# Audio file

[UPPAbaby Bob and Lauren Monahan.mp3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

# [Transcript](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:00:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hey, it's guy here and I want to remind you about a great opportunity for how I built this fellowship. Now we've done this in the past few years to help support the next generation of entrepreneurs working to build a better world. And this year, we're going to pick 10 fellows. Each fellow will get matched to an amazing mentor.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:00:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Attend virtual workshops and then have an opportunity to pitch their business idea to a panel of amazing judges, including some of our favorite how I built this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:00:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Orders. And guess what? 1 winner will be selected to receive a $50,000 no strings attached grant. If you are an early stage entrepreneur looking to make the world a little bit better, visit summit.npr.org/fellows for more details and remember the deadline.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:00:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Is March 31st. The how I built this fellows program, including an NPR grant to one select fellow, is supported by GoDaddy. Rules apply.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We were in an old shoe factory.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We had a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Elevator. That was a cargo elevator, no air conditioning. And the way we did furniture there. When you're done with a piece of furniture, you put it in the lobby and then when you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Wanted a piece of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Furniture you just went and got it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:22 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And put it in there so we didn't buy any furniture.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So we had somebody in customer service sitting at a second grader desk.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and stories behind the movements they don't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:01:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I'm Guy Raz, and on the show today how Lauren and Bob Monahan found the sweet spot for selling their high end up. A baby strollers by capturing 2 key markets, payless celebrities and everyday.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Dads.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[If you've ever been discouraged from pursuing a business idea because someone tells you the market is saturated.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[All you need to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Say is burgers.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It's estimated there are more than 50,000 burger joints in America, and yet wherever you are right now, somewhere in America.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A new burger restaurant is at.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:27 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[To open because burgers in the US alone rake in more than $115 billion a year so, saturated or not, there is still clearly an opportunity. Just think about the number of beauty brands we've featured on this podcast alone.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:02:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Because The thing is, saturation isn't necessarily a problem. In fact, every single market is in some way saturated. The key is figuring out how to distinguish your brand or idea within that market.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:03:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Take our X bars for example. When Peter Rayhall launched his energy bar in 2013, there were already hundreds of other brands on the market. But instead of competing for customers at the supermarket, Peter marketed his bars at CrossFit gyms, places that attract people who don't eat.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:03:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Grains or dairy or sugar, a diet consistent with the ingredients in Peter's energy bar, and that's how he turned our X bar into a $600 million brand, a brand now owned by Kellogg's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:03:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[This strategy going in through a side door to find your customer also helps to explain in part how Bob and Lauren Monahan managed to build one of the most successful baby stroller companies in a market that people also said was saturated by the time they launched their upper baby modular.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:03:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Stroller in 2006, consumers had a wide variety of choices to pick from.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:04:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But what the Monahans realized was that they could appeal to two very specific and even overlapping customers. People who wanted a fancy stroller but at a lower price point and dads, men who weren't ordinarily purchasing things for babies. Bob Monahan.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:04:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Spent years working in the baby products industry and about 20 years ago he started to notice that men were getting interested in baby.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:04:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And with that insight, Bob and Lauren saw an opportunity to build a brand, a modular well built stroller that could tackle snowy New England winters, but also look good at the beach. A stroller that will appeal to everyone now before Bob got into the baby products business he studied.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:04:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Mechanical engineering and even to the stint at.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:04:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Lord Lauren grew up outside of New York City and as a kid she was a pretty good ice hockey player. So good, in fact, that she ended up playing Division One hockey at Yale.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:07 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It was. It wasn't. We were not the strongest team. I think we're bottom of the ivys. We won some games, but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But we we lost to the stronger teams. I could be out there on the ice and I could play against them and I could defend against them, but I certainly wasn't quite at that next step level.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:26 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I'm pretty strong.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:27 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Skater and I loved to shoot. Loves going.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:29 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Else.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Is women's ice hockey as physical as men's ice hockey? And I know it's changed a lot professionally there fewer fights and things. But in in women's hockey, when you played with their fights, I mean, like, I don't, I don't know anything about it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:05:43 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I actually was saying the other day there were some fights on so while I can't remember punching someone, she cross checked me into the boards. I know exactly where I was in the rig. I turned around, I smacked her. I got thrown in the penalty box and my coach said you're always going in. For what tribulation? She was going already. You couldn't see his hand up, but if you hadn't turned around and throw.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Him the hit.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You wouldn't be in the box too, but it's super.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Fun.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So you so you played hockey and I guess after you after you graduated, you thought about like pursuing psychology. But but you eventually gravitated back to sports. And you she worked for the NHL and for a while. And then to Reebok, is that?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right. So.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:18 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, I ended up I wanted to be involved in sports events and then I got a job with the NHL. They bring in a set of people to work on the NHL, All Star game and Fan Festival every year. And from there I went to Reebok. I went into the marketing department so.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:35 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Through a connection in that group, I ended up going and working for FIFA on the Women's World Cup, so that was a large, large scale international event. So that was really exciting to be a part of and yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And I want to bring in Bob here for a moment because, Bob, you were also working at Reebok at around this time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What was your job? What were you doing?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:58](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We were in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:06:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The Advanced Products Group, so like my boss, invented the pump, the rebar.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:03 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I had those. I saved money for like 9 months when I was in high.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[School to get those shoes I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:09](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[There we go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Have a picture of me with like really skinny and short and these giant feet and those pumps.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, I have those shoes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The punch the time. Yeah. So it's really cool.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:19 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Here and I ended up in a group that called 3D Foam. That's where you make foam and rubber combined together and that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[There's no rubber outsold to the shoe.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:30](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[M.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But we were like the cutting edge of that, like and we I ran a couple of marathons in and they're they're amazing. Like, you didn't need the rubber out. So all you need to glue it, you didn't need all these like, gadgets. And that's the way they're all made now just about because it's comfortable, light, easy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[To make.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So that was that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:46 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Was the technology I ended up working on so.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[All right, so.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:49 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You're both working at Reebok in different parts of the company. This is the late 90s. And how did the two of?