

Audio file

[Interview with MiYoung Mar 5.m4a](#)

Transcript

00:00:00 MiYoung

Just these are these subscriptions. We had around 50 people, 50.

00:00:06 MiYoung

People because I put under some more events like fashion shows or some selling or like pending the posting and.

00:00:20 MiYoung

And then always challenging is that how to advertise effectively, you know, I mean of course I do put in a little small amount because since I have the good followers, luckily, because I've been working on the so many.

00:00:37 MiYoung

You know that like Instagram and I just like be myself out there just so I actually put people sponsor me little bit above so I could reach out a little more for follow people in the middle but still.

00:00:56 MiYoung

They were thirsty because.

00:01:00 MiYoung

Like end stuff, we need to we need to more be there out there, advertisers. So we can have more people get into the my art gallery. So I basically I need to more you know that meet our buyers, right, so that is.

00:01:20 MiYoung

These beings, the soul.

00:01:22 MiYoung

Now I'm using the social media space a lot more than before, like for example next door. I think I like the next doors a lot lately because they're more specific targets, like really local like around I can put maybe 15 miles away around.

00:01:41 MiYoung

I mean Facebook and Instagram. If I pay for a little bit about, you know, the advertising fee meta system, just like I can choose a lot of, you know specifics just like, OK.

00:01:53 MiYoung

Getting maybe 2025 or you know, the more tender I can, you know the focus on or something like location wise Seattle, Bellevue and you know some other kind of location I can choose. And then also if they are just put under their.

00:02:12 MiYoung

Specifically, their interested upon the Earth today.

00:02:16 MiYoung

Night, Night or Seattle Night Night event or something that I can eat just like I'll go with them. Just like go in and reaching out and just like, you know, get a targeting.

00:02:27 Amritha

All right.

00:02:28 MiYoung

So go ahead.

00:02:31 Imiun

So before we go even further, do you mind if we record this conversation just for our research?

00:02:35 MiYoung

Go ahead. Go ahead. Yes, thank you.

00:02:38 Imiun

So I think I think you're hitting on something that's very important for the business owners, which is the the customer side like get customers, yeah, marketing.

00:02:45 Amritha

The marketing.

00:02:47 Amritha

And advertising.

00:02:49 MiYoung

Yes, exactly. So that is really more.

00:02:54 MiYoung

We need to like basically it's small business owners and they're all struggling, you know how to.

00:03:03 MiYoung

Reach out there.

00:03:04 Imiun

So what we're looking to do is actually create a, you know, that is definitely there's the, there's also Facebook and social media, some of that to advertise business. We're looking to do is create a platform for businesses to be able to eventually down the road, customers can potentially can search and see that. But right now what we're looking to do is create a platform where businesses.

00:03:27 Imiun

Been.

00:03:29 Imiun

Think about like LinkedIn, where it's a business profile that a landlord can search. A lender can search other businesses. Can you can you can search other businesses if maybe you want to collaborate with somebody and it gives you a summary of, you know, their experiences, what they're doing their.

00:03:48 Imiun

Uh.

00:03:49 Imiun

You know what's going? You know, it gives you good snapshots, and if it's a a lender, they can see like how many locations you have, your number of employees and you put up whatever information you want and it's it's a resource guide for within the business

community. It's not right now as much for the marketing for consumers and customers, but it's more for helping.

00:04:09 Imiun

A business that may want to grow, for example, if you're looking to open a second location and you're looking for a commercial space.

00:04:16 Imiun

Then potentially this could help you connect you with landlords and connect you with people with interesting spaces. If you're looking to host a pop up and you're like oh, I want to pop up in my gallery, then you potentially can search for artists or cupcake shops or wineries to come and serve their product in your space or vice versa.

00:04:35 Imiun

And so it's more of a matchmaking between businesses and between in the business community to help businesses find resources.

00:04:43 Amritha

Yeah. I just want to say one more thing like add to add to it.

00:04:49 Amritha

Right now we are not restricting to us ourselves to anything. We're just trying to understand what your biggest pain point is and trying to figure out how we can like you know, how we can create this platform that works for you. So like, for example, if you are saying marketing is your biggest challenge.

00:05:10 Amritha

Can I ask you what has stopped you from finding a person who does marketing and do it for you right now?

00:05:20 MiYoung

No, mostly I do myself because I'm my actual background is market inside so high because I used to working at the TV stations and then also marketing divisions always. So I kind of bring into the my marketing system. So I guess I mean.

00:05:26 Amritha

OK.

00:05:41 MiYoung

Pretty long time, so you know I don't need to hire to someone else, but nowadays Montreal is already a lot, you know, Kemba or something you can just like out there. You can make making material because people think they are getting all OK, for example, pulling out, you know, a player first, no second.

00:05:58 MiYoung

There are a lot of sources, easier says now, but I don't know how to, you know more spread out and it sounds like.

00:06:07 MiYoung

You're mentioning about it's B2B.

00:06:10 Amritha

Yeah, it has a B to B.

00:06:12 MiYoung

Because I'm just like, working as there's a bit to see, but it sounds like more B2B sounds because business to business collaboration, you just like say more so that is the.

00:06:25 MiYoung

Well, lately I don't do I mean, I just like something like that. Like How I Met. I mean, I mean, we like it here because we just like we met through the business, the business, something like we how we collaborate. That is the kind of points. And then once we collaborate.

00:06:45 MiYoung

Together I can see a lot of good synergy, just like in the win win situation. But.

00:06:52 Imiun

But let's say I mean. So right now, for example, how you and I connected, we talked about sponsorships right now you call, you call a business, you you reach out to them 1 by 1, correct?

00:06:59 MiYoung

Yeah.

00:07:04 MiYoung

Yeah, so now something like you. Is it just like a, you know, it could be cool message. It's like cool with, you know, just like, pull the letter just like, oh, I'm sorry. Just like, but are you

interested in and, you know, we do working like this. I can provide this something we just how we funded each other right basically.

