

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

All right.

Quick break to tell you about another podcast that we're interested in right now.

HubSpot just launched a Shark Tank rewatch podcast called Another Bite.

Every week, the hosts relive the latest and greatest pitches from Shark Tank, from Squatty Potty to the Mench on a Bench to Ring Doorbell.

And they break down why these pitches were winners or losers.

And each company's go-to-market strategy, branding, pricing, valuation, everything.

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

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

All right.

Back to the show.

100%.

I've been saying this for a long time, which is anybody who could figure out how to employ the stay-at-home mom workforce is going to make billions of dollars.

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 the road, let's travel, never looking back.

All right.

You there?

I'm here.

Dude, this morning, my friend had a 40th birthday party and he rented out an entire water park. This morning?

From like 7.30 a.m. to like 10 a.m.

And I went to it.

You went?

Yeah.

It was like me and Ramon and Neville.

You know, David Perrell, he was there and a bunch of other guys were there and it was so fun.

We had this whole park to ourselves and then I came home and like threw up and went to sleep.

Because you caught something because you threw about a nostalgia.

Why are you puking?

I didn't, like when I was a kid, I used to love that stuff and then I did all these like slides.

You just went too hard.

And like going through them, like you go, like these slides, it's kind of hard to explain but you're like, you know, those tubes that like go in twisties, it just made me sick to my stomach.

I was like, on the right home, I was like, Neville, I think I might throw up.

Can you unlock the window?

I can't believe how old I got.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

You savage.

You threw up out the window?

No, I didn't do it out the window, but I came home and I got sick and I just had to lay down.

I cannot believe how life has changed.

Like you didn't even drink.

Just the straight, just the action.

Just like the, like, well, did you go to rides on Disney at Disney?

Like that.

My daughter's too.

So I did only like the Dumbo ride, like the most simple rides.

I don't like, I think it's a little crazy.

I think I would have done like the big stuff.

I think I would throw up at this point.

I couldn't handle it.

It was horrible.

But man, this is why Austin is awesome.

So like, okay, so David Pearl, I don't know him that well, but just two blocks up, there's this restaurant and I would, me and Sarah went out to breakfast and he was there.

And so we knew who each other's were and we just said, what's good, but now we're going to go hang out.

Last night I had this guy over named Chris Williamson.

Do you know who that is?

No.

He's like a popular YouTuber and he just DMed me and he said, I'm in Austin.

Do you want to hang out?

I go, yeah, just come over for dinner.

Like, we're just like constantly just seeing people.

It's pretty wild.

It's a small, weird, it's like a lot of like cool people here, but it's a small town.

Yeah.

That used to be the case in San Francisco, you know, because you would just bump into people everywhere that were like doing the same thing, like-minded people who are also in the same game.

But I don't know.

I moved out of the city now.

So like, you know, I'm in the burb.

My neighbor is 80 years old.

You know, if I bump into him, you know, he's telling me about like, you know, crochet or something like that.

So it's not the same.

Well, it's, it's awesome here.

I've thoroughly enjoyed it.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

You want to get into some stuff?

Yeah.

You have a bunch of really interesting things to talk about.

I've got less interesting things to talk about.

Yeah.

Let's do it.

Let's pick one.

Actually, let me tell, let me, let me lead with mine because I have less stuff.

This is pretty much the only thing, but you talk to this person.

All right.

My name is Rebecca Zamallo.

You talk to her, right?

Yeah.

I think you butcher your last name.

Zamorolo, I think.

Zamorolo.

Sorry.

All right.

So I did a call with her as well.

I DM'd her and we, and we started talking.

This woman is amazing.

So basically it's her and her husband, her husband's name is Matt.

They're partners on this.

She has a YouTube channel.

Anyone listening to this, you only probably know about it if you have kids.

So it's meant for children.

It's like, it's like acting, like fictional stuff.

Age, like six to eight or six to 10 ish, maybe where it's like, it's not the like absolute beginner kitty, cocomelan type of stuff.

It's like somewhere between.

And yes, they basically like, it's a little show.

It's almost like a TV show.

You know, whether it's blues clues or whatever else there, they create like, you know, these videos, these little 10 minute videos that are entertaining.

And on her personal channel, she's got like 10 or 12 million subscribers.

She has seven other or seven channels total.

So six other channels.

One for her dog, one for her husband, one for like this for gaming, just like all types of stuff.

She's releasing eight videos a week.

They have a team of like eight or six people, maybe.

And she kind of told me a little bit about some of like the business numbers.

My mind was blown.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

It was astounding.

Unbelievable.

It was unbelievable.

Did you talk to her about her business?

We can't like, I didn't ask her if I could say anything and she did one like that, but put that on blast.

But yeah, I like, you know, the dog has 10 times, maybe 20 times more subscribers than we do on YouTube.

Like it's like, oh, this is my dog's gaming channel and it'll have like 400,000 subscribers or something crazy.

So she gets YouTube has, I mean, 10 million subscribers is no joke.

And the amount of production, the content output, like just that thing you said sounded like, oh, six, like seven, eight videos a week.

It's like, okay.

So they do a video, they release video pretty much every day, but they're like 40 minute long sometimes.

Yeah.

They're like long videos with like storylines about like, and she'd be like, you know, yeah, we moved into this new house and there was like this weird door in my bedroom.

So we created this storyline about this like secret, secret passage that takes you down and then there's a villain inside and the villain is my husband.

And like, that's the like, they create a whole play based on the little screenplay and they shoot it.

And while we were talking, she's like, yeah, downstairs, there's like eight people for our crew, like our kind of film, audio, you know, editors, whatever that are all here.

And she's like, yeah, my life is crazy.

It was wild.

And she was telling me about different stuff.

And so there's this guy named Darman.

So his first name is Dar DH.

I know him well.

Yeah.

Okay.

So your friends with them?

I'm not friends with them.

My wife either knew him like in college or something like that or whatever.

But then we've done some deals with him and his wife around like influencer content.

So he's got 13.8 million subscribers and it's, it's kind of lame what he does like lame in that it's not going to fit what we do.

But basically it's like hallmark channel videos.

Like one was like bully, someone bullies an autistic kid and the reaction is crazy or and it's like a fictional hallmark video.

I think they like children watch it, I guess to understand like values.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

And he's got something like a hundred employees and he's brand new to this like within a three year thing.

Yeah.

Like two, three years, a hundred employees.

And they pump these videos out to the point of like right now he's got 6.3 billion views.

Wow.

It is crazy.

And across all their platforms, their videos have been viewed 27 billion.

It's some of these YouTubers, it is, I'm just blown away at how big their businesses are.

And when I'm thinking about it, and I talked to Rebecca, I'm like, this actually isn't that hard.

I could do this.

And if you dedicate like 40 or 50 hours a week, if you start from scratch, you can get big really fast and but you have to treat it like a job, not a hobby, just like anything else.

Yeah.

Like a big job because you're managing a bunch of people and you got to have a product for customers and things like that.

So, so yeah, I totally agree.

Like I'm on his Twitter.

So it says like new videos Monday through Thursday, family friendly, kid approved.

This is a, that is a product you're offering.

We, yeah, we release on these days.

We are kid friendly, rated G, you know, like here's what you're going to get out of this.

And that's, that's, you know, my studio company or whatever.

And I think, but by the way, before this, this guy, I think he was doing like a cannabis company and e-commerce thing.

Yeah.

They have an e-commerce and cannabis business like unrelated doing all kinds of stuff.

It's amazing.

It's incredible.

These YouTubers like I'm blown away because there's so many that you have no idea who they are, but they have these empires that it could be potentially making tens of millions of dollars a year.

Yeah.

I also think, you know, it's really hard to do what they're doing.

It's not for everybody.

And I, I guess that's kind of obvious, but I guess what I'm trying to say is even if you could do it.

Not everybody could do it, but even if you could do it, doesn't mean you should do it.

Like this is such a hard thing to do to get on that treadmill and say, I'm going to produce awesome content five days a week nonstop.

And if I ever stop, the algorithm punishes me and my subscribers leave my channel and

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

my Patreon people stop giving me money and my, I don't have ad content for my sponsors. And if I ever, you know, just don't feel like being on front of the camera, like it doesn't work.

