00:00:00,059 --> 00:00:02,940[00:00:00,059 --> 00:00:02,940] - [speaker_0]
... need to do any pro-advice after this episode. Should I do it now?

00:00:02,919 --> 00:00:04,199[00:00:02,919 --> 00:00:04,199] - [speaker_1]
Yeah, go on then. Yeah.

00:00:04,179 --> 00:00:07,019[00:00:04,179 --> 00:00:07,019] - [speaker_0]
Okay. So, 2012 or 2013-

00:00:07,000 --> 00:00:07,019[00:00:07,000 --> 00:00:07,019] - [speaker_1]
(laughing)

00:00:07,000 --> 00:00:21,020[00:00:07,000 --> 00:00:21,020] - [speaker_0]
... before. This is all true. Um, so I, um, have e- invested in three and exited three quite successful startups over the last 20 years. Um, my first-

00:00:21,000 --> 00:00:26,340[00:00:21,000 --> 00:00:26,340] - [speaker_1]
Oh, no. Sorry. Sorry, Kavita.

00:00:26,319 --> 00:00:27,219[00:00:26,319 --> 00:00:27,219] - [speaker_0]
The internet is terrible.

00:00:27,199 --> 00:00:28,200[00:00:27,199 --> 00:00:28,200] - [speaker_1]
Yeah, the internet is quite bad.

00:00:28,180 --> 00:00:29,260[00:00:28,180 --> 00:00:29,260] - [speaker_0]
Do you want me to move?

00:00:29,239 --> 00:00:32,779[00:00:29,239 --> 00:00:32,779] - [speaker_2]
Do you want a hotspot yourself? Yeah.

00:00:32,759 --> 00:00:35,319[00:00:32,759 --> 00:00:35,319] - [speaker_1]
Is the hotspot good enough? I'll try and I-

00:00:35,299 --> 00:00:35,799[00:00:35,299 --> 00:00:35,799] - [speaker_2]
I think that the-

00:00:35,779 --> 00:00:36,000[00:00:35,779 --> 00:00:36,000] - [speaker_1]
... connect.

00:00:35,979 --> 00:00:37,439[00:00:35,979 --> 00:00:37,439] - [speaker_2]
We have 5G here. I have 5G.

00:00:37,419 --> 00:00:48,419[00:00:37,419 --> 00:00:48,419] - [speaker_1]
I'll just connect to my phone. Okay, there we go. Hopefully that should be good enough.

00:00:48,399 --> 00:00:49,659[00:00:48,399 --> 00:00:49,659] - [speaker_2]
All right. Perfect.

00:00:49,639 --> 00:00:49,799[00:00:49,639 --> 00:00:49,799] - [speaker_1]
Okay.

00:00:49,779 --> 00:00:50,499[00:00:49,779 --> 00:00:50,499] - [speaker_0]

Sounds good.

00:00:50,479 --> 00:00:51,739[00:00:50,479 --> 00:00:51,739] - [speaker_1]
Great.

00:00:51,719 --> 00:02:32,119[00:00:51,719 --> 00:02:32,119] - [speaker_0]
So, so yeah. So I normally invest in, um... And I don't know if... I can't... I do know what yours is based on what Liam has told me a few times. But, um, my first, uh, major startup was a pre-YouTube, pre-Facebook platform, uh, that did both of those things for BAFTA members. So we had, um, content from sort of the latest movies that had won, um, and we were streaming that. So that was just post my time at Channel 4 Television. Um, I then had another platform which, uh, was funded by UKRI which was called What's My Size?. You put in your measurements, we told you what size you were with every high s- uh, high street store. It was very straightforward. Um, that was quite successful in that it, it became quite a strong consultancy and then we exited both the brand and the consultancy as well. So that was pretty cool. Um, and I've invested or supported startups, um, along my entire career. So I've got a little bit of experience of being both sides of the, um, fence here. Uh, the last thing I did was I helped a robotics company teach languages. So more relevant to you. So it was a, it was a, um, it was a Yahart. I can't remember which one it is. A Sony desktop, um, robot. And we, the application we had, uh, was teaching, um, a... It was basically a language learning tool and came out of the sort of Finnish ecosystem. And that was really cool. We pitched and ended up in an incubator which I highly recommend.

