

## [Transcript] My First Million / Breaking Down Two +\$1B Companies Hidden In Plain Sight

There's like stories where she's raising funding and a guy leans over the table  
It was like so why should I trust you to be the CEO of this company and she leans back over she goes  
Because I'm a complete and total animal and the guy leans back and he's like all right. I'm in  
Okay, what's up, we're here and I got two little special announcements for you  
First one we got merch the boys got merch. We're a little late to the game. We're a little slow  
Most people start selling merch as soon as they get a following took us four years  
But Sam we figured it out. You got to sell t-shirts on the internet and hoodies, but that's I think that's  
all we have  
We'll add we'll add more stuff, but we have a few stuff  
It's pretty stupid that neither of us are wearing it today mine's in the in the dryer at the moment  
again  
But yeah, it's pretty cool  
We have stuff that has some of our favorite sayings and dude, there's no small boy stuff shockingly  
Caught on caught on in a big way. I'll tell you something  
I don't know if you listen, but I did an episode with Samir from Colin and Samir and they basically  
are like they're youtubers that study other  
YouTubers, so they're like always studying creators and he handed me two things when he came to  
the interview  
He handed me a newspaper that should I tell you about this? No, he handed me a newspaper that  
was they made their own  
Newspaper edition like one one edition special edition for their like they hit some milestone  
So they printed them a newspaper and it was like  
All of the like kind of content or interviews from their show were like it's like here's them  
Here's the monthly magazine or whatever. Here's the thing for our stuff dude. Let's do that. That's a  
great idea  
It's a great idea. It looked like a normal thing, but they they made it using their content  
I was like, I love this. He gave me one. He's like this is the last one we have  
I don't know if that's true or not  
But man, you know how to make a boy feel special when you say that  
The second thing he handed me this hat that was a dope hat that says a press publish  
It's like this blue hat that has super high quality and I was like, oh, this is like much higher quality  
than normal merch  
And he goes, oh, yeah, yeah, here's how I think about merch  
He goes if you're Logan Paul or your mr. Beast you make  
Consumables think prime energy drink. It's a consumable. I'm selling this to you. You're gonna drink  
it use it whatever  
And he goes mr. Beast chocolate. He's gonna or even mr. Beast merch his t-shirts  
These are all just consumables and he goes we don't make consumables. We make collectibles  
He goes if you're a creator, you should pick one of the two paths and I love this collectibles  
I'd he's like because what you want is you want to weigh your look  
You don't need to make a you're not gonna make a fortune  
You don't need to make a fortune through your merch and which is why we've never done merch  
because it's like  
I don't know do we really care about making a couple thousand bucks on t-shirt sales never been

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that never been a motivator for us  
Cuz we're rich if you missed that part. All right, so  
But the reason is oh my god, what a should we put like  
Is that the note our new collectible like douchebags are  
But the collectibles thing made total sense to me where he's like you want the people who are like  
kind of your your  
thousand most  
But most like kind of devoted people people who actually give a shit about what you do  
They're all about what you're all about they think the way you think they act the way you act  
They're very similar to you. They're like for them. This is like collectible badge of honor. So  
Make a limited edition number of units  
And when it's gone, it's gone and never comes back and on top of that you  
It's a signal so that anytime anybody else sees them with that they know oh, they know you're part of  
the tribe  
They know you're part of the tribe like if I meet somebody Ben said this to me the other day  
He goes it goes  
Oh, you know what I like because he what he'll do often is he'll talk to people who come through my  
DMs or  
Email us or whatever. He loves to go meet them and talk to them and I'm like that's great. You get a  
lot of energy from that  
I'm more introverted don't like doing that as much  
But he goes no it's he goes the reason I like it  
He's like normally I don't like just talking to strangers, but he's like if you like MFM  
There's like a 95% chance we're gonna be friends  
Is it because it filters in people who think the way we think and act the way we act and like you got a  
sense of humor  
That's like you're not gonna like this content  
If you don't if you're not a busy total business junkie and nerd you don't like to nerd if you like don't  
like to learn  
about business you're not gonna like this podcast and if you  
Like everything buttoned up and serious. You're also not gonna like this podcast and so it's a great  
filter  
It's sort of like when I see another grown man drinking glass of whole milk for dinner  
You know what I mean like a dinner like oh, hey, we probably have similar values  
Oh  
Good good Catholic, what's up? So yeah, I feel that if you got a favorite flavor of Skittle Sam Sam  
knows  
What's the second thing you have so  
Okay, that's the first price second surprise is a clips channel. So this one actually we should have  
done a long time ago  
If you go to clip MFM comm so this is our new clips channel  
Which is basically  
You we do these podcasts are about an hour each  
What clip MFM does is it's a YouTube channel for only the clips of the best bits from the pod

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Clipped out for you so that you can watch them in sort of like three four minute bursts and for every episode

We're only pulling out the one to three

Moments that actually mattered so where somebody told a great story had an amazing idea or shared something about the the way their

business works or broke something down in a level of satisfying detail and

At first I wanted to outsource this and then I was like no fuck that

I'm gonna hand curate these clips myself because I'm like I want the channel that I would want to watch

Because this is how I consume a lot of podcasts like if you're like, oh, do you like legs treatment?

Yeah, like it love the pod great pod I

Never actually watch the full ones. What do you search to find it?

if you just go to clip MFM comm that'll take you there or

The you can search my first million clips and I tweeted it out

It's got like 700 subscribers now

But I need this to get into the tens of thousands of subscribers because if you listen to this podcast

You're gonna want to like why would you not want to just?

Get the best stuff faster or like in a more simple way

So yeah, anyways, that's my that's my sales pitch for both the merch and the the merch is collectibles limited number of units

And it's it's just a way for our tribe to kind of signal to each other

Hey, this is what you know, I'm in the I'm in the club and on the other side

We have the clip channel. How did I do with my sales pitch?

That was a great pitch and the skittle joke was very funny and you made me feel very guilty because my wife

Listen, listen, my wife has her birthdays this Sunday and I was gonna surprise her with a pinata

Hopefully she doesn't listen to this episode and I have a closet here in the studio room

That is where I've hidden the pinata and I've also hidden tons of bags of candy that I went and bought from party city

lots of Skittles on

Unfortunately, I've got to go back to party city today because I've eaten all the bags

Skittles so you nailed that one. It's all they're all empty

There's a there's a a whole bunch of empty skittle bags

It looks like a raccoon went through that bag. That's not even like a small hole

Why did you need a face size hole in that bag?

