

Audio file

[Interview Takeshi Mar 11.m4a](#)

Transcript

00:00:00 Amritha

Yeah. Thank you so much.

00:00:02 Tak

Absolutely. First, yeah. Mira is wonderful. Seattle restored is. I cannot say enough good things about that program. I mean, it's just on the TV with Andrea talking about Seattle restore too. It's absolutely fantastic.

00:00:20 Tak

Program they, you know, like cover for the.

00:00:23 Tak

You know, rent and utilities, you can ask me all about the details, but the most important thing is, like, they actually care about the business. They care about the, you know, the real results, right? So.

00:00:35 Tak

Because this is actually.

00:00:36 Tak

Really generous program giving you thousands of 10 thousands of dollars in the utilities and rent, and I wanted to.

00:00:44 Tak

Like respond with respect. So like you know, we are open here and you know like even though some people only open for a few days and stuff which I totally understand, everybody's in a different spot in life and they might not be able to do it and.

00:00:58 Tak

That's what it is, but.

00:01:00 Tak

Yeah, there is.

00:01:02 Tak

Only good things to say about stories. Great. Anyway, we've reported we applied for it and then they decided to bet on us. So we started with very, very, very tiny store called retail here called hyphen, Asian food and Culture that was owned by, you know, two families and the neighborhood.

00:01:04 Tak

Yeah.

00:01:22 Tak

My family and our family.

00:01:25 Tak

Family and we opened it for about 8 months and we it evolved over time quite a bit as well, but it felt like it was working. So you know, we kind of sat down and we talked a little about like what we gonna do next. And you know, we decided to go into different, you know, directions for various reasons. But I decided to just kind of stay here and so.

00:01:46 Tak

But you know it, it was going to be a little bit different, Brian. So I just got restarted, created the company, signed actual official lease for five years.

00:01:58 Tak

Yeah, just doing everything too much for that here, but without the support from the Seattle we stored at the very beginning and for nine months of free utility and support, there was absolutely no way that we could have had enough inventory that we could.

00:02:18 Tak

Because like, this is a physical space and it definitely is a physical actual capital to be able to restock the store and provide the experience. And if it's chilly, then of course nobody's going to be here. And if it's, you know, if nobody is going to be here, then it's not going to be successful.

00:02:36 Tak

Oh yeah, like Seattle history. Really solid for us anyway. Does that? Is that a good enough like?

00:02:43 Amritha

Oh, no, no, no. Like I was going.

00:02:46 Tak

Like how I started from the food and tech and then coming back to the.

00:02:50 Tak

Food kind of a thing.

00:02:51 Amritha

Ohh yeah yeah, it totally actually. I was going to ask you more about, like, your journey from.

00:02:56 Amritha

Pop up to actual space because like we were trying to focus more on those niche set of people like you know who are testing out their idea and then you know when it's ready to get serious like then they go for a lease and things like that. So.

00:02:58 Tak

Oh yeah.

00:03:17 Amritha

I just wanted to double click on those things that you said about pop up, right? Did you get help even for the pop up space from Seattle Restore?

00:03:28 Amritha

For the inventory and all of those things are.

00:03:32 Tak

Yeah, they're only pay for the rent and utilities, and those are the only bills that they create enough extra wiggle room for us to be able to invest in, like furniture and.

00:03:48 Tak

Mentality and the websites or like Flyers and marketing budgets.

00:03:53 Tak

And things like that.

00:03:54 Tak

I think in total we only invested like 120 thirty thousand or something. I I honestly don't remember exact number.

00:04:03 Tak

But yeah, really. Look, no, I'm curious, but it really was like a super small amount to actually start the store.

00:04:16 Tak

Yeah, like, you know, like we're now running the permanent store as a small business. I always worry about do I have enough for the next month. Right. Right. That's.

00:04:23 Tak

The first night.

00:04:24 Tak

I think about and then of course after that I start thinking about paying other people or having volunteers or getting new products in and everything. But like if you cannot pay the rent, then you're not going to have business here, right? So.

00:04:36 Tak

Not like existential.

00:04:39 Tak

Question was completely removed from the equipment running the prototype of business here and that's that's a really huge Peace of Mind that I I really appreciate it. And in terms of transition from the like the vast style to current style, it is a massive jump.

00:04:59 Tak

And it's definitely this is something that I gave the feedback that I gave to Seattle Resort folks as well.

00:05:07 Tak

There has to be some sort of like a matching the connection between the Seattle Restore and going for permanent one because having zero OPS cost like you know, five, \$6000 and it's suddenly having that much is a pretty significant difference, right?

00:05:27 Tak

And.

00:05:29 Tak

I I happen to have a little bit of business background, so I have as well oh.

00:05:38 Tak

I could do a little bit more business analysis, financial analysis to really figure out, OK, where exactly is it going to go? Do we keep going and like, does forecast really make sense for me to actually try this and it did in terms of like who's being able to pay rent, right. The guy did that but.

00:05:58 Tak

Yeah, like that. That jump is something that most people will not be. But the problem here is that oftentimes people don't know what to ask from the top up to the full commitment.

