

Manny Asks, "How Do I Launch In The Most Profitable Way?" Transcript

Ryan [00:00:00]

This is the road to \$1,000,000. I'm Ryan Daniel Moran and today I'm joined by Manny who is currently a student inside of our Incubator at Capitalism.com where we help people craft their eight figure exit and Manny is at the beginning of his journey. He's got a prototype. He has some relationships that give him a little bit of a strategic advantage.

Ryan 00:00:23

But Manny just went all in. I mean, Manny did not come in with an investor backing him. He did not come in with \$100,000 in reserve capital. He just decided to yell, "Cannonball!" into the world of entrepreneurship. And he's doing all of the important stuff, right? But he is running up against a wall where he could run out of money if things don't go the way that they have to. Like, if things don't line up perfectly, Manny could run into a situation where he's in a cash crunch.

Ryan 00:00:55

So in this episode we talked through the vision of his business. We talk about how he is stacking the deck so that he can have sales from day one and we go through some strategies that I recommended that he think about to help deliver the mission and the message of the company in a way that built raving fans.

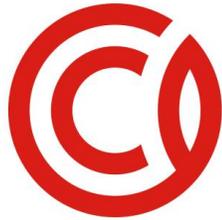
Ryan 00:01:19

And in a way that built the audience and in a way that got people excited to buy right when the product was ready. If you want to follow his company's journey, the company website is flydadgear.com and you can go there and follow along with the launch and the journey of watching Manny and Paulina, his partner, build this \$1,000,000 business. When you're ready to start your road to \$1,000,000, join us inside The One Percent over at Capitalism.com/1

Ryan 00:01:54

So Manny, why don't you tell me a little bit about the business and where you're at at this point and where you might need some help.

Manny 00:02:02



Sure. So Fly Dad started, you know, last July, so we're fairly new, just in general. But we started kind of based on a lot of the stuff that you were putting out. Your content was what drove us to begin our process. And I'd say so from July to late October we were working on, you know, kind of the initial phases, like what are we going to do?

Manny 00:02:24

We're going to target what are we going to sell that kind of stuff? And yeah, we got our sample sometime right toward the end of the year, and since then we've been developing our audience. So we've got about 2000 subscribers so far.

Ryan 00:02:39

And what channel are they on? Where are they following you?

Manny 00:02:44

Oh email, email system. Sorry and so that's been strictly from a Facebook ad.

Ryan 00:02:51

So you're doing Facebook ads too, and opt in. And and how? What is like the offer to get them on the subscription?

Manny 00:02:59

Yeah, so we went kind of balls to the wall and we were like half off a dad diaper bag civic and that's what has got us all that.

Ryan 00:03:08

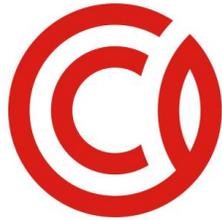
Great, great and is that people in line for is that like your hot list for when you go live or those people who have purchased ?

Manny 00:03:15

Actually so it's up I guess you would call it a hot list so they're just kind of standing in line waiting for us to say alright, ready you go, here's the window in which you can buy this for half off.

Ryan 00:03:26

Ok, great, so they're... They're just waiting for you to have the inventory to be able to take those orders, so theoretically you could take pre-sales on this, but at this point you're pre-revenue.



Manny 00:03:38

Correct.

Ryan 00:03:39

Ok got it alright great.

Manny 00:03:40

And so the way we ... so our challenge was, we started collecting this audience. I'd say right around actually October is when we started based on a lot of the stuff you were saying was like it's never too early, so we were like, OK, let's just start and we'll figure out how to keep them engaged and whatnot.

Manny 00:03:57

So that's what we did, and I think a month after we started collecting we were like, OK, we have to talk to these people so that they're not just there like, wondering what's going on? So we followed a lot of your advice and started documenting the product, product development journey, sharing a lot of that stuff with them, and then also peppering them with you know, elements of my podcast,

Manny 00:04:20

the [Father Hoods](#) and things that were relevant for dads and really just trying to find ways to continuously. Talk to them without being super annoying.

Ryan 00:04:34

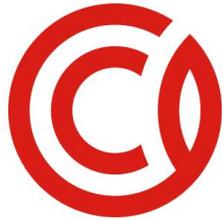
Tell me about the Father Hoods yeah, I've heard I've heard your partner Paulina talk about this in some of our coaching calls but, I'm very unfamiliar, but I know you use it for some relationships but I know very little. Tell me a little about it.

Manny 00:04:48

So the Father Hood Podcast is a podcast hosted by three of us, so we're three dads. Three different cities here. In the US. And we are all devout hip hop heads. One of my partners is deep in the hip hop culture. He's got a really popular podcast called the Drink Champs. Hip hop circles is humongous so we ...

Ryan 00:05:08

And this is your partner on the Father Hoods OK, so he's got a huge.... He's got a huge following. What's a huge following? How much of a huge following?



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Manny 00:05:17

Based on what? Like insta follows.

Ryan 00:05:19

Like how many downloads does he get on an episode?

Manny 00:05:22

I mean, it was at one point it was like 300,000 like it was an insane amount of downloads or present.

Ryan 00:05:28

Ok, and is it still big?

Manny 00:05:31

Yeah, it's big. I don't know what the actuals are now so I'm assuming they dropped some.