You know, as a teacher to, to, you know, step in here and step into this business. So I think it is a really valuable, I think it's a powerful business when you have it. Cause anytime you have the trust of millions of people who like your entertainment, that's great.

But man, I don't think it's worth it.

You know, just, I'm not even just saying that theoretically, like I've thought about doing it and I'm like, there's no way this is worth it for me.

And that's what I said to her.

And so this guy, Dar, I think he's not like the face, I believe in most of his videos. I don't think, I think he's in close to none of his videos or something like that with her.

She was like, yeah, but we've got all these seven other channels now.

So we've diversified beyond just me and I agree with you.

I think that that's a hard treadmill, but I would say the other side is like everything is that right?

If you start anything, like, of course, you just kind of work at it for a long time.

I think I could share this, but when I did the episode, when I recorded with Hasan Minaj, who's like, you know, comedian, he's on TV shows, stuff like that.

He had asked me at one point during the thing, I think the episode's coming out soon.

He had asked me like, you know, like, what would you do next step if you were me?

And on the pod itself.

He asked you that.

Yeah.

Like kind of like, okay, from a business point of view, what would you do next?

And on the pod itself, I don't think I got him, like gave him a great answer.

Like, I think in the pod, we were talking more about like, how would you invest your money?

And I was like, you know, here's kind of the thought process I would go down.

That was kind of a boring lame answer, to be honest.

But afterwards, when we were hanging out, I told him what I think is actually the real answer for this.

I said, you know, everybody should do what fits them.

Like something that looks exhausting to me might look, might feel amazing to somebody else.

So, you know, don't, don't take my word for it, but let's just pretend I'm just going to give you my two cents and you could throw it away if you don't like it.

I said, if I was you, this touring business model seems awesome because I was at your show.

So, you know, like 4,000 seats sold out, everyone, you know, average tickets like 150 bucks and you just did that eight times in this city and then you're going to go to 50 cities on this tour.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Like you could just add it up and be like, wow, you can make a lot of money touring.

And then there's no limit to that.

Like, yeah, this was a 4,000 person auditorium, but you could do your same set in front of 30,000 people in a bigger stadium, if like, you know, Chris Rock or Dane Cook or whoever these other people would do that, that size tours.

So I said, you got a business model that works.

And but the problem is you're like, I was like, you're a new dad like me.

Like I can't imagine being on the road, going to 50 cities, like we've been invited of many things.

And I've been like, yeah.

And then I'm like, oh, traveling is so hard with little kids, I got to leave my wife.

I don't really want to leave the house for an extended period of time right now.

Like I like being home.

So I was like, you don't, for me, I would want to get rid of the travel component.

I said, well, okay, how do you do that?

You can't have a substitute teacher come in and say your jokes on stage.

That doesn't work.

And so what I had told him afterwards, I go, if I was you, I would stash cash and I would create a two-year runway where I could just work on one thing and that is creating the next Hamilton.

And he's like, what?

And I was like, I would use your storytelling, your comedic abilities.

I would create Hamilton for brown people because that's like his audience is as demographic is like heavily skewed Asian.

And I said, I'll create Hamilton for brown people.

I don't even know what that means.

I would just take that and say, I'm doing that.

And then he's like, you know, he reacted to it or whatever.

And I was like, the reason I would do that is because then you get the business model of touring, but it's not you on the stage.

Yeah.

So you can sit back and you all, you only have to create it once.

And like Mama Mia has been running for fucking 16 years and has done over \$600 million in ticket sales.

And you know, like Hamilton's done over a billion dollars in ticket sales and it's the same story.

It's the same songs.

It's the same jokes every night done by a different cast of kind of like, you know, fungible or interchangeable pieces.

So you're not super dependent on a one talent.

Like you can switch it off, switch it, switch out people if you need.

So I was like, that to me seems like an amazing business model.

I would do that.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

So that's kind of my example of this YouTube thing is like, you can also do the YouTube thing, but in a different way.

Like, I think it's cool that Dar isn't the face of his videos.

So then it's more like a production company.

It's like a TV show he's created, not so much a vlog.

Dude, there's this guy.

People are going to laugh at me because I don't know if you know who this is.

Is it Andrew Lloyd Webber?

I forget who it is.

I forget the guy's name.

Is that the fan of the opera guy?

Yeah.

And did he do Joseph?

Something Jesus radical?

What's that?

That Broadway show where it's like radical Jesus or like Jesus is it's like about Jesus and they're like, Jesus Christ, Superstar.

Yes.

Fuck it.

Yes.

So you get School of Rock, Phantom of the Opera and Evita, which are all big hits that I've heard of.

And then I've never heard of Jesus Christ, Superstar, but yeah, that's apparently like done in the seventies.

Yeah.

He's a billionaire.

Yeah.

So I looked up.

So when I thought of that play model, I was like, is the play, is the play business a good business?

It could be.

And I think it can be.

So the top, the top IP definitely accrues like a shit ton of value.

Like I said, if you can go look at like Lion King is grossed like two point something billion dollars.

That's the number one stage play and then Hamilton is like getting up there.

It's like, it's like number two or three now, but it's like very new.

So it'll surpass Lion King if it just keeps going.

There's like Phantom of the Opera.

There's Mama Mia.

There's like, if you take the top 10 and they're all doing like hundreds of millions in gross sales.

Okay.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Now you don't get to keep the gross sales, but I think you could do this in a way that works.

So like the guy who created Hamilton, Lynn, Manuel, whatever his name is.

Yeah.

But did the author get paid too on that one?

So he gets.

So this guy, Lynn, who's the creator of it, he has like a seven percent royalty or something like that.

Wow.

Like millions of dollars off of the profits.

They actually crowdfunded the thing.

So what they did, I don't have the full story in front of me because I'm just trying to say this off top of my head from memory, but I think what they did was to raise the money to create the thing.

They had like a bunch of patrons basically chip in money and they all get to keep a profit share after a certain amount of money had been recouped.

And so that investment has been paid over like 10 times.

So if again, if I was house of knowledge, I'd be like, hmm, there's web three shit going on.

There's nothing.

A lot of people flush with cash buying into shit.

Okay.

Cool.

Digital tickets, NFTs.

Okay.

What can I do with this?

And I would basically raise 10 million dollars through an NFT presale of the show and in different tiers, like, you know, some of the tickets have backstage passes attached to them.

Some of them don't, whatever.

That's interesting.

And I would, I would just let people buy buying this.

I'd raise 10 million dollars.

I'd use the \$10 million to go into a bunker to create whatever the health Hamilton Black people is.

And then I would.

Yeah, Hamilton Brown people for Indians.

Oh yeah.

Sorry.

That Black people Brown people.

So then I would take that show on the road and I would just try to, I would be like, yeah, I know it's hard, but like being a successful standard comedian was also like a 0.1% success rate or whatever.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

You know, to get to where he's at.

So like, yeah, you, you want to get to the 0.1% success rate, but this time with a superior business model that doesn't require your face on the stage saying the jokes.

Yeah.

I think that's sick.

I think that's a, that's a great idea.

I think that's actually, that's wonderful.

I think, and that could be incredibly creative, creatively fulfilling.

I wish I had said it on the spot.

It's like one of those when you're in an argument and then like later you're in the show.

Oh, I should have said that.

That's what happened to me.

But luckily we're still hanging out at that moment.

So I was able to tell them, you know, then this is a cool idea.

I think in the next couple of episodes, what I'm going to do is I'm actually going to bring in, I'm going to do some research on the Broadway business or like theater, I guess what do you call it?

Theater.

Yeah.

It's actually an interesting idea.

I was always curious because American idiot, basically they did this.

So Billy Joe Armstrong wrote, Green Day wrote American Idiot, the album, the song.

They turned it into a rock musical.

Right.

You didn't have to be there.

They didn't have to be there.

Yeah, exactly.

And they got paid a lot from it.

Book of Mormon.

Let me see how much Book of Mormon has made of Mormon, 500 million dollars has been the gross ticket sales of Book of Mormon.

And then if you did something like a Hamilton or like a Lion King or whatever, you could take that same IP, those characters, you have merch, you have like other that IP is key is you got to own the IP.

