



Justus Asks, "Can My First Business Sell For \$50m?" - Transcript

Ryan [00:00:00]:

This is The Road to \$1 Million and I'm Ryan Daniel Moran. Hey everybody. Today, I'm going to be joined by one of my partners in crime, Justus Murimi. Justus started working as a team member at Capitalism.com about 3 months ago. He runs The One Percent and also is one of the coaches inside of the Capitalism Incubator and when I met Justus and was in the interview process 3 or 4 months ago, he was not familiar with my work or the work of what we do at Capitalism.com.

Ryan [00:00:29]:

So, all of this stuff was new to him when it comes to building 7 figure businesses and building businesses that you can sell, but Justus had a deep desire to build real wealth. So, I wanted to have him on the show to share the vision of his brand, and in this we go through his entire vision, his entire model, and I give my advice on what the different pieces should be and poke some holes in his thought processes and also give him some clear next steps.

Ryan [00:00:57]:

So, this is going to really help you see how fast a vision can come together and what all of the different pieces look like when they start to work together. When you're ready to start your road to \$1 million dollars, join us over at Capitalism.com/1. That's Capitalism.com/1. Alright, so, Justus, why don't you tell me a little bit about the business?

Justus [00:01:21]:

Yeah. So, our business is ... this is funny because we actually don't even have a product. I've been through helping coaching the Incubator and it has literally sent me in a separate direction. And so, we are serving moms of 1 to 2 kids who are tired, who usually eat last, they wake up tired, they're getting kids to school and getting them ready, husband goes off to work and they're at home, and they're the imperfect mom. Meaning, they're not a super mom. They actually look at super moms and they're like, what are you not telling me? They are flawed and they look at super moms almost with distaste.

Ryan [00:02:08]:

That's interesting because most of the marketing to moms is to the super mom. So, you're going in the opposite direction and you're going to the imperfect moms. That's interesting because my buddy Max Kerwick likes ... He always cringes when people say that their market is busy moms because he's like, that's redundant. Every mom is busy. That does not give you a



market. But this is much more precise in ... I probably wouldn't go to market with calling it the imperfect moms, but I know what you're talking about.

Justus [00:02:40]:

Yes. And this is really easy for us because ... I say us. It's me and another guy named Deacon. These are our wives. So, we know what they follow on social media, we know what they like, we know what turns them off, we know what they're struggling with, we know their pain points, and we know they're not alone. We know there's a ton of moms like this. And so, we want to be their number one defenders.

Ryan [00:03:07]:

Okay. And so, what is the vision of how the business fits into this woman's life?

Justus [00:03:14]:

Yes. So, we will be doing nutritional supplements that meet their pain points. Meaning, for a lot of them, they're not getting ... So, the brand name is Nourished.

Ryan [00:03:26]:

Nourished. Okay.

Justus [00:03:28]:

And so, we know that most moms are malnourished. So, a lot of moms, honestly, will wake up, they're not quite hungry, they will make breakfast for everyone, and then they'll make breakfast for themselves last and it will just be a scrap of things. Maybe some eggs, and then maybe something else, or maybe a quick bar or something like that but it's not enough. And so, they're missing out on core protein, they're missing out on even carbs.

Justus [00:03:54]:

And so, we want our nutritional supplements to meet the needs of those moms especially if ... let's say they're ... 1 to 2 kids usually under the ages of 3. They still need to be taking some prenatals. They still need to be taking some different supplements as their hormones are rebalancing. So, we want to make sure that we're at least communicating and bringing some sort of nutritional supplement to their life so they know that they are getting back to normal.

Ryan [00:04:22]:

So, do you know what those supplements are at this point? Do you know what those 4 products that will sell 25 sales a day at a \$30 dollar price point to have a million dollar business, do you know what those are?



Justus [00:04:33]:

No.

Ryan [00:04:34]:

Okay.

Justus [00:04:34]:

And for us, we're excited about that because we want to create ... We're excited for the research. We're excited to talk to these moms. We're excited about creating a group where we can come in and ask them about everything and test. We know when we release our first product there will be over 1,000 raving fans already because we created the community where they can come and share.

Ryan [00:05:00]:

Does that exist now, or are you building that?

Justus [00:05:01]:

No, we're building that.

Ryan [00:05:02]:

Okay. And how do you plan to build that?