00:06:13 Tak

Like a retail situation, right. I think even the list of like question that like a self analysis self checklist almost, am I really really for the full committed like a three-year or five year lease and this particular spot or in this kind of risk and things like that being extremely.

00:06:33 Tak

Especially if you guys are thinking about that particular area.

00:06:36 Amritha

Yeah, we are actually thinking about that because essentially we want to provide as much information as possible about a location, for example, like based on the kind of like based on.

00:06:50 Amritha

Kind of product you're trying to sell. You need to be able to evaluate if this place the location is the right place for you or is the rent the right place for you? I mean say rent affordable for you and kind of give you some sort of base.

00:07:11 Amritha

To, you know, like for you to launch off because there's a lot of gap between pop up and the thing because some of the people we have interviewed like they are happy with doing pop up.

00:07:23 Amritha

And not go into the retail because the responsibilities is overwhelming. So yeah, like when you chose your location, right, did you choose based on the foot traffic demographics that you were, you know, like how did you do your research in that?

00:07:29 Tak

He really is.

00:07:43 Amritha

Aspect.

00:07:44 Tak

That's a good question. So this particular location was just simply given to us by Seattle restored when Seattle or gives you a space, you don't really have a lot of choice or maybe it changed now, but you know, my program years ago Restore program, it's like a few years back so.

00:08:04 Tak

System might have completely changed by that now, but then when we did it here key would you like to take space?

00:08:14 Tak

And if I say yes, then I'm supposed to activate this space and that was it. And I really wanted to have a pretty good amount of space to showcase the products, but also a little bit of kitchen so that I can do for like a tasting and everything here because the one of the important thing that I really wanted to do is to.

00:08:36 Tak

Lowering the batteries or different flavors and.

00:08:41 Tak

You know, like without kitchen, it's going to be really, really hard for me to deal. So that was pretty important appointments that I had. But besides that, you know, as we started doing the Seattle resort, we didn't really have that many points, to be honest, partially because 1.

00:09:01 Tak

They didn't really know what.

00:09:05 Tak

To expecting retail. I've never done retail before, but until then, right this is the first time and two is this is right after pandemic that we were trying to do and nobody knew exactly what's going to happen and that this space was empty for about a year or two or something like that too so.

00:09:25 Tak

You know, like Belltown had a rough over that post pandemic. People saying it was going to pick up and everything, but you never really know, especially around the pandemic topic, right, because it just sorry you needed that.

00:09:38 Tak

So we just like decided to just pull for it. However, going from the pandemic, like this prototype to the full permanent signing is a lot more serious venture here. So I did do quite a bit of this one, but that's also.

00:09:58 Tak

You know, being fueled and supported by anecdotes and historical data and sales that are from that right. So you can you actually already kind of have the real life data for throughout about eight or nine months which was extremely.

00:10:12 Tak

If we keep.

00:10:13 Tak

Going in this way then, this is what we can really expect, right? Of course, there's going to be the trend and all that stuff, but besides that, certainly speaking, it is extremely helpful. The other way that I try to do is seriously utilize the library Central Library.

00:10:32 Tak

Yeah, so so.

00:10:37 Tak

Since Seattle Central Library has a lot of business libraries. Mm-hmm. And they actually came to our store and asked if we needed help. And I was like, yes, please do. The reason the other, yeah, I know. And I got to meet a bunch of them. And it has been nothing but wonderful.

00:10:48 Amritha

Oh, that was really nice.

00:10:56 Tak

I people should know more about that reserve.

00:11:00 Tak

And if you guys can really connect these different like free services that is offered, the level that is going to be extremely useful for your users as well, I think and the service provider is going to be very, are you there actually creating more impacts in the community so like?

00:11:20 Tak

That's the the bridge.

00:11:21 Tak

Between those two, I think you guys going to be well there anyway, so yeah, yeah.

00:11:26 Amritha

So did you actually have somebody so in the in the library? I've heard about the fact that there are like sessions for small business owners. Is that what you're talking about, like those those people?

00:11:38 Amritha

Folks came and helped you with. Is it like financial projections, business plans and all of those things? Did they help you with that?

00:11:39 Tak

Yeah.

00:11:48 Tak

No. So, so the librarians are not necessarily your business consultant or you know your, you know, importers are like that. So, but they can definitely tell you.

00:12:00 Tak

Where to go? I think if you know how to research then they will be able to just like database right? Like knowing which database to search the information you need is the most important thing for the right is something that they can really help and I was doing.

00:12:20 Tak

A lot of.

00:12:20 Tak

And TPM and everything, right? So like a little bit more in the data side, so.

00:12:25 Tak

I know how to really deep dive into data so, but you know I still needed some help from the this librarian how to navigate some of the UI and they can totally help with the search. Some of those there. So 100% wonderful resource.

00:12:39 Tak

But you can't really.

00:12:40 Tak

Just assign like hey like I.

00:12:41 Tak

Need you to find out.

00:12:42 Tak

What one third 10 for?

00:12:45 Tak

All these different business for mine. For me, that's not. You know, it's not the free resource that you can just assign tasks.

00:12:49 Amritha

Ohh yeah.

00:12:50 Amritha

OK.

00:12:51 Tak

You can ask them to teach you how to look for these things. And yeah, Jay was able. Jay is the name of the business librarian that I work with. He is able to show me all the demographic information, specific persona that I likely am. So serving in this particular space.