Ryan 00:05:35

Man, this is why I love my job. Manny there's like everybody has an asset that they're like one step away from.

Ryan 00:05:48

The fact that I've been working with you somewhat for two months and you've never brought this up is just fascinating to me. So it's just. It's just like a reminder that everyone that I know is like one step away from \$1,000,000 business.

Ryan 00:06:03

And I didn't realize that your step was like right next to you. OK, so you have this podcast, one of the co-hosts is well known in the hip hop space and gets, we'll say, 100,000 downloads an episode in the hip hop space. And how is your podcast doing?

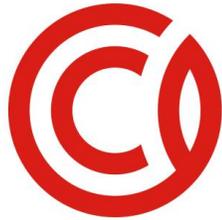
Manny 00:06:21

We get about I'd say on average around 2000 per episode.

Ryan 00:06:28

Does your buddy ever promote your podcast on his podcast?

Manny 00:06:32



Yeah, he talks about it. It's just and I think I suffer from the same thing he does. Like we're really. We're not reserved people. I wouldn't call us that, but when it comes to it, it almost feels like begging. And we had this conversation a long time ago. Like I've been having the struggle talking about Fly Dad inside of the Father Hoods Podcast.

Manny 00:06:55

Yeah, because I don't want it to come off like a sleazy salesman. Right and you said you have to.

Ryan 00:07:01

What did I say?

Manny 00:07:02

Yeah, you said what you need to do is bring people along on the journey of you as an entrepreneur. Right. Which is relevant to what we're talking about because that's a part of me as a father, right? That's right, that's right. I'll be honest, I've still had a struggle with it. I'm getting more comfortable as we're moving into launch of the bag. Yeah, I'm getting way more comfortable with it.

Ryan 00:07:27

Cool. You have come to the right place my friend. So, how close are you to the launch of the ... Is it a diaper bag?

Manny 00:07:38 M

That's the first product, yeah? Yeah, we're in manufacturing production right now. We're expecting to have product by mid May and I'd say right around late May we should be ready to go.

Ryan 00:07:54

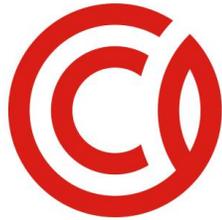
So mid May you'll have inventory. You have a list of 2000, great we have somebody next to us with a really big following. I am starting to see the pieces of the 8 figure exit come into place.

Manny 00:08:06

I've also got another influencer.

Ryan 00:08:09

Tell me.



Manny 00:08:10

He's a rapper. He's got, last I looked, it was like 110,000 Instagram followers and I know that numbers really don't matter to me. I'm glad that's something that you've also said, but I really looked at the engagement, particularly when he posted about his kids. And that eight to 10,000 you know interactions, likes and many comments.

Ryan 00:08:38

Now, when you say you've got this other influencer, what does that mean? Does that mean you have a verbal agreement? Does that mean you started to talk about partnerships? What does that mean?

Manny 00:08:46

We discussed partnership. Told him before. So I ... we discussed partnership. I asked him has he explored the partnership similar to this as he partnered with brands before? What did that look like? And I was just honest with him. Like I've never done this, so I'd love to understand what works for you.

Ryan 00:09:05

Beautiful question.

Manny 00:09:05

In your experience.

Ryan 00:09:06

Well done, well done.

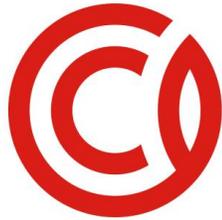
Manny 00:09:08

Yeah, and then he gave me some thoughts. So the two main frameworks that he's used to working under are one being paid per post and the other was getting an affiliate link where he can promote and then get a piece of sales. So I told him to stop right there, I'm sure we can figure this out. Once you have a bag in hand and can tell me your honest feedback, because none of that other stuff matters.

Manny 00:09:34

If you're not really, truly, I said in love, but you know, engaged with the bag, and he liked it suits your needs.

Ryan 00:09:42



Great, I'm really glad you told him that. How did he take that?

Manny 00:09:47

He loved it and he shared feedback about a competitor in the space of hours that focuses on like a military style backpack for dads. And he said, when he ... actually somebody gave it to him as a gift and he said when he received it he was really excited because the look was cool and I was like I, I get that I was like yeah I have one. I bought it to check out the competition.

Manny 00:10:12

And then he was like, but when I actually started thinking about filling it and going out with my kids, I got really uncomfortable because it felt like I was actually going to war. And I didn't want to be going to war with my kids, so psychologically it just was off putting so...

Ryan 00:10:30

Is it the vision for Fly Dad to be the... It is more than a diaper bag. It's like I don't have the words for it, but you're serving the urban dad, right? So like you're the market that you speak to in your podcast is the target market right?

Manny 00:10:42

That's correct.

Ryan 00:10:47

And it's fathers. So the first one is a bag that looks cool. And that makes sense to me because no Dad wants to carry the diaper bag around because they're ugly AF. So that's your first product. Do you have kind of a lineup of what you're going to do after that one to just tell me so?

Manny 00:11:06

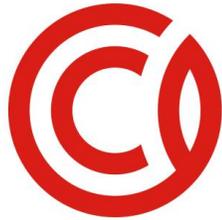
Yes, yes we've...

Ryan 00:11:08

I'm aware of them. It'll help me kind of gear into the vision of Fly Dad a little bit better.