Justus [00:05:03]:

Yup. So, the first step we're doing right now, we're actually on the hunt for a community manager which sounds crazy but we want somebody that is already doing this so that they can do it really, really well and we can talk to them about what that looks like business wise. I have a good sense that they're not going to care about it because they're going to be so excited about building something for people that we are really clear on.

Ryan [00:05:24]:

When you talk about a community manager, and I already have some notes of things to suggest, but when you're talking about a community manager, why not just partner with somebody who already has the community?

Justus [00:05:35]:

So, that is also a piece that we're looking at as well. So, we're looking out to see who has a community. We already have ... Deacon has 5 people that we've already looked at that they're



high engagement, they already speak to this, they already represent kind of an imperfect mom and so they already attract people that are like, yeah, I love my kids, but I'm not perfect.

Justus [00:05:54]:

And so, we are hoping to have that discussion. For research purposes, we are going, hey, a group where we can just say, what's missing? And that community manager can be like, "What's missing? We're coming out with this. Would that excite you guys?" would be phenomenal, but yes, partnering, we already have 5 people that we're already like, these are the people that we're looking for.

Ryan [00:06:16]:

Yeah. So, 2 ideas come to mind. One is there's a Facebook group here in Austin called the Austin Moms Network which is just this raving group of moms that all rally to support each other. And since it's here in Austin, it'd be a good group to try and get plugged into. That's something that comes to mind. And your community manager is in that group.

Justus [00:06:41]:

Sure. Yes.

Ryan [00:06:42]:

They might be running that group right now for free. And the other thing that comes to mind is, I think we've talked about this, the ideal influencer for this is ... is it Candace? DJ from Full House?

Justus [00:06:55]:

Oh yeah.

Ryan [00:06:56]:

On The View. What is her name?

Justus [00:06:57]:

Elizabeth ... is the one ...

Ryan [00:06:59]:

Elisabeth Hasselbeck is the girl that I want to marry one day.

Justus [00:07:02]:

Then there's a Benson ... Was it [INAUDIBLE 00:07:04] Benson.



Ryan [00:07:05]:

Chrissa Benson is my partner on Foxbrim. DJ from Full House. Her name is Candace Cameron Bure, so we were actually both right. Is it Candace, or is it Cameron? So, she's like your ideal person here. She's the mom with a full life who is honest about her flaws that matches your avatar and is a little bit controversial to everybody else.

Justus [00:07:36]:

Yes, yes, yes.

Ryan [00:07:37]:

Like a little bit controversial to the people who are not your direct person. So, that, and I do have a connection to her if it goes that way. Like, if it gets to that point, I'm 1 degree away from her. I can at least get a proposal on her desk if you wanted to do something like that.

Justus [00:07:57]:

That's awesome.

Ryan [00:07:58]:

Now, one thing that comes up when you're talking about, you don't know what those 4 products are, that's like a ding, ding, ding, hey, you should have an idea of this. So, I wrote down what ... as you were talking, you mentioned a meal replacement that had protein. You mentioned some sort of hormone supplement and that could end up being 2 products. There's also ... I know this sounds early, but something to put into your product line is menopause supplements.

Justus [00:08:31]:

Yes.

Ryan [00:08:33]:

So, I know that's not your direct market but that's who your market becomes and it's a super untouched very high margin line that no one is serving those people. That might be a different line but I just wanted to put it in your brain that that is who your market becomes. It's also sometimes the mothers of your market. Does anything else come to mind as what could ...

Justus [00:09:02]:

I should have said, yeah, we've got products in mind, but we're still wanting to test it with them to see if it's even interesting to them.



Ryan [00:09:08]:

Sure, so, what are the things that ...

Justus [00:09:09]:

A green energy would be huge. So, they're always tired and they're not getting enough of their greens. So, a green energy supplement that they could just throw in some water real quick, it's a powder, they're getting it. A protein with prenats. So, one of the things that a lot of them struggle with is, did I take my prenatal, my vitamins today? I don't know. What if it was already in a protein? You just make this in the morning, shake it up, it's good to go.

Justus [00:09:34]:

An all around meal replacement protein supplement. Supplement just is like meal replacement, you put it in, your meal is done, you've got all your core nutrients.

Ryan [00:09:44]:

So, what you've got here is you've got your meal replacement that is prenatal and you have your meal replacement that is postnatal. You have a green energy product and a hormone line of some kind. Alright. You are speaking my language, my friend. So, I am already ... This is a great starting place for this lineup. You will absolutely get these 4 products to 25 sales a day at a \$30 dollar price point and have a million dollar business. Where are you stuck, or where do you need help right now?

