# Audio file

[Ring Jamie Siminoff.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[Hey, just a quick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Up before we start the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[There are a couple of swear words in this episode, so you may want to keep that in mind if you're listening with kits. OK, on to the show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[We start hearing. It's like the week before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[People are contacting me and saying it's not working and their video was coming through like an old TV like tuner like it was like all like lines through it and just you couldn't see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[The picture so most of our units are now in the field with customers that not only do they not work, but we can't change that software on them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[They're basically bricks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[You cannot fix the ones that people have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[You can't rewrite the software on this chip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And so this was like the end of the world. Like, this really was basically the business is over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[From NPR, 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_gUc)

[00:01:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm Guy Raz, and on the show today, how Jamie Seminoff figured out how to answer the door with his iPhone and how that little side project grew into ring, a business he sold for a billion dollars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[From time to time, all of us have to do things we'd rather avoid, like go to a party. We don't want to be at or meet a friend of a friend, of a friend who really wants to meet us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[But I'm willing to bet that more often than not, when you do do those things, the outcome is actually better than you expected.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:01:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And sometimes it can be life changing as it was for Jamie Simonov, the founder of Ring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:01:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The company that makes the famous video door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Bell several years ago, Jamie was struggling to get ring off the ground and he wasn't feeling particularly confident.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[To the contrary, he was feeling like a failure, and around this time a friend of a friend who wanted to launch a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Asked Jamie to lunch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The guy needed some advice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And Jamie, very reluctantly went to that lunch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But if he hadn't, there's a pretty good chance we wouldn't be telling his story today, you'll hear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[About that lunch a little later in the show. But if you know the back of the envelope account of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[You'll know that he invented the ring doorbell in his garage in LA, and then seven years later, he sold his business to Amazon for a billion dollars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But the path to getting there was actually really slow and really messy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Full of bad business ideas and some good ones that never got traction.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And as far as the ring doorbell goes, Jamie didn't invent it. To put it on the market.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:02:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was a home improvement project. He invented it to help him hear the doorbell from the garage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[For now, what you need to know about Jamie is that he grew up in Northern New Jersey, where he admits he kind of floundered at school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But where he thrived was at home, tinkering with stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I would come home and go in the basement.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, I had RC cars which were like radio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:03:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Control, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So I had all these like the clod Buster and the frog and the like it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh, the frog.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:03:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:03:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, because this was a time where you wouldn't just go to the store and get them all made. You had to buy the components for the radio controlled car and be like you would go to hobby Shop or RadioShack and put them together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes. Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:03:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Chester hobby and I would go there and it was like a big thing to buy one. I mean, these things were like expensive and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. Oh, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And they would break like the greatest thing about them is that they broke almost every time you use them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I had to fabricate parts, fabricate tools, you know, and I wasn't like, you know, a kid saying I'm going to fabricate a tool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:03:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just like my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Frogger is broken and I want to go play with Andrew down the street with his like, I need to fix it. And so like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I just had to do the stuff and I learned like, that's how I learned.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, I learned electronics from it, you know, from the speed controllers, the servos I learned gears and mechanical.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:04:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's it's probably looking back at the RC cars might have been one of the bigger influences in my life of that, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:04:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[What we're going really, we're geeking out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We're getting really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:24 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[In into hobby, kind of like servos.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Going to servo motors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Remember those things?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:04:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:04:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[People are going to be like this is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Weird, but I think I guess the point of though is like it's like how things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, yeah, the fundamentals of how things work even in like as you know seems it more complicated, more computing like still the fundamentals are the same.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So when you learn the fundamentals, it's incredible how you can sort of go up the stack and do more complex things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:04:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you were that kind of kid, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it sounds like you were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Maybe not like a video game kid, necessarily.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Maybe a little bit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I yeah, all I wanted to do was be in the basement, just building stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I had like, yeah, like balsa wood, like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:04:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just tinkering.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Pre 3D.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[You could make anything out of also wood like you could just shape it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh man, I made AI made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Bridge with balsa.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like with the little Exacto knife and cutting it at angles and then gluing them together or just pushing it right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. And in high school, I had this architecture class and in year 3 of it, you built the house that you had like art like you like. First of the architecture you like, do the whole plans and then you actually built a model.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And the model that I built, I remember I wanted it to have cedar shingles and my teacher's like, you can't do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's gonna take too long and I'm like, I have to have cedar shingles. And so I cut individually out balsa wood shingles and glue them onto this house. And I I I don't even know how many hours it took me and I don't know why I did this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[00:05:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[For people listening who have no idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Talking about it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:05:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Of like taking 1000 garlic cloves and slicing them very, very thin for hours and hours.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:06:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So model cars, balsam.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[That was your thing. That was what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You love to do and so you are not a great student, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[You know, OK, student. Like what? BS and Cs?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Yeah, like B&C's. And then what happened?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Land Rover did, like a thing in my town. Like they brought new cars to it and my dad and I just went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like in the park and this Land Rover Defender, 90.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Was being brought into the US and it was like it was seeing that thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I can still picture myself seeing the like this at this moment like it's in my head right now and I said to my dad, I'm like, man, I would do anything to have that car.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Dad goes get straight as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I literally did I the first semester. I actually got 1B.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I was devastated and my dad said I'll extend it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then I got straight as the next semester and it was my junior year, which ended up being super critical for college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:06:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Admission. And so it was this amazing thing where, yes, it was a bribe, but it helped me so much in my life because it's helped me get into probably a better college it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was kind of an incredible thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You've got the car with straight A's and you go off to college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[Went to Babson College, which?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:07:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Not a super well known school, but a mainly focused on business and entrepreneurship.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How are you as a kid who was a tinkerer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How did you think I wanted, like, work in a business?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Were you selling?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And I mean, did you were you kind?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Doing businesses on the side before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[You got there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:07:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was doing like lots of entrepreneurial things, but not realizing they were like entrepreneurial.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was on the way to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:07:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was like, you know, that we lived in a place where there was horses and so on. The way to school. I'd like shovel people's horse stalls out on the way to school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Can make like a couple 100 bucks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Week doing that and every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Parent that was in business or did anything I would talk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:07:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's kind of funny looking back, but like my friends would all be, you know, down on the couch playing games. And I'd be like, with the dad talking to them about business or tying like I wanted.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:08:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[All this stuff and the way I got to Babson was I used to drive this kid to school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Who was like the wealthiest kid in the town or whatever?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I never being in his kitchen 1 morning and he was always late and the dad came down who I like really looked up to and always wanted to talk to him and he said to me just kind of off the coffee and he's making his coffee. So I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Where you're applying for colleges and I gave all these colleges that were like liberal arts like, you know, just sort of general colleges.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:08:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Babson literally just been thrown into my list.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He goes, huh Babson.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know what cause the most interesting and successful people I know went there and then he just goes back to doing his coffee. Whatever I drive to school, drop this kid off, go straight to the counselor's office and I'm like I'm going to Babson.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Do I get?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[What do I got to do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:08:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:08:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I heard that from this guy and I was in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:08:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you get to College in the mid 90s and you had this kind of background and tinkering and electronics background.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Should be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Kind of taking stuff apart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:08:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We're still kind of doing things related to that. When you got to college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I was a little bit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[When I got to college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[I sold electronics on the campus, so I had a a company called Gadgetronics.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know gadgets and electronics, TV, stereos, all that kind of stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[Hustling. How are you getting your? You were like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Electronic components and selling them on campus.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I found there was a girl at school and her dad had a electronics store in Houston, TX.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And yeah, I was able to convince him to sell my stuff at a lower.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so yeah, it was basically like I wasn't trying to think about business in the way of like I'm going to try to create a career or some like company. I was always just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:09:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Wrestling, you know, it's always like doing stuff and thinking about like, where's their need hustle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Their need hustle, hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[A buddy and I in college, we put posters up all over the place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know for $15.00 an hour we'll do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so we pay kids $10.00 an hour and make the difference.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:09:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Is Wellesley, MA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Nice town.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The horrible things people would have you do for $15.00 an hour, it was pretty unbelievable. But you know, we were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Happy to make you know, make a little spread and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So so you were like task rabbit before task rabbit?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Yeah, yeah. But but doesn't sound like it was like build my IKEA furniture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Sounds like it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:10:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The best one would ever, and we would obviously also sometimes want to make the $15.00 an hour, so we would just do the work ourselves as well. And so one of them was this huge hillside.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Of Poison Ivy and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like can you just pull?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This Poison Ivy out of this hillside, and we're like hell is, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:10:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like for like 3 weeks, we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[For 15 bucks an hour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Here at the time, it seemed like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[You know beer money wise, that was like that was very good leverage on the dollar so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:10:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:10:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you graduate and I'm assuming you like a lot of kids who graduate from Babson. You're thinking, all right, what am I going to do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:10:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So what did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So I got contacted by like a friend of a friend and they were opening up a hot dog chain in Hoboken and wanted a business plan to raise money and they, you know, kept asking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Would you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And I'm like, no, I don't listen like and they're like, well, if you would, how much would it be?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I'm like, I don't know, $10,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To help write them a business plan for their hot dog company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:14](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:11:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes. OK. I just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like $10,000. Like, I mean I literally was like, you know, like a joke. Like, sure for $10,000. I'll come do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