00:13:10 Tak

We were looking at the like the block by block demographic information and all these different things, and I and after he left, like I was pulling this data from like Yelp side Google side and like trying to close compare right there's data gets so much richer that way and that has all such.

00:13:29 Tak

Massive amount of data so that that was extremely useful from the like a demographic research perspective.

00:13:37 Tak

So that's a.

00:13:38 Tak

Well, I I think that's pretty much it like in terms of data and the research, all I did is mostly using the resource from the library for demographic research.

00:13:49 Tak

And the market research, of course, that's part of the demographic research, right, and the forecasting everything is, you know, using based off of the data that we currently have. But I also was a little bit of a teaching assistant for.

00:14:01 Tak

Right.

00:14:03 Tak

Yeah, like the management side. So I kind of know a little bit about full casting. So I just sort of created my own like spreadsheet that kind of did that. But yeah, I think with those two pieces, we were like like we can definitely and we hopefully.

00:14:23 Tak

We will be able to pay ourselves as well is what we kind.

00:14:26 Tak

Of came to the.

00:14:27 Tak

Conclusion. Did that answer your question? I'm sorry.

00:14:27 Tak

Oh.

00:14:29 Tak

Like I like Rumble Rumble so much but.

00:14:32 Amritha

No, no, no. This like you get a lot of information and then you know like you, you ask them more about it. So I am getting a lot of useful information because you're also validating a lot of things that we have been assuming. And so like for example our one of the cofounder is.

00:14:39 Tak

OK.

00:14:42 Tak

Good.

00:14:53 Amritha

Owner of Ocst in Chinatown. So.

00:14:58 Amritha

Yeah. Do you?

00:14:59 Amritha

Know him.

00:14:59 Tak

Is he related to Jeanine from Nero tea?

00:15:04 Amritha

I don't know what Janine, but Oasis is like boba tea.

00:15:09 Tak

Yeah. Yeah, yeah, yeah, yeah.

00:15:10 Tak

They're everywhere. I feel like that's a tea giant in Washington area. They're like.

00:15:15 Tak

Ah.

00:15:18 Amritha

Yeah. So, yeah, so he he has been telling a lot of problems that he has faced. So yeah, this is like really validating a lot of those things. I had one more question like.

00:15:19 Tak

Yeah.

00:15:33 Amritha

If you had an opportunity to collaborate with other pop ups, would you do it like if it matches your particular criteria and you know like to self promote, I mean say to promote each other's businesses?

00:15:49 Amritha

Host pop ups and things like that, would you be, would you do that to support the community?

00:15:57 Tak

Yes, and I have been every single month actually.

00:16:01 Amritha

Oh good.

00:16:02 Tak

Yeah. So I guess, let me tell you a little bit about our business too. So we are expanding. We are especially food store, we only carry items in from Asia or created by API computing, so.

00:16:18 Tak

This entire tour is like this month, every ***** day. That's that's pretty much our style here and we brought it and we're not gonna, you know, take it easy on this. And we are going to go further by supporting the local API artist and the businesses around here. So every single month we have like.

00:16:38 Tak

Held on art work in this area, the 2nd Friday of the.

00:16:41 Tak

So we usually like, you know, highlight at least one artist and put them up as a artist of the month. And I have a bunch of this month is James Stone King and his kings all over kind of bracing, wonderful our store. And yeah, he bought that here.

00:17:00 Tak

During the outlook and a bunch of different things and during that time, I also bring in the local API, potentially some artists, but also the food and beverage CPP brand owners here. So this time it was this last week actually.

00:17:16 Tak

It was Sugimoto tea company that's from Japan, the Japanese tea company. They have office here in Redmond, WA. So I consider them local. The other company is Arc Beveridge. That's non public and inspire non collective bridge company from area I think maybe but that's all.

00:17:36 Tak

Washington brand and.

00:17:39 Tak

Products on their own too. So and I also tried to give a bunch of different samples every single event to be able and also national Asian American owned CPG brands. And that's just one item. But the second event is that we'll focus on the food side and this is just.

00:17:59 Tak

Done by us only this is like built on bison brews and I just bring in a bunch of local pop-up people or CBC brands.

00:18:08 Tak

And give a bunch of samples and have them sell their items so that they can support their business. And often they don't have a place to pop up and they need to pay an amount of money. We do. Generally speaking, we do not charge artists for the food side. It's a little bit different.

00:18:28 Tak

The number could be a little bit different and the risk associated with that would also be different. So we have a little bit of arrangement, vendor, vendor, but yeah.

00:18:38 Tak

Are always featuring Asian American businesses and artists at least twice every single.

00:18:45 Amritha

That's amazing. That's really great.

00:18:46 Tak

Yeah.

00:18:48 Amritha

Yeah. I I also had one more question like it's going back to like when you signed the lease, right?

00:18:57 Amritha

When did you have a broker helping you out with the lease signing and I want to understand like was it helpful? Was it like did you have any challenges during that process?

00:19:12 Tak

Yeah, Lee, Sunny is always the process that I about and I don't need the like to do on that part. In terms of the help that I've received, I had a few different health actual lawyer and service. I also had a commercial real estate broker.