Manny 00:11:12

Yeah, absolutely. So we've got a... We're thinking about a baby carrier. Next, we've been hearing from customers. Well, prospective customers. An umbrella stroller would be awesome. And then we're looking into potty training. So, like a portable potty training toilet perhaps, and there's going to be, you know, some



Manny 00:11:39

complementary things to those, but I'd say we're pretty good on two additional and we're working on getting another three or four just so that we have. So we can come out with four solids, but we'll have like 8 to play with, yeah?

Ryan 00:11:55

This makes so much sense. Great. I have what I need at this point before I go into advisor role. You had a question you wanted to ask me about cash flow and spending cash. So what did you want to run by me?

Manny 00:12:13

So we - Paulina and I, my partner. We've been... We had a nice nest egg as far as savings go, right? And we were like, alright, we're going to do this. We'll figure out what it costs. I mean, we had an idea. But yeah, as you're going deeper, you know you start to see what else you need to do. And so for us. It was, at first, we're going to order a small amount of inventory, like 300 bags, and then start the process there, but at every turn we kept hearing inventory is going to be your biggest problem

Manny 00:12:44

once if you execute on these steps that we're talking about. So we were like, fuck everything like we're going to execute on these steps, so inventory is going to be our problem. Like that's where we were mentally. And so we said, how much can we actually afford to buy on inventory?

And then we did the math and then we figured out all right 1000 pieces was going to be a good first step in this effort. And so we had all our budgeting you know, figured out for the...

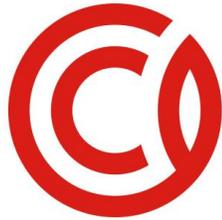
Manny 00:13:12

That then we got to, so we went for it, put our deposit down. We were happy with the sample, put our deposit down and we started that process.

Manny 00:13:22

Now we're at a point where OK, now we're... We decided to go with Turnkey Product Solutions.

M 00:13:29



There's a minimum fee that we have to pay every month. Until we start to actually generate revenue that's going to cause us a little bit of turbulence and the remainder of the inventory purchase is going to wipe us out. And then from there it's gonna... It's just gonna be us figuring it out, right?

Ryan 00:13:47

So why did you decide to start with Turnkey this early? Because it sounds like you're already working with them and paying them. So why did you decide to start now versus waiting until you had inventory?

Manny 00:14:03

Well yes, we started because we gave them the deposit right? So the reason is we wanted ... we knew Amazon was going to be a big cluster for us. It's something that we knew very early on. We weren't going to be happy doing so. It was going to cause us a lot more turbulence. Understanding that there was a sizable call.

Manny 00:14:22

So we were weighing progress versus being able to like figure it out with whatever sales channels we were starting with. And go through the motions.

Ryan 00:14:34

But are you paying them monthly right now or in? Ok, so when you say it would wipe you out are you?

Manny 00:14:37

No no no no.

Ryan 00:14:41

Are you saying that is the inventory order plus the deposit that you put down or is it the inventory order plus like a few months of working with Turnkey?

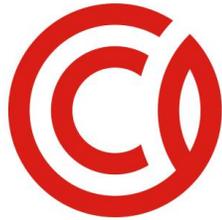
Manny 00:14:52

It's the inventory order plus a few months of working with Turnkey.

Ryan 00:14:55

Got it. Ok, so you haven't spent that money yet. Like you're not...

Manny 00:14:59



No.

Ryan 00:14:59

You've held your sweetheart but you ok, alright? Ok, that's good.

Manny 00:15:04

We're not dead yet. We're foreseeing, we're planning ahead.

Ryan 00:15:08

So is your question, what do you do about this cash flow crunch? Or is it? Is there a better way to deploy this capital?

Manny 00:15:15

So here's so since I asked the question last week. We've taken action, right? So we're not just going to sit here and like, oh, let's see if somebody will come and save us. No, we're like trying to figure some stuff out, so we went ahead and got some zero percent APR credit cards.

Manny 00:15:36

Just to start. And that's going to help hold us over for potentially 12 months. The only issue with that is we wanted to use that for the inventory, which is the biggest chunk that we have to pay out right now.

Ryan

Well, what are you using it for now? The credit cards.

Manny

Nothing. We just got 'em like literally....

Ryan 00:15:54

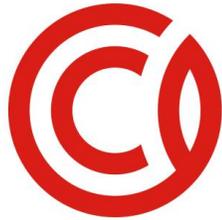
So you but you said you were going to use it for inventory, yeah?

Manny 00:15:57

Yes, and the reason I can't is because we're buying through Alibaba. We're using Alibaba trade assurance as like our safety, so to speak.

Manny 00:16:08

So they're going to take the transaction basically.



Manny 00:16:12

And the order amount is too large for them to be comfortable. I guess to accept a credit card.

Ryan 00:16:18

Ok, what's the inventory amount?

Manny 00:16:21

Oh, that remains is almost 16 grand.

Ryan 00:16:24

So you went, you went for it. You were like all right. 2530 grand for this and just so you know that's that's swinging for the fences and I love swinging for the fences, right? So like I'm I'm at bat with yeah so I got it. That's a little ballsy. And I love it.

Manny 00:16:42

Well so just so you know like we've got plenty of validation along the way and we've been really searching for somebody to shit all over the bag right like we.... From what we've been putting out like I want that because I know the reality is not everybody is gonna be like... Yeah, there's probably just a lot of fucking nice people saying nice things.

