# Audio file

[Springfree Trampoline Keith Alexander & Steve Holmes (2019).mp3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

# [Transcript](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:00:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Hey everyone just want to let you know that next week.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:00:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Our team will.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:00:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Be back from our August break and really we can't wait to bring you a brand new episode of how I built this and many more after that. Our new lineup of show starts next Monday, but today we're going to round up the summer with a really fun episode from the archives. This is a story of an engineer.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:00:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[From New Zealand and a businessman from the other side of the world who shared the same vision for the perfect trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:00:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I decided to invest in some fundamental research and I wanted to ask myself one question. Did any retailer in America believe that trampolines were dangerous and so dangerous that they wouldn't sell them? The answer was yes, and that was Costco, the CEO of Costco, was a man named Jim Senegal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:00:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And Jim said I will not sell trampolines. Wow. And so I'm at my mission to try and sell Costco trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:01:03 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:01:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I'm Guy Raz. On today show how a Shine New Zealand professor with a crazy invention and a Canadian businessman who believes in its potential, teamed up to create spring free, that they call the world's safest backyard trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:01:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So you might remember a while back we did an interview with James Dyson and Dyson, of course, is the inventor of the Dyson vacuum cleaner, and he described how he came up with his vacuum. He worked in his backyard shed. He built prototype after prototype after prototype testing and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:01:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Perfecting his invention and for a lot of inventors, that's a familiar story, right? Finding a problem, tinkering until finally a solution.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:02:05 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But the next part of the Dyson story, the part where James Dyson manufactured the vacuum cleaner, scaled his business and then became one of the wealthiest people in the UK. Well, that's not exactly the typical inventor story, because for a lot of inventors, the end goal is to patent the patent that someone else.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:02:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Will buy and take to market because a lot of times inventors don't have the time or resources or ability to go into business themselves.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:02:34 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So today on the show, we're going to do something a little different. We're actually going to tell two stories. The story of one man, Keith Alexander, who invented a safer trampoline, maybe even the safest trampoline ever. And then the story of Steve Holmes, the man who took that invention and made it into a commercial success.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:02:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Because even though Steve and Keith aren't technically business partners, spring free trampoline couldn't have been a success without one or the other.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:03 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Keith Alexander grew up in New Zealand. His dad was an engineer and at first Keith wasn't really sure what he wanted to do with his life, so he joined New Zealand's version of the Peace Corps. And for a while he worked as a grade school teacher. But then he decided to go back to the University of Canterbury in Christchurch.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[He found that he actually really enjoyed engineering.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:26 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, I started doing my engineering degree at Canterbury and suddenly realised that was what I loved. I wish somebody had told me many years before that I was actually an engineer. I found I could get a there quite easily, so I did a master's and then did a PhD.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And what are you like? We were the kind of engineer who just who just always loves to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Tinker and like a tool shed. Like what?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Always tinkering away things.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:50 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, yes, I was always tinkering, especially through my PhD and had have a workshop there. That's right, a bench. I've put up a bench somewhere. It wasn't there. I had these tool racks that I made with all the tools on and I could take them off the wall, packed them up, take them somewhere else.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:03:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You always had a workshop.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:03 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What would you do? What would you make?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:05 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, I've made all sorts of things, did an art exhibition. I made a six foot mouse trap for that art exhibition, A collapsing chair I made, walk on water shoes. In fact, I funded myself through my PhD by winning Walk on water competitions.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wait, sorry. Let's break this down a bit. What's? What's the walk on water shoes?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Walk on water shoes. Radio Avon, which was the radio in Christchurch at the time, put up this competition or walk on water competition $1000 prize.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I was sorry, they said to their audience. Hey, we have a competition. If you can figure how to walk on water.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:38 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We'll give you $1000.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:39 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's, that's about it, that's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[About it, OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:42 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Now at that time, my father had been developing some walk on water shoes in Auckland. He and I have been playing around with it cause we had a dengue and we've been figuring out how to do this. You need some flotation.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:54 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The competition put limits on on how big these flotation things could be so.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:04:59 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It ended.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Being you allowed have anything longer than one metre and it was didn't take much for an engineer to work out how big the piece of polystyrene had to be so you could.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Carry your whole weight. The OK, so you you were coming up with some kind of flotation device that you could put on your feet and you could sort of walk on water with that device that was balanced. That would allow you to kind of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:16 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You know, hover on the surface of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:22 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The water. Yeah, that balance thing is, is the first thing, the first big step, and the solution is put your feet on the bottom. Say you cut a hole in it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's tricky.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:31 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And you put a bit of plywood on the bottom, so your feet go right through to the bottom and then it stays upright like that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Ohh so the the polystyrene is around your ankles.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:38 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And you invented.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:40 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This. Yes, my father-in-law invented this. We had to make it fit the the competition with it. So I I flew back from Auckland where I'd gone to stay with my parents and I built these shoes to compete in this competition and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:55 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I managed to win the competition two years in a row.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:05:58 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And then won a third one in Auckland and that helped fund my.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[PhD because you got a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:02 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[1000 bucks? Yeah. Back then, 1000 bucks was quite a lot more. It's more like 5000 now.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wow. So what? What were some other things that you came up with or you tried to invent? Well, for the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:13 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Artics ambition we had. There's quite a few there. One one of my.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:17 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Enduring experiences with having a haircut during my PhD at university and this lady was giving me the haircut and she said, do you realize you're sitting on top?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:27 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It was really embarrassing, so I thought that would be a good thing for young guys to have because you can never see the top of your head. So I made this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:36 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Broad patch inspector. That's what I call it. There's a couple of mirrors. So you look in one mirror and you can see in the other mirror and you could.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:42 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Move the levers and it would adjust the mirror so you can see the top the top. Yeah, you could stand in in front of the mirror. Move.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The lever, it would reflect the other mirror and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:49 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It could show you the top of your head exactly and you could see whether you're going bold.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So what did you do once you finished your PhD?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:06:58 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, at first I thought if I want to come back to academic life, I really need some engineering experience. I don't think I'm a valid teacher of engineering unless I've got some engineering experience. So I moved back to Auckland and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:13 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Got a job in an engineering consultancy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What kind of work?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:16 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Did you do? I started off as a valuer. They wanted a value of how I knew nothing about what valuation was. OK. He was looking at a piece of machinery and and working out how much it cost and how old it is. Yeah. And after two weeks, I was getting pretty good at it. Yeah, after two weeks, they found I could do other things as well.