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:56 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You meet Bob. What do you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:07:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, let me see. It was near. Yeah, 98. And we were in the gym and I was doing my setups. She was over doing stretches or whatever, and I heard her talking about how she loved to play hockey. And there's no hockey around or whatever. She couldn't find a place to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Skate.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So I was walking out the door, I said.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, I just, I started the Reebok.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Skate.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:18 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[An old rank near my house. I just started this pickup skate for people who played.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hockey, Reebok. And so we started a week or two earlier and I invited her and she didn't come.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You were. You were playing like a regular pickup game hockey game.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:33 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, yeah. Like I played in high school too, but whatever. I didn't play in college, tried out, but didn't play, so I just ran. Pick up skates. It's a fun way to get. Exercise is early. It's Friday morning.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:43 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[For work, so Lawrence, not a lover of getting up early. So I think that was part of the problem.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:48 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But she came the next.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:08:50 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Week. Eventually you came to the game, Lauren. Then I mean, did you think? Hey, you know, maybe he's interested in me? Or did you think maybe just like body to play hockey?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[No, I I didn't even really remember what he looked like. But I was working out with a friend, and so I called her and I said, what was that guy's name again? I think he knew him I want.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:10 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Skate. And so she knew who he was and she actually said he's pretty cute. And so I left a message on his Reebok voicemail saying I'm really sorry I haven't come, but I'm I'm going to. And then I went and pick up skate as you go in and you you play and then you toss the person organizing at 20 bucks afterwards. So I went to go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Give him 20 bucks and the guys are in the locker room and I knocked on the door, but their towels, whatever. He's there in his towel. And so I kind of gave him the 20.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:36 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Bucks and walked out.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:37 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And I was like, oh, he is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:38 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Kind of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:38 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Cute. So it's only 10 bucks, by the way, was it? I knew it was one bill. 10 bucks.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It's only.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Done. Yep, that that was that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:47 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[All right. So you guys, we know the story because you're married now, so eventually this hockey game leads to to marriage. And I guess you didn't stay at Reebok that much longer after you guys got married, right? Like you went to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:09:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Go. No, I got. I got laid off about 3 or 4 weeks into us playing hockey together. Yeah. So if it wasn't for hockey.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:03](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Ohh wow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Wow, you got laid off.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:08 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[She probably that would have been it. Yeah, it was on. She was on her way.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Into Iraq, I was on the way out.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Wow. So your division was just?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Like they, they cut it back.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, they just, they took the whole.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:19 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[3D phones group and I don't know, maybe I wasn't particularly loved by some people. And so that was definitely a big change for me getting laid off. I didn't see that coming.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So this is just like weeks after the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Two of you met.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Wow. So you got laid off from Reebok, and where did you? Where did you go work, Bob?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:38 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I just, I mean my thing was I didn't want to move. I enjoyed, you know, working on product development and sourcing stuff in Asia. And the only companies were footwear companies or juvenile products companies cause Hasbro.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Is in. Is just South of us.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[In Rhode Island.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:10:55 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and because of there there there was a safety first, first year, some juvenile products companies had sprung up in the area and I just looked and the first year's hired me as a project manager.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So just just quick question, what does the first years make like, what's a product that they make that I would know?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[They made well.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What I made was monitors and gates housing the safety team, but they made sippy cups. They made breast pumps they made.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Oh wow, it was kind of like the early stages of a lot of this gear that now is pretty prevalent and we try to like outsource a lot of what you did.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And then the yellow source of stuff in Asia and then you manufacture it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:34 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And it was definitely, I don't know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Let's rock bottom because I actually.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Enjoyed the job, you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Know was fun doing what I did, but it was a whole I didn't have kids. I didn't really know much about the industry, but it was just a product and career wise I went to a dinky little company and make it a lot less money.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So and I think you guys.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:11:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You get married in the in the early 2000s and and you have your first kid and Lauren, did you stay working after you had your first kid, did you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Stay.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:02 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[At Reebok, so I didn't, I decided that I wanted to be home. Yeah, I actually thought I would really love being home all the time with young children, and then decided that maybe not so much after a while, but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Just shortly before I had Jake I I I stopped working.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And Bob, you worked at the first years for a while and and eventually you moved to to a company that made pretty similar products called safety.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:26 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. And and I guess you were still working on baby gates there, but but at this point you started having like some ideas for?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:27](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Your own products, right? Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It was more like something product development all the time. I have ideas a little frustrated. I wanted. I guess I wanted to be an.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:43 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Entrepreneur. I wanted to start.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A company and two of what I considered my best ideas.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:47 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[One was a baby gate system. OK, that would be partially built into the house when you buy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The house. Yeah. And then you just snap it in when you need the gate. If you have pets, kids. Whatever. So that I got a patent on that and I got a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:12:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Patent on the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:02 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Easy leaf hauler.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:03 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The easy leaf hauler.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Easy leaf hauler, yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It's an easy leaf hauler.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:08 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It's a giant tarp.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[For with sides and pegs in it for raking leaves.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But you just, we just have a tarp and you just break the leaves on the tarp and then you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Move the tarp is that is that basically it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But my yeah, but mine had sides on it. It was like I call it giant dustpan for leaves. That was my slogan.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:22 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A giant dustpan for leaves? I love this. So wait. And you? You, you, you. You actually went so far as to patent this idea.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:26](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[If.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:30 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, we patented it. You can still you can still.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:31 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We still sell it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Buy it. You can buy it on Amazon.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right now the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Easy, there's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:38 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Easy in my backyard in July wearing a flannel.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Easy leaf hauler. I'm looking at it right now on Amazon. It's 22 bucks. I I didn't. Or 32 bucks. I didn't even. So do you make money off this? Do you make good money off?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:46](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[There you go.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[This today, OK, you break even.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We break even. We break even.