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

[00:11:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I'm like, OK, done. Like for $10,000 to do anything. I had no idea what I was doing. And so I started doing this business plan, which I guess I think it ended up being, I guess it was okay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then I from that I got other business plan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Jobs. And so I started a company called your first step, which was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Business plan company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Oh wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So I kind of started doing this thing and I just every because I didn't like doing it. I kept sort of raising my price and people kept paying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was duringthe.com boom, too, so people were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Yeah, a little.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Had lost touch with reality.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:11:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, but how hard do people find out about you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You're this is Hoboken new.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You do a business plan for a hot guy and then how do you get your next client?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So just it's funny, just kind of like and again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To have the world know about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I just need to have the next job know about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it was, you know, and I was doing these every couple months. So it wasn't like I was doing hundreds of business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:12:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Doing a few and by the way, this was the this was the era before, like a business plan today has got to be 5 slides and that's it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That's what people want to see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[This was like kind of, it's like like the clip art era.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:30](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[No. Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The clip art market.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, it really was, was funny. You got a lot of points for how it looked, so I ended up figuring out that I could get a book binder, which was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Thing that would make it a hardcover book.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Physical business plans, of course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is not this is not a business plan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Ohh yeah yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I realized if you made them into a physical book like you just gave that to someone, they were like, wow, this is real.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Is good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And everything inside of it was just crap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:12:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Mean it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[How would I know what to do with a business plan like I and again looking back, if you needed a kid to write your business plan, it means you didn't understand your business like it was just it was bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And I think I read that that around this time like this is like the late 90s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Somebody actually asked you to to work on like a random business plan in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:13:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In Bulgaria and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[There and it was like January, February of 2000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:13:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I think like for my type of brain, those places were like they were like empty canvas to an artist going to a place where there's so much that needs to be done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:13:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[My brain wanted to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[There's just so many businesses, so many things you could do because it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:13:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Things are just kind of coming out and people are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[You know, there's just everything is needed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:13:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like it was pretty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:13:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So. So I go there. I do this business plan and then I meet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:13:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[A guy who's doing voiceover IP and so that was like my first transition from, I'll say from being like this service business to actually getting into a real business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[This is the early days of voice over IP.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:14:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:14:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Burly somebody's like. Hey, I want to do voiceover IP and make that the new telecom of Bulgaria. Was that the idea?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:14:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So what happened was is all like there had never been the ability for a individual like a a not a true either a government entity or a giant telecom company to send a call from one place to another.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:14:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You needed physical lines and like I mean it was like you really had a boat like, you know, putting copper through the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:14:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, it was like and so with voice over IP did is it allowed literally like 2 guys in an office to deploy these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Gateways and send a call from the US to Bulgaria. And So what you could do is you get local phone lines, you would get a little apartment and you put this box in there and you'd send a call through the Internet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:14:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then you dial it out locally and the your cost was the Internet cost plus the local charge, which usually was basically free.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:15:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So now I call the Bulgaria instead of being $0.25 was the cost was called a penny and so you would sell a phone card against that and you would. And this is what sort of opened up all telecom globally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So you decide to stay in Bulgaria, I'm assuming and like pursue this idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:15:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So when I got into this, I ended up basically being a nomad because eat once I got a place started and going, I didn't really need to be there that much longer and the partner was basing the US and and he understood the technology and I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:15:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:15:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The one who I wouldn't even say I understood how it is. I was just willing to like, I'll just go and I'll make this work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:15:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, I'll figure this out, but but as I understand it from from what I read the business kind of goes into this like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

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

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

[Like initially it did really well and and you were able to expand to a bunch of countries and then?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:15:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like the guy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:15:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Who you partner with, who understood all the technology like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:15:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He I guess he got into like some money trouble and took off and things kind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Fell apart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

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

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

[00:16:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like were you able to salvage it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:16:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[My partner ends up this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know he's gone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I have this network but I didn't understand really how to run it and across the street from my apartment in New York was a Barnes and nobles and I went over and I bought this Cisco how to voice our IP book which was like 700 pages.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I read the entire book cover to cover to figure out how to program these gateways so that I could turn them back on so that I could run this network because it was the only way to get out of this thing was to try to sort of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:16:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There's people that I owed money to that said, you know, you owe me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I said, listen, and this is a good lesson for the rest of my life, which was, I want to pay you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Work hard to pay you, but if you shut me down now, I'll never be able to pay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like we just have to work this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Together and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:16:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Through doing that, two things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[One is I got the business going started up again which was which was great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:16:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The second one was I actually understood again that like going back to the RC cars, I understood like really how to fix them. At first I didn't understand what I was doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