Manny 00:17:06

But when it comes down to it, I look at that list of 2000 and I'm like alright. If we're lucky we get 5% of those people to actually buy immediately, right? And and... Immediately, right? That's fine. The reality, but I know. Even if it takes us a little while, we're going to sell.

Ryan 00:17:20

Those thousand bags? And I can also already see the path to victory here and what you are bringing up is that you have what feels like a big problem in we're going to run up against a cash crunch. Now I know exactly what you're going to say. Because I remember our moment on the coaching call when I was like money isn't the problem.

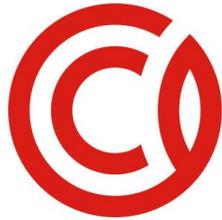
Manny 00:17:41

Actually it's not but yeah, yeah. It's not Ok.

Ryan 00:17:44

Go ahead, go ahead and say, say, what you? Wanted to say?

Manny 00:17:48



Yes, I guess logically speaking, well, my old self logically speaking would have said that right would have said like alright, this is an issue, I don't... I don't see how we get past this. That's not how I feel. I don't. I can't explain it like I know shit is just gonna work out and we're going to figure out how to move forward.

Ryan 00:18:10

Yes you are.

Manny 00:18:10

I just don't know right now how those stars align.

Ryan 00:18:13

Right?

Manny 00:18:16

I'm not looking for handouts, I'm looking for like Ok, you people have been in these shoes. How do we think about this so that we don't drive ourselves?

Ryan 00:18:24

Yeah, I mean there's several ways that this could play out, and if we talk about them now, you can kind of choose which adventure sounds best to you, right? So my first before we go into actual solutions. Tell me about this partner that you do the podcast with.

Manny 00:18:44

Yep, his name is DJ E.F.N.

Ryan 00:18:47

Alright and you are close with him.

Manny 00:18:49

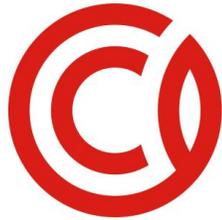
Yeah, we're buddies.

Ryan 00:18:50

Do you want to work with him?

Manny 00:18:52

Oh I am.



Ryan 00:18:54

You are working with him.

Ryan 00:18:54

You are working with.

Manny 00:18:55

I'm giving him a piece of my action.

Ryan 00:18:57

Ok, so he is an influencer who's gonna have a piece of this.

Manny 00:19:01

Yeah, I don't know if we're gonna make them like an influencer out in the open, but definitely in the background he's going to help open up opportunities.

Ryan 00:19:10

We actually have access to two significant audiences. We have two two significant audiences and I'm going to call you the micro influencer.

Ryan 00:19:20

So the Father Hoods Podcast, that's the micro influencer, right? because we have 2000 to 3000 engaged people? Awesome, great. So we've got collectively at least 20,000 engaged people who match our target audience. Our job right now is to get them on that hot list.

Ryan 00:19:42

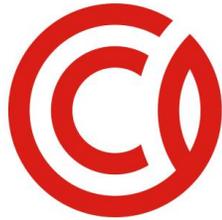
So we do that by finding cool ways to mention the product in front of them. My suggestion would be to have DJ interview you about becoming an entrepreneur. And that that podcast episode is about growing up in the Bronx... is the Bronx, right?

Manny 00:20:05

That's right.

Ryan 00:20:06

Growing up in the Bronx, what life was like? What you saw? Who you interacted with? What school was like? What the media said about growing up and the decision to become an entrepreneur and the challenges you had as an entrepreneur? We're not. We're not pretending to be super successful.



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Ryan 00:20:29

We're talking about the grind and the grit and the mud and the challenges and the doubts and the naysayers. Because your entire audience is like, yeah. Yeah yeah, yeah. And then you're like, and so you know six months ago or so, my partner Paulina and I just like you know what? We're just going to go all in on this like we're just going to do it.

Ryan 00:20:53

And we're sitting here and and DJ interrupts you and and he's like, didn't you just put down like \$30,000 on inventory. And you make that exact face you never like? Yeah, like we're all in on this and it's everything we got.

Manny 00:21:08

Right?

Ryan 00:21:08

Right, and we're doing it because we believe in this and we believe in ourselves and like we believe that it's going to work out. Dude, that's money, right? And so you're just talking about the story, and he's sharing a bit of his because he's an entrepreneur now.

Ryan 00:21:25

And you guys are buddies. You guys are comparing notes and that is the opening move to making his audience fall in love with you. And whether he uses it on hip hop, his podcast or use you use it on both of your podcasts, or both. That is the story that makes it cool to talk about. Slide ads in front of this audience. You picking up what I'm laying down so far?

Manny 00:21:52

Definitely.

Ryan 00:21:54

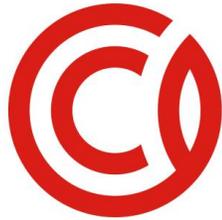
How does that feel so far?

Manny 00:21:57

I feel like an idiot.

Manny 00:22:02

It's actually pretty good, and immediately when you started talking about it, the easy way to move forward for like just the immediate next step is like having taking Father Hoods and then



having him kind of be the interviewer within the context of fatherhood. Maybe even move it to social media. Yeah, or his own pocket like there's there's many ways but immediately I was like this is perfect for the Father Hoods.