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:13:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Wow. It's like a dustpan meets a leaf bag meets a tent like a a camping tent. Alright, so you start to kind of brainstorm on a bunch of different ideas and then you also had and this idea that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:00 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We get 10, yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Patented to produce baby gates that were, like you could just slide them in like the house was built with the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The the yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The receivers that you could just slide in slide in the baby gates.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:18 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, the whole thing was to give the the parts that go in the house to the builder and the builder would just install them like an electrical outlet in the tops and bottom of stairs. And then when you want it, it has my little logo on it. And when you want it, you just look for the logo, it's got our website and you just call us or e-mail us or whatever. And then you measure.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:38 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We asked for the distance, how wide is it opening?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:42 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And then we send you a gate. We send you a custom.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Fit wooden gate.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And it just slides into slides.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:46 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It's yeah. And just this little panels pop open. You snap it on, it takes you less than a minute and you're done.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Great.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It's a great idea, except for one big problem. It depends on the cooperation of home builders, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:14:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And yeah, that's why I never.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:00 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Work.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:01 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right, all right. But but you're pursuing this idea and and by the way, I guess around the same time you were doing some research on on high end strollers is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:11 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, I worked in the high end stroller.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Market near the end of my career of safety, first working on bringing the Quinny line into the US.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Quinnie quinny is a that's a. It's a kind of solo, OK?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Quinny stroller? Yeah, it's like a high end, higher end European stroller. Back in the day, there's bugaboo and the stroller was kind of in the United States, was kind of stagnant. You had various licenses that you put on. It was like you had a plane stroll over the NASCAR. Dale Earnhardt, like, number on the side and be checkered board style or.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:27](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Got it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:43 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Big plasticky like Winnie the Pooh, things that you saw, and we you know, I did all that mass market stuff.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:49 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Safety first was making was making this one and these were just like cheap umbrella strollers.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Exactly. So they have this brand quantity they.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Want to launch?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:15:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That's an expensive stroller, and that's where I became aware of it is. We're like how we're going to bring the corny in, how we're going to launch it. We're only going to launch it in specialty like there's this whole thing going on. That's where and I was in charge of, like, putting this whole.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Analysis Together what did what?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:13](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hmm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We need that stroller special.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[They were just very modern looking and they were modular and you could put an infant car seat into it like this whole maxi cozy snapping system that's still around today.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:26 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[OK. I mean, they're they're all aluminum. One of them would automatically open, just very modern, very like touch design and all that. So trying to figure out how they were going to launch it in United States. And I did a lot of work on that. Later on, it became aware that I wasn't going to be the guy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:43 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That launched it. I was just going to do the background work.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:46 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It was more of an engineer than a marketing person. I think they wanted a real marketing person to launch it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:16:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and because of that I guess you you left. You left that job and it sounds like maybe you felt, you know, like, like they weren't giving you the chance to run this thing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:04 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, I felt that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Way and also two things that yeah, I was disappointed that I wouldn't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Get to do.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That I was also disappointed that the person that probably bringing in to do it was my old boss Reebok, who laid me off.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:18 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And then I had these up. I wanted to do something on my own.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:20 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And by the way, you have a kid at this point, maybe two kids, one just one, but you left your job as safety 1st and was that, were you nervous about that? Did you feel figure out like, I'll just try this out and if it doesn't work, maybe I'll go back to my job or I'll find another job.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I just won.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It was definitely scary because we had the house, the kid.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:42 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And went to trade shows and tried to get it moving. I I still dabbled in the juvenile world, cause that's, you know, I I thought in the gate side and stuff like that. So I guess it's kind of like throwing stuff at the wall and seeing what hits.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[By the way, every time you say juvenile products, it makes me think of like it's such a weird term. Like jail. Yeah, this is. What is that? What? That's what the industry is called. Juvenile product. Like, they can't just call like baby products.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:17:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Janelle and juvie.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:04 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, JPMA is the is the governing body. Juvenile parks, man, it's. I don't know. Yeah, you're right. But it's just it's baby. But juvenile products is the industry. Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:13 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I gotcha.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:15 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So you are, but it sounds like you're basically coming up with different ideas.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:19](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and I guess you went to Taiwan to visit a manufacturing facility and was this related to the gate idea that you you went to Taiwan to sort of talk to a potential manufacturer to make the gates for you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, like I source, I source products in Asia for eight years, so and some of the factories make gates and also strollers and things like that. So and a lot of I had great relationships with a lot of factories over there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:34](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[M.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Other thing, right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:18:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So yeah, I was just, you know, talking to these guys and like, hey, listen, I'm starting my own company. I'd love to work with you and do my own brand, you know, is there anything that we can work together on and along with Gates, there was the whole stroller side of it. And I was just one time was over there. There was a model that the concept of it, that had some modularity to it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:03 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Where the seat would come out.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:04 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Where you could put a bassinet in or something like that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And it was fairly half baked at the time, but I'm like that is that's exciting. Like I think we can do something with that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And I also became aware of how hot this market was like like dads were getting excited about strollers, that there were blogs. And this is 2005, you know, blogs were big deals.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:26 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And these guys were getting so passionate arguing about, you know, the quinnie versus the bugaboo and like.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The features and the wheels. The air filled tires and it was just something that was surprising and it actually made sense to me. It was something got excited about and felt that they could participate in and then something they could enjoy, you know, strolling with your baby.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[All right, so you start to become aware that there is, there's an opportunity.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[In the stroller market, because the the stroller.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:19:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That that are being talked about on blogs and stuff, these are not cheap. These are going to be they're how much were they these the the strollers?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[At the time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[There are 500 bucks at that time, 5550. Yeah, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Before Quinney or the bugaboo, OK. And these were, like, these were strollers that like you would see on the Upper West Side and then the West side of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[LA yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I mean, that's what people showed off. That's what you walked down the street in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And you make a nice car seat or a gate or monitor that sits in your house. Who cares? The stroller. Like I said, it's the people talk about. It's it's out there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:26 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right. Like with our with our kids, I think that probably the the funniest thing that you registered for back in like when when we had our 1st 2002 to 2001 ISH.