great stewards.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Right of both creators and and the opportunity and even our teams that are helping us along on this mission. And I think we take that very seriously.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And by the way, one thing that we haven't talked about, which is like quality, like how serious are you guys about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The quality of of the stuff that's on Patriot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Done. I mean because I mean you've you've been on YouTube, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There's obviously there's there's great stuff on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[There's a lot of really awful, mediocre stuff on YouTube as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean does.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:23:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Does it bother you if someone uses Patreon to put like I don't know, like terrible music or terrible art or whatever out into the world like? Or do you just not care?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Oh God, I, I mean, we would never.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like judge, the quality of somebody's art and have that be an input into a decision whether to include them in in payshot like that, that we would of course never, ever do anything like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[That I actually find it so awesome too. If there's something so tiny.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Niche that only like a handful of people's passionately care about right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Feel like that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In effect, is sort of how we piggybacked off this whole movement on the Internet that allows any community to find within an interest group some set of folks who care so deeply about that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[So yeah, like Jack said, like why.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[In.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[World would we ever care about that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I mean we, the, the the beautiful thing about the Internet is that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Suppose you're a total weirdo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:24:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like suppose you make stuff that like in your life in your town, nobody in your town like your music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Nobody likes it, like only one in 1000, people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like what? You have to make like great on the Internet. There are literally millions of people who will like your stuff if your ratio is one in 1000, you can get millions of fans and make hundreds of thousands of dollars a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Like that is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I love that about the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I think that's such a special, weird, wonderful time in in the development of of humanity to to to be connected like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Let's check Conti and Sam Yam Co founders of Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[What is the weirdest, most niche patron?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Site creator that you've seen like just the most odd niche thing that you can think of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[One of my favorite examples of this was just like I don't get ASMR at all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Right. Yeah. You don't get handsomer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Don't get it like it doesn't work for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:25:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You don't get it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Not at all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[It does more of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[My brain is not tinkling right now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm getting the tingles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I don't know what you're talking about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You're getting it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:06](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[You have ASMR people on on there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, it does really well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And people pay for it monthly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Yeah, maybe I should get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[On it, this gig doesn't work out for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Doing asmr Patreon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Don't quit your day job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Hey, thanks so much for listening to the show this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

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[01:26:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Also on Instagram you can follow me at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Dot Ros.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This episode was produced by Rachel Faulkner, with music composed by Ramtin Arablouei.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Thanks also to Liz Metzger, Dareth Gales, JC Howard, Julia Carney, Neva Grant and Jeff Rogers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:56](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[Our intern is Farah Safari.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:26:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:27:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[And you've been listening to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:27:01](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:27:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:27:08 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The world was shocked when pro Trump extremists stormed and seized the US capital throughout this tumultuous.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[01:27:15 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)

[The NPR Politics Podcast has been there every day explaining and making sense of the news. We'll be doing that through the final days of the Trump administration, as we all try to understand how this moment happened and what will come next.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUk)