- Richard--worked in advertising, now thinks of advertising in creating better solutions to problems
    - Tbh looks like he's trying to steal your money
    - Really good at avoiding q's
    - Genesis out of stu, printer kiosks = on 20 campuses, can walk up, load doc, and print docs for free, ads across bottom, wasn't scalable business, so had to change to software model thus current place
    - No cloud tech, don't store docs, just ad driven model to print for free
    - Reimbursement rate? --> try to reimburse at student payment rate, do 7 cents per page, only do black and white bc color printers are diff, architectural depts = diff
    - Ferris uniprint: have you worked w other schools who use this solutions, don't have current schools?!
    - What schools currently? 70 diff universities, Spring 2018 = launch in Wheaton College, Chicago-based so worked closely w them (so basically we sketch af)
    - Reforestation (yah yah kill 30 trees build 3, nice)
    - Paper printing will decline, 5 yr plan = replace w digital software in order to create documents
    - Some faith based schools don't want ads on their campus
    - What about stu based model? --> trying to add stu using own printer, yes still available but don't promote bc same challenges, everyone has something different, pilot w Hewlitt Packard = ppl who own HP printers w freenters could earn credits towards ink replacement, v successful bc most signed up and continued using it
    - Why partnership ended w Uchicago and Northwestern? --> Northwestern = library conversation, decided do not want ads in library, does not preclude other sites on campus, Uchicago = initial model was providing everything, so this software model is diff deal, takes time to test everything
    - Information collected (what's printed, ads to print, tied to user ID)? --> do collect some basic info, stu has ability to opt out, serving irrelevant ads (cosmetic ad to guy), using as communication channel (on campus recruitment), sensitive information but don't use for anything other than appropriate content
    - Only university ads? --> came up w decentralized campus conversation, even better, are in discussion about this model
    - Safety/security procedures? --> encrypt stu data at rest and in transit, collect gender, ethnicity, major, yr in school, on/off campus, greek life?
    - Why greek life? --> function of understanding that easier access point, interests and preferences of the organization
    - Hack a few years ago? --> initial model, just started w kiosk model, weren't really a full business yet, 2 stu trying to prove a concept, didn't have much security, a stu "activist" abused it and submitted 100 black pages on every printer on campus, accessed server w 100 stus data, revamped security, old server elim, started new, several vulnerability assessments on server (can share results)

    - Cloud tech, can be accessed if hacked? --> printer driver, so docs never reach server, only thing is it combines their doc w ad pages
    - Do ads ruin formatting? --> all they do is insert another page, not on their doc
    - Double sided? --> fully customizable
    - General timeframe for implementation? --> depends on time of year (easier to implement during beginning assuming contracts in place), also need 2-3 month lead time to sell ad inventory so as stu come on campus have a queue of advertising, uni can also approve ads if needed, not large manpower reqd to implement (installing driver = not that long, but testing takes longer) --> only a day or two if working on only this
    - How do you help educate the stu body on this? --> have a bunch of media w help of previous clients that explains how to use the software, work w stu govt, newsletter article, table kiosks in various locations to help introduce, tabletop units by computers w freenters available
    - Customer service? --> myself, rho, or tech staff/interns answer the phone, email us and respond 1-2 hrs, contact us first, when stu calls in w probs if something w them, let them use pay system and will reimburse for those pages
    - Call in or email? --> it's an app, respond live to that if immediately available or added to queue (2 incidents that have occurred = 30 mins or less)
    - Ownership? --> nope, just add ad pages
    - Tech probs w implementation? --> Hopkins itself = enterprise type, printing locations managed by diff locations
    - Becomes an inconvenience in ads --> if y'all care about the enviro, just don’t use the service --> NICE thank you!!
    - Avg amt printed per stu --> we can share some of this data --> ya send us that pls thanks
- Paul Park--manages all tech, CFO now, economics stu, tech on own at uchicago, troubles paying for printing-->founding Freenters, has managed tech for another ecommerce website
    - Answers intermittently
    - Sounds like a smartass
    - Kinda annoying tbh
    - Def lying about losing connection but it's fine