00:07:22 MiYoung

And then I think it's.

00:07:24 MiYoung

If we set up something, if you could do something, set up something like, what's easier, simpler way to approach or proposal or something, I think it would be awesome. That's the I think as I can see, because now whenever I have my sponsors for my show productions, like bringing 2 actually Now I just like.

00:07:44 MiYoung

I'm using a lot of my connections just like networking connections, but.

00:07:50 MiYoung

That means there are a lot of small businesses. I don't know who they are out there much.

00:07:57 MiYoung

You know, so I just, like, go just like network meeting or networking like like you know, something like a total BIA just meeting. I just go and then be there and then just like all the way I just like if you hello this is my car.

00:08:14 MiYoung

If you guys can build out that one is, I think really people are interested in about, yeah, but about this to be honest, I don't have a really struggling or I don't know because I'm more now.

00:08:30 MiYoung

80% of my business is like BTC, right? Yeah. And then I just like reaching out to ask them some small friends. Oh, would you like to have the show here? Would you like to rent here? I just like messaging out. Basically myself. You're right. I just individual kind of message out without them. But.

00:08:50 MiYoung

I think it's most of people don't have that kind of connections, I think.

00:08:56 MiYoung

If someone just like.

00:08:59 MiYoung

I don't know how to say so.

00:09:02 MiYoung

Are you looking for all these? All different type of any kind of businesses or looking for more restaurant business or what kind of businesses more looking for or just like?

00:09:14 Imiun

Yeah. No, we're looking for all kinds of businesses for both brick and mortar and services and pop ups and things like that.

00:09:23 Imiun

And so we want to, I guess I'm going to just ask you some questions and see. Remember for example, like when you signed your, when you found your space that you're currently in in Soto.

00:09:33 Imiun

How did you?

00:09:33 Imiun

Like use the broker, how did you?

00:09:34 MiYoung

Find that space. No, I didn't use a broker. I just. Yeah.

00:09:42 MiYoung

And then.

00:09:43 MiYoung

Like I just commercial places, I search it and then I just directly.

00:09:48 MiYoung

I just did, yeah.

00:09:49 Imiun

You called up, called up the was. It was there a property manager. You talked to landlord directly directly. Yeah.

00:09:50 MiYoung

Yeah, yeah.

00:09:58 Imiun

Did you have any issues with negotiating the leaves or anything or understanding like all the had you done this before?

00:10:05 MiYoung

Yeah. So I, but it was before small kind of you know that office space kind there like in a square.

00:10:15 MiYoung

So Pioneer Square, that was a kind of building. So I'm using the unit. So I just have property manager there. So it's like easy.

00:10:24 MiYoung

Kind of stuff, but.

00:10:26 MiYoung

This one is yes, kind of whole building, right? So yeah, I have to reaching out there is 2 partnerships, so I just.

00:10:35 MiYoung

Which you know and they can push that a little bit and then just like settle down, it was pretty easy, it's like not it didn't take, it's not even months. So yeah.

00:10:45 Imiun

So you you're pretty, you feel like you didn't need a broker or use an agent or anything of that to to understand to to negotiate the lease and get the deal done then?

00:10:53 MiYoung

Negotiation. I did it myself because.

00:10:57 MiYoung

It was pretty shameful when I.

00:10:59 MiYoung

Saw it so yeah.

00:11:01 MiYoung

Only thing that you know the portal was this area, you know before.

00:11:08 MiYoung

The ice hockey team coming, they might think that they, they they was deciding where should they put on their link like ISO link so it couldn't be here. We just talked about it. So it was a contractor that part whenever they come there we need to get out something like that. But we were safe.

00:11:28 MiYoung

Yeah, it's a tar. Everything was pretty straightforward. I think. I really liked how I did so actually I didn't need to have any brokers.

00:11:40 Imiun

Did you say you, like most businesses, they probably don't need a broker to.

00:11:45 Imiun

You know, they could probably go through and do it themselves.

00:11:48 MiYoung

I think so. Small businesses, yeah.

00:11:53 Imiun

Did you do any market research before you found that location? Do you want to be in Soto or was it kind of just you saw it?

00:11:57 MiYoung

I wasn't looking all around the city to be.

00:12:00 MiYoung

Honest.

00:12:01 MiYoung

Yeah. To find that out, because I think I mentioned that you because.

00:12:06 MiYoung

Our gallery supposed to have all Windows touched the ground, but that's limited and expensive. So and then small places usually to have a you know the retail front with the user windows. So I had to look all around the Ballard.

00:12:25 MiYoung

For three months, or central or in the even beacon everywhere, and then at the end I found that.

00:12:33 Imiun

So yeah, OK.

00:12:36 Imiun

Yeah.

00:12:36 MiYoung

We took almost a year.

00:12:39 Imiun

It took a year, almost a year.

00:12:40 Imiun

To find.

00:12:41 Imiun

The space, OK, driving around everywhere and stuff that.

00:12:44 MiYoung

Yeah, everywhere. Try to learn everywhere.

00:12:49 Imiun

So did you use any one during that time? Did you use like you said you use online you use like Costar Loopnet, all that.

00:12:56 MiYoung

Kind of stuff or everything.

00:12:58 MiYoung

Yeah, I I use everything, so yeah.

00:13:02 Imiun

Were they helpful or would those sites helpful to kind of give you the direction you need?

00:13:05 Imiun

Or is it kind of?

00:13:06 MiYoung

It gives me kind of standard.

00:13:08 MiYoung

Like.

00:13:10 MiYoung

What is the, you know, the?

00:13:12 MiYoung

Economy wise, understanding like how some area, how you know the the footage, like how much square they're charging for this, what kind of area is better or. And then also you know Seattle inside of Seattle kind of tricky because the safety issue. So we need to you know the.

00:13:32 MiYoung

Drive through. We need to through so this because usually we.

00:13:37 MiYoung

You know, only woman working here kind.

00:13:41 MiYoung

And then my assistant to really need to be careful about the safety, you know too. So yeah.