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What is that? What is?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Oh, well, OK, OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:33](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:33 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Working for a consultancy got a variety of things. There was quite a bit of insurance work. There was crash investigations. There was a bit of court work as well, so it was quite a broad range of stuff, but I wasn't particularly happy with that because it all comes down to the money. In the end, it's all how much have you been?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:51 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Able to invoice this week.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:53 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, and I really.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:54 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Like spending time on things, putting more time into it and thinking it through.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:07:59 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It's just like I guess the the mid 1980s you were late 30s, early 40s. Were you married?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:07 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I got married in 1985. Yes. So it was while I was at the engineering consultancy in Auckland.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And did you have kids pretty soon after?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, about 2 1/2 years later, 1987.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:20 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Your first child was born. This child was born.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[How many kids do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:22 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You have about 3.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So my assumption is you are doing consulting work. Got a young family and this is probably a pretty steady lifestyle. Like, right? Yeah. So when you would come home from your consulting job?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Would you come home and and go into your the work bench area and tinker and build things?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:45 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Much to the regret of my wife, yes, she took her a while to get used to that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So you were like the mad scientist in the back of the garden working on your crazy ideas.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:08:57 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Not not all the time. Not all the time. Well, the early ones was a a magnetic flying machine which was supposed to use the Earth magnetic field to fly. But.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:07 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I was very proud of what I did, but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:08 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It didn't work.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Do the laws of physics actually support that idea?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, in in the end, one of the best ideas would be to go to the South magnetic pole and put a big ring of conductor material around the magnetic field there and put a huge current through it and it would actually.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:24 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Fly into space.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wow, it's kind of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:26 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Hard to get there. Yeah, it's not a very good place.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:29 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The spaceport.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It sounds to me that like what? Like what really motivated you was just this idea of trying to solve problems like, is that right? Like, is that how you would explain it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:42 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's pretty good, yes. If other people haven't been able to solve it, I want to solve it. That's a real challenge for me. That's something that excites me. No one else has done this. I I want to do this because no one else has done that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So OK, So what like?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What was it that eventually, like we just start thinking, trampolines?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:09:59 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, when I when I was a kid, I'd love to trampoline I'd just love the idea of being in the air. But you couldn't buy a trampoline in those days unless it was a gymnastics trampoline and we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:09 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We had one at the school and in the gym class you get 30 kids there and we had to get on jump 33 bounces, seat drop. Get off the next person. That was it. That was my jumping and I love this thing. Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And you love this thing. You could only get 3 jumps.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:24 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, and that really frustrated me. So when they started to become available in the shop.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:28 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Oops. And I had a young child. I thought, right. I've gotta get one.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:32 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Of these of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:33 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Course. Of course. She's only 18 months old. But, you know, let's start young and then I'll be able to bounce on it, too. And so I said to my wife, you know, we've.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Gotta get a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Trampoline for Katie.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And she said.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:45 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[No, I take her to play centre. They don't have a trampoline at play centre. They're just.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:49 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Too dangerous.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:49 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And this is in like in 19.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[89, OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:10:51 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This is 1989, yes, and she said trampolines are not safe. I think. Alright. Well, I'll just prove her wrong. I'll look at the research and see what I can find. So I looked at the research and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Sure enough, even in New Zealand there's been some research done on the increase in injuries from trampolines, and I thought, well, maybe I can do something about I'm an engineer, I should.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:09 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Are dangerous.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Be able to do something about this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And that's that's when it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:16 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Started so you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Look at this research and you, you, you you realize your wife was right. Trampolines were not safe.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:22 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Damn it. My my wife is right, damn it. Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[She's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But you wanted a trampoline and you wanted one for your.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:27 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Daughter. So I had to think of a way.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:28 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So what do you do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So I thought, right, well, if I can design one, I'm I'm sure a trampoline is pretty simple. Surely I can design. I've got a PhD in engineering, sure. And I love designing things like this. I'll surely I'll be able to do it. So let's design one that she'll accept.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And maybe you could even sell it. I don't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Know so. So take me back to that moment you're thinking.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:11:50 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I want to see if I can come up with a trampoline. Where do you start? I mean, do you? There's no Internet at the time. I mean, there's no easily available Internet. So how did you even start to think about how you would do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This well, one of the issues here that we have to solve and and the traditional trampoline is guys steel bar around the outside edge and springs.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Right beside it. And then then the mat that you jump on in the middle?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I can see that it's dangerous cause the accident rates have gone up and it's pretty obvious you give this nice, bouncy things to kids and and they'll bounce all over it and they'll lose control and they'll fall on the bar or they'll fall down the hole between the springs. So.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:27 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Or they fall off or they fall.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:29 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Off.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But the thing they'll probably hit first is the steel bar around the edge, and that's the thing that impressed me most. I thought that steel bar, that's not fair. Let's see if we can get rid of that steel bar. That's that's a good step. So I'm thinking, well, inflatable things.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Soft why have we replace the steel frame with an inflatable ring, just like a beginner tube and then stretch the trampoline mat across the top of that?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:52 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Would that work?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:12:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Oh, I see. Like a giant heavy duty inner tube tire. And then you would have like a the canvas inside of it. And the springy part would come from.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:01 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The inner tube. At first I thought right we'll put springs on. I mean, we can put rope around there to hold the spring so we could have the mat connected to the springs. So I I sketched this up and I got a a canvas company to make a map.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:13 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[For me, and I've got some trampoline springs and some.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:16 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wrote a bar and they caught a Seabiscuit at the time, which is like a big.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Inflatable like a Zodiac but circular.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:22 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, that's right. And you towed it behind the boat. That's what. That's what it was for. So I borrowed one of those from from the canvas company, actually tried it out, and it seemed seemed to work at that time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:34 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[My son was about 2 1/2 years old and he bounced on it. He.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:37 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Could bounce on it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:38 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Right. It was only about the height of a a chi.