00:02:32,099 --> 00:02:32,499[00:02:32,099 --> 00:02:32,499] - [speaker_1]
Okay.

00:02:32,479 --> 00:02:33,979[00:02:32,479 --> 00:02:33,979] - [speaker_2]
That's me.

00:02:33,959 --> 00:02:34,399[00:02:33,959 --> 00:02:34,399] - [speaker_1]
Great.

00:02:34,379 --> 00:02:35,079[00:02:34,379 --> 00:02:35,079] - [speaker_0]
You ready?

00:02:35,059 --> 00:02:41,819[00:02:35,059 --> 00:02:41,819] - [speaker_1]
Yeah. So, uh, we can either talk through it or, uh, I've got some slides ready, uh, if we wanna go through those. Yeah.

00:02:41,799 --> 00:02:43,499[00:02:41,799 --> 00:02:43,499] - [speaker_0]
I've always wanted these slides.

00:02:43,479 --> 00:02:55,079[00:02:43,479 --> 00:02:55,079] - [speaker_1]
Okay. (laughs) So just bear with me a second while I, uh, just prepare the slides. Okay. Am I on the right one?

00:02:55,059 --> 00:02:58,979[00:02:55,059 --> 00:02:58,979] - [speaker_2]
I think you should be, yeah. That's perfect.

00:02:58,959 --> 00:03:01,839[00:02:58,959 --> 00:03:01,839] - [speaker_1]
Okay. You're not, you're not showing it for some reason.

00:03:01,819 --> 00:03:03,739[00:03:01,819 --> 00:03:03,739] - [speaker_2]

Yeah, perfect.

00:03:03,719 --> 00:03:27,999[00:03:03,719 --> 00:03:27,999] - [speaker_1]
Okay. So, uh, so we're Amphy, uh, and we're building a personalized learning ex- per- personalized la- (laughs) We're building a personalized university learning experience, uh, where we give, uh, uh, students a personalized learning platform and lecturers the analytics to help them. Um, and... Oh god, this is not going well already. (laughs)

00:03:27,979 --> 00:03:29,019[00:03:27,979 --> 00:03:29,019] - [speaker_0]
That's okay.

00:03:28,999 --> 00:03:54,619[00:03:28,999 --> 00:03:54,619] - [speaker_1]
Uh, so we've spoken to over 250 experts, uh, institutions, and students. And, uh, what, what we've found out is that students feel there's a lack of personalized learning in their educational experience. Lecturers feel there's a requirement for validation teaching. And then finally, universities, they want to support the lo- the support the, the learning, the social learning environment.

00:03:54,599 --> 00:03:54,719[00:03:54,599 --> 00:03:54,719] - [speaker_0]
Mm-hmm.

00:03:54,699 --> 00:03:59,899[00:03:54,699 --> 00:03:59,899] - [speaker_1]
Uh, but everyone agrees that there's one thing that's missing and it's personalization.

00:03:59,879 --> 00:04:00,559[00:03:59,879 --> 00:04:00,559] - [speaker_0]
Mm-hmm.

00:04:00,539 --> 00:04:12,859[00:04:00,539 --> 00:04:12,859] - [speaker_1]
So if you take yourself... If you consider what does the current, uh, university experience look like or, um, what do you think it's gonna look like in the next 50 years? Could we-

00:04:12,839 --> 00:04:13,519[00:04:12,839 --> 00:04:13,519] - [speaker_0]
Mm-hmm.

00:04:13,499 --> 00:04:14,779[00:04:13,499 --> 00:04:14,779] - [speaker_1]
Uh, c- c- could you-

00:04:14,759 --> 00:04:14,779[00:04:14,759 --> 00:04:14,779] - [speaker_0]
Like-

00:04:14,759 --> 00:04:17,839[00:04:14,759 --> 00:04:17,839] - [speaker_1]
... could you ex- yeah, could you explain, what do you think it's gonna look like in the next 50 years?