And you know, so, so I think, you know, when that when Book of Mormon launched, it says it was bringing it bringing in 19 million per month.

So like, I don't know what South Park generated lifetime, but like, I bet it's kind of like on par with that, or, you know, South Park's probably a bigger success.

Oh, wow.

South Park.

Okay.

Just in 20, I didn't know this happened actually.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Like a couple of months ago, the South Park creators signed a \$900 million deal for more episodes for, for six years with Viacom CBS.

That's insane.

I didn't know that.

That's actually amazing.

That's amazing.

Right now is the best time ever to be a production company or an IP holder.

And we said this a long time ago.

Remember, I said, someone needs to, there's all these platforms now you got at the time it was Netflix, Amazon Prime, and then I said, Disney Plus was going to come out.

It hadn't come out yet.

And then there was like, you know, there's Hulu.

There's all these different platforms, Apple TV Plus came out.

They all want original content.

They're all hungry for content.

And they are betting billions of dollars budgeting every single year to buy content.

I think Netflix or Amazon or something, they're paying like \$6 billion per year for content, for new content production.

And so it is the best time ever to be a seller of content.

And at the time we had said somebody should create YC for content, basically the way that Y Combinator helped produce software startups and it just said, Hey, two engineers, okay, you're 21 years old.

You graduated from Stanford.

All right.

This is essentially like a business school, but you're going to create a little business and you know, maybe you can sell to Facebook or Google or you'll end up becoming the next Airbnb.

You'll go public.

I think the same thing with the content where you would come in as two kind of like creatives.

You have a pitch for an idea of a show you want to create.

You have three months to basically create the sizzle reel or the pilot or whatever.

And then there's a demo day with a bunch of buyers from all the big streaming platforms and they just buy options on your shit.

And I just think that's a beautiful, I still think that's a great business idea and it's only been proven when South Park signs a \$900 million deal with CBS, Shonda Rhimes, I think signed a couple hundred million dollar deal with Netflix to produce six shows, Reese Witherspoon sold her production company, which didn't even have that like a billion for like a billion dollars.

Like this is, you know, this is tech startup money that's being sold for, for TV content, which is amazing.

So, you know, that's, that's way more fun than building software.

Way more, way cooler, way cooler than that.

And I think today, Hasan Manaj also announced his production.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

He created a production company today.

He announced it like a hundred things called hundred eighty six K productions or something like that, which is smart.

Again, like once you see Reese Witherspoon and other people's production company selling and we had Rob Dierdek on, I think he said he sold his production company for two hundred something million dollars.

He said that he, I think he said he's walking away with a hundred him personally.

Yeah.

So like, I think, you know, at least, let's say at least a hundred million, probably closer to 200 million, he sold his production company, which basically just produced shows for MTV.

That's a great business to be in.

And I think it's only going to get better for like this kind of five year period.

And then these platforms are going to go away.

Like Paramount Plus and, you know, like Quibi died, you know, Paramount Plus, what the fuck is that?

That's good.

I love Paramount Plus.

Why do you love Paramount?

What's the one show you love on there?

There's got to be one.

They have like a lot of documentaries and shit.

Paramount, it's like old, older, it's like old school a little bit.

Or like Peacock.

Are you subscribed to Peacock?

Hell yeah.

Oh my God.

Dude, Peacock.

Dude.

Peacock.

I literally was just when I was laying in bed when I wasn't feeling good, I watched the office on Peacock.

Peacock is the only place that you can get the office.

NBC's one, right?

Yeah.

The office in Parks and Rec.

It's the only place you can get it.

And then so I use it for Parks and Rec, the office and AP Bio or have you seen AP Bio?

No, I don't know what that is.

It's like with the class I took in high school.

It's like the main guy from It's Always Sunny.

He's brother, Dennis.

Yeah.

Yeah.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

It's sick.

But Peacock's good, man.

Peacock, it's just, it all costs so much money.

It all happens.

I love it.

I was looking to shit on one of them.

I thought Peacock was safe.

But I guess.

No, Peacock's cool, dude.

You're sponsored by Peacock, I guess.

I don't know what's going on here.

I pay for all of them.

Get this man a free subscription.

All right.

A quick message from our sponsor.

You know, I was thinking about the shortest day of the year earlier.

And while we technically have the same amount of time as every other day of the year, the lack of daylight makes it feel so much shorter, which is exactly the same kind of feeling as working with disconnected tools.

Our work day is the same length as always.

But before you know it, we spent three hours just fixing something that was supposed to be automated.

Thankfully, HubSpot's all-in-one CRM platform can serve as a single source of truth for managing your customer relationships across marketing, sales, service operations with multiple hubs and over a thousand integrations and an easy-to-use interface.

HubSpot lets you spend less time managing your software and more time connecting with your customers.

Learn how HubSpot can help you grow your business at [HubSpot.com](https://www.hubspot.com).

You want to do something?

Let's do it.

You have so much stuff here.

Let's just bang through it.

Yeah.

Let's do one.

Okay.

So let's do...

Do this tweet thing.

Okay.

Let's do this tweet.

So this guy, Suhail, who created Mixpanel and now is creating Mighty, which is a cool company.

Have we talked about Mighty, by the way?

Yeah.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Mighty browser?

It's pretty awesome.

I think we talked about it.

So let's skip that for now.

Anyways, good entrepreneur, cool guy, whatever.

He tweeted this thing out and my tweet's not loading right now, but I think it was something along the lines of...

It said, what's a company you'd start if you had more energy, time, or a lot more money? Right.

So which is basically like, if you took away your bullshit ass reasons, what's the thing you really should be working on right now?

And I find that to be a very interesting question.

I have another question that's similar to that.

So maybe we'll do both of these questions today.

So I went through the replies and I want to read you five of my favorite replies and I want you to just give me a gut reaction, hell yeah, hell no, or I don't fucking get it.

Okay.

So the first one came from Gary Tan, who's a big shot investor guy, first investor in Coinbase, made like a billion dollars on that.

So he said, a reference check network.

Do you know what that means?

Just when I say just that?

Yeah.

Yeah.

So while the problem being solved is how to get...

If he's the only one that's invested in someone, hey, does anyone know, is this person honest? Right.

So you're hiring somebody and you want to know, okay, yeah, you worked at this place.

How do I get a reference check?

So normally today you ask the employee, they give you three names.

Of course those are the three people that are only going to say good things, which is kind of annoying into the first place.

So you can't really get the right people.

Then you kind of have to bug them.

There's no real incentive for them except for to maybe help out their ex-employee.

And then you have to think of whatever questions you're going to ask.

Most people ask pretty poor questions, but there are better ways of doing it.

And in the end, you're just trying to get this fuzzy picture of like, you know, is this person any good or not?

So that can be done better and I think he had some solution in mind, which is like something on the blockchain, which was just like, you are able to like, I'm able to have people who are linked to me, somebody can go and request a reference from them.

Maybe there's a little payment made.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

I'm not sure.

And then they share information, but it's not publicly shared.

It's just shared privately with me, given the context of, you know, who's, who's the employee and what, what this job is.

So I thought that was all right.

I thought it was really, really specific one that I thought was cool because there was a lot of like, I'd solve clean energy and like, I don't really know what to do with that idea.

Like it's not that that's a bad mission.

It's just like, what the fuck am I supposed to say about that?

Okay.

Somebody else said, create the largest employer of high school students in the U S. What do you think of that?

Sick.

Sick.

Yeah.

I mean, that's like, that, that sounds awesome.

Yes.

I mean, what, what does that now McDonald's?

Yeah.

Like, I mean, I mean, probably, honestly, I guess it might be like McDonald's.

I don't know what that would be.

I talked to these guys who were building a company.

I forget what it was called.

You probably know what it was, but it's basically like an indeed.com, but it's meant for teens and it looks like Tik Tok and like Panda Express and McDonald's and like PacSun were all advertising on it.

And you could like scroll through and look at job opportunities.

Yeah.

I want to say it was called like peach something or like lemon something or something like that.

I don't remember.

I don't remember, but Panda Express was like spending a ton of money on it.

And so anyway.

Yeah.

I think that's cool.

I think it's a great idea.

It's not even an idea.

I think it's a great prize to go for.