Justus [00:10:18]:

Okay. So, right now, we're doing really 2 things. Building the bench that an investor would be pumped about.

Ryan [00:10:25]:

And by bench, do you mean people that you're doing this business with?

Justus [00:10:28]:

Yes. So, the team. Who would be running this organization that an investor would go, you've got this. You have a high chance of crazy success. So, that's something that Deacon and I are working with, starting those conversations with people and just saying, here's what we're thinking. Would you love to build this? Awesome. Second thing would be capital. So, between those 2 things, I want to get a bench that an investor like you, like other people that would go, oh, oh yeah.



Ryan [00:11:03]:
There's a high likelihood of success.

Justus [00:11:05]:
Yeah.

Ryan [00:11:06]:
So, what players on the bench do you have and what do you need right now?

Justus [00:11:11]:
Okay, the players that we have, so, Deacon, he's run an ad agency, got it to fortune 5000, really great. I think he can run it with a great person coming alongside him that manages ads, marketing, all that kind of stuff. We're in talks with that person. We've got an advisor who has already worked ...

Ryan [00:11:30]:
Hold on. So, Deacon is like ... He's the integrator. So, he's the builder. You're a visionary, Deacon is a builder. Okay. Got it. And he's your partner.

Justus [00:11:40]:
Yes.

Ryan [00:11:42]:
Okay. Have you talked about what the split is? Are you guys 50/50?

Justus [00:11:44]:
Nope.

Ryan [00:11:44]:
You don't know yet.

Justus [00:11:45]:
Nope.

Ryan [00:11:45]:
Okay.

Justus [00:11:47]:



Right now, I am, what I've learned that I'm really good at is the vision piece and letting the people that have experience in this figure the other stuff out and I make sure that it makes sense.

Ryan [00:11:56]:
Okay. I'm with you.

Justus [00:11:58]:
So, when it comes to, for instance, part of this call I'm going, hey man, I don't know much about business structure. I want to talk with someone who gets excited about it and can look at it and say, this is the best way to do it, even if they don't invest.

Ryan [00:12:10]:
That's where my brain is going next.

Justus [00:12:12]:
So, I don't know that world but all I know is my vision and where I want to take this thing and who I want to serve, and I want to stay laser focused there. Any time I talk about this with Deacon, he gets excited.

Ryan [00:12:24]:
This is ... Your brain is exactly where it should be. And it's so funny, I've said it publicly on some of our coaching calls that you are just so laser focused on vision that it's bringing out all the other resources to you. So, Deacon is ... I know Deacon and Deacon is a great partner for something like this. And Deacon wouldn't be interested if you pitched him on the numbers. If you pitched him on the vision, Deacon kind of ... He's the one who worries about the numbers and you're like, I'm [INAUDIBLE 00:12:53] stay focused on my customer here. Okay, so, you mentioned some sort of marketing manager in there?

Justus [00:12:58]:
Yes.

Ryan [00:13:00]:
Tell me about that.

Justus [00:13:00]:
So, one of the people that has worked with him before is extremely good at marketing and runs a graphic design company that goes towards liquor brands, so understands branding,



understands messaging, has done it, has managed over a million dollars a month in ad spend. So, this person is ... I'm going ... And knows Deacon, works well. So, I'm looking at this person and going, I know you well enough to know that this would be something you're excited about. I want you to come in because I think an investor would say, this person's managing this and getting the word out to everybody else while the other person's integrating, making sure that we're talking with the right manufacturing, all that kind of stuff. So, marketing, all that ...

Ryan [00:13:45]:
Is this person female?

Justus [00:13:46]:
Yes.

Ryan [00:13:47]:
That's good. Okay. Is this person a mom?

Justus [00:13:50]:
No.

Ryan [00:13:50]:
Okay. That's okay.

Justus [00:13:52]:
Yes. So then, the next person is an advisor, 10 years manufacturing experience, still has all those relationships, also has worked as a copy chief for a major agency, so this person is someone that would be an advisor. I think they're wanting to do their own thing.

Ryan [00:14:12]:
What does this advisor bring to the table?

Justus [00:14:13]:
Experience, reputable experience in manufacturing and those relationships.

Ryan [00:14:22]:
The manufacturing relationships?

Justus [00:14:23]:



Yes. So, and has run the manufacturing business. Like, they put him as the integrator for that business.

