

Audio file

[Interview with Brian Mar 1.m4a](#)

Transcript

00:00:00 Imiun

So the first thing is we'll just kind of spend a little bit of time. I want to just do a basic questionnaire interview just to get the standardized answers. What people are saying and then afterwards we want to kind of go through the app and we will show you some slides of what it is that we're creating kind of visually and actually show you a little bit of kind of give you a picture of.

00:00:22 Imiun

And the direction we're trying to.

00:00:23 Imiun

Take it and.

00:00:24 Imiun

Your thoughts on it? See if this would be helpful or not, or at all. So I guess one of the first questions I wanna ask is.

00:00:32 Imiun

What is the biggest struggle? And I know you've been kind of looking for new space for your, for your business. What do you say is the biggest struggle with a small business and being able to sign the lease in your experience?

00:00:48 Brian

It's funny you ask, because I'm.

00:00:50 Brian

In the middle of trying to sign a lease in Denver.

00:00:54 Imiun

Oh, wow. OK. Outside of the state.

00:00:55 Amritha

Yeah.

00:00:56 Brian

The outside of the state, I hope what you guys plan to do is.

00:01:01 Brian

Make it more of a a national.

00:01:04 Imiun

Yeah, of course. On the road, yeah.

00:01:04 Brian

Application.

00:01:08 Brian

Because that's.

00:01:09 Brian

The problem that we're having here in in Seattle or in even in Washington state.

00:01:15 Brian

Is the same problem in Denver, in Virginia and in Dallas and in Los Angeles because we're looking at those four areas right now to expand.

00:01:27 Brian

And all around the country is the same like.

00:01:30 Brian

You.

00:01:32 Brian

There is a broker that you that you know that wants to show you what's available and then those.

00:01:40 Brian

Real estate properties have their own brokers.

00:01:43 Brian

UM.

00:01:45 Brian

None of them are really in touch with, like the landlord.

00:01:49 Brian

And.

00:01:51 Brian

The.

00:01:53 Brian

Like everything is really, really hot, right? Like, if you want a good space and a good area.

00:02:00 Brian

That is it next to a.

00:02:05 Brian

Liquor store or a?

00:02:08 Brian

You know, a Veep shop, right?

00:02:13 Brian

That's in a, you know, like a nice area. You have to go. Basically you have to go find who the broker is and then you find out that like.

00:02:22 Brian

There are tons. There's tons of real estate spaces available.

00:02:28 Brian

But none of these real estate brokers want to rent them or not.

00:02:33 Brian

They don't want to rent, rent them to small businesses for realistic prices.

00:02:39 Brian

And then it's funny, because then you go to the actual landlord because we did this in Denver.

00:02:45 Brian

And the and the landlord is actually like.

00:02:48 Brian

Oh yeah. Are you interested? What is your? What's what's your price? What are you looking to spend?

00:02:54 Brian

And they're like, yeah, let's get into a percentage contract like we'll start you low.

00:03:01 Brian

But if you go straight to the broker, the broker is like, yeah, we're at \$55 + 18 dollars triple net and we're like anyway come down a little bit. Yeah, we can come down maybe a.

00:03:14 Brian

Dollar a whole dollar.

00:03:19 Brian

We were like, how does a business?

00:03:21 Brian

What is this small business then?

00:03:23 Brian

Be able to afford these things.

00:03:26 Brian

Because their competition is like.

00:03:29 Brian

And it's not even competition because there's so many spaces available, like there is maybe not so much in Chinatown, but yes in Chinatown, right. You look across the street from that famous like.

00:03:42 Brian

Vulcan owns those like Starbucks's empty. Yeah. Specialties bakeries been empty and small businesses like mine that are looking to move and or grow or like, even establish are looking at these empty spaces and going like, why can't I get a hold of anybody?

00:04:01 Brian

Yeah. How come nobody's answering the phone. And then when I talk to people that are supposed to help, right? Like, skip the OR other. Oh, we. Yeah, we'll we'll help you. We'll, we'll we'll see if we can get in contact with someone and then what they try to do is show you something. That's not where you.

00:04:20 Brian

Want to be right?

00:04:22 Brian

Like a lot of folks.

00:04:25 Brian

Then push you to like oh, this is.

00:04:26 Brian

What I'm trying to rent out.

00:04:29 Brian

Kind of don't care what you trying to write down. I'm like, here's a spot is obviously available. Nobody's been there for four years. Why can't we get that place?

00:04:38 Brian

But who do we need to talk to for that?

00:04:41 Brian

And I think like that's been like the painful part of like trying to find.

00:04:46 Brian

Spaces to rent is that there are spaces.

00:04:51 Brian

But we're not talking to landlords, we're talking to brokers. And then sometimes the broker is not answering the phone.

00:04:56 Imiun

Yeah.

00:04:57 Imiun

Or they don't call you back.

00:04:58 Imiun

Period. Yeah.

00:04:58 Brian

No playback, right price and they're like, oh, I'm not interested in.

00:04:59 Imiun

Yeah, and this is.

00:05:00 Imiun

Kind of the.

00:05:02 Brian

Even helping you?

00:05:03 Imiun

Yeah, yeah, yeah, it's it's interesting. It's almost like they don't want the deal, but they are actually just not motivated to do so. For whatever reason I don't. You know, I think there's some theories about that, but it's especially small businesses. And Tom Douglas or some like Starbucks or whatever called directly. I think they would have.

00:05:22 Brian

Yeah, of course. Right. Like they're they're they're more than willing to help big businesses because they.

00:05:23 Imiun

Yeah, no matter where it is.

00:05:28 Brian

They know the business. Can those businesses can lose money on the rent.

00:05:32 Amritha

Yeah, right. Yeah.

00:05:34 Brian

But we're trying to like build community, hire people within, like the area like.

00:05:41 Brian

You know, and then we charge taxes and that's another thing. Like for small businesses.

00:05:48 Brian

Like myself, I don't have a whole lot of time to like, go find out what the resources are for me to like.

00:05:55 Brian

I literally have to have my friends in the city tell me if there's something available for me, but then I.

00:06:01 Imiun

Like or or a program or something you're saying right?

00:06:05 Brian

Yeah, but, but I'm paying the city.

00:06:08 Brian

\$6000 a month in taxes and they're not telling me what I can, you know what's available for me? That's that's on them, right?

00:06:15 Brian

Like I give you.

00:06:15 Amritha

Yeah.

00:06:16 Amritha

Money.

00:06:17 Amritha

Yeah.

00:06:18 Brian

To pay for these programs, you should tell me that I'm like these programs are available for me and make sure that they're out there trying to provide them right? Literally no city workers come in here and be like, hey, there's a program available for you. Unless they're my customers.

00:06:28 Imiun

It's been.

00:06:35 Brian

All my.

00:06:35 Imiun

Friends. Yeah. Yeah, it's kind of hidden on their sites or they're kind of if you're in the know. Yeah, you get certain. It seems like you get certain benefits, OK.

00:06:39 Brian

It's hard.

00:06:44 Speaker 4

Do you think when you reach out to the city programs like they take a long time to respond back like?

00:06:52 Speaker 4

Uh.

00:06:54 Speaker 4

Are or are they like very preemptive? I may say they are.

00:07:01 Brian

I would say the response that you get is like kind of more of a it's just a standard thing.

00:07:07 Brian

It's like.

00:07:09 Brian

I want to say.

00:07:11 Brian

Even I even put in a thing for the city of Bellevue.

00:07:16 Brian

Nothing back. It just depends I guess where you put your what you send in.

00:07:22 Brian

But often, like the responses are land or they give you resources that like.

00:07:29 Brian

That's not really what I was looking for or the resource they give you.

00:07:35 Brian

Ends up being like.

00:07:37 Brian

Not very. It's not very helpful, right? So I've I've asked.

00:07:42 Brian

This city for help to find a new space.

00:07:45 Brian

Just keep them.

00:07:46 Brian

That person took took a very long time to meet with me.

00:07:51 Brian

And then tried to show me things that like didn't fit like they they weren't listening to what I was trying, where I was trying to be and what I.

00:08:00 Brian

Was.