Manny 00:22:27

And it's the context in which I would feel comfortable having the conversation right?

Manny 00:22:30

Because our flow in the pod is like. Hey, so let me tell you about what happened with my son today. And it just feels like how do you cut that off with? Hey, let me tell you about Fly Dads that's like weird.

Ryan 00:22:47

You start with the story. Like, dude, you're a dad who grew up in the Bronx? Who's starting a business? Everyone wants to root for you. It's like everybody is like that's my dude, right? So so the the what I would hope would happen is that DJ shares that episode on his feed and you put it in front of 100,000 people.

Ryan 00:23:12

And you and you find a cool way to mention where people can follow the brand more closely, right? And you and you are very like you don't come out with the like and listeners get 50% off, right? It just doesn't feel good. You come out with. Yeah, so we're super early stage and we're launching in May like what? What is it? It's mid March right now. Six weeks out I'm scared shitless I'm excited and like if you want to follow along the journey go over to flydad.com/pod.

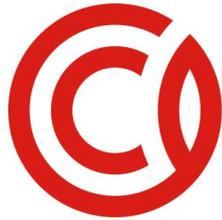
Ryan 00:23:46

And on there we show the bag. There's you know coupon codes for people who are first in line. But really, we're just going to share the story of us building this business and helping dads like us and... and being a cool entrepreneur story, right? Like I want in on that story, right?

Ryan 00:24:06

You can keep your 50% off. I want in on this story. Now you've got a very natural way to talk to this audience on a regular basis. Now you have a very regular way to send a weekly email update. That is like here's where we are in the process. Getting closer to launch.

Ryan 00:24:25



Here's a picture of the order just arrived. This is what Paulina's face looked like when she saw that 1000 people joined the email list this week. Just like that kind of stuff all the way till launch day. Yeah, yeah, tell me more.

Manny 00:24:36

Ooh, you just gave me an idea, oh. So I had. I had originally assumed the first time I got the sample from our manufacturer China it comes in this weird looking box like it's not like your normal corrugated cardboard kind of box like so I got it and I filmed me opening it and getting my reaction and it was one of those like oh shit and then the camera falls and it's like a cliffhanger.

Manny 00:25:08

So I could use kind of like the reaction in some of what we're doing, right?

Ryan 00:25:13

Yes, so that that's how you're going to get these followers onto a hot list. And I predict that that hot list goes from like 2000 to 5000 these if you and these two influencers talk about it in that way, and that's easy to share. Like that's fun to share.

Manny 00:25:33

Yeah, yeah, I'm excited about just thinking about it right now.

Manny 00:25:37

Good so.

Ryan 00:25:39

All of that to say, that. If you've got 5000 people on your hot list before you launch, then there's really no doubt we're going to sell out of that thousand pretty quickly. Right, I mean, even if only 10% of that convert. Then we've got half of our inventory gone.

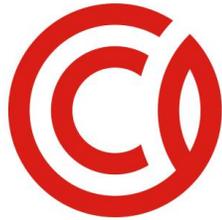
Ryan 00:26:01

We've now paid for our inventory. Assuming that your cost of goods is half of what you're going to sell it for. So but yeah, OK.

Manny 00:26:07

A little less.

Ryan 00:26:09



So so now we've paid for our inventory. And we're back at neutral. And we got at least cash neutral. And we got some momentum so option number one is we could just follow that process and do that. Problem with that is, we're going to replace that inventory. Which is going to be just gonna require more cash.

Manny 00:26:34

That's right, that's where I'm stressed. I'm not worried about getting it to... getting phase one done. I'm worried about once we understand the flow of inventory sales. We're going to have to make a decision I, I assume, very quickly to order more and that so far has been predicted to be a 90 day turn around for manufacturing and shipping.

Ryan 00:26:56

I understand you.

Manny 00:26:58

So then on top of that. You gotta pay for it.

Ryan 00:27:01

Yeah yeah. Well we have... we have two more options of what we can do here. Option #2 is we could run a Kickstarter or a pre sale campaign. We can get the cash now. So if we do a presale campaign on our website - be first in line. We take that cash that we get from the presale and we place order number 2 even before shipment number 1 has gone out.

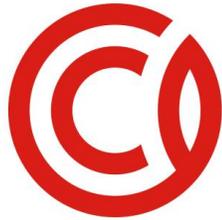
Ryan 00:27:25

We're now placing the deposit for the 2nd order, so reinforcements are now on their way. Kickstarter could do the same thing. I think it'll just be a longer time before you get the money, but also those customers are very forgiving so you have a longer time to get them the inventory that they purchased. You can do a presale campaign and basically that will fund your second round.

Manny 00:27:47

So let me let me ask you about the presale on site, so that would just be. Pushing that out, pushing that all that pre sale out to the list. And then having them pay for whatever based on the offer. Let's just play right now and then. And that's it. And then that the expectation is we expect it to arrive by X?

Ryan 00:28:07



That's it. And that's it. That's right. So, so the benefit to that is it's fast and you get cash and the customers have very low expectations of when the shipment arrives. The downside is you don't get the juice on Amazon. You don't get those reviews. You don't get that sales momentum. You also don't have to pay the Amazon fulfillment fees.