Ryan [00:14:32]:

Do you expect this person to ... You mention they're a copy chief, they write copy. Do you expect this person to write copy for the business?

Justus [00:14:39]:

No, but what they'll be great at is looking at the copy we've created and going no, yes, no, yes.

Ryan [00:14:44]:

Got you. Okay. Anybody else on this bench?

Justus [00:14:47]:

So, on this bench, no. The only person that, and this would be part of my responsibility, is finding that anchor influencer. So, that to me is like, at the beginning, the only thing that's missing, is who is going to be your anchor influencer that if they were excited about this brand and partnering with you would get you some initial brand awareness and sales.

Ryan [00:15:12]:

Do you know who you want this person to be?

Justus [00:15:16]:

Not yet.

Ryan [00:15:17]:

Okay. So, that's a piece to ad.

Justus [00:15:19]:

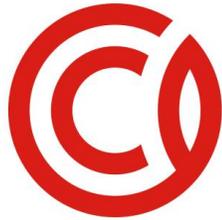
Yeah. Dream world, it would be a Shawn Johnson. That would be ... I've sent an email out.

Ryan [00:15:24]:

The Olympus?

Justus [00:15:25]:

Yes. About to have a second kid, speaks our language, a little bit more perfect than we'd like but has a raving following, engages, just has the personality of joy, excitement, we like that.



Ryan [00:15:41]:

Yeah. Okay. I'm with you. Okay. Anybody else on this bench?

Justus [00:15:45]:

No.

Ryan [00:15:46]:

Okay. You've mentioned investors several times. Tell me what you want from an investor and how much you think you need to raise. Just tell me where your brain is on that.

Justus [00:16:00]:

Yeah. So, from an investor, it's funny, we want money, but more than anything, we want wisdom and we want buy-in. Meaning they believe in what we do, and we want an investor that believes in us and what we're trying to do and has the capital to deploy at the right times, and can answer the question you just asked me. So, I know what I want this business to be valued at. I see this as a between \$50 and \$60 million dollars in about 3 years.

Justus [00:16:31]:

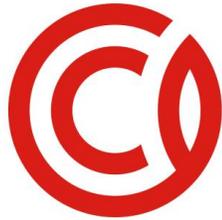
And so, percentages, all that kind of stuff, I want an investor I can come to and say, I don't know the breakdown of that. And they go, okay. And they can go, let me tell you how to look at this. I want to put aside 20% for these kinds of engagements, but I think we could easily be a \$50 to \$60 million dollar because we're so dialed in and we see this as an unmet piece of the market.

Ryan [00:16:53]:

Yeah. So, I'm glad you came back to that because I forgot to ask you. A lot of times I start conversations with what is the end valuation, like what are we building towards. So, I'm just going to put \$50 million dollars. That's a nice round number to work with. So, that's an important piece to communicate to investors as well. What strikes me about this is you're pretty clear on the numbers that you think are appropriate, like 20% to an investor. Okay. This is super early stage, which means that if you're putting a million dollar valuation on it super early stage, that's got to be the right investor.

Ryan [00:17:35]:

There's nothing wrong with having a million dollar valuation before you have a product, but it means that, okay, you could probably reasonably expect, at this point, to raise about \$200,000 dollars. And you've got to have a multimillion dollar vision, which you're very close to having.



So, the right pieces are here. The thing that stands out to me, though, is also, \$200,000 dollars will be just enough for you to go hard because the way I see it, Deacon is your partner so I'm guessing he's probably not going to be taking a salary. He's going to be taking these out of profit unless he needs it, and then that's a different conversation. Then you might need more capital.

Ryan [00:18:23]:

This marketing manager that I'm seeing, that's an employee. That's an employee that you pay. That is going to be a fixed expense and she might have a few points in the company. I mean like 2% to 5% of the company. So, if you run those numbers, on a \$50 million dollar exit with a \$50 million dollar vision, you just made her a millionaire. So, that's exciting.

Justus [00:18:49]:

Yes. That's what fires me up.

Ryan [00:18:50]:

That gets buy-in, and if you go to this person and say, we're bought in on you and also our goal is this because we want to make you a millionaire. So, 2 points of that company makes this marketing manager a millionaire if you all accomplish your goals. That's exciting.

Justus [00:19:07]:

That's awesome.

Ryan [00:19:09]:

You like that?