00:08:00 Brian

Trying to do they already they.

00:08:03 Brian

Just had their own agenda.

00:08:05 Brian

And I feel like that's a lot of times the disconnect is like.

00:08:09 Brian

They they, the city people have an agenda and they're trying to put people where they want to put people and then they'll go outside of the box.

00:08:18 Brian

And so it's not it ends up not being helpful and in fact it's just.

00:08:21 Brian

Waste. It's a.

00:08:22 Brian

Waste of time and resources, right? So.

00:08:25 Brian

This person is getting paid by the city to help me, but really it seems like they're just trying to help themselves.

00:08:33 Brian

And at the end of the day, it's like.

00:08:35 Brian

Well, I don't need your help. I don't want your help then. And so now I'm back. Just square one, trying to.

00:08:40 Brian

Figure it out on my own.

00:08:43 Brian

Yeah. And that that goes with everything like.

00:08:48 Brian

Trying to do permitting right, or even try to find information for like building code and like what? Ohh here's a building.

00:08:59 Brian

Cool.

00:09:01 Brian

Can I can I use this for what I'm trying to do? They're like we don't know. You're gonna have to check with this department, right? You check with that department or you gonna have to look this up. And in fact, all I had to do.

00:09:12 Brian

Was like, look it up myself. That's at the end of the day, they're like, oh, you can check on this website. And I was like, oh, thanks. That's what I needed like. But that's at three weeks for.

00:09:22 Brian

Me to get an answer.

00:09:25 Brian

It's it's extremely frustrating.

00:09:25

Yeah.

00:09:27 Imiun

Yeah, they're in the office. So when you look at spaces like you look at Denver and all these different places, are you doing any market research or is it just some cities or areas that you really just enjoy or?

00:09:40 Imiun

Is.

00:09:40 Imiun

It based on some kind of research.

00:09:43 Brian

So a lot of the reason why we're looking at these cities is because they have established.
So I'm a Pokémon store, right? For the most part.

00:09:54 Brian

They have established Pokémon Leagues.

00:09:56 Imiun

OK.

00:09:56 Brian

They have. They have established both to more people.

00:09:59 Brian

So but for my research, my research is based a lot of it. Like honestly we use Zillow.

00:10:08 Brian

So I started using Zillow because I needed to find.

00:10:16 Brian

Houses or income or family incomes, right?

00:10:19

Hmm.

00:10:22 Brian

You know people who could afford a million plus dollar homes in and usually can afford unless you have a dual income.

00:10:29 Brian

Right.

00:10:30 Brian

So you want dual income with kids?

00:10:34 Brian

And so we put them, we would look for.

00:10:38 Brian

\$1,000,000 homes sold in the last few years or last few months, with a high rate of elementary schools with high ratings. That's what we're looking for. That's how we do our research and then based on that, I have one of the students.

00:10:57 Brian

The user.

00:10:59 Brian

You know the the capture thing where it gives you your Tam, your Sam and your Sam, kind of like they'll tell you how many people are in that area with the criteria that you're asking for.

00:11:09 Brian

And tell you how many people are there and.

00:11:11 Brian

Then.

00:11:11 Brian

How much of the market?

00:11:14 Brian

Like is available and so that's. That's kind of like what we use. And there's there's probably a few different.

00:11:20 Brian

Applications for it. But that's that's how we do research. We would, I'd love to see if that research was just free and I'd have to ask.

00:11:29 Brian

A broker every time.

00:11:31 Speaker 4

That's actually surprising that you did it through Zillow. It's actually smart.

00:11:36 Speaker 4

Feels a little, you know, like I feel like there are a lot of other places where you have to.

00:11:41 Speaker 4

Pay a lot.

00:11:43 Speaker 4

To get the same information.

00:11:45 Brian

Yeah.

00:11:46 Speaker 4

So yeah, that's that's very smart.

00:11:49 Brian

Yeah, we did it the cheap way.

00:11:53 Brian

It's free like. Well, look, I'm looking for a house with a bunch of schools near it. Yeah, that's.

00:11:58

Right.

00:11:59 Imiun

Do you care about like foot traffic? I don't know if you visit these places, do you care about do you like, go around? Look at foot traffic? Or is that something that?

00:12:06 Imiun

You feel like it's.

00:12:07 Brian

I I I honestly think.

00:12:11 Brian

After the pandemic, you can throw flu traffic.

00:12:13 Brian

Out the door like.

00:12:15 Brian

All the all those numbers are like miscued and like.

00:12:20 Brian

Very, very hard to really interpret and we like. And if you're looking at the.

00:12:24 Brian

Last three years.

00:12:26 Brian

That that's all changed, right? And all the businesses in that area have probably changed and we're in Denver and literally we went to, I think 18 different locations and like in like 4 days and the only one that actually like had real foot traffic.

00:12:46 Brian

The ones next to grocery stores. Right you go. You still you go, you go around and then there's like, well, there's a few restaurants here.

00:12:56 Brian

And then going out of business.

00:12:58 Brian

Big Lots.

00:12:59 Brian

Right, like every everywhere we went to in that strip mall, there's at least.

00:13:06 Brian

Three in every strip mall there is at least three open spaces.

00:13:10 Brian

UM and.

00:13:12 Brian

One or two businesses going out of business.

00:13:16 Brian

And we found out.

00:13:18 Brian

That out of the I think it was 4 strip mall locations, we went to, three of them were like under new ownership.

00:13:28 Brian

They had just recently bought it in.

00:13:30 Brian

The last couple of months.

00:13:31 Brian

One of them was looking to sell it.

00:13:34 Brian

And so we see that like a lot of a lot of the real estate.

00:13:39 Brian

And this is true again also here and in Virginia because that's where we're looking like the second most.

00:13:47 Brian

It's true in both places that like.

00:13:50 Brian

Real estate ownership is changing hands fairly quickly.

00:13:55 Brian

Like recently this is it's very very interesting.

00:13:59 Speaker 4

Can you expand on that a little bit like in what way do you think it's changing?

00:14:05 Brian

So we were at one strip mall and we're that we're looking at.

00:14:12 Brian

Which was again, it was like a liquor store, a vape shop, a Planned Parenthood.

00:14:18 Brian

Right, like.

00:14:20 Brian

And in a very like well to do area, Planned Parenthood was leaving.

00:14:25 Brian

The bank across the street was closing.

00:14:28 Brian

And then there were two. There were three empty spots and one going.

00:14:33 Brian

Out of business.

00:14:34 Brian

And obviously and then the guy goes, yeah, we just acquired this like 3.

00:14:39 Brian

Months.

00:14:39 Brian

Ago.

00:14:40 Brian

So the owner is looking like really hard to like. Get someone in there or like, great, what's the rate?

00:14:48 Brian

\$45.00 in \$12.00 triple net.

00:14:52 Brian

For 1800 square feet and I was like.

00:14:56 Brian

That's just. That's like it's not a huge space, right? What at that rate like?

00:15:01 Brian

You gotta put a restaurant at the very least. Right, like a very good restaurant. That's like, what is the?

00:15:09 Brian

Like what is the owner looking for? Like to have people move in and he's like, Oh well, they really we're looking for like a Chipotle or anchor like retail and like.

00:15:18 Brian

We want National Corp, right? And I think that's a lot of these strip malls.

00:15:25 Brian

Are being bought by new.

00:15:28 Brian

Kind of like these new real estate people.

00:15:32 Brian

Who are trying to attract?

00:15:34 Brian

Like kind of national chain.

00:15:37 Imiun

Corporations. They pay the most dollars per square foot. So.

00:15:41 Brian

Yeah.

00:15:43 Brian

And so it's like, but that's what we found there was.

00:15:48 Brian

New real estate people buying up these strip bones.

00:15:54 Brian

And they were changing hands.

00:15:57 Brian

Interesting, yeah.

00:16:00 Imiun

Would you say do you have like you're kind of pretty competitive in a sense that you have business plans projection?

00:16:08 Imiun

And all that kind of stuff to show when you go to these things or you, would you say in your.

00:16:13 Imiun

Situation.

00:16:13 Imiun

You're pretty prepared for all that kind of stuff.