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

[00:17:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[When the business collapsed, I literally had to learn the other side like I had to like, read the Cisco book and understand like I understood why.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Over IP now to me, before this voice over IP was just a protocol that was doing something that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:17:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[Now I understood why it was so powerful. How you could send calls, how you could do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:17:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:17:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That really like that, you know? Then I became like a voice of IP technician and engineer and architect of networks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So I started building this back up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:17:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then another kid who went to Babson had been doing a phone card business that didn't have a network.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:17:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was a network without a phone card.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:17:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Customer I had the logistics, so it was like putting together the supplier and the distribute, you know, putting that whole thing vertically, integrating it. And so we both saw the benefit of that, put it together and you know it was good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[How long did you do that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[That was 2000, emerge in 2002, and then I think I sold out in 2005.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[It's like 3 or 4 years with him that I sold my steak out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And you were, by the way, living in New York at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:18:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[No, I was living in California now. We moved to San Diego. The company in 2000 and two or three. So that brought me to California, which I then met my wife who was in LA. And so that kind of kept me here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And we should say you didn't do too badly on that sale.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Think you walked away with about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like $1,000,000 right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yep, by the way, were you were you making money in all those years, were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Were you being paid?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I took like a founder's salary, not AI, wasn't driving around like in fancy cars, and I think at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I I think when I got the money from the sale maybe had like $5000 in the bank or something. I mean I was always sort of just you know scraping it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:18:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But now you've got a nice chunk of cash and was your idea to immediately do the next thing, use that cash and start the next business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:18:59 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:19:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it's like when you say idea, it sounds like I was planning things out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[For a long time, I think I was more like a snowball, just kind of flying down a hill trying not to crash into something that was going to \*\*\*\* \*\* up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I yeah, it wasn't as purposeful as like all I'm now going to do the next company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I had already started playing around with voicemail to text at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I'll say, I just moved my focus there because I didn't have anything else to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I just kind of moved the focus to that and kept and and really kind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:19:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Doubled down on that business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So tell me about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How did that idea even come about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So so it's, you know, the BlackBerry is out, people are, you know, clicking and stuff and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is like what 2005.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Five. Yeah. Going into 2006. Yep. And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[You have this idea to transcribe voice mails.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How did you come up with that idea?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:19:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I was with like a friend mentor this guy, Bill Wachtel, really successful lawyer in New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:20:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We were just kind of, you know, we're go out to dinner and we were sitting around talking and his son was there and it was like, you know, the dads yelling about a voicemail message or something and sitting on his BlackBerry. And I couldn't thinking about this, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I just kind of blurted it out and said what happens if you could read your voicemail?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And he was like, that'd be great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Like, let's do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He's like, let's do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so that was that started the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was like one of those like we'll just do a 5050 done like we're just going to do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He helped fund.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And because I understood voice of IP.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I understood the telecom networks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So again, like this is building.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I had some fundamental knowledge of how to route a call, how to build a voicemail server.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I literally built a voicemail server and we built this little system to be able to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Transcribe voicemail messages and then send them to you as e-mail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And what was it called?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was really called SIMUL.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Simultaneous transcription. Again, I, you know, like gadgetronics you're seeing probably a trend here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:20:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:20:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then we renamed it to phone tag because we realized that SIMUL Scribe is a terrible name.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know it wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Wasn't gonna be the biggest company. The world still exists today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[An interesting service, but yeah, it wasn't, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And who are your customers?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Who are you going to get to use the service?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So the the original idea was that we would go direct to consumer and so we literally would just, you know people you could just go to phone tag and and you could reroute your voicemail to us and pay us 10 bucks a month or 30 bucks a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I can't remember.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[It was a website that you would this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Pre apps. Yeah, yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is exactly this is pre apps, mostly BlackBerry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then we went to AT&T and Verizon and Sprint and tried to get them to add it as a service that they could add, which was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Great. You know, lesson of if you're a small company trying to do deals with big companies is it's always guaranteed to be a kiss of death because they just take so much time and so much energy out of you. And it's so hard to get something to happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:21:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:21:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Real slog of a business, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:21:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you have this business and then from what I understand and I think anyone listening here could could see the foreshadowing coming, Google Voice comes out with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Free service.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To to transcribe your calls for free, and I if I'm you, I'm thinking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We're done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We're sunk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:22:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, I think I thought even worse than that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes, no it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[It was a tough day and it's one of those funny things. 'cause I on the outside, I had to come out and be like this doesn't matter. We can fight this like we're bigger than this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:22:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:22:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like we're so screwed, like we are done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:27 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Remember when you found out about Google Voice?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh my God, I remember writing this blog post that I wrote that morning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:22:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I like, it's like almost a movie where the person just smashing the keys, they're just writing so fast.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[What did you write in the book?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I basically wrote that there's no way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You to do this with the way telecom networks work and that they will just end up having to lose money on this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Google. Yeah, but sounds like this is like an angry screed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Google, of course, is going to crush you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, it was like the IT was the writing was on the wall.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Mean it was like, you know, it was, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:22:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Why would somebody pay you $10 a month when Google is offering it for free?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Free is a better price than $10.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Better by $10.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You can actually put a number on that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:23:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I found this small public company called Ditech, which they were in the telecom business selling services to carriers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:23:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We sold it. I mean I was able to sell it for to get this sort of investors their money back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I read they bought it for $17 million, which to most of us sounds like a ton of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It wasn't actually a ton of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You gotta read between the lines. So like I was, I mean something. I've always been sensitive to is like the fiduciary responsibility to investors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Got it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I did get every dollar back to every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Investor. So no one made money, no one really lost money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Exactly like like let's put out of the 17 I got basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I got, I got my the money I had invested. I got back to, which was amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Zero million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:53](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:23:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so then I came up with my next idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:23:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know which is? It's like almost. It's like going through like, this is almost like exhausting of like, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Then I found to the next one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. Well, but it sounds like that was kind of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I mean, you sell a company, but you come up with things and it sounds like you're kind of restless, which I think many, if not all the people have been on the show are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[What's this new idea?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So this was unsubscribe. Com. Yeah, which is the spam had been solved, but spam meaning like the emails that are like not legally sent basically so like those those have been like sort of the filters for those have been really tuned to get all that out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:24:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The problem you now had was like it's legal e-mail, but it's filling up 50% of your inbox.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I got this idea of if you could automatically unsubscribe from things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You could clean out 50% of your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You could give back time to employees or yourself and sort of make a service around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:24:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It is still to this day, I think one of the best products I've ever done in one of the worst businesses I've ever been part of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like the the financial side of the business is as bad as it gets and the product was just awesome.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So just to clarify today on my Gmail it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Google will say, hey, you're not reading this thing. Do you want to unsubscribe?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:25:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it was that before that, so there wasn't that feature.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Gmail you basically get the button like you have now and it'll be like a little. It would show up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Actually insert the button through an extension in your browser.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So every time you get an e-mail from somebody, DuMont, you just hit the unsubscribe button that you had on your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I got you exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And what's your business?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You try to sell it to companies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, it was like a per.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The idea originally was like a per seat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, if you take 50% of someone's e-mail and clean it out like the amount of time, times X number of employees like you can kind of figure out this return and it just everyone agreed with that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just didn't wanna buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so just ended up being like a business that no one wanted to buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Everyone loved it. They individually liked the idea. They just wouldn't buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:25:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I played out every which way I thought the business could go like we could be this we could do this like and I couldn't figure out how to make the company bigger than like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[$30 million in revenue in the next, like 3:00 to 5:00.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So yeah, I'd raised 2,000,000 venture capital and if the best you can do like if just the whole world was behind us was like 30 million in revenue.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And that's when I realized like this is, this is just not going to end well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's it's not going to be able to make enough money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:28 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So what did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I I fortunately through just meeting people and stuff, met someone who is in the identity space.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[What's the identity space?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like LifeLock, like that kind of identity. Sorry. Identity protection, space called trusted ID. And we had built a lot of tech around this, and they thought it'd be a great additional thing to add to their customers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh yeah, I gotcha.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:26:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[If they can add this as like another feature you know we have this this, you know credit card this and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I don't think that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:26:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Subscribe and so for them it was like we could just add this as another feature.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[And so I was able to in essence, you know, dollar for dollar again like this is you know this is if you're following the trend line here, this is not good build business up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Get investors their exact dollars back like this is not a, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So you get an exit, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[This is not like the because a lot of times when people think of, they'll meet someone and they'll say, yeah, I sold my business and a lot of people think, man, that person is like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes, you know, you know, actually most of the time when people say I sold my business, it doesn't really mean that they walked away with lots of cash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, a lot of times there's people like me who are basically getting the money back to their investors or even, you know, getting half the money back to their investors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know it's like fortunate in some ways.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was able to get the full money back to investors both times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you are in your late 30s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You don't have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Money, but I'm assuming you're thinking OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I gotta figure out the next thing I'm gonna do, or I gotta get a job or something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:27:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So luckily on this one I I call it my entrepreneurial midlife crisis. I remember having this just like, you know, almost like this collapse of I keep doing these things that I invent, something I get excited. I get into it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I also get it as like railroad tracks like once you raise money for something, you turn the road into a railroad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And what I mean by that is you can't turn and so like unsubscribe like I realized pretty quickly it was bad. But I'd raise $2,000,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like I'm on a railroad track now, which is going to burn up time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Seem to be the phone tag like you know I I I wasn't passionate about voicemail like I thought it would be fun to do. And then all of a sudden I'm in this thing where I'm like, slogging everyday.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:28:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I kind of sat back and again, this is by far the most important part of my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I realized that I was an inventor and not an entrepreneur.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And by that I mean entrepreneurs want to build a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Inventor wants to literally invent a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Product or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To just get it out there and I decided.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:28:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:28:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[From that I'm just going to go to my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hire a couple kids.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And we're just going to build ahead all these ideas that I've been writing down in my phone and the notes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I'm just going to start to play with these and try to not get on a railroad track.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Play with them long enough to see what actually becomes something. It has the ability to become something meaningful before going sort of too deep into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:13 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:29:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It all right, so you say I'm going to go into my garage and hire a couple of kids and like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[You say kids like am I?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like out of college kids like like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Employee number one John Modestein lived in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Never always joked, never got West of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:29:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I literally flew the kid out here and he I bought him a bicycle and he would ride from his apartment to my garage to work on the stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And to and what was your? What did you say to him?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:29:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Said hey, I don't really know what the next thing is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I just want to tinker and I just want you to help me do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That what you said?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Basically, I mean I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:29:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I had to at that point I had him working on a thing called Snap Garden, which Snap Garden was this idea of building modular thin tiles that would go on your patio and that you could grow food or grass on or whatever with a centralized watering system.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:30:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There just be like rubber mats that you could just have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Sections of a garden on I love that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:30:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I want that especially now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You could have tomatoes and parsley, and like you know you have, like mint and all the different things and and on your sort of patio in your apartment. And my whole backyard was growing tables trying to figure out how to grow on these, almost like a Saran WR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I mean none of it ever worked, by the way. But it we, we we were trying all this stuff and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In these ideas were just like ideas that would come to in the middle of night, and you write them down a piece of paper like because we all have crazy ideas. But you're like, I've got a bunch of these ideas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:30:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And this is the one where you thought this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:30:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Had like 4 or 5I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:30:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I had a conference call idea called POKEY Poke that would call you when your conference call is about to start and dial you into the conference call.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I love that I hate conference dialing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So pokey poke we had, pop the portable power, which was a big battery that you could like, sit on a table and charge all your phones.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:07](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So there was there was different things you and you just hired a couple people and I'm just trying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Understand was your garage?