I actually would say that this is like an interesting framework, which is who do you want to employ?

100%.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

I've been saying this for a long time, which is anybody who could figure out how to employ the stay at home mom workforce is going to make billions of dollars.

So if you just work backwards from there's a bunch of moms who are at home, they want to earn a little extra income, doesn't have to be a ton.

They want to maintain flexibility of being able to stay at home and work, not like necessarily a fixed number of full time hours or the same hours every day.

Who can solve that problem?

And there's only one example that I know of that's solving that problem.

I don't know if you know any for moms.

Yeah.

Maybe user voice.com.

I think they do it.

The testing user testing.com.

That's the one I was thinking of.

Oh, is it really?

My mom, my mom worked for them.

Yeah.

So.

Oh my God.

It's so funny.

I do about it.

What a random thing that we both knew that.

So I would say.

So user testing.com is an amazing company, by the way.

So you just pay someone to like go through your website.

Public, by the way.

How cool is this?

They just went public and my mom stock and my mom was like, you know, say what it is.

So user testing, basically it's a service where I have an app or a website.

I want to know where it's confusing for users.

Like design makes sense to me, but like sure enough, when somebody else is using it, they're confused.

They can't find the thing they want.

And they just record your mom like scrolling through the site.

So they have an army of testers, which is just all the requirement is be a normal person.

You have, we do not even want you to be highly skilled.

Like you're supposed to represent the average customer.

So they have a bunch of people, they send them a little camera that the records their finger on their phone, basically records them like, and they just talk out loud.

So the, you give a task, you say, like, you know, find a Christmas gift for your dad and put it into your cart.

And they're like, okay, I'm looking for the gifts for dad section.

I don't see it scrolling, scrolling, scrolling.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

They don't see the button that says menu.
Oh, there's the menu.
Dad dad.
Oh, it's men's men's.
Okay.
So, um, yeah, I don't get how this is sorted.
Oh, this is by new release.
And you just talk through what's confusing to you.
And that 15 minute video goes to the company and the company gets to watch it and they get to share it internally.
They're, their researcher basically shares it with a designer or the engineers.
And they pay like \$300 for it, right?
No, no, each test is like \$25 or \$30.
And then now it's all switched to subscription.
But originally it was like \$25, \$30 a test.
The tester gets 10 bucks for doing the test and the company kept, you know, 15, 20 bucks.
And so the tester's like, cool, I can do like four of these in an hour.
And so like a bid would come online.
Oh, Chipotle wants you to test their new mobile menu.
And you would just have to go quickly say yes.
And then you qualify.
They're looking for women, you know, age 40 to 55 in the US.
And you're like, yeah, great.
I qualify.
I can take this test.
And that's a billion dollar company now.
It's market cap is over a billion dollars.
Did your mom get paid?
Did they give her shares?
Yeah, it's awesome.
So basically my mom was, she first started off as a tester.
Then she got hired by the company to review the other testers because you have to do quality control.
So she became like, she would watch the test and give feedback to the testers like, hey, your audio sucks are like, you're mumbling are like, you didn't follow the instructions of the test.
One more strike and you're out of the testing pool.
And so that was her job.
And she was the oldest person in the company, I think.
So she was like, my mom's like 63 now.
So she just retired this year.
So she was there at 62 years old.
My mom like had slack and like knew how to use all like Jira.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

She knew what a Jira ticket was like, it was crazy.
My mom, like who knew?
And she got some shares and she had always told me like, should I, I was like, yeah, you want the shares for sure.
And then she would tell me like, hey, the CEO did it in all hands.
He said this, this, this.
Is that good?
I'm like, yeah, it sounds good.
Like this company is doing well.
I should have bought secondary stock in the company during that time because I had like basically inside info of like this company is pretty good.
There's a good quality company.
And I was a user of the service as well.
So it goes public the other day, like two weeks ago.
And I'm like, mom, how many shares do you have?
And she goes, looks and card.
She's telling me to share.
I'm like, mom, you made \$150,000.
No way.
And she's like, yeah.
Cause her strike price was super low as she was there for like four or five years.
And so I was like, that's amazing.
That's like, that's, that's my mom was so happy.
Like, good for her.
That's bad ass.
And so like, this is why I think this model of who do you want employees actually interesting because for two reasons, it's motivating.
So like the fact that like they are employing most like, I have no idea.
I'm just going to make this up.
Mostly women who stayed at home for a long time and now they want to get back to it.
That's like incredibly motivating.
It's like, look, we're serving our employees.
Yeah.
It's very noble.
It's cool.
Let's say you want to hire ex cons or something.
It's like, look, this is interesting, or we're going to hire a bunch of 16 year olds and it's going to be the first job.
We're going to train them how to be men and women and prepare them for the rest of their lives.
It's actually incredibly cool.
It's fascinating.
I want to look up the name, give him a shout out here.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

So it's hire, you hire a military wives as EA's.

That's awesome.

It's called and it also helps with expectations.

So you know what you're squared away.

What's it called?

Squared away.

Squared away.

It's basically a woman.

I think, I think her story is that she, I'm assuming she was in this position.

I don't really know.

But basically it's military spouses and I was like, this is a great, this is a great idea

because you know, this is US, these are US employees.

They want this work.

It's great to provide for their family while the husband's away.

I just think it's awesome.

It helps significantly with expectations because then user testing knows, all right, we're mostly going to be hiring 60 year old or 50 year old women who don't have a probably a ton of experience with Slack and Jira.

So now we know what we're getting into or processes.

We know how to hire.

The culture is good.

They all get along.

Yeah.

It's like sitting like mindedness.

Or if we're hiring a ton of 17 year old high school kids, like we know like here's the deficiencies and here's where they kick ass or we're hiring guys out of jail.

We know like here's where they're going to struggle.

Here's where not to struggle.

So that's cool.

There are other great ones on here.

That's a good one.

It's kind of vague, but pretty cool.

I'll do two more.

Okay.

We'll do one VR therapy.

So VR is not there for like mainstream use cases.

The average person not coming home and spending a couple hours of VR is a few, you know, there are some people who do it.

They like to play games.

But VR is really awesome for like, for like training, like I know doctor, like medical schools buy it so that the doctor can be like in the operating room and they can make a highly lifelike simulation.

And I think therapy is a good one too.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

So being able to put a headset on and really like change your environment, change the state of mind, be able to go role play through scenarios or talk to somebody and feel like you're there with them.

I think that's kind of amazing.

And so I look forward to seeing like VR with these like really specific high value use cases until like the mainstream thing is ready.

Dude, I'm down with that.

I also think I could conquer a bunch of phobias like with that.

Right.

So I'm down.

I think that's cool.

Like, I know that like athletes are doing this.

So like, you know, there's this great, we both love like, you know, UFC and MMA and NFL is this way also, but there's this phrase that Conor McGregor's coach always says, which is you want to upgrade the software without damaging the hardware.

So it's like, how do you train and improve without the, without putting strain on the body, hurting your body?

Because training is so physically grueling.

So one way that they're doing it in the NFL is VR headsets, the quarterback, instead of just watching film, their first person reading the defense without having to go stretch, get their ankles taped up, go out on the field, potentially, you know, sprain and knee or get hit.

It's like they get to, they get to read practice reading the defense and all the different coverages just in VR.

And then when they get out there on the field, like it's that same first person point of view, being able to turn your head and you're only seeing parts of the field, like it's like pretty much like a one to one recreation.

I think that's kind of awesome.

I want to know which company's doing that.

I'm sure there's a company doing that.

My favorite videos on YouTube to watch right now are they take folks who play, uh, simulate racing sims.

So racing simulations with VR sets.

And they have these like amazing setups at home that are like 10, 20, \$50,000.

And then they go and put them in a race car.

And they do.

Are they good?

No, they do really well.

You know, it takes them like in all the videos I've seen, it takes them five, 10, 20 minutes to like get used to the noise and get used to like the smell and just the slightly different sensation, but they pick it up super fast.

And so it's guys who have actually never raced before and they get them out there and they give them the fast cars and they pick that shit up.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

It's pretty amazing.

Yeah.

Like I think even stuff as boring as sales, I think you could practice sales in a much more lifelike way.