00:16:13

Yeah.

00:16:15 Brian

Yeah, we're, we're, I feel like now after doing this in Denver.

00:16:22 Brian

We're.

00:16:23 Brian

We're well prepared, but before Denver was not.

00:16:27 Brian

I don't think at all like even.

00:16:31 Brian

As a small business, we I know what my business plan is, but to have a fully written like.

00:16:39 Brian

UM.

00:16:41 Brian

Self-explanatory one that you can just give to A and I hate it because this is who you're really giving to, is the broker, right? And then the broker.

00:16:53 Brian

A lot of times I feel like they don't understand or they can't really get it.

00:17:01 Brian

But it was nice to talk to like one of the real estate, like a landlord. And then when you when you explain it to them.

00:17:10 Brian

For me it was great because it's like the landlord. When the landlord says, oh, my kid loves Pokémon, they'll love that, right? But you kind of it's it's a win for.

00:17:17 Amritha

Yeah, yeah.

00:17:20 Brian

Us.

00:17:20

This.

00:17:21 Brian

Whereas then when it's honestly all the brokers we met were like felt like mid 20 year old young men who.

00:17:30 Brian

Don't have kids?

00:17:31 Brian

Right.

00:17:33 Brian

Hairless and these guys are all about making money.

00:17:35 Imiun

Yeah. And there's no, you know, it's interesting is in the commercial world, in the residential world, if you put an offer on buy a house, the broker is even if it's for a dollar and the asking price of \$1,000,000, that broker is by law required to present every single offer.

00:17:36

Now.

00:17:51 Imiun

To the to the owner of the house, the seller in the commercial world. I could. I don't have to as a broker like you don't have to present.

00:18:00 Imiun

A business plan or offer to the to the.

00:18:05 Imiun

To the landlord.

00:18:06 Brian

That's crazy.

00:18:07 Imiun

They can filter out whatever they want. You know it's a little bit, you know, so it's kind of bad, you know, it's kind of crazy.

00:18:13 Brian

Yeah, that. And I think that would be great. That would be a great thing to be able to do is to.

00:18:20 Brian

Let let the landlords actually have access to the people who are actually trying to rent because yeah, you can have a broker and maybe the broker does your negotiations. But if that landlord never if we like this one that we're going into deal with.

00:18:37 Brian

And I think it was being his. He was using CBRE, right, called them. They didn't even answer. And then the actual owner of the property is the clunky properties.

00:18:51 Brian

My business partner, Kroenke, is the owner of Denver Nuggets.

00:18:55 Imiun

Oh good.

00:18:55 Brian

So my business partner is a banker and he he knows, you know, I think he's Justin cranky.

00:19:02 Brian

And he was like, and he called him. He was like, hey, do you have any properties available? He's like, yeah, here. Here's my here's my here's my landlord guys.

00:19:10 Brian

Give them a call. They'll they'll call you.

00:19:12 Brian

So they called us.

00:19:14 Brian

And they're like, what are you looking for?

00:19:16 Brian

And we just told him, you know.

00:19:18 Brian

Like 2004 thousand square feet. And honestly, we're trying to stay around 4000 to \$5000. Let's check out these places.

00:19:27 Brian

They gave us the the numbers to the keys. We want to look at it ourselves, like just don't talk to a broker. Tell your don't, don't use a broker and we won't use.

00:19:33 Amritha

Hmm.

00:19:36 Brian

Ours.

00:19:37 Imiun

Yeah.

00:19:37 Brian

We'll just.

00:19:38 Brian

Which is do you know? We'll just talk between ourselves.

00:19:42 Brian

And they're like, look, how about 4500 first year and then we can escalate up to 6% and then we'll back to.

00:19:49 Brian

You out of 12,000?

00:19:51 Brian

6% of of total revenue through the store.

00:19:55 Brian

Hell yeah, sounds great, right? And and and I feel like there's probably way more landlords that are willing to do those deals because.

00:20:08 Brian

I would say a lot of these landlords were probably entrepreneurs at one point themselves, right? They're like, oh, I like the sound of your business. It sounds really good and fun and good, like. And they like it. And when they hear, like, my business.

00:20:22 Brian

Small business family oriented brings in community.

00:20:26 Brian

They're like, that's gonna help my that's gonna help the other businesses around me. I want that brokers, they're like.

00:20:30

Hmm.

00:20:34 Brian

No, we want to get \$55 per square foot, right?

00:20:38 Brian

That's, that's all they hear.

00:20:39 Imiun

Yes, because how their Pay Commission is.

00:20:41 Imiun

Structured.

00:20:44 Imiun

So do you use a broker?

00:20:48 Brian

Honestly, right now, Susanna transpose be helping me.

00:20:51 Brian

You know.

00:20:52 Imiun

Yeah, I know, Susannah.

00:20:54 Brian

I think she's a little bit.

00:20:55 Brian

Busy right now so.

00:20:57 Imiun

Yeah, she's. I don't know. I've used her many times. And you know she's she. I think she means well, but I think she falls in that world.

00:21:04 Brian

Of brokers you know. So yeah. Broker, right? She she needs to make money. And again. Yeah. And I'm a small business.

00:21:12 Brian

And I can't have all my money going to pay like broker fees.

00:21:16 Imiun

Yeah. So do you find that, I mean other than Susanna or do you with Susanna, do you find brokers in general?

00:21:23 Imiun

Even the ones that are supposed to be on your side, are they helpful or they more of a hindrance you feel like?

00:21:30 Amritha

I think.

00:21:32 Brian

I think they can. They can be helpful when you have like.

00:21:36 Brian

The money to, like, put up right, I'm sure.

00:21:39 Brian

They're.

00:21:40 Brian

They're way more helpful.

00:21:42 Brian

I think they can be a.

00:21:43 Brian

Hindrance when it's like.

00:21:47 Brian

I'm I'm really trying to find a place that is inexpensive or I'm trying to make a deal with a landlord, right?

00:21:57 Brian

And so I think that's that then becomes difficult for them, right, like.

00:22:03 Brian

Then it puts them in a spot where it's like they're.

00:22:06 Brian

Maybe asking for favors rather than like.

00:22:10 Brian

Trying to rent out properties at full price.

00:22:15 Brian

Yeah, I don't know why like like literally like, I just want someone to go ask Vulcan.

00:22:21 Brian

How come they're not renting those those spaces to community folks? We got. They've been begging for five years, right? But.

00:22:28 Brian

I feel like no brokers could ever.

00:22:30 Brian

Really approached that because they know Vulcan has their own real estate property and they're more they're not into making a lot of money, right?

00:22:39 Brian

So you get no help.

00:22:41 Amritha

There, yeah.

00:22:45 Imiun

And I'm guessing you just found your broker or just through calling or just through networking.

00:22:52 Brian

Yeah, susanna's. I'm. I know. I know her sister, Jacqueline. So she's she's known in this community to, like, help out with commercial real estate. So.

00:23:01 Imiun

Are you are you? Would you be interested? I mean, not just you, but do you feel like small business, general. Be interested in a another option that's more like you said. More direct to landlords and more direct to the decision makers essentially.

00:23:18 Brian

Yeah, 100%.

00:23:20 Brian

I think a lot of small businesses would rather.

00:23:24 Brian

Talk to the landlord and know who they're getting. Basically, cause we're getting into business together, right?

00:23:30 Brian

Like this is your property and I'm gonna rent it from you. But if you're like, honestly, if I found out that you were like.

00:23:38 Brian

You know, part of.

00:23:41 Brian

This something that I didn't like, right and you didn't. You didn't. You didn't really want small businesses there like.

00:23:48 Brian

Then I probably wouldn't want to do business with you, right? Like you, you just using me to get this place popular. Hike up the hike up the rents and then boot me because now the place is like, you know, it's it's it's been shown to be viable. But now it's like, oh, let's move Brian out so we can get in.

00:24:09 Brian

Someone else at the end of the five years. Oh, hey, Brian. We're redeveloping. You'd have to raise your rent.

00:24:15 Brian

And then it's like, well, can't afford the new rent and then?