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:40 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[OK, so if the kid fell off, they didn't have.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Far to go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And the edge was inflatable and soft.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The rubber. So you actually literally made this. You stretched canvas over this giant rubber tire boat, dingy thing, and then you had your kids jump.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:13:57 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[On it? That's right. So that's the first one then I thought. Well, let's make a purpose built one. So the one that we formally made and I paid a couple of $1000 for.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:06 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Just had the mat sewn into the top edge of of this big ring.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And that was good for the kids at the time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And your wife was happy with that? She was totally comfortable with.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:18 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[He was really happy with that. This is something the kids could actually pick up and cut around the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Backyard. And this was like how big?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:25 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Was it? That was about 8 feet across the net, of course, was more like 5 feet because it was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:31 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[On the top of it, the big problem with that? Well, several big problems #1 the material cost for that was about $800 the back at that time, just the material cost. So there's no manufacturing in that at all.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:46 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And it always leaked. There's always something that's. Yes, it was supposed to be. Yeah. Tight. It didn't matter how many times I pull it apart and tried to find the leak. And there was a problem. 2 problems there. Third problem. It just wasn't bouncy. I mean, I couldn't get any height on.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:14:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, yeah, we come out.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It this did not bring.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:03 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You back to your school days.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:05 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So we had those 3.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:05 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Jumps.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:06 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Those mass giant.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:08 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Jumps where you could get lots of here.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:10 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You are getting like.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:10 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And if you go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I'm flying a foot off the ground, maybe 12 inches or something. Nothing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:11 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I should say that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Around which is pretty safe for kids. You don't really want when they're three years old, you don't want them jumping too high. So it was great. It was great for the kids.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:16 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, no, you don't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:22 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To have it, but it wasn't what I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wanted. OK, so you you start to realize that this thing is just not going to fly, this is not going to be the thing that may could be fun for a while for the kids, but it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Gets deflated.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And it can't jump very high and and anyway you can't market this thing. So. So what do you do? You go back to your to the garage and and and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:42 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Start again ohh around about that time I I sat down and summarized all the sketches I've got and all the ideas I've got cause this is not bouncy. I've gotta come up with other ways of doing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:15:53 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I went through a whole range of ideas and came up with a several quite complicated ways of using springs. So at this stage I was working at the university.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Got a job at the University of Canterbury in in Christchurch teaching mechanical engineering, I'm assuming.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:06 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:07 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In Christchurch.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:10 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, I had a contract. Only a contract that wasn't a full time job. So I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Didn't have tenure.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But I had a job there and that meant that I could, for educational purposes, give students projects to do so. The final year of engineering, the students get an individual.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:22 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:26 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Project that would go the whole year, so I put that up as a project. Here's an idea for making a trampoline completely differently with springs in a different way. What can you do as a student? What can you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:37 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Come up with just.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:37](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:38 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To just to get a sense of when this is, we're talking about the mid 1990s here, right like 95?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[96 somewhere around then I started at university in 96.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:16:46 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I ran a couple of university projects and 9697 and I gave them pretty close guidelines cause I put a lot of thought into it. Here's a way I think we could do it. Could you build one? Could you do the analysis on?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And at that time, I had this idea in my mind, and I found it very difficult to imagine. I've never seen anything like it was a bit like a basket with the these are, these are things say, like fishing rods. Obviously if you caught a fish on the end of a fishing with a fishing rod that's going to bend, it's it. It'll keep some tension on. It's flexible. Keep some tension on.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Flexible. Sure.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:20 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Maybe I could make one like?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That with them out of that material.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, some something like fibre, fiberglass, like a fishing rod material. And I thought well.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:28 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[If you stuck.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:29 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A fishing rod on the ground over there and you're stuck. Another one over here and you tied something between them. You get the tension, but then they're sticking up. These things are sticking straight up. And if you're on a trampoline on the top and you fell on it because they're vertical. If.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You fell right on the edge. You can impale yourself on them.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:43 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So what if we laid them over so that they have 45°? Then if you landed on them that they'd bend down.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:50 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So that was the idea.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So just to picture this in my mind, the idea was could you get some kind of material that's like a fishing rod like a but?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But shorter.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:17:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Obviously, yeah. And angle it at 45° in a circle, let's say, and stretch canvas over that, and essentially that would be the trampoline you would bounce on the canvas that was laid over these.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Tangled rods that were bendy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That that's a pretty good description of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It so you had students working on on making a like a prototype of this new trampoline design. But how big are these?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:24 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Things that made full size ones 8 foot diameter.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And and how it work using using those like fiberglass fishing rods.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:33 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The fiberglass rods that that seem to work alright. That seemed to work alright, was certainly it was more bouncy than the inflatable 1 so I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:39 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Was going in the right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Direction I had more.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:41 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So it wasn't exactly there yet, but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:43 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I had more promise.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, you're right. I I was thinking I need to get a commercial person involved about the stage. I don't know how to commercialise it. I don't know whether it's gonna be commercial at all. I had no idea. Let's contact.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Someone all right? I want to ask you about.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:18:59 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What I would imagine was a slight complication which is at this point you weren't Keith Alexander, backyard tinkerer. You were also Keith Alexander professor at this university. What did that mean about all the work you did? Right? Because because oftentimes it's, as is the case in the US.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:03](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Will.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[When you work on something, the university, it's their property. If it's MIT or Stanford.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Or Harvard or wherever. Well, that's exactly right. What I'm supposed to be doing is publishing papers. But they did have this new policy that just came in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:29](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:34 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A couple of months after I started, they said if you come up with an idea that's commercializable, you've got to tell this new commercialisation office that we've just developed, that you've done it. And because it belongs to the university.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[100% or most?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:47 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I thought, well, I have already thought of this. I've been doing this at home for a while, and now I've got a job at the university. Well, I can't commercialise it. I don't know how to do that, they say then I how?