00:04:17,819 --> 00:04:24,879[00:04:17,819 --> 00:04:24,879] - [speaker_0]
Uh, the... You're asking the wrong person because if you look at the Jetsons, they make it look like Victorian England-

00:04:24,859 --> 00:04:26,119[00:04:24,859 --> 00:04:26,119] - [speaker_1]
(laughs)

00:04:26,099 --> 00:04:43,679[00:04:26,099 --> 00:04:43,679] - [speaker_0]
... uh, you know, schools in rows. Uh, to me, I think it's going to be, um, probably a personalized

learning bot or of the... It's catered and individualized based on neuroscience to the individual. That's what I think.

00:04:43,659 --> 00:04:50,479[00:04:43,659 --> 00:04:50,479] - [speaker_1]
Yeah. I mean, 100%. I mean, you could argue that really education hasn't changed in the last 200 years or so.

00:04:50,459 --> 00:04:50,519[00:04:50,459 --> 00:04:50,519] - [speaker_0]
Right.

00:04:50,499 --> 00:06:17,539[00:04:50,499 --> 00:06:17,539] - [speaker_1]
But, you know, with the kind of advancement with AI and a lot of this technology, in the next 50 years, you could again argue that it's gonna change dramatically. And we feel that advancement is gonna be in personalized learning and through education. And that's where we picture ourselves. We are... We feel we are the future of education, uh, in this personalized, um, experience. So what we're gonna do now is just show you a video of the demo, uh, and we can show you what, what the current experience looks like. It's, you know, your iPad, you've got loads of notes on the screen, you're struggling to understand. What we are, we're, we're Amphy. Uh, you can load up the app on an iPad or on a laptop. You upload your tutorial sheets, it breaks down the questions step by step, uh, in- uh, into se- question by question. You can then write out your notes. And then at any point in the, in this, um, in this derivation, you can like tap on the Amphy button, click on guided, and then it can guide you and assist you through, uh, your learning process. So whether you get stuck on a specific area, Amphy can guide you and then tell you like how to move on to the next step without giving the answer straight away. Uh, and then an additional feature to Amphy is we wanna promote collaboration. So anyone, kind of your student, other students can join, um, in a single session. Uh, and we also know that this is a, uh, uh, this is a trend in the education space to improve, um, collaboration. And the other part to Amphy is analytics. So with our-

00:06:17,519 --> 00:06:17,539[00:06:17,519 --> 00:06:17,539] - [speaker_0]
Mm-hmm.

00:06:17,519 --> 00:06:48,839[00:06:17,519 --> 00:06:48,839] - [speaker_1]
... with our reco- with our personalization algorithm, uh, we can understand the atomic level understanding of each of our students. So whether that be, um, (laughs) whe- whether that be not understanding a specific, uh, derivation, a specific step, they have a repeated, um, misunderstanding of a specific area, this can all get fed back to the lecturers through an analytics portal in universities where they can, um, where they can look at like the next best in- insight, actionable insights, key module metrics, uh, and et cetera. So we've spoken to-

00:06:48,819 --> 00:06:48,839[00:06:48,819 --> 00:06:48,839] - [speaker_0]
Mm-hmm.

00:06:48,819 --> 00:07:01,699[00:06:48,819 --> 00:07:01,699] - [speaker_1]
... obviously, like I said, uh, over 250 stakeholders. Uh, um, so for example, Jacqui Smith, uh, the di- minister of Education, and she really feels... She's quite passionate about this, about the, this should be a change in education.

00:07:01,679 --> 00:07:01,959[00:07:01,679 --> 00:07:01,959] - [speaker_0]
Mm-hmm.

00:07:01,939 --> 00:07:15,099[00:07:01,939 --> 00:07:15,099] - [speaker_1]
Uh, we spoke to, you know, students, uh, lecturers, and they all obviously say the same thing.

Um, you know, we're, we're obviously saying that this is, uh, this is the case, but actually it's backed by research. You know, there's a two standard-

00:07:15,079 --> 00:07:15,139[00:07:15,079 --> 00:07:15,139] - [speaker_0]
Mm-hmm.

00:07:15,119 --> 00:07:39,419[00:07:15,119 --> 00:07:39,419] - [speaker_1]
... deviation improvement when you go from traditional studies to one-to-one, uh, tutorials. And on average in the UK, there's 3.3 million in losses due to, uh, per university due to academic failure. And this is something that we can definitely address with this, especially with the, the improved insights. And we're really looking to focus down into the university, uh, UK's undergraduate engineers-

00:07:39,399 --> 00:07:39,419[00:07:39,399 --> 00:07:39,419] - [speaker_0]
Mm-hmm.