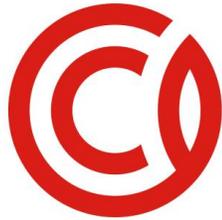
Justus [00:19:10]:

No, I ... It's interesting because my joy comes from seeing our customer feel like they have a brand that's got their back, and a team that says, man, Justus and Deacon are actually for me and want to see me wealthy. I see a game plan for my wealth and all I have to do is be me and do what I'm already great at, and all of the people on the team already have experience doing ... If I told them this is what we want you to do, they're like, I do that all day. I'm great at it.

Ryan [00:19:48]:

Good. Good. So, do you know what your next steps are, Justus?

Justus [00:19:54]:



Next steps in my mind, 1, talking back with Deacon, but just this conversation was the next step for me. It was, hey, I'm going to talk with Ryan about this. We're going to have this conversation.

Ryan [00:20:10]:

I'm drawing a pie as we're talking. You can see it. I'm trying to get close to how ... There's a lot of cooks in this kitchen and the business isn't even live yet. So that's a little bit of ... Let's try and simplify this just a little. And I think your next step is to get a prototype. You need to find a manufacturer and start getting some prototypes to see what in this lineup of products is possible for you and great. And I like all of the product lines, all the products that you just said. My only advice would be not to start with the hormone supplement. Make that a follow up product because if you're a hormone supplement, you're all of a sudden a supplement company that looks like everybody else and you want to come out of the gate with something that's different.

Ryan [00:21:13]:

Like, for you ... If you're going to have a \$50 million dollar exit, if you wanted to build a million dollar business, I'd say pick any of these products you want because you just need 4 products, sell 25 sales a day at a \$30 dollar price point, you have a million dollar business.

Justus [00:21:27]:

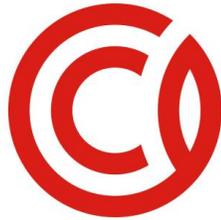
That's really good.

Ryan [00:21:28]:

And if that was your goal, I'd say pick any of these products you want and go. But since your goal is \$50 million dollars, you want to come in with a little bit of a splash meaning something's got to be a little bit different. My favorite of these is the pre and postnatal meal replacements. Solves an immediate pain point, you're very clear who it's for, and you have a 2 year customer shelf life for that. If someone buys that product seeing a pre and postnatal, they're, in a way, subconsciously buying into the fact that they're now a customer for 2 years. Like, no ...

Ryan [00:22:08]:

If you buy a supplement that is a prenatal, you're taking it for 9 months. And postnatal, you're taking it for at least 6. So, you get this really nice ... Deacon and this marketing manager could calculate what that lifetime customer is worth and know what they have to spend to go get those customers, and that gives you the base to be able to launch an energy product or a hormone balancer or whatever it is on the back of that. Does all that make sense?



Justus [00:22:40]:

Yes. Can I ... Okay. So, in my mind, the next step was the audience. Was I wrong to think that way, or is it because now you're seeing the value that I'm seeing and you're going, that changes the way in which you'd go?

Ryan [00:22:57]:

That's a great question. I'm not pushing the audience because I don't want you to get stuck in research mode. So, I think you have a really great idea and I think you have the right people on the bus, and I would be careful not to delay action for additional research because you already know ... You already are clear enough to be able to go make some mistakes, and you can build the community while you are testing prototypes and seeing what's possible. You really don't need the customer's feedback until you're ready ... more ready to go.

Ryan [00:23:43]:

Right now, go see what's possible. Can you even make ... Does the FDA have any limits on hormone replacement supplements? Probably not, but go find out those hurdles before you come back with a bunch of research with the right calculated product to go with. Like, go make some of those mistakes because the community is an ongoing thing. Prototype, sometimes a few conversations and you've got momentum there.

Justus [00:24:17]:

Okay. Okay. That's really good. That's really good. That clears some stuff because I was like, no, start with the audience, build the audience, then bring the thing. But now it's like, right now, we would just be researching for an extended period of time. And instead, get something in their hands, get something in our hands, or just see what is even possible.

Ryan [00:24:36]:

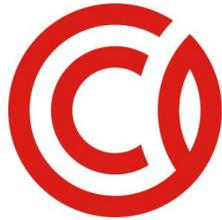
Yeah. Like, if you weren't so clear about what you were doing, I might tell you differently. But you know what you want to do. You know your who, you have a pretty good idea of what your product is, you have a team. There's not a whole like to research. You need a community who is going to support the brand but you know a bunch of your avatars that you can ask. I think you know what I'm saying.

