

## [Transcript] My First Million / Kim Dotcom's Millions From Megaupload, Million \$ Panic Attack App, and Million \$ Waterproof Shoes

Here's the exact quote. He goes,  
Do you want the numbers? All right.  
In year one, we cleared \$110 million in retail sales.  
Sorry, \$250 million in retail sales  
and 110 million gross internally.  
I feel like I can rule the world.  
I know I could be what I want to.  
I put my all in it like no days off on a road.  
Let's travel never looking back.  
All right, we're live. What's up?  
What's up, dude?  
It's just not the same without thousands of roaring fans  
chanting our name, signing, you know,  
people's backs and shit like that.  
Harry Bax, Harry Bax, Sweaty Bax.  
You want to do a recap?  
So basically the gist of this is is  
Sean and I did a somewhat impromptu.  
It was supposed to be a meetup  
turned into like a live performance, basically in Vancouver.  
I don't know how many people were there  
between a thousand or 1300 ish,  
but we sold out this theater in Vancouver.  
It went pretty great.  
You want to talk about a few things that surprised you?  
Yeah, let's let's do that.  
OK, surprising, surprisingly hard to be on stage,  
even though we kind of at this point talk for a living.  
There was a moment about an hour before where we're both like,  
like, how do you use your tongue?  
Do you touch it against your teeth when you're making sounds?  
What do you do with that?  
And we just had no idea what to say.  
Why did it was like, you know, that moment of panic  
where it's like, are these people even coming for us?  
Who are they? Is this did they sell the tickets?  
Or did people just click maybe?  
Like, you know, we just questioned everything for a moment.  
What are we going to say up front?  
How do we make this amazing for people?  
And there was really no thought that went into this.  
Like one hour we went and got sushi at a time  
and we were like, so what do you want to talk about?

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We talked about that for five minutes,  
and then we started talking to each other about family  
and just fun stuff.  
But yeah, we had like a 10 minute pow wow to try to figure it out.  
But I think it turned out OK, either.  
I think the content turned out.  
We basically were pretty tough critics of ourselves.  
I think we gave the overall event an eight out of 10.  
And I think the I think it was not it was not a 10  
because I think it was a little poorly structured.  
Like the opening part was a lot of intro.  
Welcome to our spot.  
Thank our sponsors, that sort of thing.  
And also we weren't as well prepared as we could have been  
in terms of like we could have come up with things  
that that play better than on stage.  
Like I had the moment of clarity afterwards.  
I was like, oh, it's a show that's live with the audience.  
We should be doing things like A, B and C.  
Yeah, yeah, yeah.  
And we didn't fully get that.  
But we did like a little shark tank pitch competition.  
We did Q&A. We did some stuff with the crowd.  
Dude, I think that was good.  
All things considered, I thought it was actually a nine.  
I think like given the amount of preparation  
and the amount of fun people had, another shocking thing was  
I think the value in order was to see us to meet one another  
then to actually hear what we had to say.  
Right, exactly.  
And I think there was some benefit in doing it in Vancouver  
where there's probably just not a lot of events going on  
for entrepreneurs or tech people that are like exciting.  
Versus I think if we had done this in San Francisco,  
we probably would have got more numbers,  
but they wouldn't have cared as much.  
Like there was a lot of people at this thing in Vancouver  
that traveled from Toronto or from Portland  
or from different places to come see it because,  
oh, might as well.  
It's a couple hours away.  
And, you know, there's not going to be another thing  
like this anytime soon where I'm at.

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So anyways, those were some quick, quick recap.  
I guess if people weren't there, what should we explain?  
What did we actually do?  
So it was me, you and Andrew Wilkinson on stage.  
It was in this theater.  
So there's like a balcony seating.  
It was like a, you know, basically a giant theater  
where like a comedian would normally play.  
In fact, backstage as we're walking up, it was truly humbling.  
And I mean humbling in the most shit on myself way,  
which was we were walking up to the stage  
and it's like these framed pictures of guys  
who were in that same green room before us.  
It's like Jerry Seinfeld, Dave Chappelle.  
It's like all these like legendary comedians.  
And it's like some of the best podcasters  
that you've ever seen in the entrepreneurship category  
on Apple Podcast.  
Dude, it was humbling.  
Another thing that was humbling was after it happened,  
we left the stage and we went and just hung out with people.  
And there was just a huge line.  
And what it made me realize was that,  
so a lot of people don't realize this,  
but it's basically Sean and me and producer Ben,  
we are sitting here just recording, talking to each other.  
You forget, we forget on a regular basis  
that it's being recorded.  
When the podcast gets published, we don't see comments.  
We don't know, like we could see the numbers,  
but it's just like an analytics screen.  
I don't know who's listening, why they're listening.  
I don't know any of that.  
And so you forget and it's really fun to go and meet people  
who consume your thing and realize,  
wow, this actually matters to them.  
That was humbling as well.  
There would be like a father and son  
be like, we always listen to the pod together  
and then we brainstorm.  
He's 14, but he wants to be an entrepreneur like you guys.  
So after we listen to the pod,  
we then brainstorm and do stuff.

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It's like, oh, that's really cool.

This is like embedded in your kind of like family a little bit.

There were examples like that that were very surprising to me, but cool.

All right, let me take a quick ad break because I got to tell you about some podcasts that I think you might like.

The Gold Digger podcast by Jenna Kutcher.

It is brought to you by the HubSpot Podcast Network, which is your audio destination if you're a business professional.

Now Gold Digger is a podcast that helps you discover your dream career, gives you productivity tips, social strategies, business hacks, inspirational stories, and so much more. So there's a couple of different episodes that you might like.

One is she got laid off and launched an innovative virtual assistant company.

So Jenna talks to Bobby about how she launched a virtual assistance-based business and the challenges that she had.

You know, launching it, knowing how to give up control, why a VA can be totally game-changing for a business, and how getting started as a VA is as easy as applying online.

So go ahead, check out Gold Digger.

You can listen to it wherever you get your podcasts.

All right, everyone.

Today's episode is brought to you by Marketing Against the Grain.

If you want to know what's happening in marketing, then this is the podcast for you.

The hosts are Kit Bodner, who's HubSpot's CMO, and Kieran Flanagan, who's HubSpot's SVP of marketing.

On the pod, they share their unfiltered marketing expertise.

One of my favorite recent episodes was called Why Creators Are Disrupting Marketing.

Kip and Kieran talked to Steph Smith, who's been on my first million a ton, about all things creator economy.

They asked her how you could find a niche audience, how to create great content for them, and how to monetize that content.

And if you know Steph Smith, you know there's no one better at that type of stuff.

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So if you love marketing, you want to know what's happening at the cutting edge of the world of marketing, go listen to Marketing Against the Grain wherever you get your podcast.