00:07:39,399 --> 00:07:49,559[00:07:39,399 --> 00:07:49,559] - [speaker_1]
... but we really feel there's a massive market for this and, and a huge potential. Uh, yeah. Uh, and we've re- if you kind of look at this ed tech space, there's two-

00:07:49,559 --> 00:07:49,639[00:07:49,559 --> 00:07:49,639] - [speaker_0]
Yeah.

00:07:49,619 --> 00:09:42,951[00:07:49,619 --> 00:09:42,951] - [speaker_1]
... there's two extremes. You have high analytics but low personalization, or you have high personalization and absolutely no analytics. And we really feel we're way ahead of the market. We both offer analytics and personalization to the students and the lecturers, and we really, um, we, we cater for all the stakeholders.Our business model is twofold. First, we capture the students by offering our Am- um, Amphi canvas for free, and then we expand to the universities where we can, first of all, have their analytics prepared, and then we can give them, uh, their analytics, uh, once, once the students have, uh, have gathered that data. And then you basically build this Amphi ecosystem in every university, where you have this, um, feedback cycle of, um, understanding and actual insights. We've already built Amphi. Uh, it's... We built it within a week and with $12. Uh, and, you know, we've deployed to over 450 users and we've iterated, like, in the last (laughs) co- couple of days quite a lot just to get to this, uh, to this stage. Uh, and our business model is that we can expand, uh, to, to other universities, and we're gonna charge £35, uh, per month, uh, per student on a seat basis. Whereas if you compare to, like, Oxford and Cambridge model, what other universities are trying to copy, uh, where they have, uh, supervisions, this costs them over £250 per student per year just to have, uh, a one-to-one weekly tutorial session. Whereas Amphi is unlimited tutorials, uh, on demand at any point, at any point, 24/7, and it obviously offers, um, module analytics. We've already signed a, a letter of interest with Imperial, uh, and then we're gonna validate outside of Imperial through our contacts, uh, that we're speaking with in other universities within the UK. Uh, and finally, this is us. Uh, I'm Liam. I'm the CEO of Amphi, and go for it.

00:09:42,931 --> 00:09:48,251[00:09:42,931 --> 00:09:48,251] - [speaker_2]
Hi, I'm Ian, CTO. Henry, I'm the COO. I'm, uh, Arnault, CMO.

00:09:48,231 --> 00:09:48,652[00:09:48,231 --> 00:09:48,652] - [speaker_1]
Okay.

00:09:48,632 --> 00:09:49,611[00:09:48,632 --> 00:09:49,611] - [speaker_3]
Sweet.

00:09:49,591 --> 00:10:00,051[00:09:49,591 --> 00:10:00,051] - [speaker_1]
Uh, and we're looking to raise 100,000 at a £2 million in value, uh, $2 million evaluation. Uh, we're Amphi. Thank you. Would you like to invest? (laughs)

00:10:00,031 --> 00:10:05,071[00:10:00,031 --> 00:10:05,071] - [speaker_3]
(laughs) Always. Um, okay, let's go back to the beginning.

00:10:05,051 --> 00:10:05,172[00:10:05,051 --> 00:10:05,172] - [speaker_1]
Oh.

00:10:05,151 --> 00:10:07,691[00:10:05,151 --> 00:10:07,691] - [speaker_3]
First of all, how do you think that went? Let's go round the room.

00:10:07,671 --> 00:10:09,811[00:10:07,671 --> 00:10:09,811] - [speaker_1]
Oh, er, it started off really bad. (laughs)

00:10:09,791 --> 00:10:10,431[00:10:09,791 --> 00:10:10,431] - [speaker_2]
(laughs)

00:10:10,411 --> 00:10:12,951[00:10:10,411 --> 00:10:12,951] - [speaker_4]
You eased into it. (laughs) .

00:10:12,931 --> 00:10:18,731[00:10:12,931 --> 00:10:18,731] - [speaker_2]
Yeah. Yeah. True, it does away. Yeah. Yeah, I think the moment you abandoned the script, it went much better.