00:24:19 Brian

But now you know you move someone else in because we made it nice and tidied it up.

00:24:24 Brian

And.

00:24:25 Brian

You know, got it. Got a grant from the city to, like, do a tenant improvement right, like.

00:24:33 Brian

That's that's you know, so you get to if you can get to know the landlord. And I feel like that's important.

00:24:40 Brian

UM.

00:24:42 Brian

Because then you know who you're.

00:24:43 Brian

Who you're working with?

00:24:44 Amritha

Yeah, right. And yeah.

00:24:47 Imiun

Do you think like the the the brokers you work with either here or out of state, do they ever guide?

00:24:51 Imiun

You like.

00:24:53 Imiun

Like beyond just by showing the space that guide you like.

00:24:57 Imiun

With anything that might be helpful in a successful business here or whatever else, or is it just essentially the space?

00:25:03 Brian

That's I think I think most brokers are interested in.

00:25:06 Brian

Like showing spaces.

00:25:09 Brian

Showing that you as many spaces as you think possible, which?

00:25:13 Brian

Tend to.

00:25:14 Brian

Not it doesn't work right? We like we would. I felt like in Denver we wasted.

00:25:20 Brian

Four days of looking at spaces.

00:25:22 Brian

If we if we would have just called the land the his friend earlier, it would have it was way more beneficial.

00:25:30 Imiun

So what? So what platforms? How do you find like when you go to Denver or even in Seattle? I know you, Susanna. But beyond that, is there other platforms or stuff that you?

00:25:30 Amritha

Yeah.

00:25:39 Brian

Yeah. We use Loopnet and there's another one.

00:25:44 Imiun

Close.

00:25:47 Brian

I am.

00:25:49 Imiun

Commercial MLS.

00:25:51 Brian

No.

00:25:53 Brian

It's.

00:25:55 Speaker 4

Crazy.

00:25:56 Brian

What's it?

00:25:57 Speaker 4

Trexy.

00:25:58 Brian

Yeah, that's it.

00:26:00 Imiun

That's it.

00:26:01 Brian

Yep.

00:26:04 Brian

Yeah, but that's those are the the two we used. And again it's it's funny, right because.

00:26:13 Brian

A broker. Here's our criteria. You know which spaces you have available.

00:26:18 Brian

And they're like, oh, and then they just shoot us a a long list of spaces, right. Like if that's what's that's like.

00:26:27 Brian

And like what are the first ones we went to the first actual spot we went to was like.

00:26:34 Brian

This really dirty dingy place.

00:26:40 Brian

Right. Between a liquor store and a weed store.

00:26:43 Brian

I was like we're Pokémon store. Like, did you not?

00:26:49 Brian

Like, that's not making no sense. Like didn't even try, right? Yeah. And I feel.

00:26:53 Brian

Like.

00:26:53 Brian

That's again that's normative for brokers. It's like and so now I have to like.

00:27:00 Brian

Hey.

00:27:01 Brian

Here's here's my criteria. No liquor stores, no weed stores like.

00:27:07 Brian

No Planned Parenthood, now that we ran into one, right? But it's just because the kind of it's, it's not just the people playing here. It's the protesters of Planned Parenthood that it is the problem.

00:27:15 Speaker 4

Kids.

00:27:18 Speaker 4

Yeah.

00:27:24 Brian

You know.

00:27:26 Brian

Like and and then this. You know this kind of area that you know this stuff, but again it's like.

00:27:32 Brian

They opened up a.

00:27:35 Brian

A book and it says.

00:27:37 Brian

All that goes by is like.

00:27:40 Brian

Space like square footage price. And that's about it.

00:27:46 Brian

And then there's a circumference of where you want.

00:27:46 Amritha

Yeah.

00:27:48 Brian

To be.

00:27:49 Imiun

This was not custom to.

00:27:50 Brian

You at all, then? No, I don't think they know how to custom, right. It's like it's every time we went to one of these spots that were next.

00:27:57 Brian

To.

00:27:58 Brian

A weed store, a vape shop, or a liquor store.

00:28:01 Brian

Where like you know.

00:28:03 Brian

We're good, like we don't need to be next to this. The vape shops are everywhere, so it's like that's hard.

00:28:09 Imiun

So then like when you use like Luke net and Craig C and stuff like that, did you find that?

00:28:16 Imiun

Useful that experience useful or that information useful? Or is it just?

00:28:21 Imiun

You know.

00:28:21 Brian

It's still useful.

00:28:24 Brian

For us, what we were doing is.

00:28:27 Brian

We were looking again at a Zillow map.

00:28:31 Brian

Right. Trying to pinpoint where we want it to be and then kind of overlapping that map with what real estate places were there. And then then going to Google map because only in Google.

00:28:45 Brian

I think in Loopnet you could get down and actually use like you could go on top of it, go to Google map and then you could get down on the street and see what's around you.

00:28:56 Brian

Because then you can see like what other what other shops are there? Like? What other kind of, like, real estate stuff is there? And we started.

00:29:03 Brian

Just.

00:29:04 Brian

Primarily focusing on looking for places where there are already family friendly things to do right.

00:29:14 Brian

Because that's even in Chinatown.

00:29:18 Brian

Which is like one of the least family friendly places. I feel like sometimes there's nothing for families to do here, like, right besides your shop. Besides your shopping, my shop.

00:29:24 Imiun

Yeah. Chainsaw. Yeah.

00:29:28 Imiun

Yeah.

00:29:30 Brian

Like.

00:29:30 Imiun

Yeah.

00:29:31 Brian

Yeah, it it used to be like you could walk around and, like, get snacks and like little bakeries and like hang out.

00:29:39 Brian

But you got to cross the drug, the drug use and the, you know, the homeless guys and the.

00:29:47 Brian

People lying on on the sidewalks gonna deal. They used to be like a nighttime thing. Now it's like, yeah, in all time.

00:29:54 Brian

Right. And even the family restaurants are kind of like.

00:29:58 Brian

You know.

00:29:59 Brian

They they feel crowded.

00:30:01 Brian

They're not so family friendly anymore.

00:30:03 Imiun

Yeah, since it's pandemic has been, yeah.

00:30:05 Imiun

Yeah. How would you say like a small business that's starting up, but I don't know how you started. I actually don't know the story, how you started up. I kind of know that it was just kind of your kids was into it and you guys got into it and you had another full time job and stuff and then you kind of just turned this into a really cool business. But how would you?

00:30:23 Imiun

Say like a small business.

00:30:26 Imiun

Can like as they're starting off, how can they build credibility to obtain like, you know, financial credibility or build to go after at least be credible? Like, what are some things that you.

00:30:36 Imiun

Would say that or.

00:30:37 Imiun

Or maybe takeaways from your experiences.

00:30:40 Brian

I I would say if I was, if I was small business again or if I was just starting out again.

00:30:47

Hmm.

00:30:50 Brian

I wish there was like.

00:30:52 Brian

More uh, an.

00:30:53 Brian

Easier guidelines than like looking like you go through websites. You look at all the.

00:30:58 Brian

Different.

00:30:59 Brian

Things, but it was it was more as simple as like, oh, you want to start?

00:31:03 Brian

A.

00:31:03 Brian

Business this is where you get your your your Ubi number, right?

00:31:10 Brian

And then this is where you get your EIN. If you want to go LLC right?

00:31:14 Brian

And then this is this is what you do next you.

00:31:16 Brian

Get a bank account.

00:31:19 Brian

And you get A and you and you try to apply for like even a \$500.00 with that bank a credit card with the business credit card, right?

00:31:29 Brian

And then like.

00:31:31 Brian

Now you have.

00:31:32 Brian

To find a.

00:31:32 Brian

Space and I think that's again the real estate thing is so, so difficult. I know there are people who are talking about incubators, but.

00:31:43 Brian

Like that would be the easiest thing to do is like.

00:31:46 Brian

Oh, this is an incubator place. You go to there. I don't know why the mall's not an incubator space anymore.

00:31:53

No.

00:31:53 Brian

It's.

00:31:54 Brian

It just makes sense, like those places are still dead nowadays. You should. They should just incubate new businesses and get.