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:49](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To do it, I'll sign the paper.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:19:58 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[OK, alright, I'll sign the paper. So I'll sign it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So now every idea you have they own, which is not uncommon I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:04 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It's not uncommon, so I went along with that. I'll let them have it if they can commercialise it, great.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Mean this is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:09 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So I took it to them. Sheldon, they said. Ohh, that's fine. That's a kids toy. See what we can do.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And but but in the meantime, they they were just like, yeah, do whatever.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Want to do? They knew what. You. Yeah. They they were not.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:20 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Paying attention to you, they're not paying attention that what they wanted is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Something.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:24 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Was gonna make millions of dollars. They don't really want a child's boy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[No, they want like a biotech.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Something nanotech. Yeah, right. Yeah. That's what they want. They're like, enjoy your kids. Trampoline. We're we're paying attention to these guys. Working on nanotech.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:31 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Nanotech. You think nanotech at the time was the thing I was competing with Nano.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:40 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah. So I looked in the Yellow Pages. I found the biggest trampoline manufacturer in New Zealand. He was selling 400 trampolines.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:47 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, I rang him up and he said, yeah, I'm interested. Send me some photos. I'll be in Christchurch. I'll come and have a look. Yeah. So he came and I had them all there for him.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:56 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To try and have.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:20:57 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A look at he jumped on them. He jumped on them, he said. Well, the inflatable.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:01 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[One I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:02 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Like that, but not as a trampoline. I like. It's a great pool toy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:08 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The one with the rods here. That's got some promise, but it's too low. It's gotta be high. It's gotta be dangerous. It's gotta make the kids think it's dangerous. It's got to be bigger. It's far too small, so I want.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:19 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Something that's 10 feet diameter.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:21 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And it's got a packed down so it can.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Be shipped.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:25 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So you have to be able to pull it all apart and assemble it, and it's got to be able to be assembled by a solar mother with no tools in half an hour on Christmas Eve after she's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:34 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Had a glass of wine.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:34](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:36 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Because I always get people ringing me up on Christmas Eve saying how do I assemble my trampoline? So you've gotta sort that out. So if you can.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Sort out those problems.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:42 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I'll be interested and you start.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:45 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I thought, OK, there's a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:46 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Challenge.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:47 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And we've got a company now that's interest.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:49 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Listed and I'll pay one of these students who was happy to work over summer to build this 10 foot version and see.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:55 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What we can do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:21:57 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So that's what we did over the next year, we had this student working away. He built up this 10 foot trampoline that was higher.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:05 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We could test it, we could pull it apart and put it together again. We could put it all into boxes we couldn't assemble.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It in half.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[An hour, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:13 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But all the other things we could do.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And we found that there was another company in in New Zealand that was quite specialist and pulled through the fiberglass. In fact they had used it in as a spring and we were using it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Right fiberglass then.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:28 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And their experience of that. So we started forming a relationship with them.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:32 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So we formed the relationship with them and this company and who would making 400 trampolines a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:37 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Year.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:38 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And we started to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:40 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Build some prototypes for customer trials, 5 prototypes for customer trials.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And had it turned.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:22:47 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Out. Well it it was. I was pretty pleased with it. I thought we were going to market at this stage because I had a commercial person, I we had five products with customer trials and the guys.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[From the commercial arm of the university came along to have a look because there was a bit of Terraria going on. Yep, they had looked at it and they said this is not market ready. You need another 50 thousand, $100,000 to make it market ready and then?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[They went away.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The university said this. Yeah. And So what?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:16 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Does that mean?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:18 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, it I thought that was the end of it. Really. I thought I can't get $100,000 or $50,000. I thought it was market ready, but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:27 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I was very.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Depressed and you needed the universities permission because they owned it. They owned the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:32 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[They they owned it. I didn't have to do anymore. I was doing all.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:35 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:35 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Work supervising this and trying to get the money to to support.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Making these customer trials.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To the dream.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Dice.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:23:45 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Over. Well, I thought so, but I I always just like challengers and my mother-in-law. She'd ring up to talk to my wife, and when she'd get me on the phone, she'd say. And Keith, how's that trampoline going? I hope you're still working on it. So this is a problem in the world that needed to be solved.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:07 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Parents can't buy a safe trampoline. I've gotta do something about this. I'll decide to keep going around this time. The commercial arm of the university hired another person, and he'd actually taken product to market before.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:19 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And he had a look around New Zealand trying to find if there any investors in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:22 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[New Zealand that were interested and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:24 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In the end, he looked in Canada and found someone in Canada and said Keith. We've got someone in Canada, I'm gonna send him.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Photo and we'll see where we go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:32 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[From here.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[When we come back almost 15 years after Keith started tinkering on a new, safer kind of trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:24:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[He gets to see his invention finally come to market. Stay with us. I'm Guy Raz. You're listening to how I built this from NPR.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:25:05 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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[00:25:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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[00:25:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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[00:25:56 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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[00:26:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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[00:26:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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[00:26:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Hey, welcome back to how I built this from NPR. So it's the early 2000s. And Keith University finds an investor who's interested in the trampoline, and his name is Steve Holmes. And at this point, Steve's in his mid 30s. He's living in Toronto, and he's already been involved in a couple of successful small businesses.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So Steve knows some investors and he's got access to a little bit of capital and eventually Steve and Keith get on the phone to start discussing the details of Keith's adventure.