00:10:18,711 --> 00:10:19,111[00:10:18,711 --> 00:10:19,111] - [speaker_1]
Yeah.

00:10:19,091 --> 00:10:19,251[00:10:19,091 --> 00:10:19,251] - [speaker_2]
Yeah.

00:10:19,231 --> 00:10:25,391[00:10:19,231 --> 00:10:25,391] - [speaker_1]
Yeah, yeah. I, I looked at the script and I was like, "Oh God," like, "This is not how I speak." And then, yeah, like, practice.

00:10:25,371 --> 00:10:29,391[00:10:25,371 --> 00:10:29,391] - [speaker_4]
I think it was kind of last minute so the flow of it needs a little work. Like, I think we went-

00:10:29,371 --> 00:10:29,391[00:10:29,371 --> 00:10:29,391] - [speaker_2]
Yeah.

00:10:29,371 --> 00:10:34,451[00:10:29,371 --> 00:10:34,451] - [speaker_4]
... to business model after we did traction, which that's just, like, a little thing, but the flow needs to work a little bit better.

00:10:34,431 --> 00:10:38,431[00:10:34,431 --> 00:10:38,431] - [speaker_2]
I think moving the, like, our deployment, how quickly..... to the very end of the-

00:10:38,411 --> 00:10:42,391[00:10:38,411 --> 00:10:42,391] - [speaker_4]
Yeah, that's the selling point. That's like, boom.

00:10:42,371 --> 00:10:43,091[00:10:42,371 --> 00:10:43,091] - [speaker_1]

Kavita?

00:10:43,071 --> 00:10:49,111[00:10:43,071 --> 00:10:49,111] - [speaker_3]
Er, I think, I think based on everything I've heard, so obviously this is about the third or fourth conversation we've had about this.

00:10:49,091 --> 00:10:49,311[00:10:49,091 --> 00:10:49,311] - [speaker_1]
Yeah.

00:10:49,291 --> 00:10:54,411[00:10:49,291 --> 00:10:54,411] - [speaker_3]
Um, uh, this is probably the most structured that we've had a conversation-

00:10:54,391 --> 00:10:54,551[00:10:54,391 --> 00:10:54,551] - [speaker_1]
(laughs) Yeah.

00:10:54,531 --> 00:10:55,871[00:10:54,531 --> 00:10:55,871] - [speaker_2]
(laughs) That's, that's definitely true.

00:10:55,851 --> 00:10:55,911[00:10:55,851 --> 00:10:55,911] - [speaker_1]
(laughs) Yeah.

00:10:55,891 --> 00:11:03,531[00:10:55,891 --> 00:11:03,531] - [speaker_3]
... where I couldn't really get a reply. It's very clear. Um, I think it's compelling in places, but if you pull it back up-

00:11:03,511 --> 00:11:03,851[00:11:03,511 --> 00:11:03,851] - [speaker_1]
Yeah, sure.

00:11:03,911 --> 00:11:16,391[00:11:03,911 --> 00:11:16,391] - [speaker_3]
... I think there is a few things I would like to... I think you're going to get really difficult questions from, um, more serious investors than me, so go all the way back to the beginning.

00:11:16,371 --> 00:11:20,331[00:11:16,371 --> 00:11:20,331] - [speaker_1]
Yeah, sure. Uh, where, whereabouts would you...

00:11:20,311 --> 00:11:25,851[00:11:20,311 --> 00:11:25,851] - [speaker_3]
Um, so here you said you spoke to 250 experts in institutions-

00:11:25,831 --> 00:11:25,851[00:11:25,831 --> 00:11:25,851] - [speaker_1]
Yeah.

00:11:25,831 --> 00:11:33,691[00:11:25,831 --> 00:11:33,691] - [speaker_3]
... and then later you said you'd sort of name-dropped the fact that you spoke to the UK, uh, Education, uh-

00:11:33,671 --> 00:11:33,951[00:11:33,671 --> 00:11:33,951] - [speaker_1]
Yeah.

00:11:33,931 --> 00:11:35,271[00:11:33,931 --> 00:11:35,271] - [speaker_3]
Was it the Minister, Minister for Education?

00:11:35,251 --> 00:11:37,791[00:11:35,251 --> 00:11:37,791] - [speaker_1]
Yeah, the Minister of Education. Yeah.