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like full of like soldering irons and like a a horse like what is called Star horse and like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So yeah, no, it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[00:31:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like we were just kind of like, I mean, there was ideas and then we were like, we're going to work on this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Going to try to do this with snap guard and we're going to try to do this with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Mean it was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, looking back again, like you're kind of exposing, like I don't think I'm a great sort of operational manager because yeah, I don't think we really had a plan for that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Try snap garden and you just cannot get it to work. It's you and two, like recent college student graduates.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:31:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Kind of trying to figure out what to come up with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:31:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, nothing had been working and the the one big pain point I had, which was a personal pain point, was every time a package was delivered or someone was at the front door to visit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Now people are coming to my office, quote UN quote, which is, you know again my my garage. I I I called it our our two car office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Called it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[My phone didn't get signal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And the doorbells, those wireless ones, wouldn't reach to the garage just like through. They would go through all the walls or whatever it might.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Garage was like a little separate unit, like going to a back alley and I couldn't hear it, so I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[When someone at the front door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And you know, that was the greatest position to put myself in looking back because that's that's what sort.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Started all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[When we come back in just a moment, how a random lunch meeting with a friend of a friend that Jamie reluctantly takes ends up leading to the luckiest break he could ever ask for. Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:32:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hey everyone, just a quick thanks to our sponsors who help make this podcast possible. First to DuckDuckGo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Do you want the same Internet but more privacy? DuckDuckGo can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[They help millions of people like you get privacy online without any tradeoffs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[With one download you can search and browse privately.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Trackers DuckDuckGo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Privacy simplified.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Thanks also to LinkedIn learning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[A lot of things are changing in our professional.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:34](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:33:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So LinkedIn learning wants to give you a hand with skills that can help you and your career.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:37 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:33:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They have more than 16,000 courses taught by industry experts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Learn skills like how to master working from home entrepreneurship foundations, or how to be a resilient leader, to name a few.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:33:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:33:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So keep learning the skills that you need to rise to any moment and try one month free at linkedinlearning.com slash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:34:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hey all, I'm Sam Sanders, host of. It's been a minute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Is a lot going on in the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So on my show, my guest tonight make sense of the news and culture through conversation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It feels like we're living in three movies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[At once.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That's a good one to put it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Feels like a mic judge movie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[It feels like a Spike Lee movie and it feels like a Michael Bay movie like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:34:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Every Tuesday and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Listen and subscribe now to it's been a minute from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it's around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[2011 and Jamie Simonov is madly tinkering in the garage, trying to come up with a brilliant new idea for a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And in the meantime, he's trying to solve a problem just for himself, which is how can he hear his doorbell if he's all the way in the garage?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:34:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And he thinks maybe he can rig up something with Wi-Fi.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Actually, it's funny because I looked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[A Wi-Fi doorbell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It wasn't a immediate I'm gonna invent.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:35:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Doorbell. It's let me buy a Wi-Fi doorbell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:35:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[For one, they weren't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There were chimed doorbells.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just a chime, a wireless chime.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So the problem was none of those would reach to my garage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Oh, you couldn't hear it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You couldn't hear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So that was that was like the greatest thing ever, because if one of those reached to my garage, I'd probably be still trying to build gardening things for people's porches.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you wanted something that went to your that made a chime sound on your phone?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Correct. I. And then I thought like, I mean you have the so now like now I'm starting to invent you know, it's like I have the phone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Wi-Fi cameras were starting to come out, so it's like, why not have a camera that you could talk then also that would go to your?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it's like, oh, now this, like, I'll take the intercom and I'll take the doorbell concept. And the fact that I have this phone with me that's on Wi-Fi and I'll put it all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:35:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And that was I started building this gigantic thing that I was trying to \*\*\*\*\* \*\* my front door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[All right, here's a question at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Video doorbell like a video intercom, existed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They were expensive, but it existed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Could have installed that, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So a wireless version did not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, you're talking like expensive meaning, like probably installing a like a video intercom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, that was like a states have that. And so like it's probably like, you know, thousands of dollars and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is not a consumer product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:36:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so there's nothing like for me to have to do this. And I just like anything when you're naive, which naive is such a great thing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I just was like, I'll just build.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I just like sat down at the bench and got the soldering iron out and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Started to like break things open and put them together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[What were you building a camera in a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Compartment like plastic casing that you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So we had a 3D printer, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:36:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:37:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I took a Wi-Fi camera like an off the shelf Wi-Fi camera off the shelf button. I was just like hacking stuff up to just try to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:37:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And again, it's the funniest part. Is going back to that time. I had raised a little bit of money for. It was called Edison Junior was the lab. Like my garage lab.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Called it Edison junior.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You raise money and oh, the idea was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Anyone who put equity into Edison Junior would get something back if Edison Junior came up with something and just just so so you could get a Wi-Fi camera at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And it was relatively not that complicated to get that image.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[On your phone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[00:37:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so you kind of created a doorbell with this camera.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That would send a signal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:37:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To the Internet and then back to my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:37:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[OK. And how?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How long did it take you to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Up with this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:37:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Playing around in 2011 like you know, like literally just like hacking around with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was basically like 2000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:37:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I had like a real working model and I said real working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:38:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, so very, very rough, but like something that actually you could like see it work and kind of get an idea of what this was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:38:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I I want to kind of push back a little bit because I cannot believe that you did not think that this was going to be the product that you guys are working on. You're telling me that no part of you thought that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:38:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[No, it wasn't like it wasn't like I hated it and thought it was something stupid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:38:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:38:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Was so myopic because it was fixing my problem.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:38:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so The funny thing was, as I'm building this doorbell, because the doorbell is for my home, not for Edison Junior. In terms of my thinking at this time that I'm fixing a problem for me, I wasn't actually wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:38:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Ideas on a piece of paper? And so I did it on nights and weekends because I didn't want to take time as a fiduciary away from the work I was supposed to be doing in the garage for Edison Junior.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:38:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:38:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just that's like how little I sort of thought of the idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Second time and what's totally crazy to me is that I think around the same time you came up with like yet another idea, which was I think it was to like, launch a crowdsourcing website like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Like your own version of Kickstarter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So at the time you have Kickstarter and Indiegogo was just kind of getting going and Kickstarter was the big one on this pre buy, you know, crowd source kind of thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Kickstarter kicked off all the hardware.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[People at this point this is 2012.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They wouldn't let you kick start a hardware product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, yeah, they, like, did. Like, all these restrictions. And so there was some things they let you do, but basically a product like this could would not have fit into their.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Had to be like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Of service.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They they we. So again as I'm in this inventor lab, I said oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Here's an.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We should launch a Kickstarter for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hardware and I called it Christie St. which is so here we are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:39:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Labs called Addison Junior that we, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Christie Street is the street that Edisons lab was on in New Jersey, and I thought Christy St. was going to be the big things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know it's a platform and it's a marketplace and this whole, you know it could be huge and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I convince a friend of mine who has he had a conference in Paris called LA Web.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I convinced him to let me launch Christy Street at the web, which was like a huge thing for me to be able to get like that kind of an audience for Christie St.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[This is like the tech crunch of Europe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes, basically. OK. Yep. And so on the call with him. And I'm like, we're gonna launch this thing, and here's some ideas I have of products to put on. We need obviously like to launch A to launch a platform like this. You need to have a something on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[It like that people can go to and so I we had a bunch of ideas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Guard and all these things. And I went through the list with him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And like I'd thrown on the list the door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Bell. He's French. Guys like you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:40:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The doorbell is like the the that is the thing people will love.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm like, really?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He's like, yeah, you have to do the doorbell and I'm like, OK, I'll do the doorbell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:40:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh, you were going to launch Christy St. announce it and then say, oh, and by the way, we've got snap garden and we want your, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Exactly. But but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He was saying no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That's the thing that you want to get funded, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Alright, so you're so you're invited to this conference in Paris. And when was the conference?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[December of 2012.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And how many people in?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:41:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was like I think it's like over 1000, it was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Big conference.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you stand in front of 1000 people and you present Christie St. correct?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Correct and everything was broken the night before on the site and nothing worked. And the credit card thing, I mean, it was like like any normal thing like it was just, everything was a mess in, like behind the scenes. And then we launched it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like actually worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And, but the launch was Christie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was not the doorbell, or was it was the doorbell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Well, it was Christie St. and oh, like our first, the first thing on Christie Street is doorbot this Wi-Fi.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:41:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We definitely needed something that for people to go to the marketplace and so that was like the first thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[We threw our own product on as the first product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:42:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And you decide to call it a door bot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Yes, when you're 3 guys in a garage, you call something doorbell and my wife, when I was building this thing and putting it on and showing her, she said to me it's the best thing you've ever invented.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Wow, this is Aaron, your wife Aaron.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[My wife Aaron. And so Aaron.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like it's the best thing ever invented, and at the time, I really did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I I didn't like her saying that because I I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I almost felt like it was it. Put down the other things I was doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You're thinking I'm the guy who invented unsubscribe, Aaron.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:42:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The texts you and Aaron at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Was working in Hollywood, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[She was working in the entertainment industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, she's still.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, she's. She's. Which was, again, very fortunate. She, you know, part of how we lived was, you know, or I would say, part of how we lived was on her salary. Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[She definitely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[She was keeping us going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But she and she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Because it makes me feel safer at home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Makes me feel like we have gates.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:42:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:42:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Fast forward back to we're pre selling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Part of why I didn't want to put it out there and didn't think it was that big is I didn't think other people would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:43:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I didn't think they'd understand how it would make them feel, and so I thought it be very hard to market that to say, hey is going to make you feel safer in your home, not just be a gadget and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We started pre selling it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I remember there was this one woman and she said I bought it because the neighbor's house was robbed and they rang the doorbell and if someone rings the doorbell now, I can answer it and I could act like I'm home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was like, so if there was an aha moment in this whole thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was that where I was like, holy \*\*\*\*, the customers understand why this is important to them, that that was when I was like, we can do this like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:37](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:43:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Was really the wow. They get it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We'll come back to this idea of the mission because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:50](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Thank you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I have to imagine that most people who saw the door bot concept thought that's so cool. I want that like they think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:43:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Security or and it just it was just cool like a video doorbell on your phone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So we I called them gadget collectors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The issue is and I think why? Why a lot of companies have this sort of false positive where they look like they're going to be huge companies early on because their growth is just like astronomical. And then all of a sudden they just go to 0 because you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Live on gadget collectors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To do something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[More meaningful than that, because long term, the gadget collector market is just not that big.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:28](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But by the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Way how much money were you trying to raise for door bot on on Christie streets?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I think we put 2.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[150,000 or 200.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was a pretty like, I mean, for the time it was like a pretty big ask.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:44:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And did you raise $250,000?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:44:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And and was that enough money to hire?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I imagine you and the two.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The two college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You hired did not have the technical know how to actually build this or am I wrong? Did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[No, it turns out you're right. We did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:44:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Again, I looking back, I don't understand how we ever got a product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, we were so underfunded. I mean, $250,000 at the time sounded like a lot of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Not going to go that far.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The reality was, yeah, it wasn't even like it was like a rounding error is, you know, so small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Right. Because hardware, we had the same conversation with James Park at Fitbit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He raised $400,000, thinking that that would make Fitbit only to realize that wasn't even get them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like the plastic band for the Fitbit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And that was the the problem was like it was so easy to get into trying to build this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Kind of like all of a sudden I was all in, like I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I didn't realize that I was doing it, but all of a sudden I realized, like I had all of my money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[All of a sudden, like everything was in this thing in some way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just kept eating up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But it was like little chunks here and there at 10,000 tenth, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:45:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Because there's a bunch of problems to solve.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:45:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How do we make this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:45:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then how do we source the materials and then how do we get this manufactured at scale? And I think the first and most important one is to make something that works, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. And to make matters even worse, we decided because my house didn't have a working doorbell on it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