Also, I should say, you were good at that. Like, you were really good on stage. Sam was, I don't know what happened. I think the nicotine pouch kicked in, and Sam went to another level. I'm gonna start doing nicotine, dude. That was a great ad for that. Sam had great jokes. And then afterwards also, I feel like in the meet and greet, you were good at being kind of the celebrity. Like, I didn't know what to do with my hands. You know, people would come up, be like, can I take a picture? And my response was like, why? Oh, yeah, sure, I guess. And then they would stand next to me and I would do this like point thing to each one of them, like this guy. Like, if you look, go look on the Instagram, every picture with me. I'm just doing, nah, it's about this guy right here, whoever the fan was. And you were giving them the billionaire hug, which I don't know if people picked up on, but you taught me this afterwards. I didn't know this trick. Explain the billionaire hug. So I have a theory that once you hit a billion dollars, you get like invited to this like seminar and they teach you how to do a billy hug, which is basically when you hug someone, your hips and ass are in one direction, but then your shoulders and arm lean hard to the right. And so you could be touching them shoulder to shoulder, but ass to ass, you're never touching them. And this is like a way to like, look, we're touching and I'm being affectionate, but like my crotch isn't in the vicinity, therefore it's safe, it's all good, this is PC.

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And so I do the billionaire hug.  
I also bring my wife along to all these things as well,  
because it always freaks me out.  
I'm like, I don't know, man, I don't want ever,  
I don't want anyone to get the wrong idea.  
Sometimes, you know, it's just,  
it can be uncomfortable every once in a while.  
So I do the billy hug, I do that.  
I'm not a billy, but I did the billy hug  
because I've learned from billies.  
Is it a, is it a sexual thing?  
Is it like, you know, you're,  
you're keeping your wallet away from them.  
What do you do?  
Why do the hips need to be away?  
Is there even an explanation or it's just something  
that only billionaires would understand?  
It's just a time-honored tradition.  
I don't know, I'm not there yet, so I don't know,  
but I just, you know, it's like singing in the shower.  
I copy my heroes.  
So that's why I do it.  
And this is a man and a woman thing, by the way.  
It's from the man as well.  
I've noticed that sometimes we have this relationship  
with people where they hear us talk  
and they think, oh, you're so approachable.  
And sometimes they'll come up to me and they'll go,  
dude, let's fuck, let's do this.  
And I'm like, whoa, you're coming on too hard to me.  
I know I say this stuff, but you're coming on too hard.  
So sometimes you need to set some boundaries.  
And that's my mini boundary.  
It's the crotch boundary.  
Right, we, so we had our buddy Andrew on there.  
Andrew was really funny too.  
I got to say, Andrew, who's been on the pod a bunch of times,  
I'd never met in person.  
So I've talked to him on the phone.  
We've done Zoom calls.  
He's come on the pod.  
But in person, I got to say,  
he's got a lot more juice than I expected.

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And-  
Dude, tell the story about lunch.  
So we go to lunch.  
So before the show, we're like,  
oh dude, we got to hang out, Ben.  
He's kind of from this area.  
I thought Vancouver, BC, it's all the same thing.  
Actually, you got to take a seaplane or a helicopter.  
So he took a fucking chopper to come meet us,  
which is honestly,  
one of the more big dog moves anyone's ever done to me.  
Well, the reason we knew it was a big dog move  
because he was like five or 10 minutes late.  
And instead of saying, you know, my flight was delayed,  
he said, I was late for my flight.  
And I was like, wait, what?  
Yeah, that's subtle.  
I didn't think that up.  
I just heard over what he called on the phone.  
It was just, I just heard the chopper going.  
And I was like, hey, wait a minute.  
Is there a fan on near you?  
What's going, what is that?  
So he lands and before he lands, he goes,  
I'm going to be five to 10 minutes late.  
Again, I was late for my flight.  
And then he goes, order me.  
And he had a list.  
This order to me and Sam, he goes,  
eight oysters, two salmon nigiri,  
this like, you know, whatever wagyu steak, a miso soup.  
I have a nut and shellfish allergy.  
I'll die if somebody does that.  
And then he just signs it off.  
Thanks, but just THX.  
And I see this, I mean, I was, I was running late too  
as per usual.  
I was in the shower at this point.  
I just started laughing.  
Sam replies, what did you say, man?  
I was like, did you just say thanks to me?  
Like, yes, sir.  
I mean, it was like ridiculous.

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And he was like, sorry.  
He tried to blame an auto correct.  
We're like, no, bro, you're just used to talking  
to people too much like that.  
You have people who let you get away with that.  
That shit might fly in Canada,  
but you don't bring that weak THX shit to,  
to the United States of America.  
We reject that.  
We send that back.  
We go to lunch and we're having a good time.  
We're just catching up.  
Again, Andrew's got the juice.  
He's got the juice in the way that my best friends  
who I look up to the most have that juice.  
You have that too.  
When you hang out in person with Sam,  
he's got a little bounce in his step.  
And it just seems like he's eager.  
He's excited.  
He's got a plan.  
Wherever you go, there's not going to be,  
it's not going to just be a default normal experience.  
Something a little more fun is going to happen.  
Something a little extra is going to happen.  
A little more laughter, a little more, you know, learning.  
Something extra is going to happen.  
So Andrew had that, which I was,  
which was awesome to see because he's quite,  
I don't know, would you say like reserved or calm?  
He's got almost like a calm brand,  
but in person, his energy was a lot more  
kinetic, freewheeling, and I liked it.  
He had a very kinetic energy where he was physical.  
You know, he was moving.  
That's a great way of putting it.  
Yeah. He was kinetic.  
He had that.  
I have that too.  
People always yell at me because I've got big thighs  
and I shake.  
And whenever I shake my thighs, the table moves.  
And they're like, dude, you're too kinetic.



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So yeah, he's got that kinetic energy  
and we're having this wonderful lunch.  
It's probably an hour and a half in.  
And then we're not quite done eating yet,  
or at least it doesn't feel there.  
And then all of a sudden he goes, oh, shoot.  
And we're like, what?  
Like he like, it's like a panic.  
He goes, dude, my Uber's been outside waiting for me  
for 10 minutes.  
I got to go, bye.  
And he just stands up and walks away.  
And we're like, no, he was even better than that.  
He just stood up like he was stretching for a second.  
And then he picked up his jacket and he's like,  
I'll see you guys at the place.  
We're like, what?  
And he goes, yeah, sorry.  
I got to go.  
My Uber's been outside for 10 minutes.  
When did you call an Uber?  
And he floated away like a balloon.  
Like he was the grandfather and up,  
and he just went away.  
The house flew away.  
And then me and Sam were like, okay.  
Yo, was that weird that he just kind of floated away  
like a balloon?  
Yeah, it's like, we'll work on conversation skills later,  
Andrew, have a nice day.  
Yeah, he just kind of bounced.  
I had to blow him a kiss.  
He was floating away so far.  
It was the only appropriate goodbye.  
But in general, the thing was awesome.  
Now, I'm not going to put you on the spot,  
but I would like us to do a five or three thing,  
like a day thing where we could do like,  
three dates in five days.  
I want to go to like C and B cities.  
So not the New Yorks, not the SFs,  
something like Denver or Toronto or Kansas City,  
something where they're,