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[At the end of the phone call, I remember saying to Keith, OK, Keith, can you mail it to me?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Can you send?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It to me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Ship me the trampoline? Yeah, just.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Ship me the trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:33 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And there was pause because I think the money was an issue, right. You know, like, how am I going to ship the trampoline? Keith forever tramp figure. I said, I'll send you $10,000. We ship me the trampoline and he said.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So, Keith, what do you remember about that call? It was similar like you were on the phone with Steve and you, you just kind of explain?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Learned this invention to him.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:27:55 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I find it pretty hard to remember. I was really anxious about anything like that, that that call would have made me would have freaked.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:01 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Me out, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:02 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And shipping something overseas. I don't even know that you had to dial 001 to get to America first.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:10 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[One of the things that did make an impression, though, as Steve said, I'm sending. I'm telling you guys $10,000 so that you can do what needs to be done to get me information that I need and get me a trampoline. And I didn't have that sort of money. So when someone says please ship it to the other side of the world. It was a big deal. And when someone says I'll give you $10,000, that was a big deal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So alright, so so how long did did it take for it to arrive?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A couple of weeks.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:33 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I think it was six weeks in shipping. I can't remember if we air freighted or not. We at the time had a backyard which really didn't have any grass, so that was a problem. We had a patio. And so when I got it, it was a little overwhelming. So I assembled it. It probably took me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[About 3 hours.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:28:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And several bruises. And my kids interested in this stuff at the time were 1614 and 12, and so my 12 year old daughter jumped on it and she loved it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[All right. So, so, so she she's jumping up and down this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Thing and you realize from that, maybe there's something to this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You know, when it comes to good ideas, I believe you measure it by the reaction of the people you hope to sell it to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:21 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And there wasn't a kid in the neighborhood who didn't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Want to jump on it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Everybody came to your backyard.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, anybody that we'd let in? Yeah. And so you you get caught up in the enthusiasm of your kids.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So when did the the switch go off in your mind? Where you thought, OK, I'm in. Like, I need to pursue this and cause at this point you'd send $10,000. But you did not have a business. You were not in business at the university. You didn't. You didn't own this patent? Not nothing. It was just a you just had one really great trampoline in your backyard and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yep.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:29:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And so you have presumably a lot to consider before you invest the money in buying this patent. You have to find out how much it would actually cost to manufacture it, because you have to model this out. Whether this is going to be a viable business.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Did you do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That we did October of 2002, we had secured the patent with effectively a letter of intent agreement. In principle we had locked up some period of time and first thing we did was we went to the Super show in Las Vegas, NV and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:16](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I see.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Which is like a toy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:26 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Now it was it used to be the sporting goods Manufacturing association before this was 2000, January of 2003. I went to see it with the reaction movie.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[OK, this is what yours is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So you brought you you built one and and you displayed it there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:39 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We don't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[One, we took a prominent spot at the show. We hired some dancers from Siegfried and Roy to be our jumpers, along with my daughters and my youngest daughter and her three friends. And we just said, like, this is go big or go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Home.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Did did you mean how? How?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:30:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Big was the trampoline market at at that point.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:01 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Was it was it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, I would have said it was pretty small. I I I think that we had measured that. We thought that the trampoline market that maybe it was a 5 to $600 million trampoline market globally.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:09](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You were looking for a bite out of that 5 to 600 million.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, I've never been green.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A small business could be a good business. I guess we took a philosophy internally, which was to think big, but start small and so we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Absolutely.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Tried and what was the? What was the reaction at the show? Like what did?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[People say to you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What was really quite amazing actually, we had lots of different reactions. The first we had was from a retailer who came up and said, well, you can't sell this in America. You don't have an enclosed.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I said, well, hold on, an enclosure isn't mandatory. They said, yeah, but no retailer will sell a trampoline without an enclosure. And then I had somebody come up to me and said, you know, I have a patent on the enclosure and you'll never sell this product in America ever. And I went close on the enclosure and then I had the at the time the CEO.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Because I have the patent on the yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:31:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[From what was a very large sporting goods retailer come up to me and said, you know, this may be the most innovative product we've seen at the show in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Years. So you walk out of that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Show and what are you thinking?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Not dead. It's not dead. So I decided to invest in some fundamental research and I wanted to ask myself one question. Did any retailer in America believe that trampolines were dangerous and so dangerous that they wouldn't sell them?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What was the?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Answer the answer was yes, and that was Costco.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The CEO of Costco was a man in Jim Senegal, and Jim said I will not sell trampolines.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And so I made it my mission to try and sell Costco trampoline. Sure.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[OK, but before we get to Costco, so at what point did you say, alright, I'm going in, we're going to get this, we're going to buy the patent and production rights.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:49 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, I think we were finished. We had, I I was advancing all of this very quickly. I think contractually was all locked up by probably May of 03.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And what did it cost you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:32:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:00 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The honest guy, I wouldn't even remember the number.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[More than $1,000,000.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[More than $1,000,000 to buy the patent.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:08 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You have to buy everything.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[When everything is all said and done in all the settlements at the university, I think it was that it was probably close to that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So, OK. So Keith, you are a professor at the university. You come up with this invention, they sell the patent to Steve and presumably you you get.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A check for it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:24 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, the arrangement with the university was that whatever he paid would be split three ways. So I got a check and that was huge for for me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:34 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I'm curious at this point, did you, I mean, did you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Kind of have to deal with the fact that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You have the right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Are sold to someone else and and now like this guy Steve is gonna make it. And like, go run with.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:45 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It that's right. And that was a a very sobering moment for me. And I thought, yeah, OK, I guess that's the way it is. I guess I can let it go now. I don't feel like it, but I guess that's the way it goes. I've.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:33:59 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[There's a check coming and I've got to think of other things.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And then Steve says, I'm going to need a a bit of a helping hand so I don't have any trampoline engine here. So do you mind giving me a hand with this? Give me some technical input. I said. Yeah. Yeah, fine. OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, and and and that came, in fairness, you know what Keith and I had a conversation once about risk and reward.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And so I asked him what level of risk are you willing to take?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Versus the economic reward you expect. And he said, well, I I have, I don't want any risk. Yeah, I don't want. I don't want any risk. And so we reached an agreement at that point as to what his role would be and how he would be compensated and and so.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:42 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It was good.