00:31:57 Amritha

Yeah.

00:32:01 Amritha

Them ***** going.

00:32:01 Imiun

You could be. Are you talking about?

00:32:03 Imiun

Like pop ups you're talking about.

00:32:04 Brian

Yeah, like pop-ups or or short term leases with low rates. Right? Oh, you want a restaurant? Yeah. This one keeps going to like, this place is always out of business. But now we just make it, we make it go out of business every six months to a year.

00:32:20 Brian

Right. Give him a six month shot and be like, oh, look, you made it.

00:32:23 Brian

You have another six months to move and find.

00:32:25 Amritha

Somewhere else.

00:32:26 Amritha

Yeah. Yeah. But again, like it's for me when we started.

00:32:28 Brian

OK.

00:32:35 Brian

Because I had ran through so many courses over the University of Washington.

00:32:42 Brian

Through their foster School of Business, like they're doing their consulting stuff and all of like, I didn't go to their school, I never paid once to go to UW or maybe like the 100 bucks or so for them. But these were all like.

00:32:57 Brian

Forces that the fossil fuel business provided for small businesses and businesses of color.

00:33:05 Brian

And I went through all their courses and I think that that to me is why I was capable of like.

00:33:14 Brian

Even taking the business that I work for and like.

00:33:17 Brian

Transforming it.

00:33:21 Brian

Right like that.

00:33:23 Brian

It's very I think if you have, if there's a, if you're some new small business, you have to get some kind of like.

00:33:30 Brian

And this is how you really run a real business like you have to have these financials, you have to like, look at these things you have to like, keep these things in mind. What is the?

00:33:39 Brian

Return on investment.

00:33:40 Brian

Like, you know, like how do you how do you do your financials so that it actually makes sense. And then how do you put it into like a spreadsheet?

00:33:49 Brian

Right. Because I mean, honestly.

00:33:54 Brian

Honestly, I did QuickBooks.

00:33:56 Brian

With and had I paid them to do my QuickBooks and they did. They messed up my QuickBooks for three years.

00:34:06 Brian

Oh yes.

00:34:06 Speaker 4

What?

00:34:07 Brian

Oh yeah, it's bad. Like we're I have. I have now a friend who is going through it and like trying to clean it up to where it's like it makes.

00:34:15 Brian

More.

00:34:15 Brian

Sense because when you look at it.

00:34:17 Brian

You're like.

00:34:18 Brian

And Brian, looks like you've been losing money for like, 3 years, but you're.

00:34:24 Brian

Like like 50% gains in revenue for the last three years. And I was like, I know it's crazy like how come it looks like you're losing money? It's because they were literally taking my inventory and then accounting it as an expense before it was sold.

00:34:43 Brian

So and I was like and there was one of those things that like as a business person, you don't know unless you've done this before. Yeah. And then it wasn't until then, when we're doing our, when we're trying to show our books to a landlord.

00:34:58 Brian

And they're like and then, like again, my friend who's a banker and a finance guy, looked at my books. And he was like.

00:35:07 Brian

Looked. He looked at my line. He's like, you know, you have this inventory line here that says like 140,000, it's like.

00:35:15 Brian

Do you know why it's in there? And I was like, I don't know, he's like, that's I give my numbers to the QuickBooks people, the QuickBooks people do it.

00:35:22 Brian

He's like, let me call my people. So he called his accounting department, and they're like.

00:35:25 Amritha

Yeah.

00:35:28 Brian

Yeah, take that line out. And I was like, *** **** it, I owe.

00:35:32 Brian

Money now for two.

00:35:33

Yes.

00:35:34 Speaker 4

Oh my God.

00:35:35 Imiun

Yeah. Yeah. We have even like this little bits of, like, T-shirts and stuff like that. We print it and we pay for it. But then we only expense it as we sell it essentially, right.

00:35:43 Brian

Exactly right. And that's.

00:35:46 Brian

Those are.

00:35:46 Imiun

So you only learned that you learned that the hard way, right? So.

00:35:48 Brian

Yeah, you learned the hard.

00:35:49 Amritha

Way, yeah.

00:35:50 Imiun

And I have my own nightmare experience stories too. I've told I've written stuff how much I've spent on like bank fees. Unknowingly, it was one year I spent my account told me you spent \$100,000 of bank fees, my new account because my old account never did my books correctly. So.

00:36:06 Imiun

It's crazy stuff, you know? So I get it. It's just it's a crazy world and there's no support. You kind of figure out by failing, essentially.

00:36:12 Brian

Yes, you and. And so I was talking to a friend, which is another place we're looking at now is Sacramento.

00:36:13 Imiun

That's the only way.

00:36:21 Amritha

Oh yeah.

00:36:22 Brian

And.

00:36:24 Brian

Primarily like.

00:36:26 Brian

He knows in the city of Sacramento, there's so much space, but you could actually go downtown right now, like you could walk around downtown between all the homeless people. And there is nothing but empty retail, right? There's empty office spaces, right down all over it. That's. And I was like, he's like, that was in Sacramento. We were down there months ago.

00:36:47 Brian

But.

00:36:48 Brian

He's like, I bet you if you go to Seattle, cause when's.

00:36:50 Brian

The last time you walked around downtown Seattle.

00:36:52 Brian

Right rarely, rarely, nobody goes anywhere. Yeah.

00:36:54 Speaker 4

Oh, that's so bad.

00:36:57 Brian

I bet it's empty.

00:36:59

I mean, I'm.

00:37:00 Brian

I could probably look it up.

00:37:02 Speaker 4

No, it is empty like I've been recently a lot and it is scary more more than I mean the the places that were.

00:37:14 Speaker 4

Really popping now it's like, so bad. Like all the shops are closed and I'm like whoa. And lot of homelessness and yeah, yeah.

00:37:29 Imiun

So just a few more questions that we can show you the what we're working on and see what your thoughts are, but do you think pop ups like when you talk about incubators and pop ups and maybe a little bit longer than pop-ups when they get a trial their product?

00:37:42 Imiun

They.

00:37:42 Imiun

Try their, find their market and so that do you think that that that you were talking about I want to expand a little bit on.

00:37:47 Imiun

That is that that would be useful.

00:37:50 Imiun

For potentially not only the empty vacant spaces but also the upcoming business.

00:37:56 Brian

Oh hell yeah.

00:37:57 Brian

Yes, 100% because so why?

00:38:00

Don't you think more people?

00:38:01 Imiun

Do it then I guess.

00:38:03 Brian

Because there's no, there's no where. Do you find the popup spaces?

00:38:07 Brian

How is that freely advertised like you have to go and, like, seek it out yourself? I mean, when I first started we, I didn't want to have this big spot. I actually was trying to just have a small, like, literally this was my store. It was I I popped up in my own Taekwondo studio, right.

00:38:25 Imiun

OK.

00:38:27 Brian

There's a little pop up and then everybody started coming and buying stuff from me and then we're like cool type window went out of business and COVID hit. I'm like well, I have a pop up store in Chinatown now that like started growing rapidly.

00:38:43 Imiun

That's right, that place was a Taekwondo place before. That's right.

00:38:47 Brian

Yeah, it was a type Windows studio. Yeah, and the former master uh, his son and I, he gave it to us and.

00:38:57 Brian

Yeah, it it it it it didn't last very long. Well, it lasted 3 years.

00:39:02 Brian

Actually but.

00:39:03 Brian

Yeah, not not long enough and didn't.

00:39:05 Brian

Last through it.

00:39:06 Brian

But I did a I popped up my Pokémon store here and that did well. People were buying stuff from him, and that's what I needed. I just needed a I needed.

00:39:15 Brian

A.

00:39:15 Brian

Space.

00:39:16 Brian

A lot of times people just need space.

00:39:18 Brian

And like literally, I was just at the eBay sellers community meeting.

00:39:23 Brian

And all of them were asking me. They're like, well, how did you, how did you get a brick and mortar? How do you get a brick and mortar like?

00:39:28 Brian

How do?

00:39:29 Brian

You get a space where you can sell your stuff, and I was like.

00:39:33 Brian

But yeah, good luck because, but that's what they want. And I was like because then I was talking to a couple of them and I was like.