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what did you call it, small fish, small pond syndrome?  
That's what I want to be.  
I want to be a big fish and a small pond.  
Because these people were so-  
A big fish and a small pond.  
That's a hard word to say.  
But do you want to do it?  
You have a little something on your shirt here.  
I think you got a little taste of fame,  
a little dribble of that fame  
that just stained the shirt there.  
You liked that taste of fame, didn't you?  
Well, here's why I like it.  
We've talked about this.  
We know why you like it.  
Yeah.  
Because being famous is awesome.  
It is awesome, but it is exhausting.  
Now I understand why like the touring bands  
who last a long time, they show up,  
they do the concert and they go home and go to bed.  
I was like, I couldn't sleep because we were like did,  
we hung out with everyone.  
Then we had like a breakfast the next day.  
But anyway, I liked it because it was a challenge.  
I also think that in our little tech world,  
we assume that we're this little niche internet nerds,  
which we are, but it's actually cool to like flex  
and see the people and honestly felt like a movement.  
And there was times where I felt it was,  
you and I were great at what we do.  
But in reality, we were just an excuse  
and like a steward of like a particular type of movement  
of these people who are like, you know,  
we're all on a journey.  
Some people are further ahead.  
Some people are not there yet.  
Some people don't want to go far.  
Some do, but they're all going someplace.  
And it felt like we were just an excuse  
to gather those people.  
And it really felt beyond and bigger than us.  
I know that sounds woo-woo and shit like that,

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but that's truly how it felt.  
And so that's why I thought it was cool.  
I agree 100%.  
At first I felt so excited.  
I was like, man, I can't believe we sold out this theater.  
There's 2000 people on the wait list.  
They came to see us.  
And I think there was a small part that was like,  
that's like the stated excuse.  
But the reality is that the value was just,  
if you like this podcast,  
that's put you through a bunch of filters.  
And the filters are like a lot of our sayings, right?  
So it's like, you know, no small boy stuff, right?  
So it's like people who want to think big for themselves,  
but they define what big means for them.  
But it's also people who don't take themselves too seriously.  
If you want the smartest podcast,  
you should go listen to Invest Like the Best  
and go listen to All In  
and go listen to a bunch of podcasts  
with people who are,  
their intellectual horsepower outruns ours, right?  
The oven burns a little hotter  
for those guys than it does for us.  
If you want somebody who,  
like we will celebrate a dude who's like a plumber  
that's hacking the yellow pages to get more leads  
as much as we will a guy who's building a new city  
or a new country, you know, from scratch.  
And so there's like this set of people  
who appreciate the same things we appreciate.  
And when you put them together, we're probably like,  
it's not easy for them, I think of their day-to-day life  
to be around a bunch of other people who are like them,  
the sort of schemer and dreamer, you know, profile or archetype.  
And so that's what I saw was the best  
because it was like, oh man, sorry, you guys had to wait.  
They're like, no, it was awesome.  
I was in line with a bunch of other people who were,  
I bet this guy who's doing this and this guy who's doing this.  
And I said, oh, wow, okay, that makes sense to me.  
Like the real value here wasn't coming

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and getting a selfie with me as I do my awkward point.  
It was actually just getting like to be in a community  
of other people who have that,  
who have the same sort of freak energy that you have.  
Then once I saw that, I was like, okay, this makes sense.  
We should do, you know, more of this.  
Dude, I met a guy like,  
there was a couple billionaires in the crowd.  
I don't know if you know that.  
And I'm not gonna call him out, but I met one of them.  
And he was like a typical like dorky guy.  
And then I met this other guy who had a sheet rock business  
that like, you know, it's like a blue collar thing.  
And his hands were just so meaty and fat.  
And I remember shaking his hands and I told him,  
like, dude, I gave it, wrap my hand around your hand.  
And I'm not small.  
And that's, and I was like, dude, that's sick.  
We got, we got the neckbeards.  
They had the callous hands, guys.  
And this guy, one of the guys I go, yeah, just, you know,  
DM me on Twitter, he goes, okay, cool, you'll see me.  
My Twitter handle is called fucking manly.  
And that's what he said to me.  
And I was like, all right, that's badass, dude.  
I think I gave us a hat.  
Yeah, he said to me, he was like,  
my wife has a big Instagram following for women stuff.  
So I decided to create fucking manly  
to like counteract that.  
I thought that was awesome.  
I want to tell you about one woman who I thought was really,  
had a really interesting story that came out.  
So I was at the, there was a dinner the night before  
that the tiny guys hosted.  
And at the dinner, met some people, whatever was good.  
One woman came up and she goes, hey, my name's Anya,  
you know, big fan, blah, blah, blah.  
And then she gave me a little like quick high five.  
She goes, I just made my first million.  
And I was like, nice, what do you do?  
And, and she was like, well, I created this app  
for people with panic attacks.

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It's called rooted.  
And I was like, panic attacks.  
I never would have even thought about that niche.  
And she's like, yeah, you know,  
I struggled with it like crazy.  
And so then I created this app.  
So she pulls out this app called rooted.  
And rooted as in like, you know, feeling grounded  
instead of having, you know, this sort of panic attack.  
And there's like a red panic button you can hit  
if you're feeling something in the moment.  
But there's also just like sleep.  
There's like lessons where you can learn about like,  
what is this thing and why does this happen to me?  
Like drills and breathing exercises.  
Exercise, breathing exercises and so on and so forth.  
And she said she has had 2. something million downloads  
of this app.  
And I thought, okay, that's pretty great.  
Then I was like, wow, are you,  
are you just really good at Facebook ads or what?  
She goes, no, I don't do any paid marketing.  
Yeah.  
And I was like, so how do you get 2. something million  
downloads off this?  
She goes, well, I think, you know,  
it's all a real problem.  
And also I dominate like the app store search for this  
because everybody else went really broad.  
They tried to go for like sleep or anxiety or breathing.  
And I went for panic attack  
because everybody else thought that was too narrow.  
And I just really like did a good job owning that  
in the app store ASO, right?  
Instead of SEO, the app store optimization.  
And then I started getting good reviews  
and it just snowballed.  
And now I'm like the top one in that.  
And I thought, and I was like, wow, so  
Did she tell you how big of the team was?  
Exactly.  
So I was like, she's already halfway  
to being my hero at this point.