Ryan 00:28:34

So there's good news and bad news to that approach. The third is a combination of you run this. You run the promotion to the list. You get some momentum. And you immediately raise cash. You've got in like you've got momentum now you got proof of concept. Now you have two influencers on board. You have a vision now. You have an audience of buyers who want your stuff. Your valuation just went up.

Manny 00:29:09

Yeah, talk about that. You should some other. In some other time.

Ryan 00:29:11

Sure, we can talk about it now. If you'd like? I mean I can, I'll give you, I'll give you the carrot I'll get. I'll give you the end result quickly. I always say to people or in your situation that when in doubt raise \$250,000 at \$1,000,000 valuation.

Manny 00:29:31

Yeah, I've heard that.

Ryan 00:29:32

It's your rule of thumb like it's a rule of thumb with where you are with you've got the you're not an idea stage. You've got prototype and you've got people, and you've got a path to victory. Do a \$250,000 raise and \$1,000,000 valuation once you're taking active sales like you are and you need to place a big inventory order. Your valuation money.

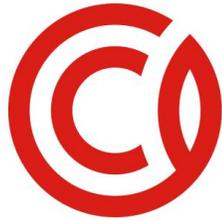
Ryan 00:29:54

Just gone up depending on how much demand there is and your network of influence or of investors. You track it with me so far? Manny, is this making sense?

Manny 00:30:05

Yeah, the valuation stuff has me a little confused, but it's stuff I can look into.

Ryan 00:30:10



Yeah, we can talk about that all you want, but I mean if you were to sell your 1000 bags and now you've got \$60,000 in orders and your first 60 days. You're now pacing a half a... about a half a \$1,000,000. Pretty good, not bad right out of the gate. Right now, now we just made up those numbers. You're not really pacing it. You did a launch, but still, that's enough to to have a million and a half valuation or \$2,000,000 valuation.

Ryan 00:30:48

Depending on how much momentum there is.

Manny 00:30:51

Ok.

Ryan 00:30:51

And leave that conversation maybe for another day, but like what of these solutions sounds... sounds the easiest, not even like the best, like what feels in your wheelhouse.

Manny 00:31:02

The presale. OK alright. Missile approach sounds. Approach sounds. Uh, so we we've... Paulina and I... we talked about it. I can't say that we actually... Now that we just talked about it, I can't say we actually understood the approach, OK? Because I think we were thinking about it very differently, more complicated, and I think at the end of it now, because we're closer to the launch date, I think the closer we get, the more comfortable we feel in promising something to somebody who gives us money, yeah?

Ryan 00:31:36

I know what you mean.

Manny 00:31:37 M

Yeah, because now like it's a two month window roughly right?

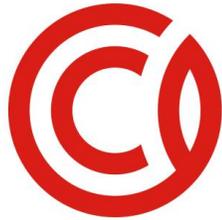
Manny 00:31:40

So now it's like Ok, you can wait. You know a couple months that's not bad, but if we're taking your money in December and it launches like in June. I feel terrible about that.

Ryan 00:31:52

I got you.

Manny 00:31:52



So I think now is probably a great time for us to actually. To do that?

Ryan 00:31:56

Ok, great, now I want to bring up this other expense which is which is your Amazon management?

Manny 00:32:03

Yes.

Ryan 00:32:03

Yes, you picked a great team to work with. And you might not need them for a few months. If you do a pre sale campaign like this, you don't need them for a few more months. OK, doesn't mean you're not going to work with them. You picked a great team to work with. It just means that you know you might be putting that on ice for a few more months.

Ryan 00:32:27

As cash reserves replenish as you take pre sales on your own website as you're building up your audience, you're actually making their job easier for when they go at it for when they decide to pull the trigger for when you decide to pull the trigger.

Ryan 00:32:43

When you're on Amazon, and now you've got cash flows and a customer base and a bigger audience they can actually do their job easier because every agency secretly fears that a client is going to cancel because they run out of money. Right, so they'd rather work with you when you've got a little bit more reserve.

Ryan 00:33:03

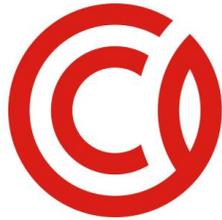
And now you've got the audience to be able to make it easier to get reviews and for you to mail the list to the listing you now have more bullets in that gun for them to fire at Amazon. So all that to say, if you do a presale campaign, one of the kind of side benefits is you can put pause on that monthly expense for a few more months without losing momentum.

Ryan 00:33:31

So that takes a little bit of the monthly burn off of the table because you don't have to spend that right now. How do you feel about that?

Manny 00:33:41

You didn't see me exhale right now. That felt good.



Ryan 00:33:47

Relief is a really good sign that we're onto something.

Manny 00:33:51

Yeah, so Turnkey has been awesome like they're really flexible, so I'm sure if we came to them and explain kind of what you just summarized I think it to your point, like it'll be even ... they'll see even bigger opportunity in a few.

Ryan 00:34:07

While Jeff listens to the podcast. Yeah, he'll hear full context. You look relieved.

Manny 00:34:24

Do I?

Ryan 00:34:24

Yeah.

Manny 00:34:25

Good, good, I feel relieved.

Ryan 00:34:27

I mean, you were always confident, but now you look confident and a little bit relieved like you were trying to figure out this problem and we might have just bought you at least six months.