00:13:43 MiYoung

She's the lady.

00:13:52 Imiun

Have you ever used a broker before using looking for space? Your old space or anything like that?

00:13:58 Amritha

UM.

00:14:01 Imiun

The commercial side, no residential use.

00:14:05 Amritha

Yeah, residential. Yeah.

00:14:09 Amritha

UM.

00:14:12 Imiun

When you were starting off your business and you were trying to, you know, get into spaces and stuff like that, like how did you build credit build you already have like a social media following. That's why, you know, or did you have other types of ways to kind of build credibility for a landlord or somebody to give you the opportunity?

00:14:29 MiYoung

Yeah. So I think because because I have a good history about business wise, but I started from most places.

00:14:37 MiYoung

It's like now I have a 1500 but before I have a size wise 800 before I have 400 I growing up as a.

00:14:48 MiYoung

With my own histories. So yeah.

00:14:52 Imiun

OK, you just got.

00:14:53 Amritha

Can I double down on that? So when you actually get those properties right, like what did the landlord or property property owner look for?

00:15:08 Amritha

From you that showed that, OK, you're capable of it, right? Like what help.

00:15:12 MiYoung

I mean, of course credit, you know.

00:15:15 MiYoung

You need to.

00:15:16 MiYoung

Yeah, you need to have some good credit too, right? Yeah. So.

00:15:20 MiYoung

And they looking for absolutely some.

00:15:24 MiYoung

The essay stuff right? And then what you're gonna do and then it's more like.

00:15:31 Amritha

When you say it was a letter of intent.

00:15:34 MiYoung

Yeah, they they asked the letter.

00:15:36 Imiun

Yes, maybe like an essay, as in like a business.

00:15:39 Imiun

Plan or something?

00:15:40 MiYoung

Yeah. What kind of business? What kind of who I am. Why? What? What? I want you to this. What kind of you know the like, you know, business going on and you know.

00:15:49 MiYoung

Who actually? Basically who? Who I am. They need to know. So. And then I think I even for make it clear I just put everything about my by your statements work wise I think I just provide it's just like making first.

00:16:06 MiYoung

I mean, he didn't ask me, but I did.

00:16:12 Amritha

When you had to go for like higher property size, rent leases, did they have the same expectations as the like you said you went from 400 square feet to 800 to 1600. So did you have like the did the landlords?

00:16:32 Amritha

The same expectations or has.

00:16:35 MiYoung

The plot spaces, so more just have a more strict rule, just like you can think about that. Like you know, having apartments kind of kind of similar process about that kind of stuff. But definitely now my where I'm sitting on actually different process than before.

00:16:55 Imiun

Yes, because you're in your own building right now, so.

00:16:58 MiYoung

Yeah, so now it's own building, right? So yeah, so.

00:17:04 MiYoung

What kind of word is that? Letters, I mean.

00:17:07 Amritha

So like you said, it has the building had a different process itself for like rules and regulations are very different.

00:17:16 MiYoung

What's easier? You know, you can think about that. You know, once you have a like the apartment, let's just say think about that apartment to leave, right. It's not. You cannot leave. Basically, technically. But you know that having that kind of place more clear, more close, like, similar with that kind of process. Not not.

00:17:36 MiYoung

This one, this one is definitely more like.

00:17:39 MiYoung

Processed foods to buy.

00:17:41 MiYoung

Buying house like, I don't know. Understand. Right? So.

00:17:47 Amritha

Yeah, kind of.

00:17:48 MiYoung

That kind of stuff. So yeah, once you have your space like building units to use, that is, the more your apartment, but you have the whole building and.

00:18:01 MiYoung

Actually, because of that kind of stuff is always management like or manager as you know the officer but here is talking to.

00:18:12 MiYoung

Practically rendered something that means you have to talk to, like, get the space, just like buying house kind of stuff so or little more serious than the difference, yeah.

00:18:20 Amritha

M.

00:18:28 Imiun

Was it like for you? You know, like you kind of did all this type of stuff, but do you feel like it's a lot of paperwork a?

00:18:35 Imiun

Lot.

00:18:35 Imiun

Of confusing if something never did it before.

00:18:43 MiYoung

No, nothing. It's it's pretty straightforward, to be honest. I didn't feel like anything. Oh, it's it's. I need to someone like, really vital if you know, like otherwise or something. I didn't feel that way. I think if if someone doesn't know much about maybe.

00:19:01 MiYoung

But I was it was quite straightforward and then important thing.

00:19:08 MiYoung

You need to have good insurance just in case.

00:19:14 MiYoung

Finding insurance Company was a little tricky though. Yes, that was the hard part because it's kind of hard to measure about like you know how much you value. So we you have to negotiate.

00:19:19 MiYoung

Maybe.

00:19:34 MiYoung

Was it? They might think that ohh. Like if something I don't wanna say this, but if we use something happened. Burn your one of.

00:19:41 MiYoung

Earth.

00:19:42 MiYoung

And then something like this earth, like they might just give us, like, OK, canvas gross or, you know, the apology. That's it. So. But it has its soft.

00:19:54 MiYoung

Value, right? So that part is the negotiation. It's a little tricky. So yeah, especially on our gallery, I think it's a little bit about her because her, but the how the value actually for each pieces.

00:19:55 Amritha

Yeah.

00:19:59 Imiun

Just saying.

00:20:12 Imiun

You you host various events in your space right now, right? Like you do your own events like painting sips or like painting or. Yeah, yeah. Do you have other collaborations with other people either in your shop or somewhere else now?

00:20:22 MiYoung

Painting.

00:20:31 MiYoung

I'm looking for more to be honest. Maybe that part I need to someone just like using my, but lately you know that third party like a pierced face or.

00:20:44 MiYoung

Some you know the.

00:20:46 MiYoung

The platform, after reaching me out like put your face on the edge of renting. You know, there's not only that side. There are a couple sites. Is that kind of new startup, I guess and they just keep writing me up. Please put on their list. You don't touch anything, maybe process would be later.