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And I go, this is our first business.  
This is our first business.  
I go, seal the deal for me.  
How big is your team?  
She goes, it's just me.  
Yeah, crazy, right?  
I go, what?  
And she goes, yeah, it's just me.  
I have a couple of contractors that help me with things.  
But there's no employees.  
I don't want any employees.  
And I was like, I want to be you.  
She's building something that has an impact.  
She dominated it her way when anybody else would have,  
like if she went to go ask smart guys like us  
or go ask a mentor, what should I do?  
They'd either say, go ask an investor.  
They'll say it's too small of a market.  
Go ask a mentor.  
They'll say, well, you need to,  
what's your growth strategy?  
And she's like, I don't know.  
I just want to build a useful product  
and like, I'll figure it out as I go.  
Third is like, you need to scale up.  
No way.  
Cause she's closing these deals now  
with like healthcare companies  
where they'll just provide it for like, you know,  
all of the members of their gold plan.  
So like they'll pay for it for 50,000 members  
or something like that now.  
And oh, do you need a BD rep and a sales team  
and all the stuff?  
She's like, no, I just go take the meeting myself.  
And it took some time, but we got the deal done.  
And I was like, wow.  
She said she meets them on LinkedIn.  
She goes, I just messaged them on LinkedIn.  
Fantastic.  
So I thought on it, you know, shout out to her.  
She's the, she's got the, I don't know,  
not Billy of the week, not blue collar side hustle.

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She's something else, but like, you know, the riches and niches award of the week, you know, goes to her. Cause I thought that was a pretty amazing story. No, it was amazing. And this is her first business. And so like, you know, everything that she said or everything that she has done, if you told me, like if she told me the idea, which is I'm gonna, I've never done anything tech related before. And I can't code. I'm gonna hire contractors overseas to do this. I don't know anything about marketing. I'm like, oh, you're, everything you're saying, you're going to lose. This won't work. And she completely has pulled it off. And if you go to the reviews, did you look up her app? I mean, it's legit. Like there's like, I think it's like a 4.9 rating. It's like a really high rating, thousands of reviews. And she completely has pulled it off. I'm almost positive. It's only two-ish years old. And then she also just went full time as of recently. So this was like a- And she just started monetizing. It's like most of the app is free. She's like, yeah, I want most of the app to be free. You know, because obviously I'm trying to help as many people as I can. I'm trying to find that balance where it's a sustainable business, but also mostly apps free. I just thought that was a badass story. There was a bunch of people there that had like really big stories. But to me, that was a really, I'm just saying incredible, incredible win. And she had a kind of a, an intensity about her. Oh yeah. That you could almost tell when you were talking to her, like, okay, even though on paper,

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you got no attributes, right?  
And we all know the rule.  
You got to have some attributes if you want to win.  
She didn't have the experience.  
She didn't have the skill of certain things,  
but she did have a certain level of intensity.  
And you could see that just in talking to her,  
like just the way she came across.  
She came across like a person to be taken seriously.  
And like, she was like a very small person.  
It wasn't like her stature.  
She didn't have a natural knack at that.  
It was just the way she was talking that stood out to me.  
Did you meet the Vessi guy?  
So V-E-S-S-I.  
Yeah, we went out for lunch.  
Tony was the guy who was there as the founder  
and they make awesome shoes apparently.  
I haven't tried them.  
So I can't say anything.  
But they're hardcore in Vancouver.  
And so I, the lady at my hotel saw me wearing them  
and she goes, oh, you're wearing Vessi.  
So those are happening.  
So basically, she didn't say they're happening  
because she's not 60 years old, but you know,  
she said they're cool.  
Those are jazz and fresh.  
But anyway, so it's this shoe called Vessi.  
They look just like tennis shoes,  
but apparently they're like waterproof,  
which is a big deal in Vancouver  
because it rains a lot and it's wet.  
And the guy bootstrapped the company  
and he told me the top line revenue,  
which I don't know if we can say or not.  
Just say it and we'll bleep it.  
Oh, okay, fine.  
We'll say it.  
So basically you guys didn't hear what I just said,  
but we're talking in the same ballpark of like an all birds  
or something like that.  
Like a publicly traded company,



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quite huge, completely bootstrapped.  
And I started talking to him and he's like,  
hey, I want us like,  
I'm thinking about like getting popular on Twitter.  
And then he started talking to me  
and I started giving feedback.  
And then he told me about the company  
and he told me the size and I'm like, wait, wait, wait.  
Why do you want to be on Twitter?  
You realize this is totally not worth your time  
and you are like way better than any of the thread boys,  
including me.  
Don't go on Twitter, dude.  
Just keep crushing it.  
And the company that he had was entirely bootstrapped  
and it started as a Kickstarter.  
So he was like, I was like, why are you guys so good?  
He said negative cash cycle, which means, you know, people  
sell the stuff before they have to pay for the goods.  
Yeah, he's like, we just have good terms  
with the manufacturer and we started as a Kickstarter.  
So it's been profitable since day one.  
And this is another thing where it breaks  
all types of patterns that I thought possible.  
So starting in Vancouver, Vancouver is not a big city.  
I think the metropolitan area is like 800,000,  
or sorry, the metropolitan area is 2 million.  
The city is only 800,000.  
So it's not like an epicenter.  
Dude, I went for a run and I like ran across the city  
and I don't run.  
So it's not that big.  
Yeah, and it's like not that big of a city.  
It's in Canada, which I didn't realize how like,  
Canada is kind of podunk.  
Like it's like, it's like, it's like,  
there's only like 30 million people in that whole place.  
It's like.  
Canada has the same population as California.  
It's crazy in the same population  
as like the metropolitan New York area.  
I mean, it's right.  
But the size of that, it's bigger than the United States

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in terms of like the actual land mass.  
So it's like just, it's a lot of empty space.  
So a lot of space per person.  
Yeah. Like it's not that big.  
And it's a little behind in terms of like,  
it's not like a sophisticated place,  
decision isn't bad.  
But like, I remember when I went to the airport  
and they checked my passport in such an odd location.  
And like, I remember they checked it,  
like as I was going to the security thing  
to like scan my body, not ahead of time.  
I'm like, oh, you guys know it would be way faster  
if you do this, this, whatever.  
And so anyway, I met this guy and his company kills it.  
And so dominated Vancouver.  
They love the shoes there.  
Everyone was talking about it.  
Incredibly quiet and nice.  
No like frills about them.  
They opened up,  
they opened up a physical store in Vancouver.  
You saw the video of that?  
Yeah. The video of the line.  
There's like a line like half a mile along.  
And I was like, yes, you like,  
this is like a marketing stunt.  
You like paid people to stand in this line.  
He's like, no, these are like actual customers.  
No, he's like, it's Monday.  
I keep this too, but he said they're going to do  
out of their retail location this year.  
I was like, what the hell?  
That's a absurd number.  
It's crazy.  
This guy was really, really cool.  
So I'm happy I got to meet him.  
But anyway, good weekend.  
We had a good time.  
We'll do it again.  
You have another topic or you want me to go?  
I got one.  
Let's do, okay.