Manny 00:34:35

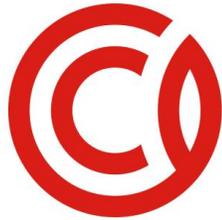
Well, the money problem, surprisingly didn't give me as big of a sigh of relief as figuring out how do we fly that into Father Hoods.

Ryan 00:34:47

I see. I get that.

Manny 00:34:48 M

Because that was like eating me up and I would tell my partners in the pod. I'm like yo guys, I don't know how to do this, you guys have any ideas? And they're all about it, we do to the credibility of the pod. We can't just sacrifice like make it an infomercial, like none of us would be OK with that.



Manny 00:35:04

Yeah, yeah, but this feels right.

Ryan 00:35:07

And the cool thing is, it lends itself to being a series.

Manny 00:35:13

Tell me more.

Ryan 00:35:13

Yeah, well, if you do the story of Manny's decision to go into entrepreneurship. In four weeks you do the story. Of the launch. And now you're just hyped up on joy. Like you are, you have been injected with a surge of momentum. And you're like and you and you keep saying like and so many people from the podcast supported.

Manny 00:35:41

And it just means I'm so grateful. Just thank you so much I cannot wait to do well by my customers... this... I'm just so pumped up.

Ryan

Next step is like we're rushing this next round of inventory and DJ guess what? I'm still just as broke as I was before because. I did take. All that money and I had to buy inventory #2 right? And now it's just like now it's like.

Ryan 00:36:03

Everybody else who was on the fence is like he's sold out. It's like yeah it's sold out of inventory. He's grateful and he's and he's like he's still humble and...

Manny 00:36:13

He's doubly broke.

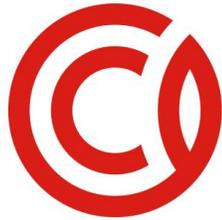
Ryan 00:36:17

So now more of the audience wants in, right?

Manny 00:36:21

Right.

Ryan 00:36:22



And so that lends itself to round three and round four and and you might have to schedule it, but it might end up being a quarterly recurring update - where Manny is in front of these two audiences. Sharing about being an entrepreneur. Do you know how many people you will inspire doing that?

Ryan 00:36:43

And especially like being honest about the fact that this is hard and you're scraping it together and you don't have a mysterious investor behind the curtains, who is writing \$1,000,000 checks, like you don't have \$100,000 reserve keeping you afloat like you just went all in. There are so many people who need to hear that message of humility? In entrepreneurship and you will inspire so many of them and as a byproduct. They will buy Fly Dad. And as a man then, the relationships that open up from you speaking from that place, somebody who is not a dad but knows this person who runs a blog with 100,000 email subscribers is like, hey, he wants to have you on his podcast.

Ryan 00:37:37

Share your story with him. And then now now you're like now you're actually on the PR tour talking about being an entrepreneur. But you're not even talking about Fly Dad. You're talking about you and your journey and what it means for you. And, and this is where that raving audience will start to to follow you. You like this idea?

Manny 00:38:02 M

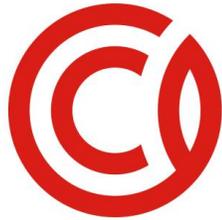
Come on, Oh man, are you serious? It would, it would freak some people out.

Manny 00:38:07 M

No, it's you know what I really love about everything you just said it's it's honest and organic, right? Like none of what we're talking about is like smoke and mirrors, which I feel like all too often is what we hear about when I guess I wouldn't call it my seat anymore. Because I think I've excelled beyond. Because I actually have product on the way, but like people who are thinking about jumping into any business.

Manny 00:38:31

It's like you hear other people talk about it and a lot of it just doesn't sound like it. It sounds disingenuous, sometimes like there are tactics that are applied that are really white lies. Or sometimes even hardcore lies and none of that is what we're talking about, nor what we're doing as as Fly Dad, which it makes everything just a lot better for us, morally and ethically and all that other stuff like.



Manny 00:38:44

Yes.

Ryan 00:38:57

And guess who else picks up on that? Every single person who hears you talk about yeah?

Manny 00:39:02

Can I share something real quick? So yeah I had a conference so I've been talking to our list, right? We made an offer and we like ... look win a free bag if you talk to me I just want to talk about the bag and Fly Dad and see how you even got to our list. So I speak to a lady who's on our list? And she actually happens to be a friend of mine. I didn't... I knew she was on my list, but I forgot.

Manny 00:39:29

So we talk. We haven't caught up in a long time and I'm like, Jenn, I know why you signed up because you want to support me and I appreciate that because we're friends, but I was like but I'm really intrigued as to why this fits for you because it's one thing for you to sign up to a list, but it's a whole different thing to for you to like...

Manny 00:39:50 M

Be actively engaged in what we're doing, and that's what it feels like to me. So explain to me. What it is about Fly Dad that drew you in? And she began to tell me her personal story, right like? Her mom left her and her siblings when she was really young, so her father has been her hero her entire life.

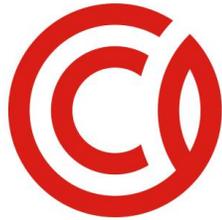
Manny 00:40:12

So she is like a huge advocate for dads, particularly ones that are good and active and like really participatory with their kids. And she was like and I know that's you and I and I love the style that you're pushing like. I've always liked your personal style, but what the bag and the brand embodies.