00:21:06 MiYoung

Yes, that one. I think I'm interesting too. One of the reason I want to put on that now I just.

00:21:13 MiYoung

The working on.

00:21:13 MiYoung

Middle of parts.

00:21:14 MiYoung

So that I have an inside the dance studio it can be dance studio or workshop, or the painting workshop. Anything you can use and then the front. It can be event event for the event. At the same time I can only have.

00:21:33 MiYoung

So I'm trying to put on that actually some renting the space.

00:21:38 MiYoung

Under like a third party.

00:21:41 MiYoung

And then I once you Google, you can't have more like in algorithm realize and come up with some of the.

00:21:50 MiYoung

Gallery space and then I can become up more on the top. So I just like I want to do it actually.

00:21:55 Imiun

Yeah, you haven't done any of those before. Like, use a third party platform to.

00:21:59 Imiun

Do that before.

00:21:59 MiYoung

I mean done it before for someone asking me like my my connection but never be really public. Public. Yeah, so.

00:22:09 Imiun

That's I guess, yeah.

00:22:11 Amritha

Mm-hmm.

00:22:13 MiYoung

But I'll look at whether something like it sounded maybe if someone just like wanna have some like wine tasting night about that specific brand, you know something like that or something good match with my art gallery, right.

00:22:29 Imiun

I wanted to ask a little about your your business like on a day-to-day basis. What do you find are some of the your biggest challenges? Do you have on a regular basis?

00:22:39 Imiun

Running our business.

00:22:45 MiYoung

Right.

00:22:47 MiYoung

I mean my my challenge though sometimes you know I can because I have a meeting with outside, I like sometimes my assistant or something. She has emergency. That means small business. Someone will be here and greet people.

00:23:06 MiYoung

That is kind of hard for me.

00:23:08 Imiun

I feel like time is it like time management, you feel like?

00:23:11 MiYoung

I mean, it's more like some I wish sometimes it's kind of hard to hire third person.

00:23:18 MiYoung

Or you know.

00:23:20 MiYoung

More just physically here. Yeah, but.

00:23:24 MiYoung

I I try to be here more, but if I have a meeting outside and then I have to in and out. But sometimes you know, you never know. People can get sick or something, right? In this case, I have food that that is the kind of challenge for the smoke, I guess, yeah.

00:23:45 Imiun

Do you have any other do you have? Do you do you do your own like accounting and do you have any challenges of accounting or repairs or?

00:23:51 Imiun

Anything like that or?

00:23:53 MiYoung

I'm I mean I'm using that the text was. Yeah, the what is that linking?

00:24:02 MiYoung

But I have a.

00:24:03 MiYoung

Text person the person. Also, I just like that and then just using. So yeah, yeah, I think people may need that though.

00:24:09 Imiun

You got that?

00:24:12 MiYoung

To be honest, yeah.

00:24:16 Imiun

And are you a business, would you say your business is? You're pretty much stable right now. Are you looking to expand? Are you looking to kind of maintain or where are you at your business growth or business plan?

00:24:28 MiYoung

No obaku put more application program here, so soon I'm gonna.

00:24:36 MiYoung

Pair for summer camp for kids from the summer.

00:24:41 MiYoung

The painting the classes summer because my assistant, actually her background is that she used to run the business at our museum for the Kids Education program so.

00:24:50 Imiun

Wrong.

00:24:56 MiYoung

I'm going to adapt to that one and then as I said, put in there. So that means extending a little bit of a more program.

00:25:04 Imiun

Is there any areas that you feel like technology could actually help you in your day-to-day?

00:25:13 MiYoung

Well, I used to use about the article.org is it's software there are about. There are some missions. There are some programs right there. It's like like for the specifically for like.

00:25:31 MiYoung

Like art galleries. So once someone just like you know that we just call and apply and then they just organize and then send me and then easy world.

00:25:44 MiYoung

And then like I.

00:25:44 MiYoung

Think like accepting e-mail one shot or denied e-mail, one chart or something. There are some programs.

00:25:51 Imiun

OK.

00:25:53 MiYoung

But they charging a lot, so I just like 4-6 months I used it.

00:26:00 MiYoung

When I kind of that and.

00:26:01 MiYoung

Then there are a lot of bugs.

00:26:03 MiYoung

So sometimes it it doesn't go and then or something. So I have to talk to the something where engineer a lot of times where it's not located in Washington. So it's kind of time difference. I don't like headache so much. So I just drop and then I do manual.

00:26:23 MiYoung

Yeah, because I don't think that we need to do that because it takes some time more, take some time.

00:26:29 MiYoung

That more detail works, but still doable, so I'm just doing that. Yeah, that is the I I used to.

00:26:37 MiYoung

Yeah.

00:26:37 Imiun

You. Yeah, I know you're very tech savvy person. You're on different social media. You did use technology and stuff that grow your business. So. So it's very interesting that look at somebody like you and your type of business owner.

00:26:50 Imiun

A lot of business owners don't touch that stuff. They don't want to use. They don't use social media, they don't use technology. You seem pretty.

00:26:55 MiYoung

Yeah, most people need to better headache. That would be my consuming my time because I wish they have more. Something more like design or more reaching out more. Just talking more like like district clients that is better, but.

00:27:14 MiYoung

I need to do several things.

00:27:16 MiYoung

At the same time, right? Yeah.

00:27:19 Amritha

So the time consuming better is that you have to post it on different platform or like decide what to post, what is the most. Because I've seen a lot of places like I think there is a competitor.

00:27:34 Amritha

Like there's a company called Arrow. I'm not sure if you've heard it. They kind of do the social media bit for you.

00:27:43 MiYoung

Yeah, you know higher at this point like I can use that service. But at the same time, that is the all cost, you know, right. So at the end I have to pay so. But I just like now I just ask my.

00:28:01 MiYoung

Like Kelly, she's just like.