Justus [00:25:06]:

I get it. I totally get it.

Ryan [00:25:07]:

How much of this company do you want to maintain control of?



Justus [00:25:15]:

That is ... I am less concerned with how much control I have. There's things I want to control, but I don't think it comes down to a percentage of ownership. I want to walk away with at least \$10 million.

Ryan [00:25:29]:

I was going to say, if you walked away with \$10 million dollars, is that meaningful for your life?

Justus [00:25:33]:

That's meaningful for my life and it ... Yes.

Ryan [00:25:35]:

So, in my mind, if your goal is a \$50 million dollar exit, I think you need to at least be willing to put 80% on the table.

Justus [00:25:44]:

Okay.

Ryan [00:25:46]:

So, like, 20% was the number in my mind of, Justus should never have less than 20%.

Justus [00:25:50]:

Okay.

Ryan [00:25:51]:

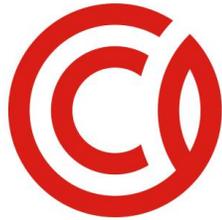
So, because there's a lot of cooks in this kitchen and we're going to have to think about who gets what at some point, so, I think you have to be willing to be flexible on that up to the point where you're no longer maintaining 20%. You need to maintain 20% of this company. You can maintain more. That would be fine. But I think that's the number that you need to shoot for for controlling.

Justus [00:26:19]:

This is really helpful.

Ryan [00:26:20]:

Cool. So, this is me going into like, okay, how are we going to structure this piece of this? So, if Justus owns 20%, I've carved out 20% for an investor. I've got advisor ... One of these is



influencer. Influencers and advisors I kind of have in the same pile. And then you've got the rest for your partner, other strategic advisors, stuff like that. This is 40%. So, now 40% is going elsewhere. We should probably carve out 20% for your partner, unless he's getting a salary. If he's getting a salary then it can be less.

Ryan [00:27:00]:

So, now you've got up to 20 points to work with and this is in the event you decide to raise capital again.

Justus [00:27:08]:

Okay, a second round. Okay.

Ryan [00:27:10]:

So, if an investor puts in \$200,000 for 20% of the company and then you get to \$5 million dollars in run rate, you now can do a second raise at a \$20 million dollar valuation and now you're selling 20% of the company for \$4 million dollars. Or ... \$4 million dollars. Reinvest that in, and that's where you get the rest of the team that takes you to \$50 million.

Justus [00:27:37]:

Got you. This is exciting.

Ryan [00:27:42]:

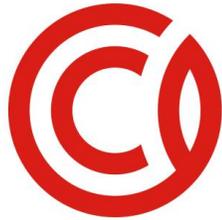
Tell me why.

Justus [00:27:43]:

I mean, it proves the concept of just cast the right vision to the right people because you're solving ... This is the part that I'm not good at and I want to always have a good understanding, but I don't want to be great at carving this stuff out. I want to be with people that I trust that love talking about it, and then go, alright Justus, this is the way to think about it, here's this and this because this allows me to go back to Deacon and go, here's what we talked about, also, listen to the podcast, and then let's move forward. Tell me about how ... Let's get a prototype. Let's just get a prototype. Let's get it in the right people's hands. Let's try it.

Ryan [00:28:21]:

So, I'm pretty sure Deacon's going to listen to this, but I know Deacon and love Deacon. I'll speak frankly about Deacon. I love Deacon. Our first conversation I ever had with Deacon, or maybe it was the second one, was he handed me his Kolbe index. Kolbe is a personality test for how you get things done. And I looked at it and he, Deacon, has the prototype integrator



Kolbe index. And I looked at him and I gave it a quick glance and I was like, you're the kind of person who loves to build things, you're really good at managing chaos and building systems, and you could look all day at spreadsheets before making a decision.

Ryan [00:28:57]:

And he was like, dang, how do you know that? So, I say that, Deacon's amazing and the 2 of you could get very easily lost in research mode. So, don't do that. Make some decisions and make some mistakes.

Justus [00:29:12]:

Yeah. This is easy. So, for me it's just the postnatal supplement, get that out. That is the core ... Our core audience already has kids. Let's get the postnatal, see if it's possible, talk with a manufacturer, talk through cost.

Ryan [00:29:27]:

Do you need ... Do you know what manufacturers you're going to go with?