Manny 00:40:32

I'm really intrigued by and I was like that's awesome. And then she goes and I've been talking to other dads and I was like. And then she just started naming like people that she spoke to told me ages and like what they liked about the bag and all this stuff. And I was like wow, like. When you think about Fly Dad, you assume automatically...

Manny 00:40:54



Well most people might. It's gonna be dads that are interested in this. You could thank moms also wanting to buy for their husbands or the father of the children. This lady has no kids and she was really in her head. The driving force was how much she values fatherhood because of her personally.

Ryan 00:41:13

Yeah. Do that. That is such a good example of what I try to communicate of why vision and mission is so important. It's more important than product.

Manny 00:41:26

Yeah.

Ryan 00:41:27

Because she doesn't care what your first, second, and third product are. She cares about what the brand represents. Do you remember Manny, about two years ago there was a controversial Gillette commercial? And the tagline was men. We can do better. And it was this ad that was all about like men screwing up in the world and was like.

Manny 00:41:55

We can be better. Oh no, I don't.

Ryan 00:41:57 R

No, Ok you should. You should look this up

Manny 00:41:58

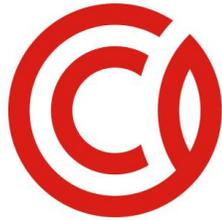
Ok

Ryan 00:41:59

Because there is this. This ad was super controversial, especially like it tended to be if you were on the left you liked it and if you were on the right you didn't like it. I lean right and I thought it was a little bit of like telling all men they were doing a poor job. And I so wished that they had switched the ad and just highlighted the men who are doing a good job right?

Ryan 00:42:29 R

I don't think this world needs more criticizing of who's doing a bad job. We need more highlighting of who's who's doing and who's doing a great job like who is kind. And who is honest and who is being who we want? The world to be like. You sit in this cool position to be that. In a world that's craving, that's so much.



Ryan 00:42:55

You have the ability to make the kinds of dads that we call like. There are heroes to us, the heroes in the story. And we don't get a lot of that. And you so when you go to make your content when you go to share posts, when you go to tab influencers. Keep that as your intent. And if the more you speak to that, the more everything else is so easy like you can do umbrella strollers or potty training gear or shirts.

Ryan 00:43:35

And it doesn't matter because you'll have a raving fan base that jives with the message that you've got.

Manny 00:43:41

Love it.

Ryan 00:43:43

Anything else I can do for you man?

Manny 00:43:44

Nah man I'm done.

Ryan 00:43:46

Ok.

Manny 00:43:47

I am. Cool.

Ryan 00:43:48

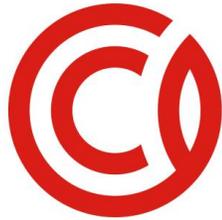
What's that?

Manny 00:43:49

I'm full right now.

Ryan 00:43:52

So I mean, this is one of those things. This is not an offer, but if you need an investor, give me a ring. If you decide to raise capital, I don't think you'd have any trouble. If and... This is why I told you in that time where you laughed, that money is not your problem.



Manny 00:44:08

Yeah, I laughed my ass off.

Ryan 00:44:12

It's not because your vision is so clear that money wants this like money wants to flow to this like this is an easy sell to an investor. This is an easy sell to me. It's an easy sell to people who are listening to the podcast. It's an easy sell to one of DJ's friends like this. If you speak from that place. This is an easy sell to an investor if you talk about the bag this is a hard pitch, and that's the distinction.

Ryan 00:44:43

Most people don't get that. I know you got in this conversation. Yep.

Manny 00:44:48 M

Definitely.

Ryan 00:44:50

What... I have to ask... what prompted you to go all in?

Manny 00:44:54

You guys.

Ryan 00:44:55

The community? Thank you, but there had to be like a moment.

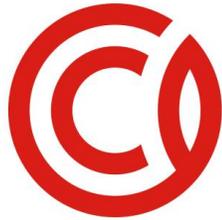
Manny 00:45:03

There was ... We got to a point where we were like 300. Some might call it drinking the Kool Aid. We just ... our faith in what we're doing accelerated so quickly once we understood the road map to getting to where we wanted to go. Yeah, right.

Manny 00:45:25

And so and again, thanks to you and what you put together because that helped us visualize like Ok. There are these steps and we just have to figure out how to knock out all these steps and once we knock these steps out we know we'll realize our vision right? And once we hitched onto that, we were like 300 is too little.

Manny 00:45:46



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We've got to pull every scrap we can to get a decent amount to buy us time for the next round and we weren't thinking about pre sales so we were to and we knew this was done but we thought about it in the sense of okay, maybe we can sell a bunch recoup and then by the next round, but we knew the timelines weren't going to line up north and that's just going to be us in a hamster wheel the whole time, so we're always going to be playing catch up and 11 delay or one mixup somewhere.

Manny 00:46:19

And we might be out of inventory for a period of time, so, it was. It was nice to think for the beginning, but now we're like, OK, now we've got to get grown up about this. So we got to figure out what the right next step is. So so thank you for that. But that to answer your question, that's that, was the moment.

Ryan 00:46:38

Well dude, I believe in what you're doing, so I'm happy to help however you need it. You're doing really good work.

Manny 00:46:47

Thank you so much.

Ryan 00:46:48

Alright, say hi to Paulina for me.

Manny 00:46:50

I shall. Alright see you.