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:37 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Was the Layette was the really cute clothes when they were first born and their sheets and and whatever set you got for their crib that was that was a big focus and that was kind of a bigger purchase and and the crib, the furniture for the house, which wasn't that exciting, but it was a bigger purchase and grandparents would pitch in and buy you your first.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:20:56 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Prob until these modern products started coming out. As Bob said, he started seeing all this interest coming in from the dad's side of things, blogs about strollers that didn't exist prior to to the early 2000s.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:21:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A lot of it was a guy thing. Almost more than a woman thing. It was like guys get into the modularity, guys get into the aircraft, aluminum tubing, the the wheels, the the big wheels that look like race car wheels.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:21:24 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You know, there's a lot of things coming together in that whole arena that like, OK, this, you know, I don't have a patent in this. I didn't. I haven't come to this whole concept the ground up, but I knew that there was that there was a this is supplying and on that need there was a huge need in this area.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:21:42 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and Bob, at this point, you left your job at at safety 1st and now you're thinking about basically creating a new stroller like like is this the idea that you think?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:21:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Has the most promise.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:21:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. And, you know, Lauren's dad is a good friend of mine. And he, I think he wanted to help me out a little bit and, like, and it wasn't, you know, he helped me, you know, with a little bit of capital to help me get going with this. But it really.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Wasn't a big deal.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And her and her dad, he was in commercial real estate in Manhattan, right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. And we we went, we had some meetings, I had some concepts.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:18 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I guess I mean it's a little bit scattered as you can tell right now, there's a lot of things.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[On.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The table, but you know he.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I think he he believed in me enough.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That, you know, let's let's give this guy a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Bit of a shot.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:31 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[When we come back in just a moment, how Bob and Lauren quickly discovered that one thing that can really sell your stroller.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Is a photo of Sarah Jessica Parker pushing your stroller? Stay with us. I'm Guy Raz, and you're listening to how I built this from NPR.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Support for how I.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:22:59 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Built this and the following message come from Nerd Wallet, a personal finance website and app that helps people make smarter money moves. Everyone has different money goals for 2021. Whether it's improving your investment portfolio or building up rewards points to take a post pandemic vacation.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:23:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The experts at Nerd Wallet know their users. One of the well informed when they're shopping, for example, to make it easier to discover and compare credit cards they've created side by side comparison tables that show the pros and cons for each of the cards that you are.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:23:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Considering and, they break things down by goal. Whether you want to prioritize rewards, save on interest, or build credit. All of the information is in one place, so you can make a decision that is right for you for all your money questions turn to the nerds at nerdwallet.com.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:23:57 Speaker 4](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[On NPR's pop culture Happy Hour Podcast, we talk about TV, movies and more like the new Marvel Disney plus series. The Falcon and The Winter Soldier, and a definitive ranking of the best Muppets. All of that and around 20 minutes every weekday. Listen now to the pop culture Happy Hour podcast from NPR.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:24:21 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hey, welcome back to how I built this from NPR. I'm Guy Raz. So it's around 2005, and Bob Monaghan has walked away from his job at safety, first to work on his own idea, a stroller that's sleek and European looking and modular.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:24:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What the modular strollers do is you can take the seat out.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:24:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And you can reverse it. You can face it away from you or towards you, and then recline it. You can put a bassinet in and you can put a infant car seat in. So those are the things that I mean, we wasn't new to this stroll. This was like, another way to do it. We owe a lot of credit to bugaboo for kind of, like pioneering the market.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:01](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But in my opinion, it wasn't the most user friendly stroller. So yeah, we're going to have the high grade aluminum, yeah, we're going the high end wheels and yeah, we're going to have the modularity, but you are going to be able to pop because out-of-the-box and snap it all together. So we're really focused on ease of use, good customer service.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:18 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hmm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That was the our angle on the modularity type stroller.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and by the way you call your company up a baby. What is? How did you come up with?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:32 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That name, that was our daughter, McKenna, who wanted to be picked up all the time and she would say up all the time. And she walked around with her hands up in the air. She wanna get picked up, sit up a yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:40](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Papa.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:44 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Appa Appa she was happy as can be on your.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hip. All right, so you have you have this idea in mind of what you want the stroller to look like? And by the way.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You know when you sort of were thinking in?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:56 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Your mind about.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:25:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[This cause, Lauren you were still not yet fully involved in the business yet, right? Am I right in two?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[1005 I no, not in 2005. No, no, not yet. I joined about a 2007 I believe.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:10 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So Bob, when you you have a design concept and you know you've got connections in in China to manufacture something, how long did it take you from like the design to the point where you could get like I don't know, 100 strollers made to take like a year or more?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It took about a year, maybe.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A little bit less. I'm trying to think we sold.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Build our first rollers in the September of 2006 and we air freighted 100 in from China for a trade show.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So you had to make 100 strollers initially.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:43 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That was the number we picked. Yeah. And we kind of we just bought them sight unseen. We were. It was a risk. But we just, yeah, we felt good enough about it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So you you've got the plans, you go to this?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:26:56 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Factory. You've got the the concept for the stroller and I guess before you even sold any strollers you just presented the concept at at a trade show in in Florida.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:27:10](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yep.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:27:10 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Was the idea right because there was the kind of high end bugaboo and quinny strollers, and then the the sort of the lower end models was the idea that you would kind of find the middle ground like you would offer something that was less expensive?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:27:25 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, that was the goal would be some middle ground or maybe upper middle ground, right called, you know, like entry level luxury or something like that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:27:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So so May of 2006, you're you're going to head to this trade show. And from what I understand like this is around the time that it was scheduled around the time where you were going to have a kid like where Lauren was going to have your third child. So what what happened?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:27:50 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Oh my, I could explain my my sister, who was also pregnant with her child, said. I'll go to hospital. I'll go. Bob, you can leave. And so we we had the baby and Bob flew out that day. My sister and I hung out at the hospital and and then I brought.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:27:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Ohh yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:04 Speaker 5](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The baby home.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:05 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What you had to be at the trade show. So the day your kid was born, you like, right after you just gotten a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:10 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Black floor to floor. There was our third child. We've been down this, we've.