Because when I do nighttime eating I go into bear mode and I'm like I'm like a bear getting like a like a like a beehive

You know, I'm just like I'm just like imagine just like using your fists instead of your fingers

That's like what I am at night. My sister says this thing to her girls

Like she wanted them to like just go to their room and put themselves to bed

So she invented something called nighttime sister playtime so that they would feel excited about it

Oh, do you guys want to do nighttime sister playtime and they're like, oh my god

Yeah, nighttime sister playtime so they go to the room by themselves. They play and they fall asleep and so I

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Created nighttime daddy playtime, which is just when my kids are gone  
And I get to just eat and be on the internet and that's nighttime daddy playtime  
And I celebrated every single night  
Dude, I like I'm like putting my fist in a jar of peanut butter at night like I'd wake up and there's like bear claws  
Oh all over the place so listen  
I want to break up a topic you put it on your list and it's so funny you put it on your list  
Don't say what it is yet  
But you put it on your list and I did a ton of research on this topic and it's incredibly fascinating  
So I want to tell you about this. All right, we got to give credit  
There's a reason we both have it on our list someone tweeted that they did they go you should do it  
They just said you should break down this particular company and I was like that's one of the very few times where I go  
That's a great idea, sir. That's a good one. We're gonna do that. So  
Let me tell you how I got started. It's super fascinating. So there's a guy named Steven Brill  
You have no idea who he is, but I bet you know court TV. He started court TV  
one of my all-time favorites, you know predecessor of cops my favorite show of all time and  
It turns it to a huge success and then he also starts American lawyer media, which is like a six or eight hundred million dollar  
Lawyer media company that he sells. So his next company. It's called verify identity pass  
It started in oh three after 9-11  
And he wants to come up with an interesting way to make getting onto a plane easier and safer  
He comes up with this thing where it's like a credit card and you could swipe it  
and in order to like prove that you're I guess not a terrorist something like that and  
It gets, you know a little bit of traction. He raises a hundred million dollars to start this business  
He gets two hundred thousand people to sign up. It flops done workout  
so  
There's this woman her name is Karen. I forget Karen's last name actually, but she's got this  
Hedge fund very successful hedge fund. What are you laughing at?  
Anyone named Karen? I just always think jam  
What a what a side swipe they got in life by by this this trend that just started into whatever  
2022 and all of a sudden their name was never the same again. She spells it  
CRYN which somehow makes it better to be honest. I would too. Yeah  
Yeah, like how I call like La Quinta Hotel is the quita  
It's just a slight rebrand  
So anyway, she has this hedge fund. It's successful and all but she hears about this company going  
out of business  
And she's like, you know, this is actually interesting and I think they made a mistake  
They didn't brand it correctly  
I think this should be more of a luxury good company  
And so she buys the business out of bankruptcy for six million dollars  
Then she goes on and raises fifty million dollars and she renames the company and she calls it clear  
Clear is that thing that a lot of you folks see at the airport. They are at around fifty three airports  
I think it's kind of confusing at first when you see it because you're like, oh, there's two lines

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There's a TSA line. There's a clear line. What the hell is going on turns out  
This company is crazy successful and it actually has a lot more implications than I ever imagined  
So clear does something like six hundred million dollars a year in revenue market cap of three billion dollars  
And what they do is they built this technology at that stand where it looks at your eye and it uses biometrics  
so it looks at your eye to  
Figure out who you are it looks at your fingerprint and they like fast-track you in that line  
But have you ever wondered how they like get these contracts at these airports? It's like a monopoly.  
Yeah  
I don't know how to do it. So they give away 10 to 13 percent of their revenue  
To the airports and what that comes out to be is something like of their revenue in 2019  
They're doing like 350 million in revenue. They gave out 35 million dollars to airports  
The most popular airport was lax that made them around 25 million dollars in subscriptions of which they gave 3 million back to lax  
And so they're kind of like in bed with the government a little bit and they have all these people on their board who are  
They took funding from Delta and they have Delta employees on their board  
So like the head of Delta they have like the former head of TSA security on their board and it's crazy fascinating because what they're doing now  
Wait, but tip I was doing bad listening because I was looking it up while you were talking  
How did they get into like what was the thing that got them in because it's like seems like once you're into the airport  
And you're the you're the one of  
Course this is an amazing business, but what did they do to get in?  
What did she what was the miracle that they pulled off there?  
They promised airports that they would give them a percentage of the revenue  
So they would open up a new revenue stream and also what they did was they took funding from a couple airlines  
And they on their board they added like former head of TSA and things like that and so like they like some old-fashioned gentlemen's agreement  
Yeah  
Yeah, so it's pretty fascinating what they did, but what's even crazier a  
Karen's actually pretty amazing. There's like stories where she's raising funding and  
A guy leans over the table and was like so why should I trust you to be the CEO of this company?  
And she leans back over she goes because I'm a complete and total animal and the guy leans back and he's like all right  
And so there but they're killing it now  
They have 17 million users, but here's where it gets really interesting what they're doing and I went and read a bunch there like and no reports  
It's super fascinating and also scary what they're doing is you can now sign in to LinkedIn  
Using clear so you can create an account verifying your identity  
You can also go to certain stadiums and buy beer

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Using just your your eyes and so her whole theory is like look we're gonna start with the airport  
But eventually you're not gonna use a wallet anymore  
You might use Apple pay for some stuff for for something that involves your identity  
You don't need to pull out your license anymore. We're just gonna look at your eyes and it's super  
fascinating  
What these guys have pulled off and I didn't realize I kind of thought it was like a douche company  
because I'm like  
This is \$50 for TSA for five years. This other thing is like 150 bucks for one year. Why do I need this  
thing?  
But people still buy it. I think I was with you one time and you bought it  
You even know what it was right? Well, we were late  
We were about to be in you were about to miss a flight to Miami and so I was like alright  
My guy for this line. How do we do this? Okay?  
Let me just sign up for clear very quick and see if we could jump the line and it worked you had TSA  
I didn't have it and so I cleared my way in and we got on the plane  
It totally worked and so it saves you just a little bit of time, but like what's crazy is that?  
Their vision is huge and it actually is like a super interesting  
Vision that they have on how this business can be can be much bigger than it is now  
And it's just like goes way more in depth than I ever thought  
Yeah, I'm not sure I'm a believer in the rest of that vision because like I don't care like  
the amount of effort it would take for the  
You're at a ballgame and you want to buy a beer and now each beer vendor is gonna buy hardware  
to  
Scan my retinas and I have to stand still for seven seconds  
Well, it scans my eyes just to verify my age like it feels like that's not the right payoff  
Like the airport one makes sense because it's like hey look airport security. It's big deal  
Okay, you can skip this line and if you're a business traveler, you're gonna miss a flight. Those are  
high stakes  
That's important. And so it seems like the right payoff to kind of like work ratio  
I wonder where else that really exists where you actually need to on the spot verify your identity  
So last summer a new law was enacted and so right now if you live in I believe it's Virginia  
And you go to porn hub calm or a bunch of other porn sites. Yeah before I see you typing  
You  
So there was a new law enacted that for people in Virginia  
You have to verify your identity in order to go to certain porn websites to prove that you're over 18  
And so it like brings up like a camera where it wants to take your picture from your computer lens  
To like check your identity shame you it just starts shame  
Yeah, like the avatars like a it's like a nun holding a rosary and she's like are you sure?  
But but like there's like a few instances where this actually is interesting by the way those porn  
companies  
Some of the thing that they're doing is they're putting it on  
They're they're making it so if even if you're outside of Virginia  
Some porn websites are still making you register in order to like make you pissed off at the Virginia  
congressman who approved this

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Hey Mark Ingram in Virginia is forcing you to open your eyes and get scanned before you watch porn

If you feel any kind of way about that

Push this button. Well, they even have like a gmail login for some of these porn. It's weird

It's weird is what it is. But like I

It's crazy, but there are a few instances

But the most crazy thing about clear is like this is a total monopoly that they have in airports

And I'm shocked that they've had this I don't know anything about public valuations

It seems potentially like an undervalued company. What is it valued at and what was the revenue again?