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

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

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

[00:46:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That we're going to make a battery operated 1 so it could go on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Any home?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you want to make a wireless Wi-Fi battery operated doorbell with a?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes, and working out of your garage still.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Working out the garage. Yeah. And but you're hiring consultants to do something, you know? Is it because we had, like you said, I mean, we really did have, like, very little expertise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:46:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And you would need consultants who had expertise to come on, and I'm sure their hourly rate was high and what was the what was like the biggest challenge that you sort of faced in this first year trying to trying to solve?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Would have been amazing if there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[One that stuck out, you know, it was like everything was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:46:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[If you were a skier, it's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:46:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Everything you looked at was a Cliff, like there was just no easy part of the run. Doing audio like this was hard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The video was very hard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We I never had been to China to find a manufacturer. I had to go find someone to do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:47:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, you had to have a big back end video processing system like there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Is each one of those in itself was a company that would have been hard to do, and so it was. We took on a task that was, I'd say as as close to impossible as you can get, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:25](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:47:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Did you bring in?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, was there a moment where you would bring a consultant who was a specialist in one area that you needed solved and you said this is what we need. And the consultant said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You just it's not possible to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:47:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Well, when did we bring in?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That was like you talked to someone who would say that you just, like, hang up and then call the next one. Like you just, you just kind of kept calling people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Was that the standard answer that you would get?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Pretty much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:47:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, I most people were highly to fairly negative about the product ever working and there was people that like staked their reputation on saying like they will never be able to get this thing to work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:48:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So $250,000 you must have burned.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That pretty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The money you raised from the from the crowdsourcing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. Like like, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[It was a gone in a flash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I have to imagine you needed outside investors to help you out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:48:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:48:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I kicked some money in that I had and sort of got again a little over my sort of head in it. And then we raised it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Started raising money in 2000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And 13.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We raised $1,000,000 which was one of the most difficult raises of money I've ever had to do in my life. It was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Why was it so difficult?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Were investors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, there's lot of things. I mean one is it was very hard to see that a Wi-Fi doorbell was meaningful in any.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How is this going to do something that's enough to pay back a venture capitalist?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hardware is hard. You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Are you able to build this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I couldn't show working prototype because I didn't have one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:48:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The the deck was fairly stacked against us, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:48:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:48:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I raised the money was just by.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[A hustle in terms of like I think I just wore people down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And at this point I really didn't have AI didn't really have the option to not fight because I was so into this, that if it ended, I was gonna be in, like, serious trouble financially myself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I was really like going and hustling and just doing and executing on the other side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Though I like at home, you know when no one was looking like, yeah, I was, like, crying inside. Like, I really thought I, like, destroyed everything for this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Alright, so 2013. Something else happens that year which a lot of people listening may know or may not know, but but you got on Shark Tank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:49:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How did that happen?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:49:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I I have a friend of a friend who's trying to start some sort of startup business and said could you go out to lunch?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:49:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:49:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He's starting to start this business and would love to sort of get some feedback from you. And I'll never forget. I remember driving to this lunch being like here I am a guy who's going bankrupt in his garage for a doorbell, and I'm going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This rich like he's his family, is very, very well known and I'm going to give him advice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[I should be focusing and I'm like, thinking to myself, This is why, Jamie, you always lose because you can't focus like This is why I remember. I was like, yelling at myself on the way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This lunch and I get to the lunch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:18](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:50:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The guy super nice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And talking the whole time and like all about his business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:50:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We're just done and he said, like, what are you working?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I said I was doorbell thing and he said you should go on Shark Tank. And here I'm thinking it must be nice to be like wealthy, because that's how you think, like, oh, you should go on Shark Tank. Like, I'm like, no \*\*\*\*. I should go on SH.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The shark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:50:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How do I?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Get on Shark Tank and he said, oh, a producer contacted another friend of mine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[For things more like your stuff like a product, like something more electronic, like a little more complex this season, I'll send you the e-mail. You can e-mail the person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Didn't know the person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:50:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I blind e-mail that person from the table saying like hey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Here's my company. Get doorbot.com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We'd love to go on Shark Tank and I'm driving back from the lunch. The producer calls me and said this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The greatest thing we got to have you on Shark Tank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was like, yeah, now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:10](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:51:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[From that call, though, now it's like the fear of I don't want to be someone who becomes a joke like, and so I took Shark Tank as seriously as any execution of any piece of our business. I built the set in my backyard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You have to build a set for like because you like wheel out you build out OK a set where you show. OK alright.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:51:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes. And The funny thing is they tell you they're like, oh, we think this is what would look.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I'm like, great, you just, you know, tell me and you can build that kind of thing like you're a show like and they're like, no, you build it. OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you had to build out your own display. And what did you build the set of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Totally, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Plywood and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So. So we're in Los Angeles, luckily.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You build a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:51:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Well, it turns out like you just ask someone because everyone builds sets here, because that's what they do in Los Angeles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Ah, yeah, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So Doctor Wood, who is a set builder, came over and built a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Describe what it looks like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's just like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's a fake front of a home to put the the doorbell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Just to have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There you know. So they had something in the picture to make it look nice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And and was that how much did that cost?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:52:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[$8000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Because you really wanted to impress him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:52:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. And I really did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Took Shark Tank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like I mean, and I mean, seriously, I I had 300 questions that I thought that they would do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Watched every single Shark Tank episode multiple times that had been on to that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:52:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:52:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Is so important to you to go on track tank though.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:52:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[At the time, the ratings on Shark Tank were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, it's still a big show, but it was a massive show at the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Time. So look at it as a 12 minute commercial on ABC for your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How much would what's the value of that for a guy in a garage is infinite is it's priceless. And so I wanted to be the best Shark Tank person of all time, which I really took it seriously. I mean, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:52:53](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:53:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Trained and I had neighbors over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Your job became Shark Tank. Not yes you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Must have been so nervous.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, nervous? Doesn't even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I've been, and here's the worst part. The producers forced us to do a live demo of the product, and I kept being like, hey, yeah, we'll do a live demo. I'll tape it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Then we'll run the tape and they're like no live demo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, yeah, I'll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And like this is busy at work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They wanted us to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They want to see work live.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To be live.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is September of 2013, so we hadn't even shipped them yet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So we had four.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Door bots, which I think were the only four that existed in the world at that time. We brought all four.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And the you have a very quick transition between the last person goes, you get on, you have like 10 minutes to set up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So we're setting up and with the producers I'm talking to, they're talking to me about all this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Here we want to do this and set up for this and do all these things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:53:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And Mark is behind the house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[This is your engineer, mark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, Yep. Screwing back and forth and literally, you can see his shirt every time he scurries back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like more sweat is on it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so it's like at this point almost like swimming pool. Like he jumped into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I go over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm like, Mark, what's going on? I'm trying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm trying to be calm, 'cause. They're all looking at me and he's like it's not working. And I'm like, yeah, yeah, yeah, it's going to work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You get it working and he just looks at me like you're going to get it working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And so it turned out like the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Three, for whatever reason, didn't work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:54:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Ends up working and then but but like working just for the before we start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes. And you're nervous.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Am dying nervous, but you kind of be positive and right. Charismatic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:42](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:54:47](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Who's?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:47](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:54:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:54:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Here to pitch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:51](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Come in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:54:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So you know, I get out there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:54:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[My, you know, like pitch thing and the end of the pitch is the live demo and I go over there and I have the phone in my hand and I press the door button and I'm just waiting and it's like the longest, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[3 seconds or whatever it took to go in my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hey, good looking door bought Guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hey, Mark, it's your good friend Mr.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And the thing all of a sudden it, like comes up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And the picture comes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's probably still the best picture we ever got out of a door bot in the history of door bot. It looked beautiful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And literally, I'm just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh my God it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's like it worked and it's like and and just, you know, made it happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Wow, now two of the sharks, mark and Laurie, I think were like, I don't get this thing in all the sharks past except for Kevin O'Leary.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:55:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I think the deal that Kevin O'Leary offered you, if I'm not mistaken was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'll get 700,000. Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Dollar loans. But then you have 15%.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I want a 10.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:55:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I get 5% of the companies equity today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:55:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[God, that is, that is a horrible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean that is that is an outrageous offer from Kevin O'Leary.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. And I I literally was contemplating because we needed the money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:56:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You needed the cash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:12](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:56:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Respectfully, Mr. wonderful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They're going to decline.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:20](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Go kick some \*\*\*, Jamie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:56:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:56:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But you did not take the deal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Were you like this was a disaster or you think you know there's a silver lining here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:32 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:56:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Don't know when it's so this is now September 2013 we filmed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There's no way to know when it'll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It'll air between now between the show starts on TV, which is like, I think October or something, and like May.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I knew we weren't going to make it to may at this point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[She knew the business wasn't going to make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Till may.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, not where we were sitting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:56:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was thinking I just blew a month of focus on this thing that now didn't work out and we are in a worse place than we were before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[When did it air it out?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[November of 2013, which you know, think about like as a consumer electronics product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:06](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To air right before Christmas, when you're just about to start shipping and you're just about to have all these units come in that you haven't figured out how.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Couldn't write. It was like a Cinderella.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, you can't write the script better than that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[So how many?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, you still were about to send.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[The orders to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[People who bought it from the crowdsourcing platform.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How many orders did the publicity from Shark Tank generate?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was just it was crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was actually it didn't come in all at once.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was funny, like the the first night we did. You know, it was 100 something 1000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[100,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[$100,000 OK, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so it was a lot, but it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:48](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:57:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so then the next day, I'm like, oh, wow, that was good. But it wasn't as good as I'd.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then the next day was like another couple, $100,000, and the next day was like $100,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The next day was like $100,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:57:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Because people are tebowing or, you know, watching on demand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so it ended up being this tale of this thing was just so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so we got in the end, it was millions of dollars of sales from being on Shark Tank and then we ended up starting in December. We started shipping them out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And and by the way, these were being made in China.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yes, at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Find a factory to agree to make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, you guys were skating on thin ice financially.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, there was a good chance that you would not be able to pay your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Your creditor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So yeah, I mean we we found a factory to agree to do it through like, you know, just friend of a friend calling doing, you know, hook and crook and just everything you could. And we were preparing for the devices so they would never take a risk on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And there was other problems. I had to order too many devices.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:58:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:58:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[My first order is 20,000 devices, which was a lot then yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Otherwise they wouldn't even do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so when they went out to to customers were people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[With them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[00:59:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So so we we get them in and you know the first ones you know we're doing some stuff with and they're coming.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Kind of trickling in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is like November of 13 and we're we had this one programmer that we hired.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And he came up with, hey, we can make the video better if we change these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so he was testing that. And so he sent off to the factory a new build of the software to go on the next round of door bust to make them better.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And we were so behind on shipping and this is getting into the holidays and you like, we're worried people were going to, you know, ask for refunds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So we took this huge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So, you know, thousands and thousands of door bots, and we just turned around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Put them in boxes and we just ship them out that day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And this is getting ready to Christmas and we start hearing it's like the week before Christmas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[00:59:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Are contacting me and saying it's not working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

