

<https://scribie.com/files/83c2c51c9ad0445881388ebdaa902ae109dc2e7f>

0:00:00.0 S1: A unviable product. When we say MVP, you're creating a market viable product, so there's no such thing as trying to figure out product market fit, you have product-market fit from the very beginning because you built it the correct way, EE. Alright.

0:00:32.7 S2: This is another episode of the former Impact Podcast. My guest today is Chris choice from Gosh. Chris, how are you doing today?

0:00:39.3 S1: I am doing perfect. Today, Mike, how are you doing?

0:00:42.0 S2: I am excited to be talking to you. I know we were introduced a long time ago and we probably lost touch, so for me and everybody else that don't know who is Chris choice and what is

0:00:52.5 S1: Gather, my background is I founded 24 companies in almost every day in industry. My physical products have been sold in 11000 stores across the world, I've got users on my tech products in 148 countries across the globe, and pusher is my newest venture, it's a platform to launch companies without the need for money, without the need for investors. Very interesting.

0:01:16.0 S2: So maybe you can expand upon them that our discussion for... And when you say without the need for money or investment, how does that work?

0:01:24.8 S1: Sure, well, people apply to join companies to join your startup in exchange for performance-based equity. So I typically say the founders is, What would you do if you had a million or 2 million in the bank account? Write this second, and then gush or that. Because we do it all day, every day. Everything from B2B, B2C, B2B to C, everything in between, from consumer goods manufacturing, SaaS, FinTech, AR, VR, AI, gaming, medical devices, prop tech, you name it, we've got it. And more importantly, we've got greater than an 80% success rate where these companies become either self-sustaining or attract a larger scale Capital and... That's unbeatable.

0:02:04.6 S2: Yeah, that's pretty impressive. So it sounds like across a number of industries, how do founders usually discover you or how do you get in touch with them?

0:02:14.0 S1: Well, we've gotta stay below the radar, but we get most of our companies from referrals, a lot of venture capital, let's send them our way. A lot of founders that are already on gush or sender way, we get a tremendous amount of referral flow, and that's really the main way that we go ahead and get deal flow.

0:02:30.6 S2: And so I think there's one problem that I always see out in the world, and it's usually like someone has a certain idea and then a skill set and they're looking for someone else to fill the skill set, or is that kind of part of what you're trying to address is that gap of finding a co-founder is that... I think that's part of that.

0:02:48.3 S1: It's even a little bit more than that. So the way that many people have been taught, almost in a way to start a company is, okay, you go ahead and maybe find a co-founder or a technical co-founder, and then you start your company that way and you're off to the races, but we kind of view it differently, we think that really having a complete team from the very beginning results in a fundamentally different company that's created... So instead of just thinking, Okay, well, I need a technical co-founder. If you're creating a SaaS company or something like that, you know the human element, the marketing element, the sales element is extremely important, so we think, okay, well, you bring a chief marketing officer into your company, bring a creative director... Yes, you bring the UI, UX, the front and back-end, etcetera, a Chief Technology Officer, but you'll also bring that chief financial officer from the beginning, the business development from the very beginning, and what that does is instead of creating a minimum viable product, when we say MVP, you're creating a market, viable product, so there's no such thing as trying to figure out product market fit, you have product market from the very beginning because you built it the correct way.

0:04:00.6 S2: And that's because you have the right team, you're saying...

0:04:02.6 S1: Absolutely, you have 100% the right team, and that's what they're to do from the beginning, just create that product, create that company the right way.

0:04:10.6 S2: So maybe what are some of the spaces or the companies that you're excited about that you've come in contact with him recently?

0:04:18.4 S1: Got sure. We've had everything from very standard consumer goods companies, so one of our companies is not technical company, but let's say standard, Hey, do come out in terms of consumer goods, but when you start talking about dog food, well, dog foods a very capital-intensive market to crack and so we have a company called Happy how, they started with nothing. Literally a year later, they're worth more than 10 million, they're growing 30% month over a month, they just got a very big retailer that's an announcement is gonna be next week, and those are the types of companies that you can form on other sites, we have everything from SaaS platforms to AI companies, AR, VR, you name it, that are on the cutting edge, creating these new industries that people are interested in, that seems to be a lot of growth, so everything from... I don't like to say Neanderthal companies, but almost in LA, companies that have been around forever, and they're reinventing it to really cutting it, everything from medical devices, as I say, different types of SaaS platforms in all different industries, all different verticals.

0:05:23.4 S2: That's amazing. And then what has your experience been like after they go through and they form the right team and get some of that market fit, what are they going from the next... Are they just in the world selling... Are they going the VC angel Road? Are they going in a crowd funding? I'm curious to see...