It's in the five or six hundred million dollar range

They claim they have 90 retention. So it's not like as good retention as software, but it looks like

Their market cap as of today is three billion dollars

I mean, what that's kind of an amazing

Like a three billion dollar company that does such a simple thing

And you said they're only in like 63 airports or something like that

That's that's crazy that it's so so big with such a small footprint and it's such a simple

Product, uh, very impressive. Yeah, they're in uh, 53 airports in uh, they're they're the trailing 12 months

They've done five hundred and thirty million dollars in revenue

Wow, that's impressive. Uh, here's our random related, uh startup. Do you ever see this company called Evolve?

They uh, they make metal detectors. No, so their big thing was they're like

It's one of these businesses like one of the meta takeaways of this podcast is

All the businesses are hidden in plain sight. They're right in front of you

And if you just start once you start paying attention, you're like, oh, this didn't just get here

Who put this metal detector here? There's a company that does this. How do they work?

Um, is this the same company at all of these places? How did they get that contract?

And so metal detectors are at every big venue, right?

Um, you know stadiums concert for whether it's for concerts or sports

Airports that sort of thing. And so there's a company that had raised money from lux

Lux capital like a a VC firm that does like whatever

Slightly hard tech or or hard tech. Um, and what these guys did was they were made of metal detector

Good pitch for them

They do. I don't know whatever

Like cutting edge hard tech and then I was talking about this metal detector. It was like, uh, I mean

Those guys those guys the beach were nuts also hold metal detectors. I can't really call this cutting edge

Um, yeah

We do slightly hard stuff

Yeah harder than e-commerce so they um

But the their actual demo is pretty cool. So what they're doing is it's a metal detector that can let you just walk straight through much faster

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So like you don't need to I think it's like you don't need to like  
um, take you don't need to take out everything for your pockets and you don't need to  
Like, you know, like I guess like it could just detect it faster. So the flow of traffic is faster than a  
traditional metal detector  
um  
And that's kind of just crazy to me that that's like such a simple idea that I'm like, oh, yeah, I guess  
like  
I guess that's true. Like if somebody just made a better metal detector going forward, they're gonna  
win a bunch of contracts  
Uh, I have this thing called cricket. I want to tell you about they spelled this funny  
Do you know what this is by the way? Have you have you ever have you ever heard of a cricket  
machine? No, so it's c r i  
c u t  
No, what is that? Okay. Yeah  
Ah, r e a new producer arry is here by the way first episode. So if you uh,  
If you like how this produced this episode's going if you like how it's edited  
Credit to arry if you hate this episode  
Blame on arry. All right. So all right. Have you ever heard of this machine the cricket machine?  
I have not  
Okay, this is it's a di y like home crafting machine. It's 20 years old  
This company makes  
A billion dollars a year in revenue  
100 million dollars a free cash flow a year sam. How does that sound? I like the sound of that  
And what it is is it's basically a cutter. So you put in some material. It could be plastic could be a  
sticker  
Like paper and then it'll cut the shape for you  
So you can do like die cuts like sticker or whatever by the way  
I barely understand how this works. So i'm gonna put you yeah  
I'm looking at it now. It looks like a printer, but I guess it's like a printer  
But it's more for cutting than from printing. Yeah, so it's basically a way to  
Cut different shapes of things. So you want to put something on a water bottle  
You want to make a label you can cut it using your cricket home home cutter  
Is this an invention that they made or was this a style and is this like a Kleenex tissue type of thing?  
No, it's more like  
When steve jobs, like I want you know every  
Bill Gates, whoever was like, you know, every home was going to have a personal computer  
He's like, you know a computer on every desk  
And that's basically what these guys did. So there was like these machines were there before for you  
know for people  
For industrial application  
And then they the company that started it was called like provocraft or something like that  
They were making these machines for craft shops  
So you would take your design to a craft shop and you'd say, hey  
I'd like you guys to cut this for me this way and they would have the machine on the on the



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countertop to cut it for you

Because you're not gonna have your own machine. These are expensive what these guys did

Well, they made it smaller and made it more affordable so that people could just have these at home and

And so, you know, if you go look at etsy you go look at things like this

A lot of those people know all about the cricket machine because they have them at home and they use it to make their goods

So how do they cut your name out in this cool looking font?

They don't do it by hand. They have a cricket machine that will cut it for you

and so just an incredible business and um

I saw I heard about this because we were looking at an investment

So we're looking at investment from some of the original guys who were early there

And they've spun off and they're doing like a new a new like better version of the cricket machine

And I'm like, yeah, I'm just don't know how big this space can be

He's like, well, I think it's gonna be bigger than cricket

Which does a billion dollars a year and is spinning off a hundred million a free cash flow and you know is a public company

And I was like, oh, okay. Yeah. Yeah. So uh my bad and he's he was telling me some pretty incredible things about the crafting community

so he's like

You know stores like Michaels

They he goes Michaels if you go read they're kind of like uh, you talk to their leadership or read their earnings or whatever

He's like

Michaels believes that every single person who walks through their door is a netsy seller

Their default assumption is that if you come to a Michael's

You are she gonna sell on etsy

And because it's like more the majority than the minority which is kind of amazing and etsy's this obviously this marketplace to go

Sell your goods, but if you look, okay, if that's how you sell your goods

Well, then how do you make them underneath that?

And so I am very tempted to invest in this uh space because it is such a big space. What's the product to?

Um, I don't want to give it up, uh, just because it's like kind of proprietary

Something like cricket something like cricket, but better it does more things

So the cricket just cuts this does other things in addition to cut got it

So um now this came by the way through our buddy Al don't so if you go back and listen to the episode with big Al don't

Al and his mom start a company in the quilting space

And the little breadcrumb trailers we have Patrick Campbell on the podcast

Patrick Campbell runs a payments company called Profit Well and we were like

Hey, you see the payments of like lots of companies like

Any cool trends in the payment space that we wouldn't have thought of he's like quilting or like what he's like quilting is

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enormous

It's like quilting like the grandma hobby. He's a yes

Enormous there are companies that do blah blah blah a lot. So he told us about that

Afterwards I get a dm from al don't he's like hey

I'm one of those companies that we make 100 you know 100 million plus a year

My mom you know jenny jenny don't or whatever started this business and I joined her and like yeah, we still

Like kind of crafts for quilters like the squares, right?