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[OK. So Steve, you are running the business from Canada and Keith, you are still in New Zealand consulting on the I guess on the engineering side.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:53 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So what? What was the next step?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:34:55 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, Keith and I created the spring free enclosure and we kept looking at all of the principles of our design and said it better be soft. It can't be hard. And everybody had produced enclosures with steel poles and we kept looking at this American patent and saying we can't infringe this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So we didn't sell any products, we didn't make any products. We just spent a year building an enclosure for.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The spring for traveling.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[OK, so you had left that convention in Las Vegas determine that you had to solve this problem that if you were going to make this thing as safe as possible, it had to be enclosed.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's it. And we decided that we would give ourselves the deadline and the deadline would be the January super show, which was to be held in Orlando, FL in January of 04, the 2004 Super.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:42 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Show.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And what, by the way, what made the enclosure different? How were you able to create this thing that?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But you're safe.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:47 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Alright, so Steve said we've now got a relationship with the people who make the pultruded fiberglass. You've got to make the poles out of those same material. And I said, well, they need to be strong enough to hold this net up. So I thought like can we, we can try it had a post grad student who is needed some money. So he's working in our backyard.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:35:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Ah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:36:08 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We got these twelve of these around the trampoline fitted on and tied the top of them together with with some.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:36:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Board. Let's see what happens when we put a net on. So I said to this postgrad student, you're gonna spend the next few days finding some sort of net talk to all the fisherman people around the place. So if we can get some net and after about four days, he'd come back with some fishing net that he lashed on there at the top and the bottom. So it was more or less.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:36:34 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Like in an enclosure in, in a sense different than the ones that were out there. There was this really flexible thing. And so then when I came home from university and the kids were still on it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:36:45 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[They were bouncing off the walls, they were running into it and bouncing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:36:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:36:50 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I'm thinking, hey, this is really something we didn't expect. We've got a new play surface here that other trampolines don't have. We've made a rubber room now.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This is way better than I expected. It's not just a safety net. This is another play surface.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[All right, so you've got the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Enclosed.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Trampoline. You're ready to introduce us to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[World 2004.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Go to the Super show in Orlando, FL and they had a competition there which was called the product of the year basically. And if you got to a finalist or the top 10 you would be displayed in a specific area of the Super show independent of your booth. So we made all the applications.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Necessary. And we became a finalist.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This was the unveiling of spring free.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:38 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This was it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And how did you do? How many did you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:41 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Get the orders.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:43 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We got one important order by Costco Canada. Wow. They decided, OK, if we do it in Canada, there doesn't seem it's not as litigious. They're all really nice people there. They don't seem to sue each other. Maybe we'll try it in Canada and they put a test in for an essence that worked out that we put in a test for four.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:37:59 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[100 pieces. Let's try selling and cancel they they put in order for 400.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:03 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Next, yeah, we had about the 1st order was 400 pieces on a trial.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And by the way, where were you manufacturing them?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In New Zealand.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, these first 400 units we made, I guess 480 or 400 and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[90 I think something like that in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[New Zealand.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:16 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[There's one container.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Load one container, load. There you go. Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In New Zealand and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And what was the retail price for for?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:21 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[At that time, the retail price we put it out to Canada was 999. Wow. And.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Just to just to clarify something.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This was at that time going to be one of the most expensive trampolines, right? So it was a big risk and you had to make the case that this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:38 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Was worth the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Cost. Yeah, I mean, our value proposition when we had that very first product that Orlando is the same as what it is today, which is that we provide the world's safest trampoline, we produce it out of the highest quality materials. We give the longest warranty, it's 10 year warranty on everything.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:38:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It's still that today. And so that was what we kept selling on the retailer side.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But you were selling them for about 999 bus?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's a thin margin because it probably cost you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It was more than that. We were losing money on every product we had to do that to find out if we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Could create a market.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[All right, so they roll them out in costcos in Canada and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[How did they do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:18 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Moved very fast, very, very fast. Quick. Well, because we had put it on a test and that was the spring of that year of of 04. The next recurring order wasn't going to really take place until their next spring buy, which was 05.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So did they put in?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A second order.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:34 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So then it was. Ohh crap, what do we do between now and then?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah. Because you you, you gotta generate some revenue and you're still making these in New Zealand, which is presumably expensive.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Oh yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:45](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Now.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We transitioned right about then. We knew we couldn't continue. They were costing about $14150 to make one. And so we knew we couldn't continue. And one of the things that it didn't materialize at the Super Show in 20.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:39:54](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Make.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:03 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[03 in 2003, I said to you that I had people come up to me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Various things. I had an individual come up to me with a business card who said I manufacture sporting goods in China. If you ever need a manufacturer call me. And when we reached the stage with Costco at the end of before we said OK, we got to make.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The call which I have to assume was going to be.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[An important move, right, because it's going to reduce your costs pretty.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Really.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, here was the thing that was so critical to us is that key SCP was was essential. We had to make sure we could get intellectual property protection, but there were.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Because in China everything is copied. Not everything, but a lot of things are.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It is. It is. You have to be careful and we had to be careful. And the other thing is that the rods that Keith had done were really they were all about technical know how and so we weren't prepared to move that. So even to this day most of the original.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:40:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Manufacturing components, the rods and the net material that we use, we are using the exact same manufacturing partners. They've come a long way the whole way through the whole journey. We've never deviated from.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That but we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Moved all of the steel at 100% of the labor associated with producing and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Assembly into China.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[All right, so 2000, you got to wait till 2005 for this next big order. How many people on your on your payroll at that point?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, I think at that point we between our engineering group, our sales teams.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yes, uh, we might have been 35.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And you're burning through cash.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:34 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, we were burning cash. We were hanging on for that Costco delivery in spring 05.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So so when Costco came back to you for their spring of 05, you know, purchase.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[He worked out to be about 32165 pieces.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:48 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In 05.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[3265 pieces if you need and but, but you need to finance that right? Because they don't pay you first they pay you like 90 days later.