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:10](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[All right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Been down that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:14 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Road before. So we're kind of getting close third in five years or whatever. And so I flew out that afternoon.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:16 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I got you.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:22 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[My team, who I just one person, I didn't know the other one we just hired like.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A few weeks prior.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It was just you and one employee at this point.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. Our our first employees, Molly was running our sales and she just started. I I didn't really know her that well, but she was going to go down and and get things going, start setting the before I get there and her her cousin Hooter, who had just gotten out of jail came and helped set the booth up.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Before you got there, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:51 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And then he managed to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Cut himself and bled on a bunch of the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[He cutting himself while he was setting up.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:55 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Floors. Yeah, cut.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:56 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The booth.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:28:59 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I mean, I never met hooter, but he's a good guy. I guess nobody noticed it that much and yeah, so they set it up and it was largely set up by the time I got there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And it was just a table and a couple of strollers, and your name up a baby.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. You sit there and and hopefully somebody will come by. And I remember I'll be baby out of New York came.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Buy they weren't the best specialty stores. You said something like you're trying too hard. There's a nice concept, but you're trying a little too hard on the fashions. I mean, I was doing the fashions, which was scary. I forget. They were like they. They're like light blue with silver or something like that. I don't know. Yeah, the fashion.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:32 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What's the fashions the the?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Oh, you talking about the the colors on it?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:40 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And did you get a lot of interest at that show where people stopping by and really expressing interest in what this really was and presumably the goal was to to to take orders, right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:49 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That that's not an order taking show that's generally an industry show.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:53 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I mean, there was some interest, to be honest. It wasn't great, I mean.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It actually to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:29:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Be quite honest, I didn't. I felt pretty confident, but it wasn't. I don't know, maybe we didn't present it right. Maybe there's too much on my booth, but it wasn't. It was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[OK. All right. So you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:10 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You come back from that show and but you know that you are going to, I guess, go to another trade show. This one would be in Las Vegas in the fall of that year, 2006. And that's a show where you actually sell things where you take orders for things, right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:24](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So so you had a hundred of these strollers made and you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:30 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[To go to this show in Las Vegas, and how did they do? Did they did you sell all of them or some of them?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:37 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We sold 40.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:38 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Two, it's pretty good.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:40 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, it was like people came to us and a lot of the brands coming in from Europe, the new brands were, I don't know, more higher end been around for longer and they were like you had to order 20, you had to order $10,000 worth and they come up to us and like what's your?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:55 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Minimum work warranty.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:56 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You go one.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:30:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And who were who were buying them? I mean, what was it? I'm assuming these were smaller, probably boutique type stores, right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, we Lauren could maybe help me out with this. I'm pretty sure that Albies bought them. We had some group in Puerto Rico that bought some and we had who was who was the one that started up with us in New York. That your mom?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:19 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Water stroller law.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:21 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Oh, I knew you were going to ask this, and I'm going to have to remember they've been gone for so long. They're on the Lower East Side. That's what my my parents bought my pram. But she.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Choose one of the first.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:31 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yep, she brought.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:31 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Some in also probably because all these there was a bit of a competition, lower E Upper West Side them they were the two established long time specialty.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You know, retails it's where if you were in Manhattan when you were having a baby, that's where you were going. This was. Bye. Bye. Baby was certainly up and coming fast at that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:48 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And but these guys have been around for decades, these are family businesses.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But I mean, you leave this show. You sold some strollers and then what, like you gotta start selling more strollers? But imagine you walk away from that trade show with a lot of business cards you already had some connections in the industry. So were you just like, working the phones, trying to call anybody you could to get meetings?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:31:55](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:32:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Much it's weird. Like I think that you know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:32:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We started with.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:32:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[40 and they all sold, and then everybody re upped. The next month we sold 100 and the next month we sold 175. The next month we sold 2.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:32:23 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[50 like it just kind of kept going. I don't really recall. And the nice thing about all of this is that we are our proximity to New York and that was the birth place of this whole movement of this high end product and the New Yorkers have been good to us and they they use their strollers more than anybody. They don't just throw in the trunk of their car. They lived out of their strollers.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:32:44 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:32:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We sold New York is where we grew and then that's how it all happened.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:32:49 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, I had a. So I had a college friend who had opened a store. She didn't sell strollers, called Little Tikes. And I I remember calling Tyke and saying that was her nickname. And talking to her about the different stroller stores in Manhattan.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:05 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And where do people go and who do you think we should get in touch with? So she gave us a bunch of insight and names and numbers. And, you know, you really want to be in this store, that store.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Here, so to talk to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:16 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I read that in that first year in in the fall of 2006, you you decided to spend.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Sounds like all the money you had or a lot of the money you had to hire a good public relations firm to get the word out about up a baby. What? Tell me what what you did.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:33 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So a a close friend of mine who lived in Manhattan had a friend who had a PR agency, and so we decided to commit for a year what was at the time. Yes, of a really seemed to us to be very expensive investment to kind of help us get the name out there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And did that help move the needle were were they able to actually get the?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:33:54 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Word out they really did. They they did. The PR agency would work with celebrity stylists or men.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:34:00 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Managers and so they did they they showed them our stroller and one of our very, very, very for celebrities, which we're really excited about was Brooke Shields and what they would do is they would show them the store and they would offer. Would your client like one? It's this new high end stroller and it does. And they tell them about all the functions. And so Brooke Shields is a she's a model.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:34:21 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[She's a tall lady.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:34:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And she was really excited because one of the features that Bob had designed in Bob is 6/3 and I'm five, three and a frustration with strollers were that a lot of times a a taller guy or mom kind of hunched over. So he had designed a a handle that telescoped out to accommodate.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:34:43 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What was comfortable for him, but also what was comfortable for me and the way that he had done the rear axle also had a certain curve to it that you weren't going to kick it with your leg with a longer stride. And so Brooke Shields saw these things and was really excited about it and actually wrote us a thank you letter.