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Let's do this one first.  
So we went international.  
We went, some might say off shore.  
You know, they'd be wrong,  
but if you can say off shore,  
they got me thinking about  
off a shore.  
Companies offshoring money.  
And like, I don't know about you,  
but I've always heard about this.  
But if you had ever asked me to explain,  
yeah, wait, how do companies like off shore,  
what's a tax haven?  
Like how do these things work?  
Do you actually know how the shit works?  
Cause I went down to random rabbit hole last night  
and pretty interesting stuff.  
Dude, I have no idea what the word tax haven means,  
but I like using it.  
You know what I'm saying?  
Like I don't know.  
I don't really want one.  
Yeah.  
Yeah, yeah, yeah.  
Like it's right under shell, shell corporation.  
Well, actually they're related.  
All right.  
So here's the kind of the headline of the takeaway,  
which is that companies like Nike, Apple,  
huge companies, right?  
The companies that we've all heard of use this.  
This is not just like, oh, I don't know,  
shady crypto guys that are opening up a company  
in the Bahamas or whatever.  
It's like, you know,  
the most blue chip of blue chip companies,  
Apple at one point had like \$300 billion off shore  
overseas that they weren't bringing back into America.  
Why?  
Because here's the general,  
like first principle is explanation.  
So every country has a tax rate.  
So let's say in the United States,

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the corporate tax rate, let's say is 21%.  
Well, if you make money here,  
you're gonna pay 21% on all your profits.  
But if you're able to shift those profits  
so that they're taken in another country,  
you can use that country's tax rate.  
Well, guess what?  
There are several countries that have a tax rate  
of pretty much zero.  
And so what these companies do is like,  
I'll give you an example of Nike.  
So Nike did this brilliant thing  
that resulted in Nike paying like,  
I don't know, something like 3% a year tax rate  
on billions and billions of dollars of revenue and profits.  
And so how did they do this?  
Well, what they did initially was  
they created a shell company,  
there we go, bingo,  
a shell company in Bermuda.  
And the shell company in Bermuda owned the swoosh,  
like the trademark to the Nike check.  
And then what happened is,  
company in the United States is selling shoes  
and it might rack up,  
let's say \$10 billion of revenue,  
or even like gross profit.  
So like, you know, after taking out  
and took out the shoes and the shipping and all that.  
Well, normally they just have to pay the tax  
on the 10 billion.  
Well, what they would do is,  
the swoosh company in Bermuda would then charge them  
nine billion, let's say, in royalty payments,  
saying, hey, you're using the swoosh,  
you got to pay us for that.  
So all of a sudden,  
the taxable income in the US goes from 10 down to one.  
And now they just pay the 20% on the one billion.  
And the nine billion that the Bermuda company got  
pays a tax rate of zero, right?  
So their effective tax rate goes way, way down.  
And so this is what they did initially.

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And this lasted for like, you know, some period of time.  
But then they kind of closed these loopholes over time.  
So Nike had this set up in the Netherlands.  
And they had this set up in the Netherlands  
where they had, you know,  
some Nike international company over there.  
They were doing this where in the Netherlands,  
they didn't have to pay taxes on the money  
for some period of time,  
because there was like a rule where  
on royalty income, you don't have to pay taxes.  
So they're like, great.  
All the revenue this company's making  
is the royalty income from the IP,  
the swoosh trademark that we're renting out basically,  
to our other companies.  
And so they were not paying any taxes  
on Europe, Middle East, whatever.  
And then what happens is, you know,  
after 10 years, people start complaining.  
They closed that loophole.  
The politicians high-fived.  
They're like, we did it.  
These big corporations are gonna pay their fair share.  
And Nike goes, oh, hold on.  
You get the blackberry out.  
They call up the lawyer.  
They say, hey, one hole closed.  
Open up another please.  
Hang up the phone.  
And then the lawyers get to work  
and they realize we could do something different.  
Here's what we'll do.  
We'll create two Dutch companies.  
And one of them will have a director  
in the United States, because here's what happens.  
In the United States, the law says,  
if the company's incorporated somewhere else,  
it should be taxed in that country.  
And then the Netherlands says,  
well, if it has US directors,  
it's gonna be taxed in the US.  
So it's kind of like those movies

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where the two guys are pointing, he's got it.

No, he's got it.

Nobody's been taxing this thing.

And so they had what was called a stateless company, a company that was taxed nowhere, which is called Nike Innovate CV.

And it paid zero taxes basically.

And so companies like Nike have been able to do this.

Apple does the same thing.

Facebook does the same thing.

I don't know if you've ever seen

why all these tech companies have offices in Ireland.

Yeah, in Dublin.

Everyone has a Dublin, a Dublin office.

I was like, wow, okay.

Is it the fantastic world-renowned engineering talent of Dublin?

What is the reason for this?

And the reason is cause there was something called the double Irish strategy, which said, if you have one Irish company that own the IP and then another one that was a subsidiary of it, and then that one had US director, same thing, zero taxation.

And so for five years,

I think Apple made \$30 billion

through their Irish companies and paid zero taxes on it.

And I just think this is-

Are you gonna do this?

How they do the stuff.

And by the way, Tim Cook goes

and he stands in front of Congress.

There's this amazing clip where he goes,

Apple pays every dollar that they owe in taxes.

We don't depend on tax gimmicks.

We don't stash money in some Caribbean island.

It's like, yeah, you stashed it in Ireland instead.

Like, what are you talking about here?

And then like, you know,

they've kind of shut that double Irish strategy down.

And then Apple goes,

and this is all got leaked from this thing

that you probably remember called,

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do you remember like the Panama Papers?

Yeah, yeah, yeah.

When that got leaked?

Yeah.

Do you know what actually happened there?

It was a country where this happened.

And I don't know how it got leaked.

I think the accounting firm

that did a lot of the work for people got hacked.

Exactly.

The fourth biggest law firm

was something called Mozak Fonseca.

And basically this is the fourth big law firm.

They're known for like creating shell companies and all this stuff.

They got hacked or not hacked actually.

Somebody just leaked 11 million documents.

Oh my God.

They don't know who leaked it.

But somebody was like a whistleblower and leaked this thing.

And there was like this team of journalists

that looked at it for a year

before finally going forward

and publishing the Panama Papers.

Well, after that, there was something called,

and that's where like the sort of Epstein

and Putin stuff came out of the Panama Papers.

Then there was the Paradise Papers,

which came after that.

And that was leaked from this accounting firm called Applebee.

And, you know, it's an interesting name.

You're familiar.

You're a client of theirs.

Yeah.

Is there like a Hooters LLC

that can handle my income tax?

Like what?

Yeah.

It's just shell companies.

And soft shells.

Sock-o's.

Skillet case shell.

We like all types of shells.