00:28:05 MiYoung

And they said we can do small thing that like, you know, the Facebook and figure out if the users put on something we can't even schedule because to be honest, I just like there is many schedule. So the lady who here like in the holiday right before everything is set up.

00:28:23 MiYoung

So even though we don't work, it's kind of shooting. So one day, two days we just make a whole kind of setup and it's just like.

00:28:29 MiYoung

Like pushing people or declining, they're pushing a little bit. Yeah. Even Google too. Like our domestic. That e-mail, the newsletter. I usually set up to two months ahead.

00:28:46 MiYoung

So already just like everything scheduled.

00:28:49 MiYoung

Just like shooting.

00:28:51 MiYoung

And then in in between, we wouldn't need to have more pretty people and then in.

00:28:56 MiYoung

Just like.

00:28:57 MiYoung

Something like tomorrow is comes in. I think it's better to string one more time just in this case little bit about assessment there. But usually I sat on head, they're using try to using more skillful wise you know so once we don't work and it's still going so.

00:29:16 Amritha

You said that your assistant is doing all of this. Was it hard? Like how hard is it for you to retain your assistant and, like, have you had? Was it difficult for you to find that person?

00:29:30 MiYoung

Well.

00:29:32 Amritha

Lately.

00:29:33 MiYoung

I'm having new person like I said before, I just another assistant. She working with me whole year and then she said if you wanna see what's going on out there she wanna see. So I just like. But actually I I was a little lucky because when I posted a job position.

00:29:52 MiYoung

On the LinkedIn.

00:29:54 MiYoung

I got over 50 applications so and then I just pulled it down and then I have a process for, you know, the all the job processing the find the right person. And then I found the person and then she actually moving from Idaho. So yeah, yeah.

00:30:13 MiYoung

That's the person. So.

00:30:16 MiYoung

Of course, finding a new person is not easy, you know, because it's gonna be.

00:30:19 Imiun

Yeah.

00:30:22 MiYoung

Like working together. Really. I'm pretty sure the daily life the person I see the most longest hours.

00:30:35 MiYoung

Yeah, it's it's not easy, but doable, right? Something needs.

00:30:38 MiYoung

You.

00:30:40 Imiun

To do so, and I know you have a link tree for all your different businesses and different social media and accounts and sites and everything that do you like, how do you feel about it? Is that a useful tool? Do you think that that encapsulates?

00:30:53 Imiun

Like, is that a good way to show what you do?

00:30:56 MiYoung

Lincoln.

00:30:58 Imiun

Link tree, yeah.

00:30:59 MiYoung

Ring 3.

00:31:01 MiYoung

Well, you're, you're.

00:31:04 MiYoung

Something like me? I do so many things like I'm making theme. I just like protesting a show. And then I also have a, you know, the gallery. And then I have a dance company, and then I have, like, classes of room out there and then.

00:31:18 MiYoung

I'm teacher for.

00:31:20 MiYoung

Yes. And I just saw many things, but at least I need to something just one. Someone just like, ohh. What a fool. What kind of person he is. And let's go ahead and you can see the Princess. I think that's a good idea, actually.

00:31:35 Imiun

I mean, do you feel like linktree? I guess like my question is, do you feel like?

00:31:39 Imiun

If I went to your link tree or I went to any one of your sites or social media, do you think it tells your story or pretty well or do you feel like it's it's frightening. Do you like it or do you not like those? This the current system.

00:31:52 MiYoung

You have right now. I didn't like it because.

00:31:59 MiYoung

Yes.

00:32:01 MiYoung

Like it? Nothing. Nothing like you know, offended about using that because so many information is someone just like everywhere. So just like, make one like who you are and then OK or just like, yeah, get my QR code something like sometimes.

00:32:20 MiYoung

Using that one, it's just like my business card. Yeah, if you just like, yeah, the skinny. And then they just skin. And they did.

00:32:31 Imiun

OK, great.

00:32:34 Imiun

Well, I want to spend a little bit of time. I want to have and need to show you a couple of prototype slides of what we're developing. These are just images of a different flows of how somebody might use this product that we're looking to develop.

00:32:53 Imiun

And so we want to show you a couple of scenarios.

00:32:56 Imiun

One being, you know, somebody looking for commercial real estate space, one looking for pop up space and that just kind of walk you through a little bit of the visual of what somebody this is again very beginning beginning prototype, but what some of my experience with this and just want to get your feedback what you think if this would be useful at all and this honestly like if you say.

00:33:16 Imiun

Yeah, I don't care. I don't. Doesn't matter to me. That's fine too. They all. We're just we're just doing interviews. And in a sense, see what's what people actually want to want. You know, small businesses to help with. So I'm not sure every day you have a.

00:33:24 Amritha

Yeah.

00:33:28 Amritha

Yeah, I think it's taking a long some time, just a minute.

00:33:40 Amritha

Yes. Yeah. No, no, go ahead. I'll just show it once.

00:33:40 Imiun

Yeah, I feel like you got it.

00:33:45 Imiun

Sometimes, like for example like if I want to advertise a new food item or drink item, yeah, we can definitely have like social media and websites and do.

00:33:53 Imiun

That.

00:33:54 Imiun

I want to go to a bank and get a loan and they want to know about me and my business. It's hard to showcase that sometimes or if I want to go to a landlord, they they.

00:34:03 Imiun

Want to learn about me or my business before they sound lease? Something that I can just.

00:34:08 Imiun

Give them and.

00:34:09 Imiun

Maybe you have a better way, maybe that link tree and you're indeed is to have a better platform on that, but that's been kind of the challenge with the.

00:34:19 Imiun

OK, here we go.

00:34:21 Amritha

Yeah. So like, I just want to show you like how any business owner like right now this scenario is talking about pop up business owner just going.

00:34:34 Amritha

And and searching for like you know, like a space for a pop up. And like we have a well defined goal system where if you're just starting out you can test it out or test out your idea, validate it if you're if you are looking to expand.