It's like the patch of the squares the fabrics and they do like a daily flash deal

It's like oh here's the quilting thing of the day and like that's how they do it

So they built this huge thing to the point where he now

Bought a small town and he turned it into like the mecca of quilting

It's like Disneyland for quilting the Disneyland for quilters

It's like if you're a quilter and you want to take a trip to like indulge in your hobby

This is where you go and I'm like wow this guy's thinking big. I love this guy

He's a funny guy

And so he was talking about quilting and then he introduced us to this deal

He's like yeah

I'm investing in this thing

Because I'm in this craft space and I you know, this is like one of the best kind of concepts we could do here

So I'm just getting I'm just scratching the surface on like this space. I know nothing about

But I'm very fascinated by this. I wanted to share that with you

Dude, the etsy

Platform is wild. Have you looked into like how big some of these sellers are my mother-in-law started an etsy store

And she's making hundreds of thousands of dollars

Selling pillows on etsy, right and one of the cool things about etsy is you can go to the store

And they'll show you how many lifetime sales how many transactions have happened at that store

It's visible on every profile. Yeah, and you'll like look up something very obscure and you'll see that they've sold

50,000 versions of whatever they're whatever they have it's wild

How powerful etsy is by the way, I believe this is how moist started native deodorant

So I think the like public story is like my sister got pregnant and I was concerned for her health

And I wanted her to have aluminum and paraben free deodorant

I interviewed him about this the real story is what so I was in his office

Like we shared an office and so basically he was just looking

I think he was like

Maybe I'll do mattresses a lot of people are buying mattresses

This is right when Casper was getting going and and he called that so he's like, yeah mattresses

And then he's like

Shit, these are heavy. This is hard to ship. I don't know if there's like a lot of repeat buying on this

And then he randomly came across a lady selling a chemical free deodorant on etsy

He ordered that and then he ordered like five or ten other ones and he asked everyone in the office

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like put this under your arms

How's this feel and it like some of it was good and he's like some of it was was bad

But he found one that was great and he goes hey lady

Can I slap a native label on this and we just resell your stuff and that's how it starts

And then eventually he gets big and gets traction. He's like, all right now. We're gonna make our own

Thank you very much

And I think I think she helped him like formulate it and

She couldn't keep up with the demand. She was like, dude. I don't want I'm not trying to scale this to this level like

I'm you know, my fingers hurt sir. Like, you know, can I

Can I take a break here?

And she was like, how about this? How about I buy the formula?

He's like, how about I buy the formula off you and you help me figure this out

Then we'll we'll bring this to a manufacturer because we've outgrown your scale now like yeah

And then and then after two years he sells the business for a hundred million dollars in cash and he that was like

You know, I think the business probably does like 200 million a year in sales

So you could argue it was early, but I think he turned out all right

But he like sold the business like right before and maybe two years three years before like the whole ddc thing

Was like, all right, this is more challenging than we thought

But but one of the insights was this is I think I think natural deodorant was one of the top selling products on etsy

And that's why he he had market validation that there's something here

Aluminum free deodorant. I think this is not like him and many other people do this. We're like, you know, the business has this

You know touching

Origin story. This is this wonderful backstory, but like these are often, you know reverse engineered later

Um, you know, the that's not how a lot of these business work. One of my fun things is like

Let's just be honest on this podcast and like say what it is

You know, like I started it like started the milk road because I was interested in crypto

I saw what you did with the hustle and I was like, oh, I get it. I could do that and I just did that with With milk road and hustle for crypto and just like went down that road and did it and my goal was To make a business that made a bunch of money, right? Like that's the that's the thing and I thought oh cool doing this

I'll learn about a bunch about crypto. That's my that's the transparent story. There wasn't like some

Some origin story where you know, my cousin needed help and then it hit me and then it hit me

I should just write this email for my cousin, you know, and and I didn't stop there

I decided, you know, let's just open up for friends. You're all my cousins. Yeah

And so like I think you could do that again on etsy

I think you could always go back to etsy and look for top-selling products and use that as inspiration for

## [Transcript] My First Million / Breaking Down Two +\$1B Companies Hidden In Plain Sight

For the thing and you know for moys. I'm sure I don't know this but like I'll put a guess out there  
Which is that like in a range married? He had a checklist. He's like  
What is under one pound for shipping? What is a recurring purchase? That's consumable  
What is something that has a you know  
Differentiation against a big market but has a unique differentiator like natural deodorant  
That's chemical free versus what old spice and these other guys were doing and like yeah at a  
checklist  
He's like, oh good deodorant lightweight  
you know  
Repeat purchase with a clear differentiator got it by the way, these cricket machines are awesome  
I'm I think I might get one of these  
These are sick. They're they're expensive. They're like a grand promo code  
Sean craft at checkout for  
You know 10 cents off. These are awesome. It does a good find  
I mean, it's not like it was like something like a rare thing, but it's rare to us. I guess but it is a good  
find  
Yeah, this is out of our bubble. Um for sure  
I invested this company  
that does this for um  
For bathrooms and so they they make women's like hygiene products are like tampons pads that go  
in  
That go into like the vending machine women's it's installed on the wall  
and so  
it's just like a better  
a better version of  
Of what used to be there  
there's always something there  
And it was just like kind of it looked like something a janitor designed  
And then they just made like a really beautiful version of one that was like easier to use more  
friendly just look cleaner  
like looked more hygienic and  
Then what happened is that every state started enacting laws saying that hey  
Yeah, every woman's restroom needs to carry these products just like you you know, you have toilet  
paper  
Whatever you need to carry these products and so state by state. This is rolling out and what they're  
doing is they're going  
state by state into  
uh into these uh  
stadiums or schools universities and they're getting these multi, you know multimillion dollar  
contracts  
For installing their thing and once they're installed, they're not going to take them out  
It's sort of like clear  
It's like these little monopolies that you can you can get if you're the right product in the right place  
at the right time with the right

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Sales pitch

Because once it's installed, I don't think they're ever going to go on install these things and change vendors because somebody has

A slightly nicer design. Is that company working? Yeah, like I mean, I don't see I can't show their like numbers right away

um

It's like those disgusting baby changing stations. What are those called kangaroo or jack?

Yeah, yeah, yeah, exactly. Those are filthy

Yeah, her her name is Claire Coder. She's very like, uh, she's a very strong

Like leader kind of personality type person and so she she does a great job. Like she's on LinkedIn.