00:19:32 Tak

But I think.

00:19:34 Tak

Since I never really looked for the like brick and mortar store location, my own business and stuff like that, this was a really big learning experience for me. I think I made a lot of mistakes I I didn't really know what each of these people these roles were. You know, like I didn't exactly know who I.

00:19:53 Tak

Should be asking.

00:19:54 Tak

In terms of finding the better location or like is this the right way to construct our lease?

00:20:00 Tak

And you know, like the real commercial real estate brokers are excelling at like finding really cool spot for you, but they're not necessarily these professional right. But then it goes to the city, there is a small business support that can review your lease document for you. So like you know in the service like that.

00:20:20 Tak

It's gonna be really and also but like but they are not necessarily a lawyer and then they cannot really otherwise too much because there is some belief around it too, right. So it's really complex, but I think in general I think mostly I did it by myself.

00:20:40 Tak

And then I got a major feedback from so many people saying, like, you probably want to hire actual or actually, since I'm doing a five year lease year. So I did and it was OK. The actual lease that came out was pretty much about the same as the.

00:21:00 Tak

Original lease that went into his hand is how I.

00:21:03 Tak

Uh, like difference here and there. But uh, yeah, I think it was.

00:21:09 Tak

New.

00:21:10 Tak

Experience all, but yeah, it's something that.

00:21:15 Tak

People, small business owners really need and depending on who you talk to, people say, oh, you know, I I just need it. It sounds good. Then I just sign it. That kind of a really easy thing has your small business owner, which if that works for them, that's great.

00:21:34 Tak

Sorry, it's Belltown, so it's.

00:21:39 Tak

That happens all the time and then there is people are like on the other side of the spectrum saying that, oh, you really have to have this professional review. And I kind of like

land somewhere in the middle. Like, I feel like you can definitely. You should definitely read the entire list by yourself and understand.

00:21:57 Tak

Really. What exactly he's talking about?

00:22:00 Tak

And some leaves are definitely written in the Super 8 archaic, like really difficult way to read and modernize it a little bit easier to kind of dissect, right? So it really depends on.

00:22:13 Tak

The situation but.

00:22:14 Tak

I think again, like you know before you're going in there doing a little bit more research on one.

00:22:21 Tak

Services are available out. There is probably a really great first step that I.

00:22:28 Tak

Instead of, you know, like trying to figure out where to even start. The other thing I tried to use was of course to kind of summarize exactly what exactly this is talking about, explain like a GPT, you know, give me the summary.

00:22:47 Tak

Who's you? As the professional like real estate professional pretend play and you feel uncomfortable signing this, you know, that kind of a conversation happened many times with AI plot.

00:23:04 Tak

Yeah, it it it really.

00:23:06 Tak

Depends on their business and your comfort level, I think.

00:23:09 Tak

Is that answer?

00:23:10 Amritha

Question.

00:23:10 Amritha

Yeah, definitely, yeah. Because we have noticed that sometimes you know brokers, they don't do the due diligence sometimes you know to help you as a help you as a small business.

00:23:12 Tak

What?

00:23:25 Amritha

And many times it's focused on their interest and what works for them. So that's why I want to ask you if you had any tough experience there, but you know, like a person who is more tech savvy has a little bit of an advantage here I feel.

00:23:45 Amritha

You know, because a lot of people don't know and we say then they might know about ChatGPT and all of those things, but Oh my God, like, even when I'm doing this as a.

00:23:56 Amritha

Startup journey I have used so much of the tools that it has cut down so much of my, you know, like I have saved time over this.

00:24:07 Tak

No kidding.

00:24:08 Tak

I hear you. I cannot operate this business by myself because like, I'm the only one person who's handling, like a business, finance and marketing. Social media already purchased cleaning operation. Everything right? Yeah. So, yeah, without the AI.

00:24:28 Tak

Actually very.

00:24:30 Tak

You're about my English ability as a like a, you know, like Amy Grant here and it's it's gave me the. I need to be able to actually present this business for so. Yeah. Like.

00:24:48 Tak

It's kind of a wild card in a way, but like it can be useful, good and to help a lot of people out there. So I'm very excited about.

00:24:56 Tak

The eye.

00:24:56 Tak

Yeah. So yeah, you're actually right. Like, what kind of area that you guys are trying to focus on that, but it sounds like, I mean, this is the information information. What is it, informative.

00:25:08 Tak

Interviewing.

00:25:08 Tak

Thing to do whatever people call it so you know it's like all about this business overall and everything. But you know the the journey to the involvement with the local pop-ups to the negotiation, all those different things. So what is the primary focus area that you're trying to do?

00:25:28 Tak

To cover the entire, we are going to help all the small business operation full way. That's not gonna fly, right?

00:25:35 Amritha

Oh, no, that's that's not gonna happen. Of course. So the thing that we are trying to understand is what stands out.

00:25:39 Tak

Yeah.

00:25:44 Amritha

Across multiple business owners, so this is going to be a marketplace that we are gonna try and creating. So we have to identify what is the biggest pain point and try to focus on those. So if you say that, hey, you know what the biggest challenges I've had is accounting biggest challenges I've had.