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Shell macaroni and shell companies.  
Exactly.  
So, you know, they basically, they got leaked too.  
And then that's when the company stuff that came out.  
And then you could see Apple going to their law firm.  
Then they leaked the emails saying,  
we've, you know, the Irish thing is coming to an end.  
We'd like to find another country  
that has this favorable advantage.  
Can you find us something?  
You know, maybe in the Caribbean.  
Like pretty much the exact opposite thing  
as he said in front of Congress.  
You did something that I think is funny.  
And so basically when people discuss these topics,  
they use all types of words that in itself are not,  
like by definition are not bad words.  
And they actually don't mean bad things,  
but they use it in this context  
and people automatically think villain.  
And sometimes I find myself using those words on purpose,  
but like bragging about them.  
So for example, loophole,  
why don't we just call it a rule?  
You know, like we're just following the rule.  
This is the rule.  
We're gonna use the rule.  
They use loophole.  
Loopholes aren't bad, just the rule.  
Another one, manipulate.  
Why don't we just use like persuade or influence?  
And so like people use that word manipulate all the time.  
Another one is exploit.  
I love that word exploit.  
I'm like, oh, so to efficiently use something.  
Like people talk about Amazon is exploiting their workers.  
I'm like, what does that mean?  
Is that the point is we give you money  
and then we exploit you?  
Like we, you know, they use all these words.  
And sometimes I find myself-  
Don't get canceled.  
Don't get canceled, Sam.



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We just got famous, bro, don't ruin this.  
Well, they use these words and I'm like, that word,  
like that's the point is to exploit.  
We're gonna use this in a very particular way  
and we're gonna use it efficiently.  
And you just did that where you use these words,  
but it's like, you're saying the word loophole  
as if it's a scam where it's like,  
no, loophole is the opposite of a scam.  
It's, this is, we are playing in the rules.  
Well, I think that they do mean something,  
which is that they're within the rules,  
but not the, they're within the letter of the law,  
but not the spirit of the law.  
And I think that's the difference here.  
Don't get all pro bono lawyer-y on me, bro.  
There's bro science, now you're doing bro legal jargon.  
By the way, Tim Cook actually even said that too  
in that same clip he goes,  
we not only comply with the letter of the law,  
but a spirit of the law too, which was, yeah, that's a lie.  
But yeah, I think you're right,  
which is there are rules of the game  
and you can play, if you play by those rules,  
you should not blame the player.  
You should hate the rule maker, right?  
You should hate the game.  
And so I think that that's,  
that's where a lot of people go wrong, right?  
They hear this stuff.  
When I'm explaining these,  
I'm not saying Apple and Nike are evil.  
Really what I'm saying is,  
I never really knew what this meant.  
I never knew actually how it worked.  
Dude, you're a capital, you're a capital J journalist.  
You're just saying the facts.  
I'm a capital man.  
I think he established that myself.  
So yeah, I think this is kind of interesting.  
And then it's like, what's the game theory?  
So one thing that Trump did, which is actually pretty smart,  
which is another loaded thing you can't say.

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He was like, dude, these companies have like hundreds of billions of dollars overseas. Cause what happens is once they get taxed in the low, low, low tax place, they can't just move the money back into their, you know, chase bank here in America and like, you know, go down to the ATM and pull it out. Like it would get taxed when it comes back. So they leave it overseas. So this is money that never reaches. And so what Trump did was he goes, all right, look, I'm going to make a one time exception for you to what's called repatriate the cash, bring the cash back to America. I'll lower the tax rate. It's like kind of like, all right guys, get in here. You're kind of like, you know, the store owner like opens the back doors, like get in. It's like a, it's like a gun give back. You ever seen those where you can like, no questions asked, just give us your guns. Right, right, exactly. And I think there's some value to those, the scenarios. And so he made it like, you know, it's 15% tax on that cash. This is like one time, one time only. If you want the cash back in America, so you can invest it here and use it in your corporate activities here, you know, here's your sort of like discount half price, come on in. And then that brought like, I don't know, 60 or 90 billion back in, but not like the full amount. He thought 4 trillion would come back in and they just didn't. Speaking of crazy people and loopholes and tax evasion, I've got a cruel story for you. And I have a feeling you know about this person. This is, this is the, I don't know if he's a billy, but he's, he's close enough. Have you heard of Tim.com? You know who this guy is? Yeah, yeah. He's prolific, as you like to say.

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Dude, this guy, that's the phrase here.  
I was going to say, this guy's a prolific freak.  
He's a total freak.  
So this guy named Kim.com has all these interesting facts.  
And I read about him because he,  
he's like six, seven, 350 pounds.  
This guy's massive.  
He's huge.  
And he lives in New Zealand.  
Him and his wife, he married like a Philippine,  
like beauty queen or something like that.  
And she divorced him.  
And all, and these people thought that they were going to like,  
she was going to talk shit about him.  
She's like, no, no, no, like,  
I have nothing bad to say about him.  
It just, it, the marriage didn't work out,  
but he was a nice guy.  
And so I started reading about him.  
By the way, what's his real name?  
It's so Kim Schmitz.  
But then he was known as Kim, Tim, Jim Vester, or Kimball.  
And then eventually he legally changed his name to.com.  
So the wife, the ex-wife kept her married last name.  
And her name is like, you know, like Sarah.com.  
And so like the article refers to her as like miss.com.  
It's like, so that's her legal name.  
So.  
I'm going to become Sean worldwide, Mr. Worldwide.  
This is my wife, Mrs. Worldwide.  
Nice to meet you.  
Dude, that the article referred to her as, as miss.com.  
And so check this out.  
So this guy, in the nineties, he starts in Germany  
as a hacker and he hacks something like 40 million,  
or he claims this, but this is not verified.  
He said he hacked into some like famous bank  
and he took \$40 million and he donated it to Greenpeace.  
At least that's what he said.  
But TBD, if that's actually true,  
because Greenpeace is like, no, that's not true.  
And then eventually he starts building  
all these other programs and all those like software

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that is like mildly successful.  
And he tries to set, and he's a hacker  
while he's doing this, doing a bunch of illegal shit.  
But while doing this, he's trying to send a file  
to his friend and the email that he's trying  
to send it through says, all right,  
you've exceeded the limit, we can't do this.  
So he creates this thing called mega upload,  
which eventually like, it's huge.  
Have you heard of mega upload?  
Like if you ever download an illegal movie  
or anything like that,  
you've probably come across mega upload, have you?  
Of course, yeah, never used it for textbooks,  
but definitely have used mega upload in my life.  
Yeah, so mega upload, it's kind of like Napster,  
but it's just a website.  
So you don't need to download a client.  
So it's like Pirate Bay, I guess is a similar one.  
But again, you still don't need a client.  
It's just a website where you can like trade files.  
And it goes viral because all these people would share files  
and he would put like mega upload like in the image.  
So like that's how it like grew and got viral.  
And so anyway, he creates this thing and it swells.  
He launches it in 2005 and in 2010,  
he's basically, he's able to pay himself \$42 million.  
That was his personal income from that.  
And eventually after like eight years, he gets sued  
and Hollywood sues him.  
I guess I don't know what Hollywood is,  
but big Hollywood sues him.  
The government sues him.  
The sign.  
Yeah, the sign.  
And they say that he made close to \$200 million  
in personal profit from this whole thing.  
And all during this, he's doing like this other crazy shit.  
So out of like 50 million modern warfare players,  
this guy was ranked number one.  
He was the number one player for Call of Duty.  
Yes, in 2012, he was the number one person  
in the world at Call of Duty.