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:50 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You are so good.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:41:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, another pass after. That's right. So we, we, I hit the street and found found some.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Buddy who bought into a Costco PO.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So so this is somebody and this is interesting. This is somebody who looks for people like you who get a get a purchase order from Costco, need financing to actually make the product and they'll loan you the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Money at a high interest rate.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[At a high interest rate, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That was your lifeline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:18 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It was our lifeline, and it and it, to be furnished to this day.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It is the reason we survived and and thrived.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Even though that order alone was not going to make you profitable, you slept a lot. You slept a long Rd.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:29](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[No, we weren't profitable.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You know, we weren't profitable, but but it proved that we because Costco represented a much bigger animal than just Canada. We went from Costco Canada to Costco UK because UK was viewed as being safe.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:47 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And we had to go from Costco Canada to Costco to Japan, which made no sense to us. We didn't really know what we're gonna do in Japan, but we ended up selling 370 trampolines in Japan.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Through Costco and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:42:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Then we got to go on costco.com their e-commerce new platform for them not in store in 2007.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I guess it was so Costco is up until this point up until 2007, your biggest contract.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Truly, in in the northern hemisphere and and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Our only we were selling direct in places where we could, but they were basically 90% of our distribution.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So you are now 2008. They stopped. They stopped selling the the the trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:35 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, that was probably the hardest point. So what happened is that as we got more and more and more successful with the product in Costco, some of the buyers, they were really proud and so they would show off the product in a real.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:48 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Little flamboyant way, you know, having it in a prominent position, it's inside at Costco's, and Mr. Senegal was he opened every Costco and like, yeah, he came to every Costco opening and there was a big opening in Halifax, NS on May 13th. It was a Wednesday 09. Never forget the date.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The clusters.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:43:59 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The the CEO.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:44:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In my business career and he had gone into the store and at the time he was still opposed to trampolines, even though we were being really successful, he was still uncomfortable with it. And and so when he walked into the Halifax store, I got a phone call from the president at the time of Canada Costco and they said.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:44:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We're done, I said. What? What? What do you mean? We're done. And they?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:44:33 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Said we're done.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:44:35 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[They said no, no, no, I don't understand. We're we're not. How can we be done and and? And we skipped the part guy which is in 2008, we decided to build our own factory in China because we weren't satisfied with the quality. So I invested about $5,000,000 in building a Chinese factory.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:44:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We did it because this was Costco. We were going to be in store. This was going to change the face of everything. And so we had been, we opened that factory in October of 2008 and all in preparation for our 2009 with Costco and on the May 13th, we were told we're done.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:44:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:08 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And it was just because they had gone overboard in that store. They had made the trampoline one of the single biggest highlights in this grand opening in Halifax, and he was just.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:19 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Best.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The CEO? Yeah, because it's because it was so present and visible. He walks in there and says, what is this trampoline doing in the center of my Costco?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:21 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[He was just \*\*\*\*\*\*.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Those are the exact words.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I don't think he really knew. I think we were below the radar. We were doing great numbers. We were doing great numbers for sporting goods and so I was told if you need to talk to Mr. Senegal, you got a call on a Saturday morning in Seattle. I was given a telephone number to his direct dial to his.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:34](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Desk you called?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:47 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I'm on the Saturday morning shaking in my boots. I called.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[He was extremely polite.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:45:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[He shared his reasoning within Reason, and he said I've made my decision, Mr. Holmes, but I will honor any purchase orders.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That we have issued up until the end of this month, so any purchase orders that are issued up until the end of the month will will honor those purchase orders.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And I hung up the phone and I went.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Oh crap. And my next call was to every Costco buyer I could find. Give me a PO. Give me a PO. Give me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:21 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A PO cause you know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You got a month left.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:22 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I had less than a month. I had just that was this. That was the 16th of May. It was a Saturday morning and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I had 14 days and peels took longer than that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To get usually. Wow. So what you do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That was a really good business skill learning session. I stepped back and I said OK, we have a product that has unbelievable safety quality and innovation characteristics. We have customers who love our product. I mean, our best marketing is our existing spring free customer. If a spring free customer has a spring free trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:46:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[If a parent who says, well, I really don't like trampolines, they'll sell it for me to other friends and neighbors and 50% of our sales came from our customers. So we said.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wherever spring freeze are and backyards, we have to make it really easy and our biggest market at the time based on Costco delivery addresses was California and Seattle. So we opened our own first spring free retail store on the off ramp of the Costco headquarters in Seattle.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In Seattle, so I was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And this is in. This is in two.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[1000.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, this is in late 2009.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So there you had a showroom. People could try it. Kids could jump on them and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:34 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah. Yeah, we called it. We called it the spring Free Experience Center, and that store proved to be phenomenally successful.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We were blowing the doors off the prophets and we were just going like there was. I think there were very few retail stores that were doing the profit per square foot that we were doing out of that store.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:47:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[To that store, I mean, they were just not flying off the shelves cause it wasn't off the shelf on the shelf, but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That store.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Started to just sell these.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Things like, I don't know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:03 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, let me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:04 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[By this we had a great dealer network. We established as quick as we could in the US they had trampolines on parade floats. They they went to every stair they went to, every neighborhood they connected with the communities because we knew where we had shipped. So we had, you know, we had these, whether it was a pop-up store or whether it was a permanent experience center. We went to consumers.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[We went out there, we did the shows, we had the stores and showed that there was a business model which was different than Costco. Huh. And so we took a direct to consumer model.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:35 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And we use Keith as the face of the organization. So he was the one who conveyed the story, the the attributes and the commitment to safety and quality.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:48:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So, Keith, how did you like? So, so, so all of a sudden like you've got to represent this product right to the world, you do media interviews, you got a TV like you are a self-described introvert. I I I I can only imagine that was somewhat torturous for you to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:02 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Do. Yeah. Yeah, you're right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:05 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You're right. Steve did give me warning, he said. Would you like to be the Dyson of spring for you? I said, what on Earth do you mean? Well, you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:12 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Know Dyson Dyson vacuum clean.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:14](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So when he looked and there's Dyson doing his thing, I thought, I suppose I could do that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:22 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I said yes to Steve. So then he says, right, well, come to Toronto, we're gonna have a week, a week of filming. And I'm thinking right, this is big deal. This is not just one or two little afternoons. So one of the scariest weeks of my life really. So I end up in Toronto.