00:34:57 Amritha

Or, you know, find a permanent space that is another goal and find a local resource. Find a broker accountant so those sort of scenarios will come through this. And when you search for a restaurant where you wanna host like let's say you want to search for OSS.

00:35:16 Amritha

And you got there and you like as a pop-up owner. You wanna see if this particular business is the right fit for you and you know, you can see that what are what are the awards that person has done and like, what are the past?

00:35:32 Amritha

Pop ups that person has done is the kind of market that you get is the right place for you. So you know and if you like the space, I can just.

00:35:45 Imiun

Hold on one second. So this would be if I was like, let's say if somebody wanted to sells, let's say coffee for example or cupcake and they want to sell their their cupcakes at a pop-up location and they find they can search and they find, oh.

00:35:58 MiYoung

M.

00:36:01 Imiun

Places.

00:36:02 Imiun

You know, if I put my business up there, it says I'm hosting pop ups. Please reach out. Then they can search this and clearly see information about Oasis in a one page summary essentially.

00:36:14 MiYoung

So I have a question about because we just talked about that like the Super painting that maybe you may maybe your book, the cafe we just spoke about it. Do you think that that is the kinda idea to apply or?

00:36:31 Imiun

Yeah. So in your case you would put your gallery on this, so this instead of ways it would be.

00:36:35 Imiun

The gallery you would click on it that you are open to hosts on certain days.

00:36:40 Amritha

For.

00:36:41 Imiun

You can to find you want drinks like alcohol, non alcohol. You want food or whatever it is. And so when somebody searches and filters they would see this. See your gallery. Let's pretend this is your picture and you would you can post like your previous.

00:36:55 Imiun

Popups you've had all that kind of stuff. So this is what they would see and it's a page where essentially instead of messaging you one by one and going.

00:37:04 Imiun

Back and forth.

00:37:05 Imiun

Be able to use this to coordinate and in this case I mean really you could go into calendar.

00:37:13 Imiun

Essentially, go ahead and finish up so.

00:37:18 Amritha

Oh, no, no, go ahead, Eman.

00:37:20 Imiun

So in this case you could say you can like see the calendar, you find it you want to book the space and you pay or not pay whatever the owner of the space wants to do, it could be free, it could be paid, and then you can book it and you and you can pay there and then so you will see.

00:37:38 Imiun

That this is confirmed. So if you and the owner as sorry the you as the owner and me as the person wanting to use.

00:37:44 Imiun

Space. We agree to the price and it's all booked to the app and the calendar is available. Kind of like Airbnb. Think of an Airbnb for your business. It would be booked. Then you pretend this is this is you're the owner. So instead of me it would be you on here and you go through this you would see you would pull up your page. This is your dashboard.

00:37:53 Amritha

Mm-hmm.

00:37:59 Amritha

MHM.

00:38:05 Imiun

And you'll see here on the conversations that Emily is looking for a pop up space. So you would see that conversation started and so you would open that conversation up and you would be able to communicate.

00:38:17 Imiun

With them, and this is where you would say, hey, you know you can communicate like I'm looking for the proper space. I see you have it available for rent, you know, check out my page to be able to see what I've done like, you know, my my products and my services. So then you in app can check the other person's history, their pop their past.

00:38:36 Imiun

Pop ups. There's stuff like that and you can you can right here. If you accept, you can accept the booking.

00:38:38 Amritha

Yeah.

00:38:42 Imiun

Through that.

00:38:44 Imiun

And so that is something that as a host you will be able to go somebody looking for a public space and then you're being a host, you'll be able to use that. So then you can open it up instead of kind of reaching out one by one, you would be able to open up and then decide how you want to filter that out on a single app situation. That's a pop-up scenario.

00:39:04 MiYoung

You know, I thought very similar with purespace.com, but it's more.

00:39:12 MiYoung

Personal.

00:39:14 MiYoung

Than the other one. The other one is more just like pooled and it's just like we don't. There's no negotiation. Just like you don't like it. Don't take it. You know, something like this. This is, like, more like the negotiation.

00:39:24 Imiun

Yeah, so this is.

00:39:27 Imiun

Yeah, so this is what you would use for. You would find your own as a business owner, you would you would set your like either a business owner with a brick and mortar or a.

00:39:37 Imiun

Another business that's looking for pop-up space? Your own goal, so it might not be pop-up.

00:39:42 Imiun

You know, so it could be pop up, but we want to make it so you can utilize it as a matchmaking site, right? So maybe your your idea. The last scenario was pop up in this scenario, maybe they want to find an actual physical space to open their first stop or expand to a second location. And so there's other scenario. Let me show you that.

00:39:57 Amritha

Mm-hmm.

00:40:00 Amritha

Yeah, but I just want to add to you.

00:40:03 Amritha

Man so.

00:40:06 Amritha

What you said is absolutely correct. This is more personal in nature where you can actually see the history of the other person before you just randomly say yes. So rather than like right now for me, if I want to get an information about a local business that I want to partner with.

00:40:25 Amritha

I have to look at like multiple websites and be like, OK, these are the, you know, like it it's not very consolidated, it's so we wanna make it more personal for the businesses. So yeah now even go ahead this is the find a space scenario.

00:40:43 Imiun

So let's say I'm a business and I want to open another location right now at the call a broker. Or maybe I drive around like you did, or all kinds of stuff. This is similar to some stuff, but it's more relevant data, so you would you would go, you find a space and then you go your filter. What you're looking for by price size.

00:41:01 Imiun

Use all that kind of stuff. The normal filtrations, and then you would be able to scroll through and see a list of properties that fit your.

00:41:07 Imiun

Need.

00:41:07 Imiun

Down the road. And then let's say you find one.

00:41:11 Imiun

And you find a space here or office building space. It'll give you that information there of what it's available for. Potentially we can get layout potentially all the you know foot traffic you know data about the location in the neighborhood and everything is what we're looking to put in there. Also the contact information.

00:41:31 Imiun

Be able to directly find the landlord. I'm not sure if you've ever had this problem, but when you call up a listing, you get a broker or somebody that doesn't call you back or something.