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

[It was certainly a challenge device that had a lot of, like, technical issues, but not working was like it wasn't not working.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I talked to them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I was looking at it and their video was coming through like like an old TV like tuner like like it was like all like lines through it and just you couldn't see the picture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I'm like, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Look at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is now Christmas Eve Eve to the day before Christmas Eve.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And we're sitting with the the engineer person and we realized that when he was testing his software, it wasn't actually writing on to the unit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He thought he was changing stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Actually wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So he ended up sending software to the factory that was basically just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So we now had basically the larger like most of our units are now in the field with customers that not only do they not work, but we can't change that software on them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They're basically bricks you cannot fix.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[The ones that people have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:00:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it it it turned out. Then we learned this on Christmas Eve Eve that you can't rewrite the software on this chip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just doesn't like the chip, only takes it once at the factory and then it never allows it to be rewritten again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[She cannot update wirelessly or anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, not even physically like, so they were literally bricks like. And so this was like the end of the world. Like, this really was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

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

[01:01:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And you know, so when something real happens, I'm almost like a pilot. I go through my checklist like, I actually go super calm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I literally like go to the calmest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I probably in my life get everyone together and I'm just going through the checklist. Like can it do this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:01:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Can it do this? And like every answer's no. So I go home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I'm like, it's amazing because like basically the business is over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But I'm calm and I talked to Aaron and I said I said yeah, like the the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, like it's it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And she's like, it's not done, you know, like. And Erin's always been amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, you know, like we'll make it through and like, no, it's done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We sent out everything with software that doesn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Work, by the way, how many did you send out?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:01:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I think it was like it was over 5000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So the shipping alone just to bring them back would have been devastated.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:03](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:02:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[By the way, we would have really had to like, if you go to the pilot checklist, you'd have to throw them out, make another batch of this amount, which, by the way, we couldn't make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Have the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We didn't have the money and send those back out to people or refund them all their money, which I didn't have that either.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:02:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I like, I'll I'll never forget it. Like my wife.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You say?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Well, why would you? That house and it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:02:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:02:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:02:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Into like the worst storm ever in a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, it's like you're going to sink and she's like, let's board.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The house. Let's go into the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's like you can't like there's no. Like, we're done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[When they come back in just a moment, how Jamie came up with a desperate last minute idea to fix those door bots and how the real work of ring was just beginning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:54](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:02:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm Guy Raz. I'm guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:02:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:03:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hey everyone, just a quick thanks to our sponsor Comcast business powered by the nations largest gig speed network tools to do business from anywhere and experts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[24/7 Comcast Business is prepared for these times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Learnmore@comcastbusiness.com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:32 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Parents ever wish you had a coach or a fairy godmother for when your kids hit you with those really tough questions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:39](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Well, NBA Life Kit has tons of episodes to help you through the hardest parenting moments.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:41](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:03:42](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:03:45 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Listen and subscribe to life kit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And one more thing before we get back into the story, just want to mention that in this photo show, you'll hear me talking with Jamie about the possible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:03:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Unintended consequences of ring and Ring's mission to make neighborhood safer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And justice a heads up that we did this interview back in late.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So if you're wondering why my questions don't mention anything about the mass demonstrations we've been seeing around the US and the world, that's the reason, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Back to the show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it's 2013 and Jamie sent thousands of non working door bots to thousands of customers and his company has no money to issue ref.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And one more thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's two days before Christmas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So yeah, like that was that was Christmas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so we got to dinner and it's like it's it's like as upset as I am. I can't like, there's nothing to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I yelling is not going to help, so I'm just kind of like calm and we're at dinner and all of a sudden I'm like, you know what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We changed the back end server a couple weeks ago to a cheaper one because for processing the video in the cloud and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:04:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was just cheaper because we only needed to do one thing and the other server used to do like a million things and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I'm like, I wonder if.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That other server would actually be able to process whatever the hell we're sending.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just because it just has like better sort of capabilities to it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This is why you're at dinner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:05:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[What's just like racking your brain?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. And so I call Mark and I said, who is like our engineer and kind of like my engineering partner in this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:05:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I said, Mark, what do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And he's like, hey, listen, it's worth a try.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so to do this took a while.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like you couldn't just like, oh, I flipped the switch. Yeah, it works.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:05:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So Mark works all night long.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And like 630 AMI got to call on my cell phone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know it's ringing. It's mark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I pick it up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And he's like, dude, you won't believe this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It literally works.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And it's and it's the best picture we've ever had. I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:05:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was just swapping out a better server.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yep, it literally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I I mean like that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:05:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, Oh my God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I still say it's best Christmas we've ever had as a family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, what happens do do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Do you send a blast out to the customers and say OK now retry it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like hey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You, if you might have had an issue, we made some updates and you should be fine now. Like you know, like like just if it was just yours that you had an issue on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Maybe someone had a problem like try this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Even though.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I was like, hey, it works. It's great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Thank you so much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:28](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Sure. You know, of course it works. Like why wouldn't it like Merry Christmas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:31](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Oh my God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But I have to imagine at this point you're like we are never gonna put ourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In the situation where we cannot update the chip ever again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That. Yeah. No, that was definitely a tenant that we realized.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Again, we just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Didn't realize we had even built it like that because we were so naive and and young and trying and hacking this thing together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:06:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Kind of didn't understand. That's what we were doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:06:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, I'm assuming now 2014 you enter 2014 like good to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You you got the lifeline. You got the money and now it sounds like you're in great shape.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So again, the living and fear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I mean from a from a definitely, we are in better shape than we were before, that's for sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like we had orders coming in, money coming in. But we had this other problem now which is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Everyone just saw this product and we were like a ragtag group building this thing with a ragtag product, and now my fear is I'm going to be a bartender.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In five years and someone's going to say to me, oh, have you ever done whatever and say, oh, I actually was the one who invented the video doorbell and they're going to say no way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Frank Jones or Jenny.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And she's a billionaire, and I'm going to be like, I know I invented it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:07:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Took the idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And actually did it right. And so that was like my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That was your fear, because you had shown the proof of concept on Shark Tank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:07:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Tank and clearly there was interest and clearly if an enterprising company like an alarm system company or somebody saw this somebody in their business development team or whatever product development team was like hey, look at this thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:07:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:08:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We should do something like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, like we're we're gonna. We're gonna copy this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Gonna build.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We have hundreds of engineers. We have whatever. Yes, like literally literally my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Endless resources, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, I really felt that in my bones that I was going to person who invented this and didn't actually make it with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so between Christmas and New Year's, I get everyone together and I said we've shown what's going to be out there and if we don't rebuild everything like the name, the back end, the product, if we don't really sort of show what this thing can really do and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's not us doing that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And we don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Next year's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So by the holidays of 2014.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Someone else is going to take this slot and we're done, huh?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I called the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:08:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I called it F5, which stood for \*\*\*\*\*\* 5 star reviews, meaning that like you needed a true.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[365 star review product, which meant the customer service had to be 5 star.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Brand had to be 5.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The packaging had to be 5 star. The product had to be like everything about it had to be 5 star.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And how did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But by the way, how did the name ring come about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Because your door bot in 2014.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I go to one of our investors with this F5 thing who'd invested in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:09:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I said, listen, here's what we're thinking. Here's F5.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just want to like pass this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You need to raise some money, so I just want to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[An early look just sit with me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Me pitch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I pitched the whole thing and in the last slide was I need a new name and every slide before that I'd said the Ring of security around your home. The ring of this. The ring. Like literally I kept saying ring I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Realize it, but I kept saying it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so literally just blurts out and said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just call it ring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Keep saying ring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:55](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:09:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:09:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:09:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I kept thinking about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:09:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And then he emails me that night and he said the domain name is for sale and I I had always wanted to have a company with a four letter domain name. Like I'm not a person who likes vanity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But man that I want a four letter domain company like eBay, you know or half.com or like, you know, nest or like there's so many.