0:05:43.8 S1: Well, we've got a rule, and the rule is good deal, first, money second, and I'll say it again. Good deal. First, money, second, so meaning that the point... And you know this, the chances of a company really going out there and getting funding right from the very beginning based upon just an idea is extremely rare, it's very, very rare, or the amount is so low that it's a question as to whether or not they can do with it. So we always try to go ahead and still in our founders that they have to find that gold vein first, that then you can go ahead and mine it out of the ground, so the money whenever they bring it in isn't to go ahead and do market testing it isn't to go ahead and try to go ahead and create your voice and figure out what the marketing is, but it should be as for spending, you put that money out there, you know what the return is and you're able to scale it, and in terms of utilizing those funds for that. So the companies in the beginning stages that we're looking at are really going ahead, they're getting the trash and they've already got market fit, they go through gosh, and they set a standard to become self-sustaining from the very beginning...

0:06:51.3 S1: Literally from the beginning, and when you say, Hey, we're here to go ahead and generate revenue almost from the beginning, it changes the way that you view the development of the company and the steps that you end up taking. And it's the way that we used to create companies many years ago, but it kind of shifted recently...

0:07:07.6 S2: Yeah, certainly there's been, I guess, with just the volume of capital out there and methodologies like what scaling is definitely changed, but it feels like you're more aligned with... Well, something is gonna be interesting because I think we've seen all these VC stats seem to be down about 50% are... And we're entering a tough market, and yet people are being put on the street, so I think your model is really interesting where people are gonna be out there and they're not gonna have access to those funds. Necessary, there's a lot of companies created the next two years...

0:07:39.2 S1: Yeah, and we think that literally there's another revolution going on of entrepreneurship for this next stage that really we've only seen... And scratch the surface of it. We tend to think that almost in a way, people are gonna be their own VCs, people wanna have a piece of whatever they create now, they don't just wanna work for somebody they wanted to impact, and many times that's an impact with something that they're part of or that they're starting themselves because they can fundamentally do it better than what the other people are doing, so why not money is not a barrier to entry anymore, it's not a reason to not start a company because there are other ways of doing it...

0:08:16.1 S2: That makes total sense. And I guess the barrier to entry to creating stuff is no longer as big as it used to be, like a pretty inexpensively build stuff for launch stuff. So that makes sense to me. Absolutely. If you could offer founders only one piece of advice, what would that be?

0:08:33.3 S1: Only one, and it's the most important piece of advice, and it's something simple, it's not something new, but I think it's absolutely required, and that is number one, just never give up, never give up, because if you never give up, eventually, if you iterate as you going through the process, you will reach wherever it is that you wanna reach, the only person that can stop for a roller coaster of Awesomeness is you, so you just never stop it, you never give up. And you will get there.

0:09:03.5 S2: I love it. That is great advice. What was the role of partnerships and or community been in your success so far with kosher or in your career?

0:09:13.8 S1: Sure, I think community is a requisite to almost any business, especially now, you know in the past, you could go ahead and start a business, you can be kind of isolated from really in away even your customers, but right now you just can't do that. Community is at its core fundamental to business creation and business growth, otherwise, you're dealing in a commodity type of business that is a race to the bottom, so community is absolutely... Absolutely 100% required. In terms of importance, I rated up there with, you should be building community from the time that you ideate your company, it should be something that should be part of your DNA, it is almost in a way more important than the technical solution to whatever you're creating, because that community can actually be used to actually give input on your product, to help with the development, to help with the creation of people like to see the sausage being made. So I think that community is an absolute requisite when it comes to business creation from the start, not as an afterthought from the start.

0:10:16.9 S2: That makes sense to us, and that's kind of a central theme, which is why we ask for your own pack, and I... I also mentioned to before that we recently launched intros by Founders pack, so I do wanna invite you, I'm gonna like to include you in that if you get a chance to join, it's basically automated introductions every week to other founders or your investors and anyone in the reduction community to me. We can figure out a way to do that as well. We'd love to have them. Okay, what's the best way for people to get in touch with you?

0:10:47.7 S1: Very... Just go to... Gosh, co, I'm very easily found... You can always reach me there or you can always reach out to some place like on LinkedIn, Instagram, Facebook, it doesn't matter, but LinkedIn, I'm pretty easily found all still, you can get me always on Gush gush or dot com.

0:11:03.1 S2: Awesome, we will include those links in the show notes, so the final thing is, and I wanna... First of all, I wanna acknowledge you for the work that you're doing, I really like your approach to helping founders, and second is, as you know, when we... Interesting people on the podcast, we like you to know many other interesting people to be future guests to the former Impact podcast, so who would you Christie to nominate as a feature guest?

0:11:24.7 S1: Well, at the front of the line, I would nominate Colin Buckley. Alright, with happy how? Alright, that company has done phenomenal things and they're really growing rapidly, he'd be a really great person to speak to you a very interesting story, and I don't wanna tell it for him. Very interesting story.

0:11:40.9 S2: Awesome, alright, so Colin Buckley, you've been nominated a future guests, we will accept that, and we look forward to that introduction. Chris, thank you so much for connecting today, I look forward to talk to you in the future.

0:11:51.1 S1: My pleasure. Had a great time. EE.