00:41:41 MiYoung

Maybe. Ohh yeah.

00:41:43 Imiun

This is something another way to be able to contact the broker, that broker or the listing agent. Yeah. Whoever contact there and then.

00:41:56 Amritha

So I think I missed there was a page missing, so I just want to say that on the broker side, right when.

00:42:02 Amritha

Human signs in and he sees he can actually see that, OK, this person's cafe lemon has this much information and you know, like, how how long has has this person run the business? And what are the revenue and these information we want to.

00:42:22 Amritha

Like the person, the cafe Le Monde person has shared this detail on the on the app and you know, so that Emon can verify. OK, you know what I this looks like a really good business I wanna host.

00:42:39 Imiun

Yeah. So for in this, in this scenario for example, I as a landlord will look at this and.

00:42:45 Imiun

Say.

00:42:46 Imiun

Oh, they, you know, I talked to them and say, oh, yeah, you seem interesting. Can you send me your financial then let's say you're the owner of Cafe Lemon. You would then release, you would allow access for financials and the potential other like business plans and other.

00:43:00 Imiun

Information and through that I can see your financial just a summary of your financials, some basic information. You can see your cap and lemon has done previous pop ups with these results and testimonials and awards and and media. And this is you know that's a very interesting business and it it kind of gives more validity.

00:43:20 Imiun

To an offer, then just blindly calling people. And so the landlord could potentially take a small business more seriously.

00:43:30 Imiun

Without the broker involved and so yeah, they would be able to see a lot of different data points. And again, this is just a limited amount of stuff.

00:43:37 Imiun

That we were thinking of.

00:43:39 Imiun

Yeah. And so and you'll be able to see who this the owner is and give give like almost.

00:43:46 Imiun

A business oriented LinkedIn, LinkedIn. You can see their history, their past operations or past pop ups and everything like that. So that's the scenario. If somebody was their goal was to look for a physical space for example and the last scenario we have and there's multiple ones we could think of. But for now last scenario is if you're looking for a local resource. So let's say you're a business.

00:44:06 Imiun

And.

00:44:07 Imiun

Let's say you had your window broken and you're like, oh man, my window is broken. You obviously I call police and everything, but let's say you want to get that window repaired and you know there's resources in the neighborhood they've talked about and stuff like that. So you kind of you can type in there that you're searching for window, there's, there's a denialism damage, and it would be able to show you to contact.

00:44:27 Imiun

Local resources in this scenario, we're done by new District. So U District partnership is the same as the Soto via, but this for.

00:44:33 Imiun

U district.

00:44:35 Imiun

Office of Economic Development has.

00:44:37 Imiun

Grants to help you fix your window, you would be able. They would be able to show you some of these resources, and so let's say in this case you clicked new district partnership their BI over there and you would be able to open their page up there and you would in theory talk to somebody in new District partnership discuss your problem.

00:44:57 Imiun

And they can get back to you with the information needed so you can help you repair. So it's kind of a a resource guide as well for small, small business owners that may have a hard time navigating the city or.

00:45:11 Imiun

Or different resources that it's hard to get to. So those are kind of our three scenarios that we have so far for the the platform that we're working on.

00:45:23 Imiun

So I guess with that said, just want to get your thoughts if you and honestly if you think.

00:45:27 Imiun

That this would be.

00:45:29 Imiun

Something that's useful not useful. There's other challenges that you'd rather a platform help solve. There's other things that you are feel are more priority than this.

00:45:41 Imiun

But just get your feedback on that.

00:45:44 MiYoung

Well, I can definitely see more.

00:45:48 MiYoung

Warmer side than, as I mentioned, the pure space you know. So because pure space is no negotiation or something there are set there are rule and then you don't like it like no, we're not gonna work with you. That's it. So but it's actually I'm just having this one this one so it's more.

00:46:07 MiYoung

I can see someone who needs to like star points like someone needs to have some star points, just like as you show me as your sample. The lady sample something like. OK, building out the. I think it does help a lot. I guess at the moment I studied about my.

00:46:26 MiYoung

Opening my businesses, I wish I have that kind.

00:46:28 MiYoung

Of.

00:46:28 MiYoung

Stuff. So I I couldn't have much because now like I'm not really driven about myself. But at the same time, you know, I said, well about my histories, as you know today gets working like in this industry so.

00:46:46 MiYoung

We have already kind of resources and then I know where to go right? But I think that's at the moment someone just like, who knew it started about business or newly started about another area of business.

00:47:01 MiYoung

But for example, I think if I open my my restaurant now, maybe I need to because I don't have much of my experiences right? Only that I experience about the opening rotation, right? And their Education Center. That is my how I've been working on so for two decades.

00:47:21 MiYoung

So I I know we're right away. OK. I need to have this.

00:47:25 MiYoung

I need to have a figure out these sources. I know where to go, but if someone have just like starting maybe one year or two years or even new track, open those businesses, then I think that will they need this. That's what say you know what?

00:47:41 MiYoung

I mean.

00:47:43 MiYoung

Yeah. And then because whenever I have a problem, I just like. So the you know, the via, they can clean out, they can find it and then.

00:47:51 MiYoung

Well, even you know, of course, someone breaking breaking window. I have all the sources and then usually window rule helping that too. Yes, it's just like days like all because they're they missing their property. So that means someone is working and they just give me like you know.

00:48:12 MiYoung

I will connect to some of the scenes like, you know, you need to be. We're just like, working together with the vendors that myself, to be honest, because it's not my building. Right? So but good to know about some.

00:48:25 MiYoung

Thing.

00:48:26 MiYoung

Like happening something the business was physical. Was something happening? And it definitely could. Local sources are important. And then I think if I open something totally different, like business area, I definitely go through them.

00:48:44 MiYoung

The moment people, any any way to study?

00:48:47 MiYoung

Right. Something like to understand about my locations. I told you. I've been starting a year because I don't wanna, you know, like fail. Like when I started that so people put in their mind, they don't mind about just like, spend spend time to search or learn.

