

All right.

Quick break to tell you about another podcast that we're interested in right now, HubSpot just launched a Shark Tank rewatch podcast called Another Bite.

Every week, the hosts relive the latest and greatest pitches from Shark Tank, from Squatty Potty to the Mench on a Bench to Ring Doorbell, and they break down why these pitches were winners or losers, and each company's go-to-market strategy, branding, pricing, valuation, everything.

Basically all the things you want to know about how to survive the tank and scale your company on your own.

If you want to give it a listen, you can find Another Bite on whatever podcast app you listen to, like Apple or Spotify or whatever you're using right now.

All right.

Back to the show.

All right.

We're good.

This is a podcast.

You know, Chris D'Elia, he always calls his audience, Babies.

Babies?

Yeah.

He's like, okay, Babies, let's talk.

No, I've never.

It's hilarious.

He really watches clips.

Make sure to subscribe to this podcast, and then unsubscribe and subscribe again so we climb up the charts.

Yes.

We're climbing.

I think we were top 50 a few days ago when I checked.

We were 65, and then we were creeping to 55, so I saw some good movement there.

It's like the movies where it's like a band is climbing up the billboard charts, and they show like...

Yeah, exactly.

That's not as funny as number one.

The clips that we're posting on our social, they're not getting as much traction as I wish.

Traction like what are your views or comments?

Well, I only care about views and comments in order to get more podcast listeners.

Right.

Yeah.

So I guess there you would need people essentially tagging their friends, or you'd need to start showing up and discover.

Yeah.

And it's still just starting.

I also have noticed that when I have a smaller following than our branded channels, but when

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I share something, it gets way more engagement than a brand.  
So yeah, people like following people and listening to people more.  
I also don't ever share it.  
So I should share it to that big 9,000 Twitter followers I got and...  
You have 500 more than me, but I'm going to beat you in the next four days, I think.  
I also bought 5,000 a long time ago.  
Me too.  
They degraded.  
They like go away because Twitter like bans the accounts, but when I bought the 5,000,  
I got way more followers per day because people wanted to follow somebody who already  
has a lot of followers.  
They're averaging 200 new people a day.  
I don't even check.  
I don't even check.  
I don't even check.  
All right.  
What do we got?  
I want to talk about this idea.  
It's not even an idea.  
It's a company, Arsenic.  
Yeah.  
They've been around for about four years now.  
Yeah.  
I know.  
I don't know how they're doing.  
Do you know if they're doing well?  
They were doing okay.  
Basically, the way that I knew some like media people who talked about them and knew them,  
and I'm almost positive that it's run like it looks like it's run, which is a bunch of  
kids who are good looking and rent a mansion and they just do debauchery and shit.  
The idea is Arsenic is essentially Playboy for the Snapchat generation.  
They have a Snapchat channel because the idea is like, okay, Playboy is a big deal.  
What would Playboy be like today?  
It would not be a magazine.  
It would be a Snapchat channel.  
They created the Snapchat channel, which is perfect because it's like, if you follow it,  
you get it.  
It's not in your face.  
It's not like Facebook would be a little weird.  
Instagram would be a little weird.  
And they have email, too.  
And they just have this mansion and they have all these models and it's not porn, but it's  
definitely models who are good looking and they just have one model like sort of take  
over the channel.

## [Transcript] My First Million / #48 - NSFW Tech, HQ Trivia & Auctions

At least this is what it was three years ago.

I just think this is a great idea.

They raised three million bucks.

I don't know how they're doing.

So they've got books.

They do like tours.

I think that it could be doing up.

The idea is cool.

I bet it's a cash cow.

Hmm.

Well, because they were getting millions of views back then on their videos, I can only assume it's grown unless Snapchat blocked them, but they're not outside the bounds of what Snapchat allows.

Snapchat allows porn, right?

No, they don't allow porn, but they see a lot of they allow nudity.

They don't.

If you're putting on your stories, you'll get banned eventually.

If you don't have a private account, they don't do nudity for a private account.

You can eventually, if it gets flagged, they'll take it down like it's not in the rules to do nudity.