I know that teachers are doing this for like how to talk to your student about if they're feeling depressed or if they're being bullied.

It's like you sit there, a student walks in, you can see their face, they're saying something and then you have to react and then you have to like, you kind of like choosing what to say live.

It makes it, you get to practice before you go do the real thing.

That's cool.

Any other good ones?

There was a couple other ambitious ones.

So there's a terra formation one.

We've talked about this before, which is taking just deserts on the, on earth and turning them into like rainforests, basically turning them into forest, like putting, creating a green oasis of trees there and like that cleans up, that sucks up a bunch of carbon dioxide from the environment.

It cleans up, you know, the air as well as like turns it into livable land.

And so like if we can learn how to terraform, which is basically like turned, you know, unlivable land into livable land, that's going to help earth, but it'll also help when we finally do make it to Mars and we need to turn that into a hospitable place.

We're going to need to know how to do terra formation.

So I thought that was kind of interesting.

And there's another one like that, like drone based wildfire fighting.

So like sending in drones to put out wildfires.

I think that's pretty cool too.

I think that's great.

Those are really neat.

What's another one?

That's a legal question for \$5 million.

This I thought was cool.

All right.

So there's, so as you know, I'm a Tik Tok binger nowadays and Tik Tok is the only social media that like I, when I leave it, I feel better than when I came in.

Everything else like Facebook feel awful at the end Instagram.

I feel like I'm out of my brain brain is rotting Twitter.

I'm like, I was a waste of time just dealing with a bunch of people's bad thoughts.

And Tik Tok is really, I cannot believe how much I enjoy it.

Like it's fun entertainment.

It's addictive.

It's entertainment, but there's a lot of education.

Like I learned a lot of shit off Tik Tok.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Now it's all little life stuff.

It's like, I don't know, stupid examples, but like, Hey, if you ever take a photo and you see that, like, you know where you're like, when you take a photo, your eye can have like a red, like, you know, you look kind of the evil, like the camera has that flash or whatever, like a red dot.

If that's ever white, you should go to the doctor because there's actually like a very, like there's a chance that that's a very bad thing.

And then this guy was replying saying, actually, I had heard that.

I saw the photo like the end of that.

I went to the doctor.

I had an eye cancer.

He's like, I actually have my eye removed, but like it saved my life that we found it early.

And I don't know.

This is random shit.

That to like, you know, just quickly seeing like how an avocado gets to your door.

It's like, Oh, cool.

This farmer, farmer Tik Tok is dope.

Like parenting Tik Tok is great.

It's like, Oh, when your kid is just not listening, how many times have you done this?

I'm like, Yeah, fuck, that's me.

And they're like, here's a better way to say it.

I'm like, thanks, you know, parent I never had to teach me how to do this really important thing in my life.

I'm like, you just learn a little shit.

So anyways, I was on it and there's this account called legal baddie.

Legal baddie is just like some hot lawyer and she's like, here's my question for you.

She goes, if I told you that you were going to make \$5 million a year as your salary, regardless of what you do.

So you're just, you were going to work 30, 40 hours a week.

You're going to make a fixed rate of \$5 million a year.

What would you choose to do as your work?

Like you still have to work to get it.

What would you choose as your job?

And obviously this is like, you know, a hidden question of kind of like, what do you actually really enjoy to do if money wasn't an issue and, but you still have to work, right?

So there's one of like, oh, if I had a hundred million dollars, well, then I probably, maybe I wouldn't work at all.

Like maybe I would just do blah, blah, blah.

This is like, you have to work to earn this, but no matter what job you do, you're going to earn the same amount.

So which job, by the way, I'm looking at a profile.

I love legal baddie.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

I love this woman.

Why?

Just her look.

What do you like?

She's just like, she's baddie.

So this one's a lawyer, is that her, her shtick?

Yeah, she's, I think she's a lawyer.

Otherwise, I just think it's, maybe legal means something else.

I don't know what's going on if she's 19 and that's her first gen lawyer from UCLA law.

I think it's amazing.

She's probably making more money off Tik Tok and like, she's like, I like, I like, I particularly like it with women, but I like it with men too, where they talk about like cool shit, like passing the bar exam or whatever.

But then like, she's got all bunch of nail shit.

I always think it's cool where like, you can break that barrier of like smut and cool stuff and also like legitimate life helping content.

I always thought that was cool.

Yeah, exactly.

Yeah, I'm with you.

She has 500,000 followers on, on here and like, you know, her top videos.

Yeah, she's like doing like, like purposely hot girl stuff and then also like telling you how to get into law school.

I always think, I always think that's cool.

Law school and then down her dog, then back to quick bar exam tip and then back to my favorite name.

And like, here's like a bit, here's like a pretty racy bikini video of her.

Right.

So yeah, she knows what she's doing.

Right.

Like, let's credit where credit is due.

She is giving the market what it wants.

I love this.

Differentiated thing.

All right.

She's not just one of the like, kind of like Tik Tok hot girl and a bikini or whatever.

Like she layered it with another, like the skill stack as you call it, right?

How rare is that?

There's not a lot of lawyers on Tik Tok.

There's not a lot of hot girls.

Both she might be the only one.

Right.

So she's competing in a pool of one.

And there's this video of her talking in front of like C-Span, like some type of press

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

card.

I love this.

Anyway, I love her.

So what's the question?

\$5 million.

What would your job be?

Yeah.

What would you do for your job?

If you were for sure going to get paid \$5 million.

What would you just choose to do for that 30, 40 hours a week?

What's your answer?

Now I want to hear yours first.

I don't know.

What comes to mind?

Like \$5 million a year and you have to have like a 40 hour a week job, right?

Yeah.

Definitely something involving like charity.

So like something involving not making money.

So if I can get \$5 million and all I have to do is like spend time like running a dog shelter or I would do that in a heartbeat.

If I could pay \$5 million to like run like a dog rescue, I would do that in a heartbeat or to help inmates, ex inmates find jobs.

I think that would be exciting.

Or even like people like everything we just discussed about helping stay at home moms get employment, anything that involves helping people and not making money.

I would do that.

Yeah.

That's good.

Yeah.

Mine's kind of similar.

Mine's kind of boring.

I would probably teach like I just love teaching.

So I would teach.

Now the question is what would I teach?

I think I would teach kind of like business slash life stuff to people who want to actually like they're really motivated to have a great life and have a great great like kind of business career.

So those are the people I like hanging out with the most and that's the thing I like doing the most is basically learning shit and then just, you know, packaging it up and then teaching each other's and answering questions, you know, talking things through basically with people figuring stuff out.

So I think that's probably what I would do.

But I feel like, you know, your dog shelter thing made me think, oh, maybe there's an

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

even more lightweight, just pure enjoyment.

Like maybe actually I know what it would probably be.

I would be like, I'd be a basketball coach or I would be like a whatever the F minus basketball league is.

Like I'd be a basketball player.

That'd be the thing that I have the absolute most fun doing is playing basketball and like second best would be coaching a basketball team.

This woman legal bad.

He has another question.

Would you rather have \$10 million today or a hundred million in five years?

That's the easiest question ever.

Which one would you take?

A hundred and five.

Yeah, exactly.

A hundred and five is great.

It gets if it's 50, I think it's a lot closer.

It gets a lot closer at 50 because 50 could turn into a hundred and five years in a bull market.

So 10 will turn into 20, but also you got to have 10 now and you didn't have to wait five years of your life, which is pretty significant.

But yeah, I think my answer is I'd be on some Gordon Bombay shit and I'd go do my Mighty Ducks thing with some high school team.

I think that's a good answer.

You want to do a few more?

Let's do something else.

Let's do a couple of ideas.

So business idea.

All right.

Problem I just ran into, sending a gift to your production partner, your factory partner overseas.

Okay.

Sending gifts in general is hard.

Sending gifts overseas even harder because like just like the act of mailing things and like, oh, I want to send them like, you know, bottle of wine for Christmas or what it's like, I can't mail that.

How do I do this?

I got to look up UPS is like alcohol shipment, you know, rules and make sure it doesn't crack and all this.

So I was searching like I'd like to send my factory a gift in China.

Is there just like a version of DoorDash in China?