00:39:42 Brian

Yeah, I got you.

00:39:43 Brian

Know I got some space like, you know, maybe on the on the weekends you guys could rent out like a corner, right? A shop. And I could just rent the space to you.

00:39:53 Brian

And you could have your own collectibles like it's it's Johnny's collectibles in the corner. And he has his little.

00:40:00 Brian

Of.

00:40:01 Brian

There's people who sold anything from Legos to their own auto parts to just.

00:40:09 Brian

Like food like random food products on eBay.

00:40:13 Brian

Is, you know, it's just a bunch of random like stuff, but again, all these people have then.

00:40:20 Brian

Their regular day jobs.

00:40:22 Brian

And then they have now their side also, you know.

00:40:26 Brian

Soul Supreme, the shoe guys.

00:40:28 Brian

Who were down in, they were down to get broken into all the time. They're just right past the McDonald's on 4th. Yeah. And then now they're moving all the way up to Lynnwood.

00:40:40 Imiun

Wow.

00:40:41 Brian

Right, like.

00:40:45 Imiun

OK. But you would be open to like, for example, if there was a way to every once while?

00:40:49 Imiun

Get to select and you get to, you know, turn on and off the option, but you would be open to like hosting a pop up every once in a while, potentially mutual beneficial.

00:40:57

Oh my gosh.

00:41:00 Imiun

For you guys.

00:41:02 Brian

Yeah, 100% would be even. I would even host myself like isn't it brings in new new a new crowd and new clientele and that offers my customers something new and different, right, whether it's some kind of food or a drink.

00:41:14 Speaker 4

Yes.

00:41:21 Brian

Didn't.

00:41:22 Brian

You know, weird products. There's a lot of Pokémon people, right? That make fan art stuff, you know?

00:41:29 Imiun

Ohh yeah yeah.

00:41:31 Brian

Just, I mean literally you could we could do anything, right? It's like you're gonna you. I was like I'm still interested in like you can come to a pop up with mine and I'll come.

00:41:36 Amritha

Yeah, yeah.

00:41:38 Imiun

To a pop, of course. Yeah. We still gotta talk about that. It just there's so many, like, side things that happen, it seems.

00:41:43 Imiun

Like day-to-day, it just.

00:41:45 Imiun

Gets kicked down. But let me ask you, do you find it? It's hard to or is it?

00:41:51 Imiun

Challenge you at all to find resources for specialty tools like let's say, whether it's a contractor accountant.

00:41:59 Imiun

Graphic designer. Do you find it hard to find these specialty types of trades or whatever that you need to run your business or is that not an issue for you?

00:42:08 Brian

I hate it.

00:42:09 Imiun

Yeah.

00:42:10 Brian

I can't even. I don't even know how to find like, a a handyman, right or and then one that's been vetted and trustworthy. Right. I've gone through. I've had three different guys do electrical. And the reason why the first guy doesn't come back is because.

00:42:25 Brian

I never even completed the job that I had him do the first time and I paid them right. And so you go through like all these different.

00:42:32 Brian

Like, you know, like I don't need a I need an electrical work done.

00:42:37 Brian

But.

00:42:38 Brian

You know, it's like then you you just go to the regular guys and it's so expensive. So expensive, right? Same thing with plumbing, man. Seattle Beacon Plumbing charge to charge me \$2000 to put in a sink or like, a a faucet.

00:42:43 Imiun

Yeah.

00:42:54 Imiun

They're still paying the Marshawn Lynch advertisement deals. That's.

00:42:57 Brian

Yes, for sure for sure they are and that's that's that's crazy. So then who do you look for and then how do you know that person is actually going to do the job or if they're reliable and now it's all just?

00:43:09 Brian

It's all word we use so much word of mouth like kind of like, well, do you know anybody who could do this? Oh, yeah, yeah, I know. Somebody a lot of times we use.

00:43:20 Brian

Tori's guy.

00:43:21 Imiun

Oh, toria.

00:43:22 Brian

Always dying just comes over and it's like I need a. Can you attach this electric car outlet? They're like, oh, yeah, no problem. I don't know if it's.

00:43:31 Brian

You know, it's like, is it legal also?

00:43:34

Yeah.

00:43:37 Brian

I think it is. It's just a middle school.

00:43:41 Brian

But yeah, no, we need that. That's a good.

00:43:42 Brian

Resource.

00:43:44 Brian

That you know and and.

00:43:47 Brian

In anything right, like especially in your area, that should be an easy app to like.

00:43:53 Brian

Add on like hey, you get the the businesses to like.

00:43:59 Brian

Put their stuff in there and hopefully someone vets them. I think that's important.

00:44:08 Imiun

Yeah, I want to make sure we specially your time. So OK, I want to jump into the maybe read this showing what we have so far and kind of it's now this is just early phases of what we're thinking and the direction we're trying to go ultimately the the what we're fighting challenges in is kind of a lot of what you're experience.

00:44:29 Imiun

Matchmaking to the right vetted specialists to be able to help incubate some small business startups to business that are established like I have big stores. But on a Monday and Tuesday like I don't need all that space and somebody can can utilize it. And even if I don't charge them, they can bring in their own.

00:44:46 Imiun

Customer base and they can induce my project today.

00:44:49 Imiun

And it's kind of like a mutual beneficial thing.

00:44:51 Imiun

To all the way to the bigger you know deals, which is the finding real estate issues. You know having this middle man that kind of almost kills deals you know so something that we've been developing on trying to find some solutions for and so I'm really just gonna be able to share your screen or show this.

00:45:10 Imiun

But this is a product that we're talking about is a first creating a business community.

00:45:15 Imiun

That we can showcase. I'll have them breathe and talk about it more now.

00:45:19 Speaker 4

Yeah, let me know if you can see on my screen.

00:45:22 Brian

Oh, I did. And then it disappeared.

00:45:24 Speaker 4

OK, what about?

00:45:25 Brian

Yep, there it is.

00:45:25 Speaker 4

Now.

00:45:26 Speaker 4

OK, so this is like a prototype where you go to our app, you log in through Google and.

00:45:38 Speaker 4

One second.

00:45:39

I'm just.

00:45:42 Brian

11:30.

00:45:44 Brian

Sorry, that's my son. I haven't by 11:20.

00:45:45

Yeah.

00:45:45 Speaker 4

Yeah.

00:45:56 Speaker 4

Let me know when I can.

00:45:59 Speaker 4

OK, so let's say you signed in as this person, Emily, and her goal is to find a pop up space.

00:46:10 Imiun

Let's let's let's pause right here. So, like you would when you set up your product, you would talk about what goals you have and the goals could expand over time. So in this in this scenario, we're saying that this Emily person is looking to find a pop up space, for example showcase for products in some way.

00:46:11

It.

00:46:18 Amritha

Yeah.

00:46:26 Imiun

But there's other things you can find. Brokers find physical locations or something that.

00:46:31 Brian

Yeah.

00:46:32 Speaker 4

Yeah. So you know like and in the Seattle space, you have these pop-ups who are like small businesses who are ready.

00:46:41 Speaker 4

To host pop ups.

00:46:43 Speaker 4

And they give you details like that and you click on one of them and so right now we choseosis and you can see that.

00:46:53 Speaker 4

OK. What kind of what is the history behind the whole place? What do they do?

00:47:01 Speaker 4

Trying to gauge if that space is the right place for Emily to do the pop up and you can also see the history of pop ups that has been done in this space and you can directly contact the person as well. So like you can click on.

00:47:21 Speaker 4

Book you give information about your pop up like you want. The business owner should also be able to see if that person is the right fit for the business space and you select the date and.

00:47:41 Speaker 4

And sometimes you can charge, sometimes you don't need to, like it could be free. So in this case it was a charged one and.

00:47:52 Speaker 4

And.

00:47:54 Speaker 4

And you're gonna add it in the calendar.

00:47:56 Speaker 4

So now it's the perspective from the business owner like it's like, OK, He Emon comes on to the app and sees from his perspective that, hey, there is a pop up showing up like Emily is interested in.