Well, that's why I have only fans.

Yeah.

Love it.

So explain only fans.

Only fans.

So basically what happened is on Snapchat, all these porn stars were putting up like porn.

Yeah.

Like, well, soft core porn, I don't think it was like sex, but like pay me \$10 and I'll let you follow me.

Right.

And you'll follow my account where I post nudes and only fans launched.

And what they did was it was a platform where they, I don't think they started with porn, but now it is that.

Yeah.

So just embrace it.

But basically, if you, I don't even think it's porn.

I think it's like web girls, like web cam girls and you pay \$20, however much they want you to, and you get access to their private video feeds.

Yeah.

It's like Patreon, but porn based.

Yeah.

So you pay, you become a contributor and then you get their private photos and videos.

It's taken off.

Has it?

Yeah.

And the reason, yeah, cause I was doing like, who cares if I consume it or not from a business point of view?

That's just how I know about it.

Well, we all care if you can.

And, uh, and, uh, I mean, no surprise.

So I did research on it.

I did research.

Of course this takes off.

Yeah.

So I think these things take off as the people who don't take care of the creators, they, they, they, for these types of things, they, they go away.

Yes.

Um, and so there's always demand.

So the demand is always there.

The question is, does the platform allow the supply to do what they want to do?

And the big platforms don't do it because it's not worth their brand and risk and all the stuff.

Cause they only fans, I for sure bet, I would bet you for sure they're in north of a hundred million in subscription revenue and then they take their cut.

That's insane.

At one point in time when we had a, we had blab, like live streaming product and it wasn't working.

We had to pivot and we pivoted it eventually to video gaming, but I definitely laid out a case to the company that's an investor, I was like, look, um, porn is the porn is where this would be the best, they're not fucking on camera.

I don't think.

Okay.

Well, whatever you want to call it, like soft core porn or whatever, but like, um, going after the sort of the cam girl market, um, is a pretty, it's a big market and the websites that are there really, really suck.

And so it sounds like both hands did well.

We had kind of a heart to heart where like, is this what we want to build?

And my co-founder felt a certain way.

The investors felt a certain way.

What did Furcon want to do?

Um, he was like, not down to that.

I'm so down with that.

Yeah.

So I think it's, you got to make a personal choice.

Are you then I've had a bunch of entrepreneurs reach out being like, Hey, we saw you did blab.

We read your post mortem.

You guys got to four million users, but it didn't work.

I have a very similar concept.

I think it's going to work.

Can you give me some advice?

And I tell him from the bat jump, I'm like, this version is not going to work.

Consider porn.

I think it could work.

Consider the cam girl angle because, you know, that's the one stone we didn't turn when we were considering, you know, where to pivot this thing to make it.

Dude, I would for sure do that because think all these like, Patreon, all the shit they're like, we're going to empower creators.

Okay.

I'm behind that.

But even though a lot of times I think they don't, but if you're going to empower a creator, imagine this like woman who can just crush it by not breaking the law and just using her own body.

I'm philosophically, I'm so in favor of that.

Yeah.

I think as a business person, I'm definitely in favor of it.

I think it's just a personal.

I love it.

I was just like a human being.

I'm like, yeah.

So there's two little ideas or trends off this.

So one, there's this fund called vice ventures that is basically investing in things that we've covered it on trends that other investors won't invest in because like investors typically, if you're a VC, your investors, they're called LPs.

They are typically not just like rich individuals, they're institutions.

So it'll be like a pension fund for firefighters in New York or this, you know, the school endowment will give you \$20 million.

Right.

Until you can't.

So they won't want their money going into certain types of companies.

This is why cannabis investments started to take off because only alternative investors, investors who had a little more freedom were able to go into them.

Big investors knew they were good spaces, but they weren't able to move on it as quickly because they had to worry about their LPs.

So vice ventures came out and they were like, look, you know, sex, drugs, alcohol, whatever, right?

Like they're basically like taking sort of the seven sins and they were like, we specifically look for companies that are doing businesses in these areas and we'll invest in them.