Eugene Owusu - Quick Reference Cheat Sheet

Use this during the call for quick lookups

**** TOP 5 QUESTIONS - ASK THESE ****

#	Question
1	**"Walk me through a deal from first call to closing - what touches what?"**
2	**"Where do you copy-paste the most?"**
3	**"What falls through the cracks?"**
4	**"How do you track which lenders to call for which deals?"**
5	**"What happens to your Notability notes after a meeting?"**

WHO IS EUGENE?

Field	Info
Name	Eugene K. Owusu
Company	AMA Capital / Owusu Capital Partners
Location	Berlin, Germany
Role	Founder & Managing Director
Business	Commercial Real Estate Debt Advisory
Experience	17+ years, €150M+ deals structured
Previous	Finance Head at BWFD

What He Does (Simple)

He's a **deal broker for real estate loans**. Developers come to him needing money → He finds lenders → Negotiates terms → Closes the deal.

HIS 10 TOOLS

Tool	Purpose	Integration Status
Pipedrive	CRM - tracks deals & contacts	CENTRAL HUB
Aircall	Phone system	Native to Pipedrive
Fireflies	Call transcription	Native to Pipedrive
Motion AI	Calendar & tasks	Zapier only

ChatGPT	3-4 custom agents	Zapier/Make
Perplexity	Research	Zapier/Make
Google Mail/Meet	Email & video	Native to Pipedrive
MS Teams	Video (some clients)	Limited integration
Dropbox	Document storage	Zapier
Notability	iPad notes	**NO API - ISOLATED**
Gamma	Presentations	Has API

RED FLAGS TO EXPLORE

1. **Notability = Island** - No way to connect it
2. **3 video platforms** - Meet + Teams + Aircall
3. **2 cloud storages?** - Dropbox + Google Drive
4. **His ChatGPT agents** - What are they doing?

HIS LIKELY WORKFLOW

```
Developer needs financing
        ↓
Eugene does discovery call (Aircall/Fireflies)
        ↓
Collects documents (Dropbox)
        ↓
Analyzes deal (ChatGPT/Perplexity/Notability)
        ↓
Matches to lenders (Pipedrive)
        ↓
Pitches to lenders (Gamma presentations)
        ↓
Negotiates term sheets
        ↓
Closes deal
```

TOP AUTOMATION OPPORTUNITIES

Quick Wins

1. **Call → CRM → Notes** (mostly native already)
2. **New deal = auto folder creation**
3. **Meeting prep automation**
4. **Post-meeting follow-up drafts**

Bigger Wins

5. **Lender matching database**

6. **Auto pitch deck generation**
7. **Term sheet comparison**

STRONGEST NATIVE CHAIN

```
Aircall ↔ Pipedrive ↔ Fireflies ↔ Google
```

These connect natively - low effort, high value.

THINGS TO REMEMBER

- He's in **Germany** - GDPR, strict call recording rules
- This is a **relationship business** - automation supports, doesn't replace
- Each deal is **unique** - templates help but customization needed
- Data is **confidential** - developer financials, lender terms