00:48:18 Speaker 4

Hosting a pop up.

00:48:20 Speaker 4

And he can directly discuss how what, what the details are like, what are the information through chat and finalize all the required things for hosting the pop up and.

00:48:40 Speaker 4

And finally, you know if if everyone likes the idea and he can just accept the booking and then it gets confirmed on the other side. So this is one of the scenario that we want to do.

00:48:54 Speaker 4

And the other flow is, let me just quickly show that.

00:49:01 Speaker 4

So the other flow is similar.

00:49:06 Speaker 4

Where you're trying to find a space now.

00:49:10 Speaker 4

You know, like again, so initially what we want to do is like when when a user signs up, they can actually add preferences like hey, you know what I'm looking for these the size like maybe 1000 to 2000 square feet.

00:49:30 Speaker 4

Days.

00:49:31 Speaker 4

And in this area, and which can accommodate a restaurant or a retail space without too much of hope.

00:49:44 Speaker 4

You know, like redesign and permitting. So we want to give those sort of recommendation because we want to collect that information from the property owner and standardize it so that we can give you recommendations better. But on here we have not given that thing, but I just want you to.

00:50:04 Speaker 4

Imagine that. So let's say this is one of the.

00:50:08 Speaker 4

Places you found again, these are all like it looks empty, but the more information we want to standardize it so it will look more appealing as and when we have more data, it'll look more like rexy.

00:50:28 Speaker 4

But here we want to add business idea and from the property owner side. So you can see more information about that and.

00:50:39 Speaker 4

So here it could either be like a broker or it could be like the property owner directly who wants to talk and you can contact that person.

00:50:51 Speaker 4

And.

00:50:57 Speaker 4

There's OK, something is wrong here. So what we wanted to show there was a chat. So now going from Emmons perspective, he's a property owner and he sees on his thing that, hey, there is one.

00:51:13 Speaker 4

Uh.

00:51:15 Speaker 4

Lead for this place. He. And this is the cafe Lemon, who's lead on this on this building and clicks on that again. You know, like has the discussion directly to the with the property owner and.

00:51:35 Speaker 4

Talks about negotiations and all of those things.

00:51:38 Speaker 4

You can do video call if that makes more sense. So yeah. And from the from Emma's perspective, he can also check out the business profile, right? What have they done in the past? And also like we want.

00:51:58 Speaker 4

The like we want the business owner to be able to share finance.

00:52:04 Speaker 4

Like the bare bone financials, only if like OK, let's say Emily wants to share it only to this e-mail because she wants to just show it only to Emon, so it can be visible. And also like you know again.

00:52:23 Speaker 4

Awards and all of those things which will give more confidence to the landlord that.

00:52:28 Speaker 4

OK, this looks pretty interesting and also show that this person has also done past pop ups.

00:52:36 Speaker 4

Has a good history, has great reviews, so again you get a sense from both sides of the pond and that's what we want to achieve in this. And this one is, yeah, going back the.

00:52:56 Speaker 4

Other flow that I wanted to show was.

00:53:00 Speaker 4

UM.

00:53:02 Speaker 4

Finding a local city resource.

00:53:06 Speaker 4

We want to work with the city resource to get this done, but you know at this point we will be facilitating.

00:53:15 Speaker 4

So let's say you have these local resources and you have the most important things like if you have a business repair you.

00:53:24 Speaker 4

Have.

00:53:25 Speaker 4

Like.

00:53:25 Speaker 4

You district safety or Office of Economic Development and let's say Oasis had a break in and they wanted.

00:53:35 Speaker 4

To.

00:53:36 Speaker 4

Show that. OK, here's my business. And these are the problems that I'm facing and the resource.

00:53:45 Speaker 4

And say that hey, fill out this form and you know, we'll get back to you on those things, so.

00:53:55 Speaker 4

Get a more streamlined thing for a business. Make their life more simple. So yeah, I think these are the current flows that we have.

00:54:10 Speaker 4

Yeah.

00:54:10 Imiun

One of the one of the ideas is that we know that individually like you go into Denver and trying to talk to a landlord or me posting something about whatever it it's not as power.

00:54:22 Imiun

Helpful, but the idea is that we can create a robust business community where somebody like my businesses, your businesses and all these other businesses that are on this platform and then that kind of forces a landlord to say, cuz right now landlords say, yeah,

my broker is taking care of it. I don't know where I put it on Craigslist or Craigslist or whatever it is.

00:54:42 Imiun

They say, well, you know what a lot of businesses on here now, not only could businesses come to me, but I can also.

00:54:45 Brian

Yeah.

00:54:50 Imiun

Look for really cool businesses myself too. I can say like, hey, I really want a Pokémon shop in my space, or I could really want some kind of retail card shop or a cupcake shop or a whatever bubbly shop. Yeah, you know, they can surge and they can filter out. Hey, this is a retail space. This is a whatever. And they're kind of vetted already. They already have a business plan uploaded.

00:55:11 Imiun

You can request to see it you know and all that kind of stuff and and you can start dialogues directly there. So that's kind of the the whole concept of it is kind of democratizing the information, defragmenting a lot of stuff.

00:55:23 Imiun

And being able to more directly talk to either a pop-up space or a landlord or a city resources. So that's kind of what we've had so far.

00:55:31 Imiun

Want to get your thoughts on it? And you know what? What do you think about overall?

00:55:37 Brian

Yeah, I think I think that looks great. I think one of the things that like we all wish we had was.

00:55:43 Brian

Because.

00:55:44 Brian

You know, like you have LinkedIn. There's all kinds of different stuff you can.

00:55:48 Brian

All have profiles.

00:55:49 Brian

But every time I talk to even.

00:55:52 Brian

Other businesses or a landlord or whatever, it's like I'm filling out the same paperwork over and.

00:55:57 Brian

Over and over.

00:55:58 Brian

Again, yes, right is it would be nice to just be like here's my profile, I've given you access here. What's your e-mail? Here's boom.

00:56:09 Brian

And they get the business plan, they get the financials, they get the about us, they get what we've done right and then they then they can look at it, right.

00:56:19 Brian

Because.

00:56:20 Brian

They're they're also interested and that's another place too. Is like another thing.

00:56:25 Brian

Like, what if what if there are a lot of other places or businesses that want to know more about us? Well.

00:56:33 Brian

Then you can look at my website. But what if you are a real estate company or you know some a landlord that hears about my business and they're like who I've heard about you guys on the.

00:56:46 Brian

News.

00:56:47 Brian

Or I heard you, like, read about you and like the Seattle Weekly. And then I went to your website and it tells a lot about your website, but it didn't tell me that you're looking for.

00:56:55 Brian

Peace.

00:56:56 Brian

Right. Didn't tell me that you're like, you know, prospecting. And if someone was interested, they could go in there and be like.

00:57:04 Brian

Oh, I'm looking for a family oriented right like.

00:57:10 Brian

Fun community style. You know, business that wants that doesn't have a restaurant but wants to be.

00:57:17 Brian

Near restaurants, right?

00:57:19 Brian

There's a lot of.

00:57:20 Brian

A lot of times it doesn't make sense to put 6 restaurant places next to each other.

00:57:24 Speaker 4

Yeah, yeah. I just wanted to show you something. Like yesterday. I was looking through your website and all of this information like about your, your business, right, a lot of things is available on the Internet because you have to create so many profiles, right? You have to create link tree. You have to create website.

00:57:44 Speaker 4

Instagram all of these things are hard to manage, so like we want to make that process even when you're creating a profile on our side, right? It should be very simple.

00:57:55 Speaker 4

There.

00:57:56 Speaker 4

All you have to do is OK, you sign up and then you let us know and we will do all the hard work for you with whatever information that is available on the Internet. So. So this is what I I can't show. I don't know, right.

00:58:13 Speaker 4

Let yeah, I mean I can show you that this is what you we got from.

00:58:14 Brian

Yeah.

00:58:21 Speaker 4

So I'll try to show this later, but but The thing is I actually created a profile for you on our app with whatever information is available on Google on your website. So it's pretty simple for us to all.

00:58:24 Brian

Yeah.

00:58:29 Brian

Nice.