00:11:37,771 --> 00:11:41,691[00:11:37,771 --> 00:11:41,691] - [speaker_3]
Yeah, I feel like that's very cool, um, and-

00:11:41,671 --> 00:11:42,151[00:11:41,671 --> 00:11:42,151] - [speaker_1]
(laughs)

00:11:42,131 --> 00:11:45,831[00:11:42,131 --> 00:11:45,831] - [speaker_3]
... I was kind of like... Frankly, I'm gonna, I'm gonna be really direct.

00:11:45,811 --> 00:11:45,971[00:11:45,811 --> 00:11:45,971] - [speaker_1]
Okay.

00:11:45,951 --> 00:11:46,491[00:11:45,951 --> 00:11:46,491] - [speaker_3]
Is that okay?

00:11:46,471 --> 00:11:47,031[00:11:46,471 --> 00:11:47,031] - [speaker_1]
Yeah, yeah. Of course.

00:11:47,011 --> 00:11:52,511[00:11:47,011 --> 00:11:52,511] - [speaker_3]
Um, I'm gonna kind of go, yeah, you're Imperial students, but how on earth did you get access to that person? Like-

00:11:52,491 --> 00:11:52,771[00:11:52,491 --> 00:11:52,771] - [speaker_1]
Yeah.

00:11:52,751 --> 00:11:58,291[00:11:52,751 --> 00:11:58,291] - [speaker_3]
... you know, is, is this for real? Um, so you do need to tell a story-

00:11:58,291 --> 00:11:58,431[00:11:58,291 --> 00:11:58,431] - [speaker_1]
Mm-hmm.

00:11:58,411 --> 00:12:13,431[00:11:58,411 --> 00:12:13,431] - [speaker_3]
... around that. Either you have to say, "This is heart of what we do," or it's, you know, "We've had the opportunities through the, uh, the alumni network here at Imperial." Whatever you say, you need a very tiny story to, like, make-

00:12:13,411 --> 00:12:14,591[00:12:13,411 --> 00:12:14,591] - [speaker_1]
Yeah.

00:12:14,571 --> 00:12:18,991[00:12:14,571 --> 00:12:18,991] - [speaker_3]
Um, go back to the top.

00:12:18,971 --> 00:12:19,791[00:12:18,971 --> 00:12:19,791] - [speaker_1]
Uh-

00:12:19,771 --> 00:12:45,291[00:12:19,771 --> 00:12:45,291] - [speaker_3]
I just want to go through it 'cause I, I had all these thoughts as I went through, so let's keep going. Um, this... I thought this narrative was really strong. Um, you know, it's just me, I'm not very into the sort of imagery. I also think right through your deck you need to think about your diversity and inclusion, especially if you're gonna put your own pictures up. So have a think about, a- about wha- what images you're using.

00:12:45,271 --> 00:12:46,011[00:12:45,271 --> 00:12:46,011] - [speaker_1]

Mm-hmm.

00:12:45,991 --> 00:13:04,731[00:12:45,991 --> 00:13:04,731] - [speaker_3]
Um, but this is really strong as a narrative. So it's a lack of personalization. Can you put some numbers on that? So, er, how... Was it 30% or 50% or 100% of the people you sampled, um, talked about it? So that would, that would give you that percentage and you can then keep building on it.

00:13:04,711 --> 00:13:04,911[00:13:04,711 --> 00:13:04,911] - [speaker_1]
Yeah.

00:13:04,891 --> 00:13:10,691[00:13:04,891 --> 00:13:10,691] - [speaker_3]
Keep going. Then that was fine.

00:13:10,671 --> 00:13:12,671[00:13:10,671 --> 00:13:12,671] - [speaker_1]
Er, the demo?

00:13:12,651 --> 00:13:15,191[00:13:12,651 --> 00:13:15,191] - [speaker_3]
I thought the demo was great-

00:13:15,171 --> 00:13:15,191[00:13:15,171 --> 00:13:15,191] - [speaker_1]
Okay.

00:13:15,171 --> 00:13:20,051[00:13:15,171 --> 00:13:20,051] - [speaker_3]
... and, um, I'd love to actually try it. So I'll... I... If it's okay with you, I'll drop in-

00:13:20,031 --> 00:13:21,171[00:13:20,031 --> 00:13:21,171] - [speaker_1]
Yeah, yeah. Of course.