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Ah, and so when he said that I'm like, I need to buy this domain and change the company to bring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:10:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And presume and also I should mention by this point you have an office, you're out of your garage, you're working out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You're working out of a a a space in Santa Monica.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:10:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, we were like now 40 engineers or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah. So we were like, we were going for it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so and this is really your year?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like that Christmas that the Christmas sales for that year, the, the fall of 2014, this is really when you want to kind of push this out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[As you were pivoting from door bot to ring, did you like completely reinvent?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Did you make it better that year?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:10:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Everything was from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So new Wi-Fi, new camera.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Motion detection you put on it that never had been there before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We did infrared night vision two way BI directional talk, so it was more like a phone conversation and push to talk. I mean it was just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We literally like everything was redesigned on that. Everything was redesigned on the brand. You know, we literally ring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So just every piece of the business from like soup to nuts was redesigned and rebuilt from scratch between January 14 and October.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And things like like design.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like design was going to be important, like one of the things that happens when you get a ring and I think and I don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You introduced it as early as 2014 was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It came with a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[A little screwdriver and like a leveler.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:11:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Because a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Of people just, you know, don't have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:11:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, my my thing was always.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I don't if someone has to drive to a hardware store when they get something. It's just such a bummer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just bums you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:11:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I want everything in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In fact, the first rings that shipped had a canvas toolkit in them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And it rolled out and every single thing was in the canvas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so it was like this beautiful. Like, I mean, way to expensive. And we couldn't keep doing it but but it was like this beautiful canvas toolkit was amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[How did you do in 2014 or how were sales?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[2014 was, I think 3 million in sales.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:12:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It ended up working out at the tale of Shark Tank, sort of credibility and awareness got us through selling the door bots without having to do much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Marketing and allowed us to sort of focus on them getting ring up and running. And so my job mid 2014 was to go raise money because that we needed and sort of get us to launch sort of let's call it into 15.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And how was that when you went back to raise money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It a little bit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:12:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:12:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[No, no. I basically went to these venture capitalists and I talked about the mission.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know we're going to make neighborhoods safer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so, like most of them, just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Mean they literally didn't say no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just didn't even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They were just like, threw us out, like it wasn't even like I wish it was like a no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Was almost like like, not even a chance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And there was one venture capital firm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In Silicon Valley, that was just, like, Super missionary focus, and I didn't really even realize how missionary focused they were. And when I said that, it just, like, kind of sparked the partner there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And they were so intrigued by that that they basically invested. But I'll never forget like being at VC meeting when I said, you know, we need, you know, 4.7 million and the partner on the other side said, you know, there's no way you're getting that out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:28 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:13:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[$4.7 million more. You're going to need a lot more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I said you want to bet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And he said, yeah, I said, well, great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Me 4.7 million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'll show you and get it out like I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:13:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[For that much, I got to take the bet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:13:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We were tight.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We launched Ring in October of 2000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like you know, basically October 1st, 2014 and we were $0.00 in the bank account the day we launched.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:13:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And how much was the cost of the ring doorbell at that point?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It 200.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The ring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, that was 2.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It was like 199 I think still, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And that and through sales in 2015, I can't imagine you were profitable even a $200 price point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:14:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So the rings were very expensive. The first ones that came in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Most of the ones that we sold, we were losing some money on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:14:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Kind of were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I had felt, you know, at this point, like we were all in, like I've always said to the team, I'd rather be a giant hole in the ground.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I look at like Santa Monicas where our office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I always say like I'd rather there be a giant hole in Santa Monica than to kind of whimper our way out of business. Like, so if we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Let's go for it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:14:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I there's a quote of yours that I read.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:14:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Basically, you said there were nights when I would wake up at 3:00 AM and tears bawling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Are we going to make it to tomorrow?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You've got.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:14:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You're selling product, you've got investors on board. It's 2015.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There's more visibility, the products getting better and you're still panicking about its survival.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, I still panic today, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:15:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There's so many things to worry about in business, including what you don't know, and so I am always kind of panicked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Know fear drives me and you know now I'd say it's a a digestible fear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Back then, it was really had everything in this thing, and if it went away, you know, maybe now at this point I would not have, like, gone literally bankrupt. But it just such a giant thing that I had built would have been just, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Wipe down. I'd have nothing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I could keep seeing how we could go to nothing like I just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I was terrified, I mean competitors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:15:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Terrified of what? I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like what was the person going to build that was going to wipe us out that I couldn't see?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Terrified of ourselves, you know, I always say, like, the thing that I believe puts companies out of business is yourself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:15:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know it's us not providing to the customer in a way and not building.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Relationship that's going to you know, so it's you got to keep, you know, keep pushing things. And I said to keep going the way we're going, I think we're going to get, you know trampled. We need to take this thing to the next level.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You thought you'd get trampled by some big technology company you'd been trampled before. Google trampled your voice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Transcription service they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, you knew what it meant to get eaten alive by a bigger, better resource company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I certainly knew what trampling felt like, and I also I had this concept that actually comes from my mentor, who I've never met and who has no idea that I exist. James Dyson.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's been on the show is amazing story.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:42](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:16:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I always thought, you know, in the future.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We're going to keep getting competition because that's that's the way of life and that's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:16:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I need it to be that when someone sees ring, they know that it stands for something else, that it's. It's about neighborhood safety and and we always said we have to be rewarded with the purchase of our neighbor, which is what we call our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:17:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The way that Dyson did that was they put James Dyson in commercials and he talked to you and said how he was an inventor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So that's kind of where a lot of our stuff came from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:17:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:17:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Let me just go out there and tell people what we're doing and the message, and let's get it out there so that we can build this brand because that's defensible long term.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[If we when you build a, you know Dyson anything they come out with, you know, is designed better than everyone else is and has been thought through better and like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That's what we had to be for, neigh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[30 was my feeling, and I think we've actually maybe now achieved that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm wondering what were the lawn companies thinking?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Were they?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, Ring was getting traction in 2014, 2015, 2016.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Why didn't?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[What do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like, why didn't they just copy this idea and make it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean so it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:17:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I went to one of the big security companies and talked to the CEO and I think they just they were in sort of a different business than we were I think, which was I was in a business of trying to invent.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:18:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Around this mission of making neighborhoods safer and really innovate around that, and they were the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:18:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:18:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To capture customers like reduce shrinkage like very like NBA type talk like you need to have like you know what's your ROI?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:18:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Which are this? But like they were running a business and I was running an innovation lab around making neighborhood safer and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:18:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I'll say we got kind of lucky because yeah, I mean, trust me, if one of the if someone that big had come out with something much earlier, could they have unseated us? Probably.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:18:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So I want to ask you about something that is controversial. A controversial part of your growth, which has been partnering up with law enforcement agencies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:18:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I can understand how a lot of people, especially you know, privacy advocates.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[Get freaked out because when someone passes by your house right, you get filmed. If someone rings your doorbell, you get filmed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:19:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Mean just want to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You about like the the law enforcement part, right? When you when you decide to partner with law enforcement agencies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Did a part of you ever think, hey, you know this, like, this could be troubling?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like there could be things like racial profiling and and other things that you might not have thought through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So the term, I mean there's been a lot of press around this and and and so you know we we missionary company make neighborhood safer and so I'm an inventor. I go out there and I look at like what what services what, what products can I build to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:19:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:19:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That's my goal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I looked at a current thing that was happening in the the world where when something happens in a neighborhood, a crime happens in a neighborhood. A police officer has to go door to door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[If you know to ask for video, ask what's going on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:19:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:20:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's very time intensive on their.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's also very nerve wracking to the person who is on the other side of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So when a police officer is literally on the other side of your door, you open it up and they ask you, you know, hey, you do have this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:20:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so that's that's not, you know for both sides, it's not good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I said I can build a better system for this for the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[What's better is we have a system where police, you know, law enforcement or also fire departments now use it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Can ask.