00:49:07 MiYoung

For a study, even if it's hard, so yeah.

00:49:12 Amritha

So.

00:49:13 MiYoung

I don't know. That's the that's the my the view to see. So I think that's a good sources. And then I like to do the moment is more that you can.

00:49:23 MiYoung

It's more just like human being. That's I like it more than like.

00:49:27 MiYoung

Talk to more.

00:49:28 MiYoung

You can be really hate and this is like even you can go like, you know, business friends, something like more like more.

00:49:38 MiYoung

Like business inside with a little social media feeling a little bit so yeah.

00:49:43 Imiun

Yeah.

00:49:44 Imiun

Yeah, a little bit of social media.

00:49:46 Imiun

But it's more like.

00:49:46 MiYoung

Yeah, no, like that. But it's kind of little social media. LinkedIn, similar with this fear kind of the everything, the resources.

00:49:57 MiYoung

Like merge it together. That's what I feel.

00:50:00 Imiun

Yeah. Yeah. So. So just to summarize, you feel like new businesses stuff could benefit from this, but you have, but in your world you have a lot of connections that you've already either established or a system that you.

00:50:12 Imiun

Already have so.

00:50:13 Imiun

It's probably not something that you would really have a need for, but you could see it benefit for like smaller.

00:50:20 Imiun

For new businesses, is that right?

00:50:23 MiYoung

I if I use this part, I think if I put on that my business on your app, I think I would like to find someone, maybe some small artist.

00:50:36 MiYoung

They they need to have a pop pop up like you know, so they can try to use my space.

00:50:42 Amritha

Or.

00:50:43 MiYoung

Vice versa cuz I can just like chicken painting night at another restaurant. I can bring them my stuff and then they can go and then I can promote my business too right there. Right. So I think that's.

00:50:56 MiYoung

I can I can use that part. I guess finding the pop-up space or with just like working how to are you interested in or something? Then maybe I can help your space or you can have my space or something.

00:51:09 Imiun

Some kind of business collaboration you would be.

00:51:11 MiYoung

Yeah, some kind of.

00:51:12 MiYoung

Alright, I think that black can use.

00:51:13 Amritha

So.

00:51:15 Amritha

It so I just want to double click on that. Like if let's say if an artist is there on here and like how you were talking about the application process, right that person wants to apply to host on your.

00:51:32 Amritha

On your studio and you know if you can see that artists portfolio.

00:51:40 Amritha

On here and you know, also like sales information, OK, how what is the like that person has done pass pop ups and you know has sold so many things would that be useful for you?

00:51:57 Amritha

For recruiting more.

00:51:58 MiYoung

Because uh, once you know, giving someone, having someone having my space.

00:52:04 MiYoung

Same thing.

00:52:05 MiYoung

I don't. I don't want to give anybody because I don't wanna hurt my face, right? Mm-hmm. So good to see history. Always good to see someone who has. What kind of credit? Behind what kind of sources behind. So good to see this. So maybe if it can be kind of linked. Yes.

00:52:24 MiYoung

Just like you guys have all kind of stuff.

00:52:27 MiYoung

Someone's background like history, and then as one good piece. So everything that needs so someone who want to work with this person and then just like, oh, this person interested and because it.

00:52:40 MiYoung

Looks like safe.

00:52:41 MiYoung

Don't know so many work. I think that is helping. That is my point.

00:52:46 Imiun

Because right now, like if somebody reaches out to you and said, hey, can I use your space for something or can I hang my paintings or any? I wanna work with you.

00:52:55 Imiun

You must do some kind of vetting to decide whether you want to work with them or not, right?

00:52:59 MiYoung

Yeah, of course. So I need to say there are statements I need to say bio I need to do their quote on work and then I need to. Yeah, the body files, right, or the otherwise I can I have the person. And also again I don't wanna hurt my business or my face. So I have to. Yeah.

00:53:19 MiYoung

Very like be aware I need to.

00:53:21 MiYoung

Be aware about. Mm-hmm.

00:53:24 Imiun

Yeah. So I guess you know.

00:53:27 Amritha

One more small question on an average, how how much time do you spend on reviewing an application for like somebody to show their event, show their art on your studio?

00:53:41 MiYoung

So this is a kind of different story though, because once I just put on the our.

00:53:48 MiYoung

Like now we have a like a monthly exhibitions. That means they have a I I just posted that out. So it's like all submissions, 3 words minimum three and then Max by 10 words with you know the certain number, certain amount of applying.

00:54:07 MiYoung

In the fee and then you have to pay for the application fee. So and then I just like look through. So usually it takes because sometimes I'm having 160 work.

00:54:20 MiYoung

And then that means that I have to turn down like I'm always not exceed 50.

00:54:28 MiYoung

At the month. So that means I really need to see the.

00:54:31 MiYoung

See through like.

00:54:32 MiYoung

Look down. So sometimes easy. 70 words come down. I know to 20 words. So it depends on what kind of month. So hard to say what exactly your mouth is. Take some time. But usually myself I put on the full 2 days.

00:54:49 MiYoung

So that's the curating part, so.

00:54:57 Imiun

Well, definitely really appreciate your time. I know you're very busy.

00:55:00 Amritha

Yeah. Thank you so much.

00:55:02 Imiun

What we won't.

00:55:02 MiYoung

Hopefully you guys can have something sources from me, but I don't know. Feeling like I didn't help much, so I'm sorry.

00:55:08 Amritha

Ohh no no, this is really useful.

00:55:11 Imiun

Because the main thing is, I think what I want to reach out to you is because you're a very much a tech savvy person, you're a business person that's well connected. And so you're somebody that does use tools. There's some people.

00:55:24 Imiun

Like really old school restaurants or some people, even young people, they don't use any.

00:55:27 Imiun

Tools at all and so.

00:55:29 Imiun

No matter what we build that. But somebody like you is like, what tools would you actually be interested in using is that's what I was thinking is for you. That is very well.