I could just like go look at what they have, push a button and they'll just deliver it to them and like boom, it's done.

And I actually found this like really janky website, I'm going to find the name of it.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

But basically I found this like old school looking Craigslist looking website and it was we send gifts to your business partners in East Asia.

And it's like, that's all we do.

Browse.

Here's like 50 gift baskets ranging from like balling out to like, ah, we just met.

And you know, you want to spend \$40, you want to spend \$400 you could, you could pick.

And they just say, great, what, and then their address field is like formatted for Chinese address.

It's like, you know, like it's like, it's just, it's optimized where you have confidence that they will actually deliver the goods and I'm not going to have to worry about logistics. I'm just going to be able to put in some money and I'm going to have a thoughtful gift to my factory partner.

So I like this idea because, okay, there's probably some amount of people like me that are searching for this like, okay, it's Christmas, I want to get a gift for my business partner. But do they not have, can you not order an Amazon thing and send it to China?

No, I don't think so.

Oh, I don't, I don't know, maybe I, maybe I could have just done something as simple as that.

I don't think, I don't think so, but maybe there's like, maybe I needed to go on Taobao and like figure that out.

Yeah, but that's a pain in the ass because I don't even know what Taobao is.

Exactly.

This was like, pay with PayPal.

You're done.

And I was like, great.

This is what I wanted.

And it was also like organized as a gift.

So it wasn't just like an, an item where they're just going to get it in a shitty Amazon box.

It's like, it looks like a gift.

It's in a gift cat hair package, which is nice.

That's like the goal of what I was trying to do.

It's like edible arrangements to China is what I was trying to do essentially.

So go ahead.

So I sent it and I was just thinking, you could just do this and then do like cold outreach to like the one million Shopify stores and be like, Hey, you know, it's a good idea.

You should send your, your factory, you know, your, your, your manufacturing I'll get basket and like, you know, cost six bucks.

It goes a long way.

You know, these people, you know, they're the key to your business and steady shell, blah, blah.

And gifting is a big thing in China.

It shows respect.

Don't be rude.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Like you could do that three times a year, like, Oh, it's, you know, Chinese new year.

It's whatever else.

And I think just through outbound, you could create like a, like probably like a one million dollar a year revenue business, maybe three million dollars a year in like two weeks.

I think you could create that.

Listen to this crap.

So the other day we got a mattress delivered to our front door, a Zinus mattress.

It's huge.

And it had Sarah's name on it.

I go, Sarah, why'd you order a mattress?

Because I didn't order a mattress and I'm like, we got to find out who set this mattress because we can't open this up because if you open it up, it's a pain in the butt.

We're just going to keep in the box and maybe send it back or we'll sell it for like \$200 or give it to a friend.

Yeah.

So here's like a heavy ass, huge box, huge that you can open and you don't know where it came from.

Yes.

And it says Zinus.

So I know it's a cloud mattress.

I don't even know what size of mattress it is.

Okay.

I got to open it up.

And she posts on Twitter and Nick Huber sweaty startup says that was from me and I go, oh, very funny.

And he goes, no, that was seriously from me.

We wanted you to know I invested into his storage business.

Yeah.

And he said, we wanted you to be able to sleep well at night knowing that your money is being taken care of.

And I was like, well, I appreciate the sincerity.

That's lovely.

Yes.

Who the hell has a, like, I don't have like a spare.

An un-matterst bed.

Yeah.

Like I don't have an un-matterst bed.

Like what were you thinking?

Like maybe a blender would have been cool or like just chocolate.

Like, like, like.

A pillow.

A pillow would have been.

Yeah.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Like a fancy pillow.

I could use another one of those.

He gave me an extra mattress and so we've been texting our friends like, does anyone need a mattress?

Yeah.

He created a pain in the ass for you.

Yes.

I'm like, dude, just send me chocolate covered nuts or you know what I mean?

Like, give me like, like some flavored, like some weird fruit or something.

I don't want a fucking mattress.

He sent me a mattress.

I've got this huge mattress in the fridge door and I've got guests coming on Friday and

I'm like, look at like a redneck mattress in my bed.

We have a bed.

We have a bed in the bed that's already in the guest room and I'm like, look like an idiot.

I look like a country bumpkin with just a mattress on my front door and I'm like, oh, just ignore that.

We'll get rid of it.

And so I'm on board with better gifting.

Nick Huber, this will make it to you.

I really appreciate the gesture though.

It was very nice.

But like maybe like peanut butter cups and like chocolate covered nuts and like some chocolate turtles would be more sufficient.

I love it.

All right.

So that's one quick idea, the factory gift idea with the outbound outreach to every FBA and Amazon seller or Shopify seller.

And I think you could, I think you could side hustle your way into a million dollars a year doing that.

Okay.

Here's another random thing.

Have you ever seen EMF protected pants?

Is that for your computer on your balls?

Is that your phone?

Yeah.

No.

It might be EM something else, electromagnetic, whatever radiation.

I'm on board with this though.

I hate.

I don't know.

It's EMF.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

The studies, I don't know exactly what it is, but like basically having your laptop on your lap and that heat is not, I don't know if it's radiation or what it is, it like has proven to kill your sperm.

Another thing like wearing whitey tighties, you know, like tight underwear where your balls are against your body.

That actually kills your sperm because it heats your body up too much.

Let them baby swing.

You know what I mean?

Yeah.

It can't be, it can't be.

The birds got to fly.

Yes.

They keep them in the net.

So I've noticed that there's a few people in my life who I, they're like the Canary and the coal mine.

Like they, they kind of get really into stuff when they first say, I'm like, why are you even thinking about this?

Why do you even care about this?

You're one of these people, by the way, where it's like, dude, Sam just got really into fucking mobility and like, you know, stretching.

He's like, I got really serious about like ripped dudes who want to stretch and be like super mobile, or it'll be like, you know, he's on this kick about like really wanting like a toughness challenges.

Like life is too good.

He's too soft.

So he's craving this like core primal challenge in his life.

Is that just Sam being Sam?

And actually what it ends up being is like Sam being ahead of the curve by like three years and it's going to become, it's going to be proven to be like quite popular.

There's a few people in my life that are like that.

My brother-in-law is like this.

You're like this.

My trainer I've learned is one of these people where he'll say something and he's like, you know, super into this thing.

I'm like, I've never like, he'll be like, oh yeah, dude, I take Kratom.

It's like, oh Kratom, like what the fuck's Kratom?

Like, do you know what Kratom is?

No.

It's like basically, so he's big into like these like kind of supplements, new tropics, which like, you know, the promise of them is amazing, but you like can't tell if they work or not.

Like people who believe in them are like, oh, this feels great, but it's that thing we talked about before.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

It's like the best product in the world is CBD for dogs because you think you're giving them pain relief, but you'll never know if it does anything.

And like CBD for humans is like that too, but the dogs can't talk.

And so there's a whole bunch of these like kind of new tropics or supplements that's like, oh yeah, I take lion's mane and I take like, you know, fucking milk of Magnesia.

I don't know, whatever.

Just a bunch of random ass names.

And then later, like he said, he was telling me about like a Tongali and then Dr. Huberman came on.

He's like, yeah, I don't do testosterone anymore.

I do like, I get it from these others, like more natural herbs like Tongali and whatever.

I was like, dude, there's only two people in my life that I've ever said this name Tongali and like it's these two people.

And so I've just noticed he's ahead of the curve on a lot of these, whether it's like fashion, fitness, supplements, new tropics, you know, like books that he's into.

And so on the supplement side, he's like really this thing called cratum, which is kind of like a Advil, like you don't take it, you take it instead of Advil.

So it's like, it helps with your aches and pains without the side effects of like, in your blood or your kidneys.

Yeah.

Like you're bad for your liver or shit like that.

Yeah.

So anyways, where I'm going with this, okay.

So he's like, oh yeah, dude, he's got his fashion line coming out where he's like making clothes.

Basically just like, I'm his only customer right now because it's like not released, but I just get to have a bunch of his shit and I'm like, oh, this is amazing.

He's like, yeah, the shorts on these, the pockets have like EMF protection.

And I was like, what?

And he's like, oh yeah, like I'm big into like, you know, just why not?

Why not have EMF protection?