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, it basically goes out as a alert and you can respond to that alert and if you respond and obviously they'll get your video that you're, you know, saying yes, I want to give you this at this time, they don't have access after that, they don't have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Before that and if.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You say no, they don't actually see that you said no, so you don't have that. If you didn't want to give a police officer video who's standing in front of you in your door, that's a very uncomfortable situation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:20:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Actually made it better, so we actually made it more privacy centric, which goes to our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, privacy, security and control are sort of the foundational.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We always say it rain and so I think we've actually invented a system that's way better.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Umm each person owns their data.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And that's so important to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it's the idea that every single person owns their data, and then when something happens, you can come together. You can make that choice to share.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That point you have the again security, privacy, and control are foundational to everything we do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Did you have?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Access to my video stream at all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Absolutely not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There's no there's must.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They must be stored somewhere though.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[But we I mean we for sure on purpose do not have access to those because I mean, yeah, no it's it's your your data and you want your security, privacy and control to be there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I guess, Jamie, the thing that I'm sort of hoping to crunch on right, is the idea of unintended consequences.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:21:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[There's no question that that the benefits of ring are huge, but the benefits of Airbnb are huge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:22:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I've been able to stay in place all over the world, but it's also like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:22:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Affected property values in places like particularly San Francisco and New York or London, where there are just empty homes, ring this amazing product. But there are also things about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:22:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Let's be honest, are going to be beyond your control.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:22:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I just kind of think that it's important that everyone, inventors, technology people just just acknowledge that possibility.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:22:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I think I think these are important discussions that should be had and constantly had. Just like I said, I always live in fear like I always wake up every morning thinking something could have taken us out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:22:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Whatever that is like, we should always be looking at this. Always scrutinizing ourselves, always taking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:22:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The scrutiny that comes and looking at it and making sure that you know we build features and products that truly make people's lives better. So that's it has been powerful and we've seen the anecdotes of that of even like lost pets and, you know, a person who.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Missing and you know in the neighborhood we had an elderly person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In their neighborhood, the other were like Alzheimer's or something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So we were using the neighbors app.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Were able to sort of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Are tracked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Down and by this person, I think there's just a lot of great things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Just about when I say like safer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I don't mean just, you know, crime safety. Like, there's lots of things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Think that's something?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Should do every day and I agree.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Person who's in a leadership position.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Government companies, whatever that is, if you have the ability to do something that that's large, you need to continually scrutinize and think and discuss and look at this to make sure that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Unintended consequences.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:23:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:23:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:23:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[In 2016, Amazon makes a strategic investment in ring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[And then about a year later, I guess somebody sort of like signalled to you that maybe they were interested in acquiring you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:07](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:24:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Working with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[We're doing all sorts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Projects with them all the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I you know, we just kind of keep the relationship going and and and it was good, but I wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I always laughed at them and said if there's any company going to sell to its you and I and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I admit it in a in a not like trying to like bait them, but in a real way of Amazon was the only large company that I saw or felt when they bought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Companies truly like brought it to the next level. Like I, you know, with Audible and IMDb and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:24:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And I mean, you look at twitch like you look at all the they just kept founders and just I really felt they did such a great job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:24:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Was a joke with them about that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Nick Camoros, who's one of their head of Corp Dev people, said. You know, hey, I'm going to be in LA, let's have some lunch and say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:24:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And it was not that out of line because we had been doing a lot of stuff with them and I go to lunch with him and he says to me, you know, I think it's time to go to the next level. And I'm like, it was like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Dating thing where it's like so are you saying you want to go out like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I didn't want to jump in like, yes, we're going to. Yeah, let's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So. So it'll be like this kind of awkward sort of couple minutes of back and forth to like, make sure that he was saying yes, we want to buy you. And so that I could then say, yes, I'd want to sell to you. And that was in like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[October of 17.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[They offered a billion dollars for ring, which I'm. I mean, that was a huge return for your investors and all those people who put money into Edison Labs, a lot of people got rich off that acquisition. I have to imagine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Play music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, yeah, but we distributed a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[When, when that deal came through, that a lot of the articles about it were he went on Shark Tank, no one invested.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Were all dummies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That was that was basically the story.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:25:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That all these Shark Tank people could have made all this money off of ring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, sure, you saw those articles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Party. You think that too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean they, you know, shark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, Shark Tank is a TV show and I think it's it's an amazing TV show that does, I think like great things for kids to inspire them to build and do things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know it is a TV show. It does have to entertain, to be fair to the investors they get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Up to an hour or someone they never met before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You know, and they had done so much for us that, yeah, I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Didn't have any bad feelings about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I am really proud to have built the largest company ever to appear in Shark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I mean, that's something that, you know, certainly like I really do get a lot of pride out of that. And then I was invited and I went back on for a few shows as a shark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so I was the first person ever to sort of be, you know, on the show as an entrepreneur and then go as a shark. And again, I was like, really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:26:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Thing in our culture where we don't celebrate at ring, it's like one of their cultural sort of bullet points.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You don't celebrate victories or wins.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Because there's always something next that we have to do, which is fine because I like the idea that we'll sort of always just keep progressing and and and and doing better. And so to that point, like even with Shark Tank like it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Be hard not to celebrate the fact of that happening personally was pretty pretty interesting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:19](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:27:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Right. So you now are an Amazon employee?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Basically you're it's like Zappos.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:25](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:27:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You you have your own company, but you're part of Amazon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And you have all this support and the Amazon resources.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And their distribution system and it's one of these companies in the world now, do you feel like you can kind of take a breath and say, all right, we're not going to get crushed because we're with Amazon?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[It's like being on the Chicago Bulls in the 90s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:27:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So it's been a really interesting. I mean I've always said that money didn't drive me like I always, you know, have said that. But I think until you have money, it's hard to be sure that that's the case.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:28:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Passionate and you know, sort of angry when something doesn't happen. That's right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Emails still in every box.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Still respond to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I I'm still just as upset when we do something that's not as good as we should.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Like all of that's the same.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Difference though is now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Before if.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[If something really had happened to the company, I would lose everything and and and truly like impact my family's life at this point. That's off the table. And so it it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I do. It's amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Every day I'm still almost like it's the I feel the same like I don't even feel like we sold it. I feel like it's we're to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Yeah, you know, fighting the fight and do what we're doing and it's like, and I love that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You are in your early 40s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:28:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Your hero, James Dyson, when he was your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:28:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[He'd done the ball barrel and a bunch of other things, and he put all of his money into building the Dyson vacuum cleaner, and then within two years after he launched, it was the best selling vacuum cleaner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:28:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And we know the story.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Now one of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Wealthiest people in the UK and the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Do you think that you know your story and what happened with this, the ring and Shark Tank, everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Do you think it has more to do with just their intelligence and your skill, or do you think that luck was a bigger factor in everything that's happened to you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[So the thing I always say about luck, I think it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The lottery. And so you get sort of lottery tickets for how, you know, it's like how good your idea is, how good your team is and how hard you work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And so you take those like factors and I think how hard you work in your team or probably even bigger factors than the the idea be. So you have something that actually would work and so you take those three things together and you get for each sort of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Hour of production or?](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You get a lottery ticket and so just like the lottery, if you unless you own every ticket, you're not guaranteed to win because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[People that have are smarter than me better than me. Better idea than me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:29:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Fell because of things like luck, like things not going their way. And I've seen again the opposite of that. And so we've been fortunate to have been have lots of lucky breaks in our direction, but we also continue to work to get more tickets so that we could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The lottery.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[That's Jamie Seminar, founder of Ring since the pandemic began, ring has donated hundreds of its products to hospitals across the US so that health workers can communicate with their patients remotely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[By the way, remember when Jamie said his e-mail address is still on every box? He's not joking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:30:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And if you agree with me that snap garden, those floor tiles that grow tomatoes and cucumbers is a product that the world really needs right now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Send them an.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Tell him I sent you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:47](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:30:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[And thanks so much for listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[The show this week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You can subscribe wherever you get your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[You can also write to us at hibbett@npr.org and if you want to tweet at us, it's at how I built this, or at Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:30:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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

[01:31:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[This episode was produced by JC Howard, with music composed by Ramtin Arablouei.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:31:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[Thanks also to Candace Lim, Derek Gales, Julia Carney, Neeva Grant and Jeff Rogers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:31:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[I'm Guy Raz, and you've been listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:31:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[To how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

[01:31:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gUc)

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