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He also finished first in the Gumball 3000.  
You know what that is? It's like a,  
it's a car race across Europe.  
He finishes first.  
Then he releases an album of original music  
with any like collabs with other articles, other artists.  
It's called Good Times.  
And it's not that bad of an album, to be honest.  
Then he creates the internet party,  
which is a new political party in New Zealand.  
And it kind of gained some traction.  
And he's doing all of this while running mega upload.  
Well, mega upload gets sued.  
And he actually goes to jail for the second time.  
He's already been in jail for a few,  
I think a few weeks, a few months before  
for his hacking stuff.  
This time he gets locked up for a longer period of time.  
And when they arrest him,  
they go to his house and his compound  
and they just swarm it, swat style.  
And in the house, they find all like 40 cars,  
like the nicest cars, you know,  
like these fancy Mercedes AMGs, Bugatti's, all this shit.  
They find all this art,  
but they also find \$175 million in cash.  
This guy had that much money in cash,  
in like a, in a room in his house.  
He's kind of like a proper gangster.  
I mean, he's like a gangster of the gangster.  
And to give context,  
mega upload had 50 million visits a day.  
It was like the seventh most popular website  
in the world at one time.  
It accounted for 4% of total traffic in America.  
And it had 180 million users.  
And people were transferring 800 files a second  
on mega upload.  
This thing was huge.  
He had, and it was ran almost like a proper company.  
He had 155 employees, you know, engineers,  
customers, service, admin, all this stuff.  
And it was wild.

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And this is a wild story that like I just came across because I was reading about miss.com, his wife or his ex-wife. Very fascinating guy. This guy's super prolific. He even created this thing called a mega car. So he was trying to launch a car company that was like internet connected. And it didn't like work out wonderfully, but he built like a handful of the cars, but super prolific, very interesting. And I thought that you might have a little bit of stories about this guy. This guy seems like he runs in your world a little bit. I'm going to send you this. I can't say this on the pod, but we've DM'd before and I just have to show you what's in this DM. This is not going to be good content, but you have to see this. What was it just like crazy and appropriate stuff? I'll send it to you after this. But yeah, this guy is prolific. I feel like he's kind of like the rogue Mark Andreessen. Totally. Like Mark Andreessen is also surprisingly massive. A prolific internet guy who was like, you know, had like a bunch of ideals and like took, took at it. Mark Andreessen just like sort of took more of the straight path and this guy went rogue. That's kind of how I think about him. I can't believe I'm blown away by this call of duty thing. Yeah. Like this isn't like a he said, she said thing. I mean, that this is like rankings. Like you can actually see like leaderboards and he was number one. Yeah, but does he just have like a basement of like, you know, 15 year old Korean boys that are playing for him or something? Like do I really believe that this guy was the number one worldwide call of duty player? That is insane. That is so crazy.

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That's like, what's the story about the Uber guy Travis where he was the number one we tennis player in the world or something like that?

I think it was like two.

So basically the story is like Chris Saka, this famous investor and Travis were like, at Chris Saka's like vacation home, Chris Saka, Mr. Saka was there.

Travis.

Well, you know, that's how we got to, you know, that's how we got to explain the story.

So, you know, the difference between the two Saka's.

So, so kind of polite.

So Mr. Saka and Travis are playing we tennis and Travis crushes the dad, Mr. Saka.

And Travis at the end of the game goes,

Mr. Saka, I've got a confession.

And he kind of like, you know, what's that princess movie with like a, I don't think the word means what you think it's the princess bride.

He kind of like throws the we controller into the right hand.

He goes, I've been playing left-handed the whole time, but I'm really right-handed.

And he just like obliterates them even more.

And he goes, I have another confession.

And he goes to the game, the rankings.

And he's like two or three in we tennis.

And he's like the lift of we tennis.

Seven out of 10, we'll give him.

And so, yeah, this kim.com guy, he's crazy man.

We got, I would love to have him on the pod.

He's super interesting.

Yeah, that's a crazy story.

Also, I feel like he didn't, he didn't launch his own crypto token.

Like the odds of him not doing his own token in the last five years, like that had to be like a one in one million chance of him not doing it.

Probably, I mean, he was like indicted by the US government.

He had talked about it.

But yeah, he probably had like,

I bet you he was like banned for like, you know, selling securities.

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I bet you he had some, I didn't look into like what his, what his ban was and what the, what the verdict was.

But I mean, he was in like legit trouble.

I mean, he was in prison.

And so he probably, but what's crazy is number one in call of duty, number two, that he had \$175 million in cash in a room in his house.

That's wild.

I don't even know, I would like to know how much like physical space that takes up, but that'd be a lot.

Isn't it like always disappointing?

It's like, that's just two brief cases.

Yeah, dude, on the Sopranos, I was watching last night, they gave a guy \$75,000 and it was in an envelope.

Like not a like, not a like a Manila,

like not even the type that you've got to go to FedEx for, the type that you have in your home.

I can't tell you how disappointed I would be.

Like if I ever am involved with any kind of ransom

or if I win some sort of prize,

like I'd need the giant check if I win a prize.

And if you're going to give me some cash,

like just get it in the smallest bills possible.

I want duffel bags.

I want, I want like a Costco trolley bringing me the cash.

Like if I get something and it's in an envelope,

I don't care what's inside, I'm throwing it away.

Yeah, if it fits in my jacket pocket, I'm out.

And if like, and it was like the side pocket of like a suit where you reach in.

So you know those pockets are small

and they fit in that \$75,000 or ever fit in that jacket.

Very, keep it, just keep it.

Yeah, I have another interesting thing that I saw.

So have you been following this prime energy drink thing or prime, I don't know what the fuck it is.

It's just a Gatorade alternative, right?

Have you followed it?

Yeah, I followed it because a while back,

I don't know, like a month ago, Ben, business partner Ben, he met some guy who was like involved with it.

He's like, dude, the numbers are insane for prime.