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:03 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Saying this is just, it's so nice to have a product that works for me with my babies, so that was that was really cool and that yes, so that's correct. That's really is correct.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And Sarah Jessica Parker was a big user early on.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:16](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Wow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:17 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And Lauren always gets the thing that she looks like Sarah Jessica Parker. Even when she was in New York. So that was kind of a a funny time. And we're having kids at the same time as them. And she was using.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:27 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The strollers that was super exciting.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:29 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And UM from what I gather, one of the I mean, getting the strollers into the hands of celebrities.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Really was going to, I mean that really began to create visibility and basically you were giving the strollers to the celebrities for free, right? I mean, it was sort of a chance for you to give it to them. They would take it and then they would push it around. And that created more and more visibility, right?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:35:52 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It did, although I wouldn't want to overemphasize that piece of it to a consumer. I I think that it what it tells them is this is someone who can have anything they want. They're a celebrity. They're famous, they they make money and they're using this product and this is their choice. It must be great because they could choose anything. So there's that element of it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:13 Speaker 5](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But really?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:15 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Articles are far more powerful and and media coverage is far more powerful than picture with the celebrity for sure. But we were very Cognizant early on that the driver of what a parent it starts to look at for the baby products, these products, that their friends have told them they should buy.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:19 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right, right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:26 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[1.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:35 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So that was really important was to really, really engage and be there for your customer because that was who was telling the next customer what they should be getting.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:46 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And so at this point, Lauren, you are fully involved in the business and I think.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:51 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You kind of take over.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:52 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[For.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:53 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Sales and marketing, right and Bob focuses on on product development. Is that more or less what happened?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:36:58 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, I think Molly had a baby. Our only really sales oriented employee, and she she got pregnant and someone needed to take over sales while she was going to be out. Part of it was. I was the the target consumer. And so Bob would get my input. And so obviously I was always.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:37:18 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Very aware of what he was doing in terms of of launching the the brand.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:37:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and once we started once I jumped into sales to help out and started meeting these retailers and it was mostly little bit here, a little bit there. And then as the business grew and some of these areas needed more focus as we decided to bring in a PR agency for a year to really launch us.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:37:43 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Those were areas that were not areas.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:37:46 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That Bob was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:37:47 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You know, going to be focused on, he was he was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:37:49 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Focused on building the products. So Lauren 2007, which was your first full year in business, you guys did about 1.3 million?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:37:58 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Dollars in sales.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:38:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You guys have I think 2 models at this point. The the Vista which is sold for like 599 and then the G light, which is the far less expensive version of 99 bucks.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:38:10 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And was it just mainly the two of you guys at that point or did you have? Yeah, I mean, who who is who's working for you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:38:18 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, so we at at that point, I think Molly come back from attorney leave and we had a sales Rep who has been our VP of Sales for a long time. We had hired her and Joanna Patos.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:38:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And she just, she had so many really, really great relationships with retailers across the country. She's based out of California.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:38:38 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. So she was. She was on board and then we had Trung VP design. He was still consulting for us at that time.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:38:44 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and did you have, I mean, a small office at that time in where was it and?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:38:49 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We were in Rockland and we were in an old shoe factory, eventually grew to be about 7 or 8-9 people, right? And the way we did furniture there, when you're done with a piece of furniture, you put it in the lobby and then when you want a piece of furniture, you just went and got it and put it in your desk. So we didn't buy any furniture.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:39:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We had somebody in customer service sitting at a second grader desk. Yeah, it was like the bathrooms on a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:39:12 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Different floor we.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:39:13 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Had a elevator that was a cargo elevator. We had no air conditioning, so I'll tell you what paperweights are for you. Learn what paper weights are for when you don't have air conditioning and windows open. So that's what a paper weights for. It weighs down the paper so it doesn't blow away when the wind blow.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:39:23 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:39:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So it was interesting. It was good.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:39:34 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[When we come back after the break, have the Monahans managed to dodge the economic crisis of 2008 by introducing a small but crucial tweak into their sales strategy. Stay with us. I'm Guy Raz, and you're listening to how I built this from NPR.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:40:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

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[00:40:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

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[00:40:27 Speaker 5](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[How is COVID changing the college experience? What's driving the increase in crossings at the border? Why did Colorado's gun laws fail to prevent a mass shooting there? Listen for answers. Back story and analysis beyond the day's headlines on consider this from NPR.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:40:49 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hey, welcome back to how I built this. So in 2006 and 2007, upper baby strollers are mostly being sold in specialty retailers, but they're getting more and more attention. And that attention got Bob and Lauren a meeting with a much larger retailer.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:00](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Bye bye.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:09 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[They agreed to meet with us and we flew down to New York and they looked, they said, well, it's interesting, but we really don't take a chance on startups. And we said, well, we really think there's market demand for this. And we said, well, are you going to be the next bugaboo? And my response was we're not trying to be the next anything. We think that this is a niche. It's not being hit at all.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We think that the offering that that just makes parents lives better and they said, well, you know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:36 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[We really don't don't take the chance, so we'll wait and we'll see what happens. You know, we'll give it a year. And Molly said we will be.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:42 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The next bugaboo, and I said well.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:45 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That that's not our goal. Our goal is to be successful with our products and we left and and they were, as I said, they're nice as can be and by year later they said, yeah, we're seeing more and more. So they took us in.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:41:56 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And then 2008 comes around and this is the beginning of a global economic crisis. What do you remember, Lauren, about that time?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:42:06 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Were you guys worried?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:42:07 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So actually kind of the opposite it when that happened where we had entered this industry.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:42:14 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The more expensive models that were out there, you know the bugaboo in particular had a tremendous amount of market share. All of a sudden that became a purchase. People really were thinking about you. They really looked at what you were getting for your money. And so our offering, it was a little bit less expensive.