Justus [00:29:29]:

No, we do not know ... That's where the advisor comes in ...

Ryan [00:29:31]:

Here's the thing. I don't know this advisor, and sorry advisor if you're listening to this, manufacturing relationships is ... It surprises me that you need an equity advisor for manufacturer relationships.

Justus [00:29:44]:

I don't know if he will ... This is someone that would need equity.

Ryan [00:29:48]:

Okay.

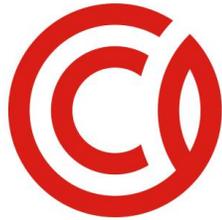
Justus [00:29:49]:

I think this is just to show, hey, he's on our team.

Ryan [00:29:53]:

He's on your board.

Justus [00:29:54]:



He loves us. He doesn't know me that well, but he knows Deacon. They're great together and so he would ... It's going ... All of his expertise is there and he's available to us.

Ryan [00:30:08]:

Okay. Got it. I mean, I think manufacturing relationships are something that you need to develop internally. If this person is there contributing copy, that's a solid addition but you mentioned that he's not necessarily doing that. But that's good to know that he's just ... He's on the board, we'll say. So, tell me, do you have requirements for your products? Do they need to be vegan? Do they need to be paleo? Do they need to be a certain certification? Do you have any of that in mind?

Justus [00:30:43]:

So, gluten-free, organic, vegan. Those are the core things of the plant-based because our moms will look at that, and every one of those symbols that they see, they're like, it's good for me, it's good for me, it's good for me, it is really good, wow, they did this. So, for us, I know that they're going to be looking at is it organic, is it gluten-free. Those are the 2 that they're going to be like, okay.

Ryan [00:31:13]:

Is it organic and is it gluten-free?

Justus [00:31:15]:

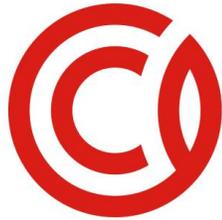
Yes. Those are the 2 main ones. Anything additional is just a plus. Like, if it said plant-based, they'd go, oh wow. But for them, they're just looking, is it organic, is it gluten-free?

Ryan [00:31:29]:

Got you. I don't have suppliers that come to mind for this but I know they exist and there's several of them, and there's several people that I know could refer you to a couple good ones. Anything else you need at this point in order to make the next step?

Justus [00:31:48]:

No. For us right now, it is making decisions, taking action. None of the action that we're taking is expensive. We're just not there yet. Once we have a really clear thing, prototypes are not going to cost a ton of money. I want to be able to get in front of an investor and go, here's the prototype. We've already gotten this stuff. We've already gotten these reviews. They can ready ... If we send the money, they'll press play. These relationships are already in order with the influencers and we have these partnership agreements. As soon as your money is deployed into our account, all this goes into play.



Ryan [00:32:22]:

Cool. Alright. I want to switch gears because this is my own curiosity now. I have known you for 3 months. 3 months ago you were not thinking like this.

Justus [00:32:33]:

No. No.

Ryan [00:32:37]:

So, what happened or what did I say? I'm not looking for an attaboy, but ...

Justus [00:32:43]:

No, this is great.

Ryan [00:32:44]:

But you're saying all the things I talk about and you're moving really fast. So, I want to know what's going on in your head or what you saw, what sparked some sort of inspiration.

Justus [00:32:55]:

I'll admit, it was the owner's model and you described it to me. I remember in the Incubator, I'm a coach in the Incubator, I had to come in, I had to learn what you're talking about, had to watch the videos and all this stuff, and you described a model that answered all of my problems and made creating a brand a reality for me. I have brand ideas all the time that are good, but then I'm like, I don't know how to build funnels. I don't know email campaigns. I don't know how to do all these other things. And so I just go, not worth it, can't do it, it's not going to happen. Well, you described this owner. I think I'm one of the few people that goes, I am not good at enough things that this works for me.

Ryan [00:33:43]:

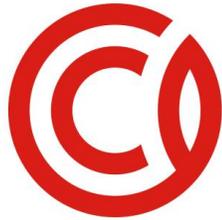
So, learning about selling on Amazon.

Justus [00:33:45]:

Yes.

Ryan [00:33:45]:

Learning about building funnels. Learning about starting an agency. Learning about building a coaching business. These are all things that require a certain set of expertise that take you out of your genius.