And I was like, from like, he's like, yeah, your phones in your pocket all day is right next to your balls.

Like you just don't want that.

You know, I want to have kids.

I don't want to have you having all this stuff there.

And I'm like, I guess you're right.

I guess I was sick.

I was like, it's so normal that everybody puts in the pockets of like, is there something to be worried about?

And I call this fud wear, fud, which stands for fear, uncertainty, and doubt.

So I think yeah, there's a general trend I have creating here called fud wear.

And I think that fud wear is going to be anything that's like, oh yeah, you know, like

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

blue blocker, like glasses, EMF radiation proof pants.

And that's not to say that they're all like, it's not to say that any of this was false.

Like it might be totally true, but it's basically preying on people that are, when you tell them, oh, did you know that paraben, you should never have aluminum in your deodorant.

And they're like, what?

Aluminum?

Am I going to die?

All right.

I'm never using old spice.

I'll use native deodorant instead.

It's like, paraben free.

It's like, what the fuck's a paraben?

But I, I guess I've heard parabens are bad for you, you know, like that guy who came on the show and he was like, oh yeah, I don't drink out of plastic because you know, phallates.

I don't drink out of plastic either.

And it's like, but it's still super common.

But the smart people I know are like starting to say this word phallate.

I never heard this word before, but I'm starting to hear this and it tells me there's a bunch of people that as they become aware, they're going to start to steer away or Teflon pans.

Right.

Exactly.

Like the non-stick or whatever.

So I think there's just a whole class of products that are just fudware and you can just find the next fud of like, what are people afraid of?

It's like, oh, like they want to do like UV cleaning of their phone and their toys because UV kills, you know, COVID and, you know, UV red lights or whatever.

That's a great one.

That's fantastic.

So a few more, like the water filters.

So there's those charcoal, silver water filters that are everywhere.

I think just, Justin Mayer said he tried to get a built, like a huge one.

So all of his home water goes through this thing.

Yeah.

He said he has like an intense, I asked him, I go, what do you do for water?

He goes, I go way over and I have like a 12 foot tall system that's filtering my water.

Is it like a, is it called like, it's called like Berkeley or Berkeley?

I don't know what it's called.

But when Rob Dyrdek was on, he said that too.

He's like, I'm making a shower head filter company because like, oh yeah.

What if I found out that I'm showering in fucking toxic chemicals?

Well, then I'm going to buy this attachment that purifies it.

Like if you just put a little seed of doubt into my brain, I'm going to be like, yeah, why not?

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

I'm just going to get on the side of safety.

And in the same realm with that, and I actually, I would have wanted to look into this, but I think laptops on menlaps is like a massive issue.

Right.

If I, like it could potentially be quite big.

You could just make a whole company just protecting men's balls from like the modern day, you know, harm.

It's like, yeah, here's a laptop tray that's like fucking made out of kryptonite.

I was like, you can't pass through this.

Here's your shorts.

Put your, put it in this pocket.

It won't, won't fry your balls.

You know, wear this underwear because you know, your underwear has, you know, cotton phosphors.

It's like, what's a cotton phosphor?

I don't know.

Sean just made it up, but it's bad for your balls.

And so it's like, I think you just sound good, right?

Dude, I'm telling you the heat, it does freak me out.

Like having that heat.

Like I feel it and I'm like, oh, this is horrible for me.

So I, I have like a pad, like you put a pad on my lap.

Here's a small, you know, pomade you need to apply to your balls every night before you sleep.

Cause you know that when you sleep, the gravity pulls your balls and it's bad for you.

Like, how can I make up an endless number of ball?

Okay.

Here's this one that I saw these guys launch and they advertised with us early on and I was like, this is the stupidest thing I've ever heard of.

Why are you guys even doing this?

And now it's a billion dollar company manscape.

Have you heard about manscaped?

I have.

I asked a buddy, I said, what's one of the best investments in your portfolio?

What are your best investments?

I thought he's named some tech company, some cybersecurity company.

He goes, oh, manscaped is great cause they raised like only a tiny amount of money and they're worth like, yeah, like close to a billion dollars.

Is it a billion dollar company?

You think?

I don't know.

Something like that.

But they sponsored the UFC and that's a really expensive sponsorship and they sponsor a ton

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

of stuff.

If you told me that they do like 150 million in revenue, I wouldn't be surprised.

I think it's definitely over a hundred million in revenue.

Or do you think it's over 200?

And I've never used one.

I told, I told Sarah to buy one for me because I want one for my nose hair.

And I think they have like...

Why did Sarah have to buy for you?

Why didn't you just buy it?

She wanted a Christmas present for my Christmas.

I was like, give me like the nose hair one.

I think they have a nose hair one.

But like...

It's all in one.

Is it all in one?

I don't mind using...

They give you that cover.

They give you that air cover to be like, yeah, I just want to trim my beard and my nose.

And oh, what do you know?

It comes with these other attachments.

Maybe your boy will start manscaping.

Yeah, I'm cool with Sarah like using that on my face.

And I'm like, no, the nose one's different.

But the manscape, like buzzer, it's just a normal...

I think it's just a normal buzzer.

I don't know how it's actually different than like a normal hair.

Yeah, I don't think it's much different.

And they crushed it.

This cat...

I never would have a million years would have thought that this was going to work.

It sounded like a joke when it came out.

I remember just being like, oh, that's a funny joke of a company.

Cool.

Cool joke of the day for a startup.

Yes.

They kill it.

They sponsor all the major like boxing and UFC stuff.

These guys are killing it.

And it doesn't look...

So I'm on board with the protector balls.

That's a good business.

And FUDD is a phenomenal name.

What's it stand for?

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

FUDDware.

FUDD is fear, uncertainty, and doubt.

So they say this in the market a lot.

Like if people are like, oh, I heard China's going to ban Bitcoin or like, isn't it true that like, you know, Satoshi was a, you know, part of the NSA.

It's like, oh, this is just FUDD you're spreading to get people to be uncertain and doubt and sell their positions.

Dude, that's great.

Like compression socks.

I buy compression socks.

That's FUDDware.

I have no idea if it works, but it's what it was supposed to do.

Compression socks.

When you run, I have calf pain and Achilles pain all the time.

Compression socks are socks that you pull really high up to your knees and they have a lot of compression on it and it keeps your calves, calves tight.

So you have your where like compression shorts, like that tight underwear for your thighs.

It's like that for your calves and ankles.

Gotcha.

Okay.

I like it.

I dig it.

Can we wrap up with one thing?

So recently this Bitcoin thing, Craig Wright, I don't know much about it other than like one article I read.

I guess he's an Australian guy and he was being sued by this person who wanted a share of the money for, what's this?

I don't know about his lawsuit, but I know about Craig Wright and that he basically for a long time has been claiming to be Satoshi Nakamoto and so he claims to be the creator of Bitcoin.

And then people who are smart in the community are like, there's no fucking way.

So people, but this lawsuit basically, he's being sued by the spouse of someone, this Craig Wright had a partner.

The partner died and the spouse of the partner sued Craig Wright and Craig Wright won the lawsuit and in winning him for what?

She said that you owe me money because of this reason and that reason we created this. You and my husband created this thing together.

You owe us some money and in winning, I forget exactly how it worked.

But in winning the case, the jurors said, well, no, you're Satoshi and you worked on this alone.

And so like in order for him to win in a weird, I don't know the exact details, but in order for him to win, they were basically saying, yes, we believe you're Satoshi and Satoshi worked alone.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

So okay, here's the story.

So Kleinman versus Wright, the jury ruled that David Kleinman's relationship to Craig Wright did not constitute a business partnership, meaning the estate was not entitled to a share of the Satoshi Nakamoto fortune, which Wright claims to have control over as the self-reported creator of Bitcoin.

The jury ruled against Wright on the conversion count, awarding 100 million dollars to Kleinman. What?

A ruled against Wright.

Yeah.

So he said they got 100 million out of it.

I don't know because I thought he was celebrating.

It was a little confusing.

But the point was, is that this like this legal team, okay, they wanted billions.

They didn't get that, but they got 100 million against him for the unauthorized use of funds from Kleinman and Wright's shared venture WNK Info Defense Research LLC.

Okay.