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:42:33 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And so it was. You can have something that's super.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:42:36 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Function, but you don't have to pay those extra couple $100. We also on a sort of a sales strategy behind the scenes when we had gone into the retailers and this was where Joanne had come in, she was pretty knowledgeable about what margins look like for retailers and at the time she said.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:42:41 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:42:56 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[If we come in and we give them a margin that's a little bit bigger than what they're used to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:43:02 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[They'll be making more money on the consumers purchase that's actually less. And so that worked really well. So retailers were very happy to push a less expensive product because in the end, the money in their pockets was actually a little bit more. So it worked really well for us actually that down, turning the economy, which is kind of crazy but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:43:23 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But it did.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:43:24 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You know, I'm I'm curious about two things. The first is, is the stroller market huge? Is it a huge sort of potential market? And then the second question is, I'm assuming there's like a brief window when.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:43:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The vast majority of your customers are interested in your product. It's like uh, you know, one to two year window or three-year window, let's say. And if they have multiple kids, they might just reuse the same stroller, right as we did with our kids. Did people ever say to you, look, there's just a limitation to how how successful or big this can get?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:43:58 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[No. Nope, never. It's the strollers are something people were excited about buying, and it's a new consumer because before you have children before you're pregnant, you really don't think about strollers. So these are just people that they're pregnant. They're super excited about the next phase of their life, and they're super excited about.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:44:11 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:44:19 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[All the things that come with it and purchasing their first stroller is one of those things.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:44:22 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And we really looked at that and said to ourselves, people are generally having their kids later, they have more money, but they tend to have two or three kids in fairly quick succession kind of how we did it.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:44:34 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And so we were the first stroller to go from. You know, you have a stroller and you can add a second seat, and now you can add a piggyback. So we could put three kids on our stroller, and you're talking about a six year window and it's really became a valuable purchase and it resonated and it's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:44:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Stuck for quite a while.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:44:54 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[At what point, Bob, did you feel like, OK, this is going to be really successful, this is going.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:00 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[To work.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:02 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I think I Remember Me and Tron looking at the numbers.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And I don't.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:07 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Know we wanted to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:07 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Tron is your.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:08 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Funds our VP of Design and went with us from he was consulting even in the very early days and I don't know what the numbers were was like a container. A month was like 300 strollers. If we could sell a container a month we just thought that we were. We were there and that meant that the assembly line was dedicated to us or.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:10](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[OK.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:28 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Kept the assembly line going in Asia and that was pretty exciting.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:31 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I mean I I think that that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:33 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Sounds about right.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:34 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That was, you know, that was exciting. I think when you know adding more reps for more regions around the country and just having the sales floor full of people talking to all retailers from all over the country, you know, when we kind of went to a show and it wasn't, I hope people come.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:49 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[By, but it was, you know.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:51 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The reps have appointments booked all day. Every.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:45:53 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The show? That's pretty great. You have regular customers who are really supportive and excited. I can remember a college teammate of mine who lives in Brooklyn calling me and saying I'm senior scholars everywhere has.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:06 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Like really? That's great.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I want to ask you about affordability because of a baby strollers are generally things that a.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Certain.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:14 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Type of of consumer can afford and you do have sort of lightweight umbrella strollers that you sell, but the the the main ones are modular strollers that we're talking about. They are not cheap and and.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:25 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[When you when you thought about who you were going to target, did you did you land on this idea that this, the consumer who could afford the stroller was probably where you should target your energy because that was going to be the sort of the the way to create a sustainable business or or did you ever think about, you know?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Sort of a a lower end modular stroller. You know, much less expensive than the ones that you sell.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:53 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, I was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:54 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It was.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:46:55 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I had been semi frustrated making product for mass market for most of my life, so it was like we want to make this stuff again with like us as the target audience. We want to make what we like and so it wasn't about hey, we want to make something that cost us much so other people can't afford it. People think we're cool. It's like, no, these are the this is the one we want and this is what it costs.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:15 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[There's not. We always joke around, but there's not, like we talked about gadgets. You could go on the stroll or certain like.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:21 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[There's no gold, there's no fake Chrome, there's no rhinestones, there's no, there's no anything that you don't need. So it's all the stuff you want. And this is kind of what it costs. And yeah, as a consumer, you've got different choices, but we weren't trying to do it to be a leader.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:35 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Or anything this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Is just what we felt the best product would be.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:36 Speaker 5](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hmm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Can you make? I mean is it possible to make a quality stroller with quality features like a baby stroller at?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:48 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[The A price point that you know somebody making, I don't know a lot less money a year could easily afford somebody who might go to target or Walmart to get this stroller.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:47:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It it would be less, it's just not as good. I mean, it's just it's a, you know, Hyundai still has a radio, it's got wheels and tires, car windows power over there, but it's not and it's what your.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:48:05 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Sure.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:48:08 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[These are there's somewhere in there are the rivets aren't stainless steel, and they're going to rust or it doesn't have bearings. They're ultimately going to wobble where it's got, you know, Eva foam instead of PU foam. The tires it's going to wear out. I can go on. There's like everything on the stroller. You can buy steel powder coated or you can buy aluminum anodize. There's just a million.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:48:29 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Other things and each one you can choose in terms of manufacturing and what's on it, what the materials are, the durability, this is what it cost.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:48:39 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You've now worked together for like 15 years, almost 15 years on this business, and that's 15 years of building it together. And then also coming home and raising the kids and and and pick up and drop off and soccer practice and hockey, whatever you, you know. And and Bob.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:48:59 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I mean, how do you make that work? Has it always just been easy like you do your thing and Lauren does her thing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:04 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and and it's all great.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:06 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, I mean, it's definitely, I say we, there's definitely been some tough times because we're not always going to agree on everything. But right now we really kind of like we have our lanes and we do our thing and we just. So we have a system over the 15 years, I think that that works.