00:13:21,151 --> 00:13:24,831[00:13:21,151 --> 00:13:24,831] - [speaker_3]
So I'm learning Japanese at the moment. That's my next thing tonight-

00:13:24,811 --> 00:13:24,851[00:13:24,811 --> 00:13:24,851] - [speaker_1]
Yeah.

00:13:24,831 --> 00:14:01,191[00:13:24,831 --> 00:14:01,191] - [speaker_3]
... so I could drop in some Japanese stuff. Um, what was interesting to me is I've been trying to... Just on the demo, I've been trying to get, um, an L&M to teach me. So they've been... I've just been dropping in the, the sort of, uh... The, the... It's, uh, the... So each w- each week I have to learn a certain amount, just memorize a certain amount, and then get it to, like, run quizzes with me. And actually, there was a company I met last year that wanted investment and that was actually what they were providing. So this looked really much more interesting than that.

00:14:01,171 --> 00:14:01,871[00:14:01,171 --> 00:14:01,871] - [speaker_1]
(laughs)

00:14:01,851 --> 00:14:02,251[00:14:01,851 --> 00:14:02,251] - [speaker_3]
Um-

00:14:02,231 --> 00:14:02,931[00:14:02,231 --> 00:14:02,931] - [speaker_1]
That's good. (laughs)

00:14:02,911 --> 00:14:09,551[00:14:02,911 --> 00:14:09,551] - [speaker_3]
I do think you should think about your context. So you tell me later that you're going to do engineering-

00:14:09,531 --> 00:14:11,111[00:14:09,531 --> 00:14:11,111] - [speaker_1]
Mm-hmm.

00:14:11,091 --> 00:14:22,351[00:14:11,091 --> 00:14:22,351] - [speaker_3]
... uh, but here you look like you're doing a mathematical modeling, uh, question. Which is great, but it's pretty highbrow compared to some of the cuss- you know, what some of the people you're pitching to.

00:14:22,331 --> 00:14:22,751[00:14:22,331 --> 00:14:22,751] - [speaker_1]
Mm-hmm.

00:14:22,731 --> 00:14:27,331[00:14:22,731 --> 00:14:27,331] - [speaker_3]
So make sure you understand who you're pitching to, and if they did something like the classics-

00:14:27,311 --> 00:14:27,511[00:14:27,311 --> 00:14:27,511] - [speaker_1]
Mm-hmm.

00:14:27,491 --> 00:14:33,551[00:14:27,491 --> 00:14:33,551] - [speaker_3]
... at Oxford, make sure (laughs) that you've got another example that's a little bit less techy-

00:14:33,531 --> 00:14:33,691[00:14:33,531 --> 00:14:33,691] - [speaker_1]
Yeah.

00:14:33,671 --> 00:14:35,391[00:14:33,671 --> 00:14:35,391] - [speaker_3]
... to put them... You don't put them off.

00:14:35,371 --> 00:14:36,931[00:14:35,371 --> 00:14:36,931] - [speaker_1]
Yeah, that's fine.

00:14:36,911 --> 00:14:38,211[00:14:36,911 --> 00:14:38,211] - [speaker_4]
Um, I was gonna ask-

00:14:38,191 --> 00:14:38,211[00:14:38,191 --> 00:14:38,211] - [speaker_3]
Okay.

00:14:38,191 --> 00:14:39,451[00:14:38,191 --> 00:14:39,451] - [speaker_4]
... just, like, before this-

00:14:39,431 --> 00:14:39,771[00:14:39,431 --> 00:14:39,771] - [speaker_3]
Yeah.

00:14:39,751 --> 00:14:46,351[00:14:39,751 --> 00:14:46,351] - [speaker_4]
... I think, I think Liam asked you, like, kind of, like, a question. Is that... Were you okay with that, or were you a bit taken aback by that? How did you react?

00:14:46,331 --> 00:14:50,751[00:14:46,331 --> 00:14:50,751] - [speaker_3]
I'm fine with that. Most, most investors want to engage.

00:14:50,731 --> 00:14:50,971[00:14:50,731 --> 00:14:50,971] - [speaker_4]

Okay.