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Like they're, they're telling, you know,  
bleep amount of just this one skew.  
And like, let alone the main, the main drink.  
And I was like, there's no way that's a crazy number.  
And then I think recently they came out and said  
some more numbers.  
What did they say?  
There's two takeaways here.  
The first takeaway is the numbers.  
So Logan Paul said the beverage brand,  
he launched with KSI on, so in January 4th.  
So about a month or something ago,  
he said it did 250 million in revenue in the first year.  
And it did 44 million in revenue in just January of 2023.  
So recently.  
And then he also said, but then check this out.  
Here's the exact quote.  
He goes, do you want the numbers?  
All right.  
In year one, we cleared \$110 million in retail sales.  
Sorry, 250 million in retail sales  
and 110 million gross internally.  
So the takeaway here for me is,  
one, that's huge numbers.  
Two, what the fuck does it, what the hell does that mean?  
This guy doesn't even know his numbers.  
Yeah.  
That's a second takeaway.  
Bro, you're off by half.  
Like, yeah, that's crazy.  
Also, what the hell does 110 million gross internally?  
What he's saying is they sell wholesale.  
So this, because they sell this thing, let's say at Walmart.  
So in Walmart, it did 250 million in sales.  
But to them, they're getting bought at wholesale prices.  
So the markup is, you know, what's, you know,  
they basically sell at half price, right?  
So they sell it to Walmart.  
They sold 110 million worth to Walmart.  
So their company sold 110 million.  
The total product sold 250 million is what I think  
that has to mean.  
Well, crazy, crazy that this is that big.

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I've actually seen a few interviews with Logan,  
and he says what the numbers are,  
and then someone from behind the scenes goes,  
no, no, no, it was this.  
And he goes, wait, what?  
Oh, my bad.  
It was this.  
And it's pretty wild that, like,  
I think Logan's a smart guy.  
I would love to have him on the pod and everything.  
But it's pretty wild how he's really just focused  
on the content thing and probably doesn't know much  
about the business thing.  
It's pretty interesting.  
I've seen him, like, ask Mr. Wonderful or something  
about that, about, like, different stocks  
and things like that.  
And he's pretty, has a pretty rudimentary understanding  
of certain finance topics that I thought for sure  
he would be somewhat on top of.  
But I guess not.  
You can crush it without knowing that.  
Well, I don't know about that.  
Like, I think he's like anything else.  
Like, the way we are probably good at business,  
and we're just enough to be dangerous  
at the kind of, like, content, you know, like...  
You know, like, when we see a YouTuber,  
both of us have had this reaction where we're like,  
oh, we're horse carriage operators  
and the Tesla just drove by.  
Like, this is, when I see somebody on TikTok,  
you know, you might as well be, you know,  
it might as well be at Hogwarts with a magic wand.  
I'm like, I don't know how to do those things.  
And I will never know.  
And like, it's awesome.  
But I just can't imagine myself really doing those things  
at the level you can do them.  
And so I think he's good enough to be dangerous  
on the business side and smart enough, obviously,  
to know what categories to go into  
and who to partner with.

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So like, if you look at their moves, right,  
like, just zoom out so that you can't, you know,  
hear what he's saying or whatever.  
If you look at their moves,  
the transition from Vine to YouTube, great jump.  
The transition from YouTube canceled to YouTube,  
like, you know, rejuvenated, that's a good move there.  
Then from YouTube to boxing, celebrity boxing,  
he ended up boxing Floyd Mayweather for God's sake.  
And he did all right.  
He did all right, yeah.  
And his brother's, you know, doing,  
he's one of the most, you know, high earning,  
you know, boxers out there.  
Maybe he's like, not a boxer.  
Yeah.  
So that's incredible.  
And the next jump, you know, for Logan was WWE.  
So now Logan is one of the big stars in WWE,  
but he does it on his terms.  
He then transitioned his YouTube content  
into podcast content, cause he's like, you know,  
I'm maturing.  
By the way, have you seen him in WWE?  
He's phenomenal.  
He's really good.  
Yeah.  
He's really good.  
Exactly.  
Like if I was 13, I pretty sure I would think Logan Paul  
is the fucking shit, cause I'm 34.  
And I think Logan Paul is the fucking shit.  
Like, he's good.  
Like he's got the acting down.  
He's got the, he looks ripped.  
He's good.  
And people love to hate on these guys for, you know,  
good, sometimes good reasons.  
They've done some things that are like, you know,  
whatever he did, the stupid video in Japan.  
He's gotten some trouble for his like NFT thing.  
But like, I don't know.  
I think there's a lot to be, to learn from and admire

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in these guys.  
I'm not saying they're great people, perfect people.  
I don't know them personally.  
I can't say either way on that.  
But I think from a marketing perspective,  
Yeah, they crush it.  
15 out of 10, right?  
Like from a brand building, from a sort of learning  
how to keep riding new waves and stay relevant.  
I mean, these are phenomenal.  
The same way that the Kardashians are phenomenal  
in some way, and you could disparage them  
for a bunch of reasons.  
Or you could look at the things they do great  
and say, cool, I'm just going to take inspiration  
from the things they do great,  
rather than hate on them in a very common way  
about, you know, the same stuff everybody else does.  
So yeah, I think, you know,  
what he's done here is pretty phenomenal.  
I think they're kind of him and KSI are kind of like  
minor partners.  
I think it's business.  
I think it's like a third, a third, a third type of thing.  
The operators get a third here?  
Yeah, I mean, I saw an interview  
and it was either a third or like a 20%,  
but yeah, minority, but meaningful.  
I mean, this can be a billion dollar brand.  
Dude, I invited him to Camp MFM, by the way.  
And I was like, yeah, you should come.  
It's going to be awesome.  
And he was like, he's like, dude, I can't get hurt.  
He's like, I'm doing the WWE.  
If I go play basketball, I'm going to get hurt.  
Why did he reply to you?  
I can't like spray an ankle or twist a knee  
and like not be able to go wrestle at WrestleMania  
in a month.  
What platform did you speak to him on?  
You know, I actually, what happened was  
What had happened was  
What happened was I jumped into Twitter spaces

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where he was there and I just started talking there.  
And then he DM me afterwards.  
And then I was like, hey, you know, you actually,  
he had talked about my clubhouse  
or metaverse tweet on his podcast too.  
And I was like, yo, you actually talked  
about my other thing, you know, I'm that guy.  
And he was like, oh, cool.  
And so, you know, Twitter DM is kind of where we talked.  
Dude, that's actually kind of a hack.  
There's like a handful of YouTubers  
that have five, 10, 20 million subscribers  
who I've chatted with on Twitter  
and they only have like 10 or 100,000 followers on Twitter.  
And their fans, children aren't using Twitter.  
And it's such a good way to like get in front of them.  
And I've actually pulled that move a few times on Twitter.  
It's pretty, pretty, I'm shocked it works.  
That's genius.  
We're going to wrap there.  
Yeah, we can, we can wrap there.  
All right.  
We got to start saying the gentlemen's agreement  
every time by the way, I keep forgetting to  
go subscribe to us on YouTube.  
That's it.  
That's the pod.  
I feel like I can rule the world.  
I know I could be what I want to put my all in it  
like no days off on a road.  
Let's travel, never looking back.