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:42 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[In this big studio.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And find myself with three cameras there and lights people all around and microphones in front of me. And they.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:51 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Say right, well, just talk.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And you did.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:49:54 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah. So, so I talk and then they say ohh you come across really genuine. You know it's it's it's you. You really come across.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, and how did it come?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Out. Phenomenal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It was OK in the end.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So here's my question for you. I mean, it sounds like you were actually expanding pretty fast at this point, but this is by by 2000, how did you? What I'm trying to understand is how did you expand to that number of employees? One just two years before that Costco pulls out?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah. We're over 400 employees by late 2010. Yeah, I guess by then we were 400 employees and so.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:26](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Now.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:26 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, you know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Sometimes you do stupid things and what we did is we decided to do, we could have gone home and Costco pulled out, but we actually went deeper. So we increased our commitment in the factory in China, we increased our direct strategy. We increased our ability to open and direct retail stores.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Did you have to raise money?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:47 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Fortunately enough, we had. We had been reasonably.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:50:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wise we have been saving for those expansion opportunities in rainy days, so we needed to raise, we probably invested maybe 5 to $7,000,000 in the factory construction and a couple more million in some other stores. And I think we had a debt raise of about at the time $3,000,000.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[But I have to assume 2009, even maybe 2010 were tough years.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Very, very tough years, but we didn't stop investing. We kind of said like, you know, this is that risk we we kept thinking that that opportunity, the big big opportunity was just ahead of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Us when did you start to see?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Be that light.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, I'd say 2010 2011, 2011 to 2013 were phenomenal years for us within the globally we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Had.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:38 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[What happened to my?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:39](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Wife.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, I give lots of credit to Keith. His design was always flawless. So that that issue of safety that we kept talking about, we now had eight years of experience.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:51:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So instead of saying we're the world's safest trampoline, but we've only sold 2000, you know, we were actually saying we've got, there's a couple of 100,000 trampolines out there and we actually have statistics now. And Keith started writing research papers and of of measuring our statistics, and we were going, you know, we remove 90% of the product related injuries.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So he's taken, his design has removed 90% and so we got that mess.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The Joe Keiths videos and the way we distributed them and we got traction and we got real traction.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[How much? How much does a spring free trampoline cost today?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, we have 6 different sizes, so it ranges anywhere from probably 1600 to 2400.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Dollars. So this is a premium product and this is a very this is an investment that you're going to make for a while.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah. Keith always said that when he put a spring tree into some of his backyard, and I've agreed with him and we've continued that, it should be. That's it. They should.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[The money it should go in the backyard. There should be 0 maintenance costs and there should be 0. You know support cost. So in other words, if they got a problem, we back it. So we have a 10 year warranty on the whole.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:52:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Product and how many you selling on average of a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:00 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Year now you know we we look at that you know our probably 30,000 is our.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Annual volume and and we build our business model around that. We've had years that have gone much higher and we've had some years that have been a little lower based on some of the economics.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I mean, we opened a factory in 2008, we lost Costco and there was a global financial crisis. I can tell you that wasn't the best year. So we we had a tough you know, we had a tough year that might have been an 18,000 piece year.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I can only imagine those first four or five, six years. It was non-stop, just non.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Stop hustling working trying to get this out to market. Calling people, getting rejected. People saying to you why? Trampoline. Who. Who is this? What are you talking about? No, they're not safe and and and is it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Is it? Is it still like that today?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You know, for some of our staff, there's no question, but it's fun. Like, I got to tell.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You you know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:53:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[You want to be a fun business, be in the trampoline business because there's never been a circumstance where when the mom and dad have to see their kid on the trampoline for the first time after they've made a spring free purchase that they don't go wow, this is great.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:11 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Most people don't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Know we exist, but when they see us, they.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Ah, I get.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:16 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Do you have a?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[A trampoline at the headquarters in Toronto.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Yeah, every every one of our offices has trampolines, absolutely. And we, you know, they're constantly being used in various forms.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Do you do like board meetings on your?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Trampoline we do. You can see some office meetings.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That will occur on a trampoline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Just everyone kind of two people are just synchronized or they're bouncing. It doesn't happen.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:34 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I've been sitting there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[No, no, we we're, we're still one at a time trampoline company, so yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:43 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[So do you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Do you consider yourself to be lucky that you know this business has managed to become, you know, sustainable or or do you think it's because of your intelligence and and hard work?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:54:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Well, I don't know about the intelligence part, but I due respect for the employees of our organization and for my wife and my kids who suffered.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Through the early days this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Has been about.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Hard work. I was very fortunate to meet Doctor Keith Alexander, but being fortunate was about a lifelong friend that I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Got.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And Keith, what about you, like, do you feel lucky that all this happened or?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[I mean, do you think it's just a product of your persistence and and perseverance and grit?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:24 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[It's it's both of those, of course. It's both of those. I do feel very lucky to have met someone like Steve, who's being prepared to be very persistent. One of the ways I like to think of it for me, the invention process is my part.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:40 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[Is it? It's? It's like having a child at the moment of conception is quite exciting. And then you carry it and you feed it for years and eventually it starts to meet people of of its own. And then you get less control, less and less control and who your child meets and where they go and how.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:58 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[They grow up.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:55:59 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[There's not very much in your control at all. There's a lot of luck there, so in that sense I've been very lucky as Steve's taken over the part to get it to the customers. So I was doing pretty well.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:56:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[That's Keith Alexander, inventor of the spring free trampoline, and Steve Holmes, CEO of Spring Free. We first ran this interview in April of 2019, and this past year with all those restless kids cooped up during the pandemic lockdown, sales of trampolines more than doubled.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:56:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And according to the company, since its launch, spring free has sold nearly half a million trampolines worldwide.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:56:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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[00:57:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[This episode was produced by Casey Herman, with music composed by Ramtin Erebuni. It was edited by Neva Grant with research help from James Delahousse. A production staff includes Rachel Faulkner, JC Howard, Julia Carney, Elaine Coates, Farrah Safari, Liz Metzger, and Annalise. Over. Our intern is Harrison BJ Choi.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:57:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[And Jeff Rogers is our executive producer. I'm Guy Raz, and you've been listening to how I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

[00:57:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s8c7fe1c34699481ab4fd192350648361)

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