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:26 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I think we, you know, over over time, we've really sorted out as Bob said, systems, we have systems in place.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:32 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and and you know, there's still times when it's and, well, how many people think we should do this and how many people think we should do that and that, you know, it's their vote, but but it's no, I agree. I agree. We've we've got.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:45 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A system biggest dispute over that you can remember.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:46](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What we should?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:50 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I mean, a lot of the push to.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Me.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:52 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Is like is it a sales decision or a brand? You know, some decisions you make are what's going to sell the.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:49:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Most OK. Then we'll do that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:50:00 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Oh, well, OK, yeah, I understand that would sell. But for the brand, you know, this is what we want to do and I can't really articulate why we're going to do it, but that's kind of what makes us unique. And so some things you just said, you're not always trying to like do in those volume or whatever, all the time, some things you just going to make decisions about the brand. And to me, those don't always make sense.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:50:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:50:21 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I I'd agree with that. I think some product product features functions and you know we'll say from a sales perspective, people are not going to buy that. They're not going to pay for that. That's awesome. But you're over designing it. You can we can't do that. We're not going to sell it. And then you have, you know engineering design saying, but it's it, this is the best way to do it. It should work this way.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:50:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. So I I'd agree, those are probably little push and pulls, but.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:50:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I stay out of fashion. I don't do any fashion. I used to get involved with naming. I don't get involved with naming anymore, so those are certain things, you know, like I named the 1st 2:00.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:50:57 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But and now I've been fired from naming but yeah, so I mean, whatever certain things just go let go in fact.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:03 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Fashion. I don't mind because.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:04 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That's a whole. That's a monster, and it's certainly better people than I to do that.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:09 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[So yeah, yeah, we know. We learn where we're what we enjoy and what we're good at and we try to stay focused on those.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[All right, Bob.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:18 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You guys have made quite a bit of money and at what point do you just get out of the baby stroller business? And I don't know, become a philanthropist or an Angel investor or go, you know, skiing all the time. Like, when when do?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:31 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You do that? I don't know. I mean, I definitely wouldn't mind.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:36 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Doing some things like that before the body goes, everything's kind of working right now, so those thoughts certainly enter your mind, but I do enjoy coming into the office. I enjoy the people I work with. They're my family. People treat me nice here, which is kind of nice too. But right now I got a pretty good balance where I I get to sneak out a little bit here and there.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:51:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[And and do my thing and I have good people that can cover for me, yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:02 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[But it sounds like if I'm reading between the lines that that one day, yeah, there's a possibility, maybe sell a business or something else or just kind of.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:12 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Step away from from working every day and is that? Is that fair, I mean?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:16 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, that's fair. We each have.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:18 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Our little pet projects that we're able to do, as Bob said, we've got some, we've got great people, great teams and some flexibility and and Bob has ownership in, in aim up in New Hampshire, that's super cool and I'm working on it on a big rink project, an Academy project, so we've,](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[A rink like a ice skating rink.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:35 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Hockey arena big, big hockey arena. Yep. Mm-hmm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Arguing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:38 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, I built one in the backyard. Yeah.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:41 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yes, Bob, yes and Bob Milton is in the backyard. Yeah, bad, bad winter for that backyard drink. Not good this.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:45 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yes.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:48 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Year.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:50 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Bob, how much of of the success of your company do you attribute to luck and how much do you tribute to hard work or other other factors?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:52:58 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, hard work makes luck. You know, in some ways I say make your own luck. I'd say it's I'd say I'm going to say 2/3 hard work and 1/3.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:53:09 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What about you, Lauren? What do you?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:53:11 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What do you think I'm going to say? A lot less luck and and more really good timing. Great opportunities that opening in the marketplace. The people ready to transition to a more sophisticated product, all of those things, the timing was really important there may have.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:53:28 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Been a couple of things that were lucky.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:53:30 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That, I think less lucky, but just being in the right place at the right time, doing the right thing altogether.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:53:37 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Mother, you know, Bob, you were. You were the one who came up with this idea originally when you were trying to come up with with some kind of business idea. And and I wonder if you could go back to to that younger, less experienced version of yourself and give yourself some advice or or encouragement.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:53:57 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[What would you say? What would you tell yourself?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:01 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You know what? Looking back on it, I know this. I don't know. Like I I don't know what I really would have done differently. It's almost like pushing a wheelbarrow or something like that. It's like, OK, how you going to push this wheelbarrow a mile? Well, I know you know, if I take one step, I'm closer. I take another step. I'm closer. So it was just kind of like, don't give up and just.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:20 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Keep pushing because ultimately you know, whatever. Why not you? Why? Why does it have to be somebody else? That can be you, somebody else.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:28 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[That's Bob Monahan and Lauren Monahan, Co founders of Upper Baby.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:33 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I'm curious about one thing.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:36](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Are.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:36 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[You OK if I ask you a personal question, maybe. Who would win the hockey shootout?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:39 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Depends on what it is.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:46 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Well, it depends. Well now I'm not I'm I'm very out of practice.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:48 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[She's out of practice. I just played two hours ago. I'd kill her.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:54:56 Speaker 3](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah. So I I have a tear in my hip. I kneel surgery from back in my playing days. I was a shooter. I was a really good shooter. I liked shooting the puck. So I don't know. I mean, I'm.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:55:00 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[It's it's.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:55:02 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I would kick her \*\*\*.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:55:05 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Yeah, yeah, I'm sucking bell.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:55:08 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Put my money on the line, alright?](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:55:11 Speaker 2](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[I'm going to take your money. I'll take your money.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:55:17 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

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[00:55:35 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[Or at guide dot Raz, or at how I built this NPR. This episode was produced by Casey Herman with music composed by runtime Erebuni thanks also to Liz Metzger, Farrah Safari, Dereth Gales, Jacey Howard, Julia Carney, Neva Grant and Jeff Rogers. Our intern is Janet Ujung Lee.](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

[00:55:55 Speaker 1](https://onedrive.live.com?cid=C2842084B67A55C8&id=C2842084B67A55C8!s9e4198bf2d194800bb94045431ee2873)

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