She's like super active with it

Um, it's called the company by the way. It's called Ant Flow

And so uh has like a more more, uh, you know friendly name versus like what was there before and what she described

Kind of like what the process was before versus after

You're like, oh, I get it and I get why other people have an attack this space because if

you know

Most of the VC funding is going towards men a lot of

Founders who are trying to start these venture skill companies are men. They're not even aware of this issue

Never even been in the bathroom. You can't you wouldn't even know that this problem exists

Uh, but she's done an amazing job of like identifying the problem and then building a like super uh, like

Just a likable brand and a likable story where it's like if you could choose between the default alternative or this

You'd obviously pick this

That's cool. I got pitched on a bunch of those I passed on all of them because

I don't know but like that that sounds good that it's working. Hopefully it makes a money

I mean getting those I when I saw I was like, I don't know man

It's only like two dollar things in the bathroom. It can that be a big thing

But you said they're getting million dollar contracts. Who pays for it the facility the facility has to have to do that

Wow, like the facility needs to stock

Uh, this product and it's a recurring thing, right? They install the dispenser for let's just call it like \$500

It's \$500 to install the dispenser

And then you're every you know every month or every quarter you're gonna like have to do refills

And again, that thing's gonna sit on the wall forever. Uh, it's not gonna go anywhere

And so to me this is like owning a piece of real estate in all these that's gonna pay your rent

And I think that that's just like I don't know if this becomes like a 10 billion dollar company

You know that that's like different next level stuff, but it's clear that this is a defensible business

It's clear that it's gonna have recurring revenue. It's clear that

Um, well, there's a lot of facilities out there and they're all gonna have women's restrooms multiple

## [Transcript] My First Million / Breaking Down Two +\$1B Companies Hidden In Plain Sight

of them per building

And each one of those is gonna need to have this in it. So you starts to add up pretty quick

Okay, so let me tell this story. You know, actually these guys much better than I do

I only know it's second hand, but I'm a I'm a fan of this

so

Back in the day when you were doing the hustle one of the very first things before I knew you one of the very first things

You created was this infographic about a business that I found fascinating

And it was a business called eye cracked. And I think what you were doing was you were trying to sell

Tickets to your conference. He was a speaker

And in your genius, you were like, okay, instead of saying come to my conference by tickets. You said

Look at this incredible story of eye cracked

These guys were in their, you know, whatever college dorm room

AJ and Tony and they realized that smartphones are taken off

And so they decide had everyone else is building apps

Let's just try to fix people's cracked phones because there's the more cell phones there are there's more crack phones

It's gonna be and they made this like

On-demand service. So if you crack your phone same day, they know that's a big problem for most people same day

They'll come to you grab your phone and fix your phone

And it had this crazy nps score and it starts scaling they get to like I think at the first

Um

You know, they only raise 500k and they get to seven and a half million

In revenue and you write this you make this great infographic

And I'm like this was in the infographic hating infographics were like the thing back then

Were they you were the only one I saw do with them, but they were great. You and uh, what's his name?

John I think he was their design. He was the design guy. You guys did an amazing job

It was just you two doing the hustle

and so

And then you what you did was you're like love the story want to hear more stories like this

In fact, one of her a.j. Telled this story himself

He's speaking in a hustle con in three weeks buy your ticket and then you know, I didn't one

I'm not just gonna buy a ticket, but you would release one every what like week or so

Yeah, one a week one a week and by the third week. I was like

Damn, I love these stories. I don't all right. I'll go to this conference like sounds like sounds like these are great stories

And so I went to hustle con

And I met you and you know this story, uh, you know happy has a happy ending so

These guys okay, so let me finish their story now because they're what they're doing is pretty interesting

So they go they

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What they realize is okay. We people are gonna have crack phones  
We need to scale and they scale through colleges. So they're like they looked at this business like, uh  
I tech I guess it's just like, you know, sort of like a geek squad type thing and they were like  
all right, um  
Basically, we just need to copy paste what we're doing to like  
Actually, I don't know if it was the company they're copying or that's what they called their people  
but like  
They looked at like how to scale this they figured it on one college campus  
It's like, okay, we need these runners  
We're gonna be able to cover this radius and repair these phones this way  
And they just copy pasted it across college campuses  
And they basically they they taught college kids how to repair phones and eye crack would send  
them the leads and they're like, all right  
You got to go show up at this guy's house. You're gonna charge them \$300. It's all done the phone  
You get a hundred we get 200 whatever it was something like that  
It's a sort of scale they blitzed and in 30 days they were on 28 college campuses  
Which is amazing. They had booted up 28 campuses in 30 days, which I love  
They get into yc  
They're one of the only non technical teams to even get into yc  
And it's because this hustle was like obviously very appealing  
and um  
and so  
at one point they even buy like  
Uh, 200 smart cars that they like wrap in their eye cracked logo and they give to their eye text and  
they're so they're all running around  
San Francisco fixin iphones and shit  
It was pretty cool. And then it's like, okay. So how did you scale from there?  
They go, well, we started using seo and press and they're like, we've realized that the press  
Loves to talk about the following headline  
24 year old making millions doing relatable thing and it's like he's like started out of his car  
College dorm room and they're just doing something now all of us need repairing your cracked  
phone  
And these 24 year olds say they're making  
Millions and so they just took that story and they did it at the local level  
So these Cincinnati  
You know these Cincinnati  
This guy grew up in Cincinnati. He's making millions other guy grew up in wherever he's making  
millions whatever college they went to  
They did it locally there  
Um, and oh they just booted up at this college campus  
So they did it locally then they did it nationally and they started stacking so that when you searched  
Fixed cracked iphone they could show up organically at the top through seo from these high  
authority publications that were writing  
Puff pieces about them loved it. So these guys are great. Now here comes the problem

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They're they've only raised 500k. They're at seven and a half million. It's profitable business is growing fast

They never announced this but they go and they raise 50 million dollars to scale the business

And that 50 million gets them to go international and at peak they get to 36 million and run rate

But it's just getting harder and harder to keep to keep up with the growth monster

And the growth monster is demanding that they get to 100 million in revenue because you raise 50 million

That means you got to go huge you've you've cut off your options

And so they just couldn't do it and they just could not scale the business beyond that

And they end up selling it to all state. Yeah insurance company

And so they one of the guys he stays there for three years. He earns out

His deal and he decides are after you're three i'm gonna quit start my next company and that takes us to

Cloud poker night. I used it

Well, we tested it. I was a beta user and it didn't quite work out when we start when you would be a beta user

I am beta

They called the right guy. We need a beta. Yeah sand on the phone

It was a little rough when we first started because there was only a few weeks in but I think now he like nailed it

And it was actually really fun. So I want to do two things. I want to show the homepage because

I love what they wrote as the landing page the copy on this homepage. Have you been to it? It's so good read it

Read it off

So it says poker is the new sport for business minds golf is yesterday's news request access and then there's a photo

It's a cute dealer dealing to um, that's Anthony's wife. That's the founder's wife doing it. Okay, great. By the way, cute dealer

Um, so and then there's like whatever people playing and you get you get a demo of the product

Super strong landing landing page then you scroll down. It says

Business minds who love poker. So just think about the positioning. So almost everybody would be like

Online poker night, right cloud based poker for you know poker software, right?