00:25:50 Tak

Yeah.

00:26:04 Amritha

Is, you know, like trying to get a broker and all of those things. So we do wanna create a community of those like, you know have.

00:26:13 Amritha

Somebody to help you out. But if people are saying that, hey, you know what, I am self-sufficient. I can do all of this on my own. Instead, I want you to help me connect to resources like local resources or things that are already available and help you.

00:26:33 Amritha

This cover so and the other aspect that we noticed in our interviews is like mentorship and self promoting through.

00:26:47 Amritha

Pop ups. So right now we are like our question is, is a little broad, it might look like we're trying to do a lot of things, but but the goal here is to do like as many interviews as possible and try to figure out what is the pattern that's emerging from this. And we focus on that because.

00:27:07 Amritha

If we try to do everything, we're not gonna scale and we're not gonna be able to market ourselves well as well. So that's where we want to actually create something more streamlined for a business owner.

00:27:23 Amritha

And so in that process, what is more important for a user we like, we have studied multiple marketplaces that are available, right, like you have DoorDash, you have Uber and all those like. But they figured out one pain point and they focused.

00:27:42 Amritha

You know, laser focused on that, but we also seeing behavior where it could be something like thumbtack where you know you have like so many resources available.

00:27:53 Amritha

And you know, like different kind of resources that might be useful. So it's all about creating that trust between the small business owner and even a broker coming in is a business owner and we want them to work in favor of small businesses and and.

00:28:12 Amritha

That's why we want to work with like Seattle restored and you know other B.

00:28:16 Amritha

Who have these connections? You know who actually know the people who are actually working in interest of the small business owner and not trying to screw you over. So that's that's what we're trying to create a community it's I mean you can say that hey.

00:28:36 Amritha

How is it different from Facebook or Instagram? Or you know things like that? But Facebook, what we have noticed is is not doing a good job and representing a.

00:28:47 Amritha

Like if you have seen your about section right, it's all about like you've got like 130 words to describe what you do and it's all about like you have events you're talking about that, but there's no compact place to actually show your success story and.

00:29:06 Amritha

Like those things?

00:29:08 Amritha

So.

00:29:09 Amritha

I can actually quickly show you a figma.

00:29:13 Tak

Yeah, this is really interesting because like I, I totally understand that your passion for trying to help and to support the small business and I love that I still don't know exactly. And you're right, I mean they are focusing on a very specific problem to solve is a one way.

00:29:33 Tak

We go and it's probably first things like Uber and Lyft and all that stuff, but we absolutely right that we definitely.

00:29:37 Tak

MHM.

00:29:41 Tak

Need more comprehensive?

00:29:43 Tak

Overview Whole awesome solution for that small business ownership right? So I totally get it, but I still don't know if it's the operation side you guys are trying to help or like figuring out which component you're supposed to connect.

00:30:03 Tak

For all that.

00:30:03 Tak

Stuff. If you could show me that. If I'm asking, please stop. I'm just genuinely interested. Really interesting. Interesting.

00:30:05 Amritha

Yeah, yeah.

00:30:11 Amritha

No, these questions are absolutely important.

00:30:14 Amritha

And so the way initially how we started was we wanted to connect small business owners directly with landlords and and only add brokers when they really need it, because you need to have a good connection with your landlord to actually come to a negotiation.

00:30:34 Amritha

Right. So many times that doesn't happen and that's why we were trying to do go in that angle.

00:30:42 Amritha

And then we realized when talking to a lot of these BI's and people who are trying to help, they, there is not just small like, you know landlords. You can also get brokers and things like that. Like, you know those there are other facets to this problem, so.

00:31:02 Amritha

To the other thing that we like, because we were going very broad with landlords and like when we try to get them on board.

00:31:12 Amritha

We needed to create a like. How do they? How do we attract them? Right. So that's why we were trying to focus on getting small business owners on and and collecting as much information. Right now we're focusing on getting 100 interviews in. So we've got like 15.

00:31:32 Amritha

So far, and you know, like I can quickly just show you my screen and.

00:31:40 Amritha

One second.

00:31:41 Tak

And.

00:31:46 Amritha

Yeah. Let me know when you can see it.

00:31:50 Tak

I can see it.

00:31:51 Amritha

Yeah. So this is a flow where we are trying to help a person find a space for pop up and all the business owners have, you know, put their place for, you know, allowing people to have their pop-ups. So it's a more personal.

00:32:13 Amritha

So for example, you can choose your goal from here, and so for Emily it's like test your idea with pop up and you know you click on that, you select the kind of place that you want to like for example this is 1.

00:32:32 Amritha

Again, these figmas are not accurate so so for example this is the Oasis restaurant.

00:32:35 Tak

Kevin.

00:32:39 Amritha

And you get a sense of what kind of place this is for your like. Does it suit your pop up, you know? And and you can also see, like, what awards that the person has received and kind of the past pop ups that has been done.

00:32:59 Amritha

So if you want to talk directly to them, you know you this is a business owner. You can directly talk to them and.

00:33:08 Amritha

You know, select the space and.

00:33:11 Amritha

Choose and ask for it. It could be pay or it could be, you know, just without any payment. So you book that and you get into the I'm just gonna skip a little bit more. And I'm gonna just show you from Emma's perspective who is a business owner who's willing to host the pop up, right.