I don't know.

This is from something else.

So is this guy the guy who started it?

That's not one of them.

So basically, so he claims to have invented Bitcoin, then there's a great clip, by the way, of Vitalik Buterin, the creator of Ethereum, co-creator of Ethereum on stage and he goes, they were talking about it.

And usually people like, you know, like in a, in a conference panel, people are usually pretty like, you know, they don't take shots at people like live there.

And he just, he just pipes it because you want to know what I think.

And they're like, yes, we'd love to know what you think.

He goes, he gives us like quick, like two minute rant that just destroys Craig, right?

Where he's like, I think if you're the creator of Bitcoin, you have a, and everybody was saying you're not, and you keep trying to tell people you are, all you have to do is one simple thing.

You just have to sign something with, with Satoshi's wallet and that will just show that you're him.

And the fact that you're not doing that, like, you know, he, he calls him like some, like, you know, oxham razor, oxham razor, whatever, like, just some term like that.

He's like, the simplest explanation here is that you're not Satoshi, because if you have a simple way to prove your claim and you do not prove your claim using the simple way, you cannot prove your claim.

And so you kind of just like shit on him right there.

So who it crowd went wild.

So who is this?

You think that he's, he's died or he's still quiet.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

The best theory is that it's, that it's this guy, Hal, I forgot what his name is, Hal, Hal Finney.

This was, so Hal Finney was like a cryptographer.

He received the first Bitcoin transaction.

He was the like the second wallet.

And normally like, what does a developer do when they test something that's like, oh,

I sent it from like Sean A to Sean B, like my test account, basically, like that's how

I do the first transaction.

And he was like very active in the forums.

And then he died right around the time he got ALS and died around the time that the last known time that Satoshi ever posted anything.

So you know, it seems like.

Why wouldn't he tell, you think he, why wouldn't he like tell his wife or his family or, you know, like, it looks like he has a wife on these pictures.

Yeah.

Well, a maybe he did and B, like, you know, some people are so mission driven in their thing and they're thinking and like, you know, there was a, there's a real genius of the idea of being like, I'm going to have this as a pseudonymous name, Satoshi Nakamoto not going to use my real name, which means I'll never get the credit for being a genius.

If this works.

But also it like, it's kind of like the parent dies so the child can survive.

It's like the only way a currency like this could have really worked is if you couldn't point to the creator, because then they would just attack the creator, they would say the creator has too much.

They'd say this guy has a ulterior motives.

He has controlled.

He is, he's too powerful to, you know, he's just the new, the new bad guy, you know, okay, you're bad at the Federal Reserve and the governments.

Yeah.

Now you're bad at this guy for private citizen being in control of this.

So you think this is him?

I personally think it's him.

Like I've looked into a couple of times about like what, who are the most likely candidates?

You know, is it a group of people?

Was it the government themselves?

Was it one person?

And it does seem like it was like, you know, I guess like, I shouldn't say it does seem like it.

There's really no evidence of the existing evidence that's there.

This is kind of like speculative data points you have how Phineas fits the story in my worldview the best.

So I think it's him.

God, that's, I love these mysteries.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Which would mean that it's, it's sort of gone, like his coins are locked up given to his wife unless he gave her the keys and like, you know, and she, and told her, don't touch it because it hasn't moved.

No, not a single coin has moved ever.

And you know, I think if he did it, let's say he did give her instructions.

How would I give instructions?

I would say I would probably not actually let her have it.

I would say this file is going to be available to you on this date 20 years from now.

And I would say, you know, follow the instructions inside.

So I wouldn't even give her the opportunity to make a bad decision because I would say if these move before Bitcoin wins, then it'll be, this will be very destructive for it.

Like if the creator of Bitcoin starts to sell Bitcoin, that will trigger like a huge sell-off in the market because it'll be like, oh, the creator is alive.

They don't believe they're selling their coins.

Who is it?

It'll create this like whole drama.

It'll hurt the project.

But has any money ever left his account?

No, not a single Satoshi has ever left his account.

So then he would have had to have create a different account for her to live on or something.

Yeah, which could have easily happened, right?

You know, at some point, but I, you know, people can also see the ledger.

So they know who all Satoshi sent the, they know which wallet Satoshi sent coins to.

And some of them are like known identities, like the other people that were in this like crypto like the cypherpunk community that wanted to test out the project early on.

But like, you know, he very easily could have just had her set up mining a mining rig.

So it didn't even have to come from his account.

He could just say it because he didn't give himself the coins.

He mined the coins.

Sure.

It's just that mining was so easy at that time.

So, you know, she could be miner number eight, you know, that mined some coins and that's it.

That's, she could live off that.

Yeah.

Well, we should see like, you know, how's Finney, how's she living?

Is she like in a, in a \$40 million home in Venice?

I don't even know if he, I mean, there's a woman with all these pictures with him.

Like it looks like a wife.

I don't even know anything about her.

I just Google it.

It doesn't say anything about Wikipedia about his wife.

But, oh yeah, his wife raised.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Yeah.

So he does have a wife.

Yeah.

I'd be curious.

I'm looking at pictures of his house when he's dying, like pictures of him dying and he's in his home.

It does not look fancy.

Yeah.

Yeah.

Also ALS just looks so brutal, man.

Yeah.

It feels like the worst.

Completely debilitated.

Yeah.

So anyway, that's fascinating.

We should do like an entire episode on that.

This shit is so interesting to me.

Yeah.

I agree.

We should, we should just do the research of like, okay, what is all the research that's out there?

And like, what's the conclusion?

I think people are, I'm fascinated by like this story.

I think it's one of the coolest fucking out of straight out of a movie, but it's actually real life things that has ever happened.

I like that and Silk Road, but I think the Silk Road case is far more cut and dry than anyone thinks.

I think Ross did it.

I think Ross did everything.

Right.

You know, what's the, what's the controversy?

People think what?

Many people were running it, Dred Scott, Pirate, whatever the, the, what's the name?

Dred Pirates Roberts or whatever.

They're saying that that was multiple people.

And whenever I post about Ross, all right, people are like, free Ross.

And I'm like, well, like, he did kind of hire people to kill one another, like other people.

Like, I don't know.

Like, have you seen the comments and you have a YouTube video about your story?

Yeah.

They hate, and they're like, the comments are like, there's like an army of people that love Ross and hate, they hate anybody that says anything bad.

You didn't even say anything bad.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

I didn't say anything bad.

I said, I think he did it, but like, but like my thing is like, I mean, he's sold, like he sold drugs, so there's some consequence to that, not life, but some consequence.

But if you did like murder for hire, yeah, life is, is definitely fair.

If you do it three times, totally fair.

Right.

And when like, I read that book, American Kingpin, I looked at some of the evidence that I'm like, yeah, there were some bad cops working on the case and those guys got in trouble.

But it definitely seems like this guy did it.

I don't understand how there's any shadow of it out.

Right.

By the way, Fran Finney's Twitter bio, we'll just leave it on this note.

She, she says, I graduated from Caltech, I spent 35 amazing years married to Hal Finney, who lived with ALS from 2009 to 2014.

Currently living in Dubai.

I vowed to spend the rest of my life making him proud.

That was nice.

Yeah, man.

She seems like a sweetheart.

I'm gonna show that to my wife.

I feel like, hey, it never happens to me.

Drives like a Ferrari and a Bugatti and like only wears Gucci.

I vowed to spend the rest of my life in these fresh ass Gucci's.

Yeah.

Gucci life.

Yeah.

This is hilarious.

You see this?

Do you ever see that meme?

You know that guy, Husbilla, the little like the little guy.

I love him.

So he tweeted out this thing.

He goes, man, people say I have this, like people always talk about my disability.

Do you see this meme?

Yes.

And what did he say?

He goes, yeah, I got disability to make that bread.

I'm holding a huge block of cash.

He's like, dis-ability to make this money.

I love that kid.

He's not a kid.

I think he's like 20.

[Transcript] My First Million / The Company You Would Build If You Had the Time, the \$5M Question, VR Therapy, and More

Yeah.

I don't know what to say.

I was just trying to like just try to describe anything about him without being offensive.

So I'm just not going to say anything.

All right, let's roll.

I'm out of here.