Like this is like the generic shitty way to market this but instead they not only say the benefit of it

They go even bigger. They just say big picture

Golf is the old way. Poker is the new sport for business people. That's the

That's the we don't sell saddles. He'll not we don't sell saddles here here

mantra like when stewart butterfield created slack

He wrote this great memo if you've never read it go read it. It's called we don't sell saddles here and he's like

Look guys, we made slack. We know it's awesome

Now our job is to teach the world that this is awesome. Here's the problem

Most people you talk to that run a company are not in the business for chat software. They're not looking for a team chat tool



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It's just not a thing. They even do they're not even looking for it  
So even if we say we're the best team chat software, it doesn't matter. They don't care. They're not into it  
He's like  
Lulu lemon made you want to do yoga to live the yoga lifestyle  
And he's like we need to do the same thing. We need we need to sell  
Instead of selling saddles and saying we make the best saddles  
We need to sell the joy of horseback riding and then when they're once they fall in love with the idea of horseback riding  
They're gonna say where do I get a saddle and we're gonna say we provide. Oh, yeah  
We sell the best saddles and so same thing here. I love what he's doing by saying poker is the new sport for business people  
Um, that's the that's the selling the dream and then okay. How are we going to go play poker use our software  
And they they have all these like quotes about, uh, you know successful people who have played poker  
And I I recognize a few of these people. There's Warren Buffett. There's sam altman  
There's paul graham peter teal and look at that. There's  
The chairman of the milk road is on the website. Oh, wow  
That's you're on there. That's insane. I had no idea  
You are on there. I did not know that  
I'm on the page two of the carousel if you swipe so I never got that far  
But what they did was they go business minds of the vogue and then it's a quote  
And it says which leader said this warn buffet chamath or paul graham and you're like, oh, that sounds like chamath  
Uh, nope. It was paul graham. Okay, cool. And then it as it shows you another one. So again  
Using sort of the the people you already trust to say that poker  
They're not saying cloud poker night is great, but they're saying poker is the is the sport for business people  
Um, and then it's why poker is so great blah, blah, blah  
And then it says why you should use our software, which I love  
So I think this landing page is amazing, but you have to explain how it works. So basically  
I've I've I've used it. So what it is is you uh, we are going to use it for hampton  
And we're still going to but we did it for a team night and the way it works is it's almost like zoom meets poker  
So they have like a professional setup in in my case when I use it was anthony the founder  
He's got this like home setup. That's a that's a card table  
And then there's a camera on him and you see him dealing the cards and you see him talking to you and interacting with you  
And you could see all your other teammates also playing  
But he puts the cards over another camera of which only you you know, the user you see your own card  
So it's really like live poker  
Uh, and there's even a dealer who's like shoot the shit with you and like ask him if you want to hit it

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It's it's really fun. It's very interactive. It's awesome. I think it's a great business idea  
For a bootstrap business. I love this idea  
um  
Yeah, I love poker. I played poker my whole I I really I think this is a cool idea  
I would love to do an mfm version of this. So like that's a great idea  
Let me hold on. I think they did make one for us. I asked the guy this morning. I go  
Hey, this would be amazing. I don't like like the live shows we did were cool because we got to meet  
People who listen to the pod. That's awesome  
But I don't like traveling I like leaving my house and so this is great because we get to play poker  
We get to be on camera meet other people who are  
Listeners to the show and we can just host our own tournament. And so I think he's going to do uh  
cloudpokernight.com slash mfm. So there will be a uh  
Uh, something there he says to to uh,  
Honestly, p for this. So if anyone wants to play in a poker night, we should do that with people who  
listen to the pod  
I think they'll do that'd be kind of amazing. By the way, the other founder. So you talked about  
anthony anthony martin  
He's one of the co-founders of eye cracked the other co-founder aj. He's one of my great friends  
He's a crazy person. He's one of the wildest people I've hung out with his other company or his new  
company that he started  
it's a  
They call it a like one headline called it the tesla for chicken coops. So if you go to coop dot farm  
It's a smart chicken coop and he like keys into like beekeeping and he's always had chickens and  
animals and shit like that  
So he made a smart chicken coop that like opens the doors automatically and feeds the chickens  
automatically. It's pretty funny  
I almost invested in it, but I'll explain one of the reasons that got made me nervous is  
the like the day  
Or a few weeks or something like that before the round closed when the ukraine thing happened aj  
Went to polin for like a month and was a volunteer helping like ukrainian refugees  
And uh, the guy's crazy. Is he ukrainian? No, he just is into that shit  
He just does wild shit all the time like i'll be hanging out with him and he's like didn't he used to  
boat to work  
Yeah, he lived right near uh oracle and the office his eye cracked office was in redwood city  
But it was across this little bay and he would take this little boat to work  
But every once in a while they had offices at soma and he would ride his this is like a small boat  
literally fit  
Two people he would ride this little boat 20 miles up the bay to soma and dock his boat there  
The guy's crazy. He would do crazy. No, and when I say boat, I remember you told me that like a  
decade ago  
And I still remember you were like, yeah, my friend. He's kayaking to work by the way boat's not the  
best word  
Uh, it's better to describe it as a jet ski that you stand up on so like he would jet ski to work basically  
That's how small this thing was

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So was he paddling or it was a motor?

No, it had a motor it had a motor and he would like motor it was like a jet ski

He was like he was like kenny powers. He would like jets jet ski to work

Uh, he's the aj is crazy. He's uh, he's a crazy person

This raised a bunch of money from peter teal. Yes. Yeah, that raised money from peter teal

He's like peter. I see you're crazy and I raise you

It's like say with me peter chicken

It's it's a it's a it's a weird business, but I think it could work

Yeah, that's amazing. Um, so I think this is a really cool business. I want to see uh, how this goes

I actually want to invest in this. I wish I could own a piece of this and uh

Just host poker nice because one of the great things about businesses like this is

um

The virality so I'm very interested in products that can grow virally and most people get this wrong products that grow virally are not

Products that succeed through word of mouth. Like if you talk to a normal person

Oh, yeah, it's spread virally people used to go tell their friends because they loved it so much. No, no, no

That's called word of mouth

Viral is literally like the word sounds. It's like a virus. You you're not even trying to

Get it on other people, but it gets on them. They catch it from you. So like the classic example of this was hotmail

At the end of every email it was signed like, you know sent through hotmail

You know sent with love through hotmail or something like that

So you weren't trying to tell somebody. Hey, you should start a hotmail account

But it was added to every email as almost like, you know, a little little virus that was attached to the email that basically said

sent through hotmail get your free account today and so people started signing up and had this crazy viral coefficient

And products like cloud poker night have a different kind of virality

Which I think I don't know what it's called a group virality or something similar to how event bright grows or meetup.com grows, which is

An attendee becomes a host. So a host creates an event

Naturally, they need to invite a bunch of other people because that's how an event works

And then you might be in the hundred people that attend some event

And if you liked that experience the next time you're thinking about hosting an event

You'll go use that same product because you got sort of it was incepted into your brain through somebody else

So I think the same thing will happen here

What I would want to do is I'd want to host a bunch of these for fun using the mfm community

But then guess what the mfm community when they have a good experience as a player would then host it for their team bonding night

Or their corporate events or sales sales events or whatever

Um for for their businesses and I think that's how these businesses can grow. Yeah, I think it's cool.