00:33:33 Amritha

And on his page he can see all the conversations that are available, like for example Emily has given.

00:33:45 Amritha

Event for like Pop up so he can click on that and see like.

00:33:51 Amritha

Discuss. OK, how does it help you know, like, have the direct communication on like negotiations or whatever it is right now, this is just talking about like cost, but it could be anything and everything, it could be about like equipments. So those are the things. So and when the person.

00:34:12 Amritha

Is ready to accept the booking. You can, you know like even can go ahead and accept the booking and that's one of the.

00:34:19 Amritha

Flows and the other thing we want to do actually have to attract.

00:34:28 Amritha

Business owners was connect with local resources.

00:34:35 Amritha

For example, right like you have all these U district.

00:34:41 Amritha

Partnership and you know, like you have office Oleds available VIS available. So like for example, if you have a repair that needs to be done, you can search for that and you'll get the right resource for you and you can.

00:35:01 Amritha

Click on them and then you know you can directly talk to them. So we are trying to build a partnership where we can make this as simple as possible for a small business owner and yeah, kind of like that. So that's this is kind of like giving you an overview of what we are trying to achieve.

00:35:21 Tak

Relevant. This is really really really clear. I really love what you guys are trying to do. I think there are few feedback if I May is that.

00:35:31 Amritha

OK. Please, please, we would love any feedback.

00:35:35 Tak

OK, so when I saw the the the vent. So this is almost like.

00:35:41 Tak

Uh.

00:35:41 Tak

So would you show me in the first part is more like a 10th venue in a way, right? Like this is the space-time and this is really solving a real problem. Fantastic. This is a real problem that we need to solve. But the way that you guys have it, of course it's a mock sample. So it's not really but.

00:36:01 Tak

That approach is makes me a little bit nervous because of the two things one.

00:36:09 Tak

It's not like it's really easy to book start with a venue or like sign up and like and. I have no idea how serious these people are. I have no idea how much verify these like, you know. Oh, I'm going to start a pop up and like coming in with practically no license and all different situations, right?

00:36:29 Tak

Uh.

00:36:29 Tak

I, as a small business owner, brick and mortar physical store, I get a lot of running people coming in trying to sell stuff, not knowing the legal like restrictions behind and selling the food in a jar or bottle or any kind of situation, right? So I'm politely afraid as those people will get.

00:36:50 Tak

All of your app and start reaching out to all these random events event venues and I might say oh, that sounds like a great idea. Let's do it to just to find out later is like that person.

00:37:01 Tak

Total like probably over estimated his or her ability and to me or just total disaster on the day of.

00:37:10 Tak

Event right so that?

00:37:14 Tak

Like building the specific pop up business prior to committing to that person is really challenging and process and I don't have a really good solution for that. But I think that is an area you that.

00:37:26 Tak

You guys definitely want to focus on.

00:37:28 Tak

Under the two number two, that kind of related is the the review system for those event venue also makes me a little bit nervous because being on the you know.

00:37:41 Tak

Like there are so many things that could impact the rating for the event venue, right? Like I could have been really, really fantastic and nice person and everything was well set up. But then, you know, snowstorm happened and nobody showed up and even pop-up vendor actually hated that like actual results itself.

00:37:48 Tak

Been.

00:38:02 Tak

Because, you know, they couldn't sell a single thing and zero sales.

00:38:07 Tak

Of course they're not going to be happy.

00:38:09 Tak

Not going to be reflected to my venue itself or is that going to be reflected the event itself. So there is a.

00:38:15 Tak

Little bit of.

00:38:16 Tak

A. A you.

00:38:17 Tak

Know a little nuanced like a line, and I don't know if the even if we understand or the system side understood the users.

00:38:21 Amritha

Yeah.

00:38:29 Tak

It might not fully, and it might be reflected to the other event and business owner side and that is going to be extremely negative, right. If I'm trying to more people to come in. So that part actually makes me extremely.

00:38:43 Tak

Nervous.

00:38:44 Tak

Yeah.

00:38:46 Tak

Yeah. And then the the best part of the you know presentation, I really love how I could actually see the overview, but all the connection that I have within that app and be able to actually connect and everything that's really great if we could also kind of categorize them in a specific way or tag in categorizing whatever.

00:39:06 Tak

And that's to be a really better way to be organized, because that right now it looks like my e-mail inbox, right. Because like, it just keeps coming up and order. But that's not really helping me organize my day today. What's really.

00:39:22 Tak

If I would have another tool to organize my day a little bit better, I want that to be a little bit better than just an e-mail and a chronological order. I want that to be a little bit better organized and really focus on the specific problem that I'm trying to tackle, so that is just one quick feedback on that. But you know this is such a mock sample.

00:39:41 Tak

So I totally.

00:39:43 Tak

Like like you know, like I'm criticizing you or anything.

00:39:47 Amritha

No, no, no. This is like really good feedback. Like I I'm actually going to ask you, will you be willing to talk to us again? You know when we have like better mockups because, you know, a person with tech experience and, you know, who is also running a small business. It's so important to get.

00:39:47 Tak

Like that, I'm sure you guys think.