Justus [00:33:58]:

Yes. While I looked around and a lot of my friends are the opposite. I'll ask them, what is going on? Why don't you just create something and then move forward? You already know how to do funnels. You've already built them before. You know ads. You've done all this before. What's going on? And they go, honestly, the thing I'm struggling with is I don't have a good idea. I don't know what to bring. So, I've got friends that know Amazon PPC. I've got friends that know Facebook ads. I've got friends that know funnels or want to write ...

Ryan [00:34:28]:

And even if you didn't have friends, there's a bunch of agencies out there you can hire.

Justus [00:34:32]:

There's a bunch. So, I was just like, I can build relationships with them and I can cast a vision that they go, yeah, that makes sense, or yes, I want in.

Ryan [00:34:40]:

When did this click for you?

Justus [00:34:41]:

Watching you do the owner's model video.

Ryan [00:34:43]:

Thank you for the attaboy.

Justus [00:34:45]:

And we sat down and you talked about where you wanted to take the Incubator and to make it even better, and you're like, I just want to bring in all these relationships of people that I know with agencies so that we can say, hey, we're not the experts on this, go here. We have the relationship already formed. And I remember going, I could do that. That's what I would do.

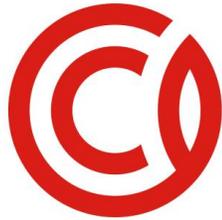
Ryan [00:35:05]:

I remember you said something along the lines of, that's the thing I want to join.

Justus [00:35:07]:

Yes. Yes.

Ryan [00:35:09]:



And my hope now is that we bring in influencers and investors in to just sit in the group because that makes it even easier to network with the people to bring in these pieces.

Justus [00:35:20]:

Yes.

Ryan [00:35:21]:

By the way, I think the thing that you have done so well in this is you know your person extremely well and you've started to build the right team. Like, when you describe your team, I'm like, no doubt this is a winner. And that is what most people miss because they do exactly what you're talking about. They become funnel builders, or they become Amazon channel makers where all they know how to do is take a product and sell it on Amazon and that keeps them from building a business. They become Amazon businesses. That's why I cringe when people are like, I have an Amazon business. Then you don't have a real business.

Ryan [00:35:58]:

No one says, I have a Walmart business. So, don't say you have an Amazon business.

[00:36:04]: a business. If you have an Amazon business, it means you manage Amazon for other people. So, what's interesting about this is because you're so fresh, you don't have any of that baggage that is preventing you from building on the owner's model. This is exciting.

Justus [00:36:24]:

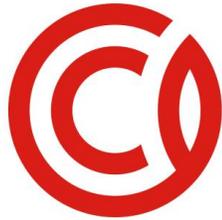
This fires me up. I cannot wait to serve these women. I cannot wait to share with them. I was thinking through the vivid vision of this and mine might look a little different than everybody else's because when I look 3 years out, I'm actually crying and Deacon's got his arm over my shoulder and he's like, what's up? And I look over at him and it's because we just sold the company and I'm going, we did it. That's my vivid vision. The vivid vision says walk ... What does your company look like and what's going on in the office? I'm going, I'm not in the office. I'm not. I don't know the 40 or 50 other people who are on the team at that point.

Ryan [00:37:05]:

Your vivid vision is about your role. It's about your role in this.

Justus [00:37:09]:

I meet with Deacon and I go, how's it going, what do you guys need, and what relationships do we need to deploy, or what capital do you need? And in 3 years out, we've just sold it and we're walking out.



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Ryan [00:37:22]:

Yeah. I mean, the beauty of this is what you're highlighting is you can create an 8 figure exit without it being this big effort. It takes work, of course. It takes hard work. But it is not effortful for you to cast a vision and build relationships. It's what you love to do. It's who you are.

Justus [00:37:47]:

100%.

Ryan [00:37:48]:

And so what we do is liberate that with the owner's model, build the right pieces around it, and now you get to just sing your way to an 8 figure exit.

Justus [00:37:58]:

Yes. That is the number one goal. I want to see these women served. I want to see a team that at the end of the day, they can't believe they get to do what they get to do, and I get to spend time with people, casting this vision and telling them how amazing our brand is.

Ryan [00:38:13]:

Good work, man.

Justus [00:38:15]:

Thank you.

Ryan [00:38:15]:

Well, you know I'm here to help. Let me know how I can help.

Justus [00:38:16]:

Yes. You're the man.

Ryan [00:38:18]:

Thanks man. Awesome.