What's uh, what?

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What do you want to do cricket cut or gamer dating idea? I'll do the gamer dating. Okay, so, um Sam here's why you should date a gamer. I know you're married, but if you could go back Here's why you should have dated a gamer and me too. I've my wife. She doesn't play any games Um, I just bought a ps5 hoping that maybe that would sway her she Instead just got upset. So here's why you should date a gamer. You're not a gamer. Are you? I'm like the least gamer gamer. I'm in the club But just barely I'm by the door. I'm by the exit door I played call of duty last night for like the first time in a year. It's shit's impossible. These kids are too good It's so difficult. I'm unbelievably It sucks. Also All the popular games now they're like pubg. It's like Yeah, you jump out of an airplane. I'm like, oh, wow, that's how it's exciting and then it's like you land And now you just sort of walk around You live for 20 minutes and then You're not gonna see anybody during that whole time. You're just gonna be collecting supplies. I'm like, okay, cool But for what it's like because then when you do see someone I'm like, but I never see anyone Like, yeah, that's the problem You're just gonna get shot in the head and then it's gonna start again And it's like these games where nothing happens. It's crazy. Um, anyways, here's why you should date a guy by the way I I played I played call of duty last night and I played this thing where there's three guys We're on a team and we have to do shit together and it was two guys that must have been friends And they were talking to each other in Spanish and I was I was so bad That I couldn't see or hear or understand. They were writing I couldn't understand any of the words that they were saying other than bot. This is a bot. He's so bad It's a bot bominos and they quit on me because I was so bad just bot bominos like that's all That's not bad. I remember I you got called a bot And I thought it was a good thing because I was like, oh aim bot I must be on like on lock that they're calling me a bot and then I was like, no, this is they're saying this is like an NPC All right, so let me do my bit here. Here's why you should date a gamer. They're smart They, uh, you'll never have to worry about where they are on a Friday night. You know, they're just gonna be in the room playing You know, and they're not at the club. They're not not doing anything scandalous. Um They'll fight for you to date a gamer. They'll they'll stand up for you. They're used to going to war on these things Um, they're easy to trick into doing things because you just give them a badge or a level or some sort of You know medallion and they'll just grind for that for that prize Uh, they're tech savvy. They can set up your internet and fix stuff whenever anything's broken

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Um, and they'll always give you space if you ever the tempers that need space, they'll give you space  
But here's the problem. You may want to date a gamer after that great sales pitch, but the problem  
is

There's no gamer dating app and that's my idea. I think there should be an app

For gamers to meet other gamers. Here's why this matters

Wouldn't it be a sausage fest? I mean, how many gamers are women all dating apps for sausage  
fest?

That's the trick they the guys only see the girls the girls only see the guys unless you switch the  
settings, right? So it's like

Um, yes, like all dating apps the ratio will be 30 to 1

That's that's expected

But that's that's normal for a dating app. Here's why I think it's cool

Um, I think gamers have a lot in common. I think gamers are a pretty big market

There's hundreds and hundreds of millions of gamers out there like gaming the gaming industry  
makes more money than hollywood

Right, so it's like if you think people like movies people like games more

um

But there's no easy way to meet a gamer and if you meet a gamer you actually have a lot in common

And you might have things to do in common. And so I think one of the hard parts about dating apps  
is that they're all profiles

Um and flirts and not really dates and then a bunch of companies came in and were like, we're  
gonna get you on a date

Um, but then the reality was like getting people out into the real world to go on a date

It's kind of like really really high friction and matching them was a pain in the ass

I did a bunch of those

I think that gamer dating would work because you could be like cool

You matched you guys are both interested in each other

And you might you have some games in common because that's part of your profile

What games you guys both liked to already play

Go squad up play again. Go play Call of Duty together

And in doing so you're gonna be talking you're gonna be doing something together

It's like going bowling going put put golf but just more fun

And so I think somebody could I this is a legit idea

First I was going to save this for a drunk ideas episode

And then it kind of grew on me. I was like no no no this could actually work like

If you think this can't work, let me remind you that there is a dating app called farmers only

Right, there's there's dating apps called black people meet

And those those that work if you think those can work and gay-redating can't work

You're nuts

Gay-redating could definitely work and it could definitely be big definitely go sell it a match for like  
75 million dollars in three years

Is farmers only still a thing?

Uh, you know, I haven't checked in on it a little while but they used to run like tv commercials

You haven't been keeping tabs their website looks very old

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Still paying the the hosting beef. All right, they're doing 700k and monthly visits. So not bad. That's so funny. Um

What's your name for it?

Uh, I don't have one just yet. You know working title tbd

Um, open to suggestions. Yeah, I think it's a pretty bad idea. Well, I sold it pretty hard. So

No

I mean maybe you're dating dating apps suck

That's the worst business there is man because only like three or four of them. It's like a winner take all market

You know what I mean? I don't want to take all right. There's tons of dating apps

I mean, who's the winner that took all tinder? Nope. What bumble? No

Uh, batch e harmony. Nope. Okay. Keep it. No, it's like social media where it's like there could be, you know

There's a hundreds of social media platforms, but there's like four that matter

Um, you know what I mean? I remember when I was at monkey inferno

A guy came to the office getting kj and he's like, I'm gonna make an indian like, you know, there's jewish dating apps

There's farmer dating apps. There's black people dating apps. I'm gonna make an indian dating app

I was like, all right. That's a good idea. I guess and I was like, do you have any background on this?

He's like, I'm indian and I'm trying to date and he's like, you know, that's my background

I was like, okay. I guess super qualified and then he's like, um

He's like, here's what we're gonna do differently. Uh, he's like

I was like, so what are the features like, well, well, what do you have to do to differentiate?

He's like, well, I told you it's an indian dating app

So the app's gonna say this is for indians trying to meet other indians

I was like, oh, he's right. That is actually the main feature is that you're gonna curate the people and sort of filter

For people who want to meet other indians for farmers who want to meet other farmers

Whatever for jewish people want to meet other jewish people

And so I was like, okay

I guess that is already better than tinder if you're an indian person wants to be an indian because you're gonna get

100% hit rate here versus maybe a 5% hit rate on a generic dating app

And I was like, okay. So how do you make money? He's like, do you know how much people pay for dating apps?

Like to I'll do the same business model. I was like, all right. I'm trying to poke holes

But he's just got it covered and I was like, but how are you gonna like I was like, what do indians care about more than others?

He goes, oh, that's where I'm going to do something different. I'll go. Okay. Here it is. What's the big feature?