00:40:07 Amritha

You know, like for you to be so verbal verbal.

00:40:10 Amritha

And give us these feedback is absolutely important to us, and right now is just us talking and us coming up with these data and we have only one person who is giving U.S. data. Emmon is one of the business owners. So we have that.

00:40:30 Amritha

And we have like couple of people who are ready to give us feedback. But you know, if we can add you as well into the pool will will you be you know.

00:40:41 Amritha

Are you ready to be in that pool? I'll obviously work through your schedule. Everything is based off of you. Like, are you interested in that?

00:40:51 Tak

I think so. I just wanna. I wanna say I don't have that much time, but like, I'm happy to chat to you. Yes.

00:41:03 Amritha

Yeah, yeah, it will be as minimal as possible for you because we don't want to waste your time. I totally understand.

00:41:11 Tak

I don't wanna waste either, but yeah 100%, especially since you guys are.

00:41:16 Tak

Like my company is all about supporting other business and you guys are Asian businesses like you're South Asian. The other guy was this guy is East Asian and only makes for me to building.

00:41:27 Tak

Yeah.

00:41:29 Amritha

Yeah, we are Asian. The whole thing. Yeah, so we have Emon and then John is also Asian. So and.

00:41:31 Tak

Right.

00:41:39 Tak

So it's fully aligns with our company's mission and I am more than happy to help you guys and I will update you guys to a few different folks if that is something that you guys want. Yeah.

00:41:50 Amritha

Oh yeah, we would love that. We would love.

00:41:53 Amritha

Yeah.

00:41:54 Tak

Now I look.

00:41:55 Tak

Probably in terms of the resource that you guys want to look into. So I saw UW and OEC, but the two other areas that you definitely want to deep dive into is of course the library system library.

00:42:13 Tak

Is that?

00:42:14 Tak

Really important. The other one is the for me, that's going to be food business, Resource Center, that's FRC. It's like a nonprofit organization, a part of the Good Food Network and a good network within Seattle. That particular organization can give a lot of free shoot. Sorry.

00:42:33 Tak

I have one more.

00:42:35 Tak

Feedback that I was thinking about and I'm going to just say that real quick before I forget.

00:42:41 Tak

I think for the pop up people, if you. So I'm assuming this is mostly for the B2B platform, right? Yeah. Yeah. But I mean, like somebody is who also the Super beginner who is starting to think about, OK, can I really start like a pop-up business, small food business with a girl. There has to be.

00:43:01 Tak

Wizard built in in your.

00:43:04 Tak

About if am I ready, what the heck am I doing? What is the level of the what? What kind of ingredients is actually involved?

00:43:12 Tak

In this particular.

00:43:13 Tak

One that kind of a question is going to help that person get the right kind of a license and a permit and help that person prepare, pop up better and any event.

00:43:24 Tak

Menu that.

00:43:26 Tak

Requires those specific licenses, right? Like I don't have a kitchen here. I have like small kitchen, but like, it's not a commercial kitchen with a three-point. I cannot cook any food. I cannot have a fridge or freezer. All these different requirements could be so different from base from bending to another. So if there is a wizard like that.

00:43:45 Tak

To do the self-assessment and also if there is a specific need directly connect to the specific department or the the place where they can help you, it's the most important thing.

00:44:00 Tak

You always find. Ohh ****, I don't have all the right things lined up and that's the realization most people can't really get to. How do I get out of that? Is always a tricky part. I think you get really uniquely positioned to be able to do exactly that. So if you guys do that.

00:44:12 Amritha

Yeah.

00:44:20 Tak

It's going to solve a lot of problem at the very early stage of business and it's going to help everybody in the entire industry, so there's that.

00:44:32 Tak

The one person that you guys probably want to connect is intentionalist. I'm kind of original 1, so that was a feedback part. Intentional is owned by Laura. She created this map like a database most in Seattle in county area and they.

00:44:51 Tak

Are *****. They're like, spend it like you mean it, right? Like, really supporting a small business, you know, like buy own places, Asian people, women on LGBTQ own, all these different things are.

00:45:08 Tak

The only focus that she got is just like.

00:45:13 Tak

Like I really have a huge respect for what they're doing and I look up there, I use their service quite a bit to just to look up different businesses across the city. So if you guys haven't had a chance to connect with them, definitely.

00:45:26 Tak

Do so and then.

00:45:28 Tak

I can probably I should probably connect you guys to Peter and Sabrina.

00:45:33 Tak

Holding guide. OK. Have you guys tried building guide?

00:45:37 Amritha

No, no we haven't.

00:45:40 Tak

Golden guided like a B2B platform or like like a discovery platform or Asian American business owners. And it just got up around last year, maybe mid last year. But it became really viral when they created gold API.

00:46:00 Tak

Gift suggestion last year for the holiday gift pick that when.

00:46:06 Amritha

So it's cold and died, is it?

00:46:10 Amritha

OK, OK. All right.

00:46:13 Amritha

OK, I'm checking it out right, alright.

00:46:16 Tak

Yeah, yeah.

00:46:18 Tak

It's a golden guide org.

00:46:20 Tak

66 let me see.

00:46:23 Amritha

Oh, this looks good.