00:58:40 Speaker 4

You know, consolidate and get that information on the app and you don't need to fill it because I feel like a lot of times the small business has to struggle with.

00:58:52 Speaker 4

Just do the manual work so many times that it becomes hard. So yeah, so sign up should be as simple as possible in our opinion.

00:59:04 Brian

And even I think something that would be like immensely beneficial is.

00:59:11 Brian

Say we you do start working with these real estate, you know brokers and companies.

00:59:19 Brian

A lot of their stuff's not standardized, right? Like one company wanted like XYZ information and the other one it was like ABC information and then some XYZ and then another one wanted like some of them want, they want your finances for three years. Some of them want your finance for the last year.

00:59:39 Brian

Right. And then some of them wanted your projections?

00:59:43 Brian

I feel like if you were to like either work with all these companies be like.

00:59:47 Brian

Hey, this is what our custom, this is what we're going to provide you. If there's additional requests.

00:59:53 Brian

Then you have to request it through them on their own or something, but I would love for just to be like a one click click.

01:00:00

Mm-hmm.

01:00:02 Brian

I don't wanna have to fill out your application. Here's a standardized application for everything.

01:00:07 Imiun

Yeah.

01:00:08 Imiun

And I think there's that. That's The thing is like I think some of this stuff they're trying to piece their own story together.

01:00:14 Imiun

On their own. And so they kind of make it up like, OK, give me your social media. No, I want your projections.

01:00:18 Imiun

I.

01:00:18 Imiun

Want this? I want that, but it's almost like we're trying to create an app that a business a small business can also. It's almost like we're going to be, you know, you know, kind of going to bat for the small business in the sense like, hey, here's everything, you know, you can have the social media.

01:00:19 Brian

Yes.

01:00:33 Imiun

You can have everything here you can.

01:00:34 Imiun

You should be able to paint a picture of this business very clearly through this. It might not have 100% of what you need, and if you absolutely need that, you know we can maybe figure that out down the road. But I think that is the ultimate goal of the.

01:00:46 Imiun

App is to be able to be like a.

01:00:49 Imiun

A tool that's on the side of the small business to be able to showcase and kind of flatten that cuz. Like I said, Tom Douglas, he wants a space, he has a whole team that could get him whatever they want and he doesn't have to think about it, right, like you and I like we have to like you said, fill out every single form, every single time and.

01:01:01 Brian

You don't have to think about it.

01:01:08 Imiun

And maybe never get a call back anyways.

01:01:10 Imiun

You know, so.

01:01:10 Brian

Yeah, 100%. That's what's gonna that's 50% of the time we're not even get called back.

01:01:16 Imiun

Yeah.

01:01:16 Brian

Even. And that's I feel like.

01:01:18 Brian

We do it for everyone, right? We do whenever we like. Oh, I want to get in touch with the city of Bellevue's. You know, you know, planning it or a small business or arching development, and I had to fill out a whole form, like who we were social media websites. All these things send it to them for no response.

01:01:39 Brian

Right. And that's I think that's another thing we should like.

01:01:43 Brian

You know, we can, people can.

01:01:46 Brian

Showcase who we are and people can, but we should be able to like. I want to be able to judge.

01:01:52 Brian

And and rate my my city I want to be like hey this is my city spanning.

01:01:58 Brian

Right, like.

01:01:59 Brian

Very, very difficult. Like they need to know, right? Like if it's public, then maybe they they they start to address those things right where it's like.

01:02:07 Brian

Ohh because.

01:02:10 Brian

The one time that, like I really was upset that I didn't get the help was because someone like a friend contact me. They're like, hey, how's this going? Because my window got shot out.

01:02:22 Brian

And I was like, honestly, like, I've been waiting.

01:02:26 Brian

For like 6 months for this thing to happen.

01:02:29 Brian

And they're like 6 months like.

01:02:32 Brian

Why? Why did it take so long?

01:02:34 Brian

And I was like.

01:02:36 Brian

He got on the phone. He mean he was like, why is this taking six months? They're like, oh, sorry. And then they came the next day.

01:02:43 Brian

Right. Like so, if they hear it, if they hear it and it's.

01:02:46 Brian

Like becomes a thing.

01:02:47 Amritha

Yeah.

01:02:48 Brian

I think there there are people who do care that.

01:02:53 Brian

They don't want to look bad, but if your app starts to be like, hey, this is what the Seattle City of Seattle is great for.

01:02:55

Mm-hmm.

01:03:03 Brian

Like this is where you go or actually gives you the contact phone numbers of the people you want to actually get in touch with.

01:03:09 Brian

Or the emails that you want.

01:03:11 Brian

To get in touch with.

01:03:12 Brian

That would be great.

01:03:14 Brian

You.

01:03:14 Imiun

Know. Yeah. And then and then you were saying about like kind of like LinkedIn right now is really good for, you know, if I if somebody wants to potentially hire me, I send them my LinkedIn, you can kind of see my whole profile and everything. If you if I kept it up, but there's nothing like that for business to really tell the story of the business, you can see your app. I mean so you.

01:03:14 Amritha

Yes.

01:03:31 Imiun

Can see your website like you said, you can see different things.

01:03:34 Imiun

That's, you know, there's nothing that really you can put up there that's for the business community that you can decide to what to show people to a landlord or to a broker or to a lender or to an accountant where you can decide to show what you want to show.

01:03:42 Amritha

Yes.

01:03:47 Imiun

And that has become your kind of your business resume slash your story of your business. I think that's something that you nailed there. So OK.

01:03:58 Imiun

I guess I know you have lots of going on, so I don't want to take up too much time. Do you have any questions or did you have anything that your thoughts or comments or things that you feel like?

---- Part 2 ----

Audio file

[Interview with Brian Mar 1 Part 2.m4a](#)

Transcript

00:00:00 Imiun

My space, my space is this big. I'm looking for a cafe. I'm looking for a Barber.

00:00:06 Imiun

Right. I'm looking for someone who does plants.

00:00:11 Imiun

Like wants to sell plants because I want plants in my store, but I don't want to cultivate and make plants right. I don't want to buy.

00:00:16 Brian

Yeah.

00:00:17 Imiun

It and sell it. I want to.

00:00:18 Brian

Collaborate. You want to collaborate with somebody else entry.

00:00:18 Imiun

Sell it? Yeah. You want to? Collaborations, right. Store collaborations that like.

00:00:23 Imiun

I don't want to run. I don't.

00:00:25 Imiun

Want to run?

00:00:25 Imiun

The.

00:00:25 Imiun

Bubble tea want. I want you to run a bubble tea in my store, right? Like just, you know, help me with the rent and make your own money.

00:00:32 Brian

Yeah.

00:00:33 Brian

Yeah, yeah.

00:00:33 Imiun

Kind of stuff like that. That would be nice to be able to be like because I think that's another thing that people can't do is like I can't afford.

00:00:42 Imiun

4000 square feet.

00:00:43 Imiun

Right, I can afford. I can afford 2000. You can afford 2000.

00:00:49 Imiun

But guess what? Those tables are just empty tables regardless of what they are, right? Like.

00:00:54 Brian

But the other thing is like, even if you did a call yourself, then you have to now filter out dozens and dozens of people that maybe not even qualified or.

00:01:02 Brian

But or or even serious, but you have a. If we have an app that you put a call out, but then the people that respond to it are already vetted, they actually are legit businesses, or they have at least some concept that it can be pre filtered or at least in some way that you can connect that you don't have to now search, Instagram, social media, all this stuff 1 by 1.

00:01:04

Yeah.

00:01:23 Brian

Each person and then go back and forth on conversations that you can just literally streamline these things.

00:01:28 Brian

It might be a more useful of your.

00:01:29 Brian

Time to.

00:01:30 Amritha

Yeah, I mean, linktree does some of it, but it's like it's it's a database all the links, but you can't have all the links in one space right like it feel like it needs more depth. So that's why that LinkedIn part.

00:01:46 Amritha

Will be really useful.

00:01:49 Amritha

For a business.

00:01:50 Brian

OK, well, I really appreciate your time. I know you're busy. So thank you so much.