What's the big tech breakthrough? He's like like your mom is your like co-user you log in with linkedin

And I go what he goes

Yeah, he's like because I don't know if people know this like indian culture. It's like a big deal of like

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There's like a chat indian people date on like a checklist

It kind of stems from like the arranged marriage background where literally you marry on a checklist

You know what the pickup line is for like I have most of my friends are indian because you and nevel my best friend's

Indian the pickup line when you're around other indians is

So what do you do? That's basically like

That's like what they do

Yeah, so basically he was like you're gonna log in with linkedin. So we know that you have a like a legit job and uh

I was like, okay, and then he's like, yeah, that's like the main thing that you know helps separate people

You know, I was like, whoa

So he builds this app it's called dill mill and he uh, which means like hearts meet

Um, how do you spell it d i l m i l

He builds this app and I'm keeping track of this guy and he uh

Ed sure enough he just starts going into like all the niche communities newsletters blogs

Youtubers just promoting it running ads basically saying hey if you're an indian person you're tired of

Striking out on dating apps because indian people have like terrible success rates on indian apps on on normal dating apps

I think okay cupid said that like

The worst like in the in the free market of dating. I think the absolute worst was an indian male second of close second

Was like chinese male

They were like the two least desirable

According to the okay cupid match data that they've released and you know what the highest was I think the highest

The most liked person I think was an asian woman. Yeah, exactly. I think it was a Asian woman was was number one

Because they were getting all the attention from the asian guys and the white guys

I think I was like the the data what it's what it showed is like they get like

It's like top preference amongst two big user groups or something and there's this like weird stereotype that like

Asian women are supposed to be more submissive and dumb shit like that

And I think that there's like some weird like kinks out there of spoken like a true white guy

Of like no, it's like men who have had oppressive like mothers

So hey, it's on the it's on christian rudder wrote that blog post the founder of okay cupid

I think that's like the whole thing their blog posts were great. That was a great strategy

They had um anyway, so he whatever five years later. He he sells the thing

I think he sold it for 75 or 100 million dollars to to the match no way and they were like, yeah

We match group is a collection of dating apps. We have our our generic catch-all mass market apps tinder

And uh

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Let's say the one um mash.com and then they have like all the niche apps  
And so they own like 20 dating apps or something like that  
And so if you just fill one of those verticals that they don't have a winner in  
They'll buy you at like a preset multiple and I was like, wow, that's pretty impressive  
They paid 50 million dollars for I don't know man. This guy kj. He's pretty good looking and now he's rich  
I think he I think he he's probably doing all right  
I met up with him the other day and he was like you didn't believe and I was like  
I was like well, you're right. I didn't believe and uh  
actually sort of you know  
When I didn't believe I really wanted to be right. I'm sorry about that  
I was kind of rooting against you in a way, but then you proved me wrong and you were absolutely right. Congratulations. You did a great job  
Have you seen the indian?  
Netflix show where it's like your parents are setting you up with like this matchmaker  
Dude, so at first I thought that should still worst where uh, you know, I'm like your parents are just telling you what to do  
But when you think about it, it's kind of like it's kind of like the uh paradox of choice, right?  
Where they're just like  
This is it. This is the one you were doing this  
You kind of are forced to find happiness in that right and it doesn't seem actually maybe the worst arranged marriages  
Are they I have no idea  
Are they bad or is it kind of they can be and they can't be I think the stats show  
It's about the same divorce rate as in america, but what that doesn't show is that any people don't get divorced they like, you know, they're like we will suffer in this unhappy marriage rather than get divorced and be happy  
And but have society know that we failed at our marriage or whatever whatever  
So I don't think there's a way to really know how successful or unsuccessful it is  
uh me and uh me and by the way a quick indian story me and  
Neville were out to dinner with darmash at hub spot  
And neville was saying how he doesn't he's like man, india like that's where i'm from and I go back there  
And it makes you grateful to be in america because like these guys got nothing and like  
It's not very nice over there this and that and darman and he was like not insulting  
Like poor indians but like saying like it's like a pain in the butt to be in that situation and darmash was like  
Yeah, that was me. I was that guy. I had nothing and I came here  
We were I was like one of those guys like we you know, we had nothing and uh, they were all just talking about india  
india sounds like a wild place, man  
It just seems wild people describe things like that because how do you uh, you know, you can only agree with that  
You can't really disagree with



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X is a wild place. It's the same thing as our business pitch of like it's this just beautifully done  
We're just gonna do it beautifully. It's the same thing. It's like dude. That's a wild place. It's like  
What the food the the cult of crime. What are we talking about here?  
Here's the story you told the story you told is that when your mom came to america  
I don't know if you were joking or not. You said tooth eggs that blew my mind. You said the first  
thing you said  
She had never used utensils. You said that  
You this is all on record. You're like she didn't use utensils. That's what you told  
That's what you said on the spot. If you listen, I know you never said that I didn't say that I'm being  
bullied by  
You know, I am not I'm not putting any judgment here. I am repeating what you said  
The second thing you said you go when she went to hang up the phone  
She didn't know how to hang up the phone. So you should just let it like hang on the phone  
And it was a while to hear that story that that was it was like it made me love your mom is what it  
did  
She told me the story. It was unbelievable. She's like I got on the plane  
I'd never been on a plane before my parents just dropped me off at the airport. I'm 17 years old  
I've never been on a plane before don't even know what a plane is really  
Uh, I just get shuffled along. I show somebody my ticket. They send me here. I send me there  
Okay, I get on a plane and she's like, I think it's like a train  
That's all I've ever seen is a train and so I'm just thinking this is gonna be like a train ride  
And she's flying like 14 hours tell her that it goes in the air  
Her parents didn't know either. They never been on a train a plane either. They were just like this  
how you get to America  
She's like, okay, didn't ask don't ask too many questions  
And so she she's like I you know, plain seatbelts are kind of funky. She's like I did it  
I just like put it pushed it and I went in on the first try somehow miraculously and the person next to  
me looked at me  
It was like, oh you flown before and she's like  
I was like, oh my god. Well, I don't even know what I'm getting myself into. No, I have no idea what I  
just did  
I have no idea how I'll get this off and  
Whatever, I guess I have a few hours to figure out how to unbuckle this by the time I need to get off  
to at my stop  
So then for 14 hours, she's flying and she's stays awake because she's like  
I don't want to miss my stop and she's like this thing's not stopping. What's going on  
She's like doesn't know how planes work. It was crazy. The whole thing was insane  
Doesn't that make you feel soft? Your mom your mother is so much more brave than we are  
it makes me feel uh incredibly lucky that uh, you know, she did all the hard stuff to that  
I don't have to do it. Yeah. Shout out. Shout out mom bird mom's like chew food and then just spit it  
in their baby's mouth  
So they don't have to chew that's what I feel like she did was life  
She's just like chewed life for me and then spit it in my mouth and I just have like the easy life  
And on that visual

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