00:46:26 Tak

Yeah, yeah, yeah.

00:46:27 Tak

Yeah. OK. You see it? Good wording is fantastic. They talk to me a lot about the things that they are trying to do and they pick my brain quite a bit as well. I do a lot of consulting like this. So you ask me.

00:46:45 Tak

Yeah.

00:46:46 Tak

Like yeah, because I'll. I'm talking to Seattle restore folks all the time too. But, yeah, holding guy folks definitely is trying to do the similar things that you guys are doing, but coming purely from the Asian American angle, connecting through the API communities is really difficult.

00:47:06 Tak

A lot of the the national level search engines like a fair.com and all that, right, like it works with Latino on the own women own and everything. Asian American own actually, we are always being kind of.

00:47:23 Tak

Like I don't. I don't know.

00:47:26 Tak

Miscategorized or like being Lord.

00:47:27 Amritha

Yeah.

00:47:29 Tak

You know for this kind.

00:47:30 Tak

Of stuff. Yeah, which I hate it like that.

00:47:35 Tak

That's just wrong.

00:47:37 Tak

Like people are doing, just purely focusing on.

00:47:43 Tak

Getting highlights on major American business, so but they were also talking about can we really connect between the pop up owners to the event venue owners. So we had, I had a few conversation with them about that challenge.

00:47:56 Tak

It's oftentimes really difficult for me to line up. I don't know four or five different vendors or local API own and that's already all the time and they all in the schedule and sometimes it just doesn't work out right. And some people go, some people have them from the emergency, which fully understand, but then.

00:48:16 Tak

The last minute stuff. How can I really shuffle somebody in in the last minute? Or if somebody then completely got cancelled because of the legal issues? Or like you know, whether it's absolutely horrible now they have all the product. They're looking for a place that they can sell. Then I have a.

00:48:33 Tak

This here right? Like I'm really looking for somebody to like last minute to land that kind of stuff is the real, like, racial challenge that I'm facing like every single month. So that's not one type of pro, you know, challenge that I was talking to them about. But I think you guys are probably more equipped to actually solve this.

00:48:53 Tak

Problem to me.

00:48:54 Tak

Because their their focus is so much larger about API, you're really focusing on the problem solving the small business specific connection problem. So it might be really interesting for you to really couple this and potentially partner too. So look into the golden stuff a little bit more.

00:49:14 Tak

And if you guys are really interested in connect and just let me know, send me emails on how you guys want to be connected and after that I will. I don't want to kind of.

00:49:27 Tak

The the connection I have with building is pretty important to me, so like I don't really connect and throw things around all over the place. So yeah, and I think I would love it if

you guys could do a little bit more research involving die because you guys and it feels like it's a good potential collaboration.

00:49:34 Amritha

That's that's OK.

00:49:47 Tak

Is there, let me know.

00:49:48 Amritha

OK. Yeah. Yeah. Thank you so much. I really, I'm so sorry. I went over the time, but this was so useful. And thank you so much. I really, really appreciate.

00:50:01 Amritha

Your time. I'll send you a mail about those connections you mentioned Laura from Internet intentionalist, right. So probably.

00:50:10 Tak

Yeah, I know her, but I probably wouldn't have that much of A say. You can just reach out.

00:50:18 Tak

To her currently.

00:50:19 Amritha

Yeah, I I think that that's we are not like it's more like a cold call right now. It doesn't matter if that person reaches back or not like it's more like we have to try our best.

00:50:32 Amritha

So that's our intention and yeah, I think even the fact that we're talking to Seattle restore, right, we have a interview coming up with Mia, who works with Andrea Porter. So yeah, it's all about, like, getting as many information as possible and trying to make it.

00:50:33 Tak

Yeah.

00:50:52 Amritha

Useful than just quit getting lost in the.

00:50:57 Tak

Yeah. Yeah, it's really, really tricky stuff. So I would really appreciate that.

00:51:04 Tak

And let me there's stuff that I can do to help.

00:51:09 Tak

I I'm pretty sure I can at least give it an hour per month or so. If you guys check in or something and just like, you know, brainstorm and have conversation or anything like that. I'm also always here. I have another interviewer coming in and we're going to have.

00:51:24 Amritha

Yeah.

00:51:28 Tak

Review for next insurance or something like that, but.

00:51:34 Tak

Yeah. So people always come to the store and hang out with me to kind of like, like, talk about the community. So if you guys have.

00:51:40 Amritha

Yeah. Yeah, we will. Definitely. Yeah. We're gonna come to your place when? When? We're gonna ask you questions. Like, I don't think so. Yeah, I'll. I'll make sure that we have the expectation set and, you know, we are respecting your.

00:51:56 Amritha

Time and let me convene back with my, you know, Co founders and talk to them. And yeah, this was a really good interview.

00:52:08 Amritha

Thank you so much. Yeah, all the best. And yeah, I'm looking forward to connect with you again.

00:52:10 Tak

Absolutely.

00:52:18 Tak

Thanks. Yeah, absolutely.

00:52:20 Tak

Thank you so much. Have a wonderful rest.

00:52:21 Tak

Of Monday.

00:52:22 Amritha

Yeah, you too. Take care. Bye.