00:14:50,951 --> 00:15:09,651[00:14:50,951 --> 00:15:09,651] - [speaker_3]
Um, it depends what forum you're in, right? So if you're pitching to a, a room full of people, you're gonna have to adapt that question. So you'll have to go... And I would do it more closed than me- than, than open 'cause you might get a, you might get a five-minute-

00:15:09,631 --> 00:15:11,331[00:15:09,631 --> 00:15:11,331] - [speaker_2]
(laughs)

00:15:11,311 --> 00:15:11,571[00:15:11,311 --> 00:15:11,571] - [speaker_1]
Yeah.

00:15:11,551 --> 00:15:12,671[00:15:11,551 --> 00:15:12,671] - [speaker_3]
... answer.

00:15:12,651 --> 00:15:13,431[00:15:12,651 --> 00:15:13,431] - [speaker_1]
Yeah. Did, um-

00:15:13,411 --> 00:15:16,291[00:15:13,411 --> 00:15:16,291] - [speaker_3]
Future of technology, like, like, on the future of education.

00:15:16,271 --> 00:15:27,371[00:15:16,271 --> 00:15:27,371] - [speaker_1]
Should we open up for more questions? Um, or, like, like, did it feel rushed in the sense that I was just getting through it and you didn't have time to interject? Or did it not feel like you needed to interject? Or...

00:15:27,351 --> 00:15:43,791[00:15:27,351 --> 00:15:43,791] - [speaker_3]
Done so many of these. The normal format of this is that you either come into a room full of people and you do a five, ten minutes pitch and then walk off, or there are three additional questions and then you walk, walk off, and then there are speed dating, um, sessions.

00:15:43,771 --> 00:15:44,051[00:15:43,771 --> 00:15:44,051] - [speaker_1]
Mm-hmm.

00:15:44,031 --> 00:15:55,111[00:15:44,031 --> 00:15:55,111] - [speaker_3]
That's one way to do it. Or, or you're doing this to friends and family style, which is a little bit like this where you'll come into a room and then ask questions.

00:15:55,091 --> 00:15:55,251[00:15:55,091 --> 00:15:55,251] - [speaker_1]
Yeah.

00:15:55,231 --> 00:16:03,791[00:15:55,231 --> 00:16:03,791] - [speaker_3]
But you still want to go through a deck. And what I've found with really serious investors is that they allow you to go through the deck first.

00:16:03,771 --> 00:16:04,291[00:16:03,771 --> 00:16:04,291] - [speaker_1]
Okay.

00:16:04,271 --> 00:16:06,611[00:16:04,271 --> 00:16:06,611] - [speaker_3]
Um, so before pulling you apart.

00:16:06,591 --> 00:16:07,471[00:16:06,591 --> 00:16:07,471] - [speaker_1]

(laughs)

00:16:07,451 --> 00:16:10,151[00:16:07,451 --> 00:16:10,151] - [speaker_3]
Or the worst they do, the worst they do is they don't-

00:16:11,191 --> 00:16:14,152[00:16:11,191 --> 00:16:14,152] - [speaker_5]
... they pull you apart and they go, "That's not for me. Sorry."

00:16:14,132 --> 00:16:14,911[00:16:14,132 --> 00:16:14,911] - [speaker_2]
(laughs)

00:16:14,892 --> 00:16:16,411[00:16:14,892 --> 00:16:16,411] - [speaker_5]
You've spoken for 10 minutes.

00:16:16,391 --> 00:16:16,671[00:16:16,391 --> 00:16:16,671] - [speaker_2]
Yeah.

00:16:16,652 --> 00:16:20,012[00:16:16,652 --> 00:16:20,012] - [speaker_5]
That, that is the most frustrating of the ones I've done-

00:16:19,992 --> 00:16:23,832[00:16:19,992 --> 00:16:23,832] - [speaker_2]
I really hope it isn't like that. Yeah. (laughs)

00:16:23,811 --> 00:16:24,551[00:16:23,811 --> 00:16:24,551] - [speaker_5]
... um... Let's keep going.

00:16:24,532 --> 00:16:24,672[00:16:24,532 --> 00:16:24,672] - [speaker_2]
Yeah?

00:16:24,652 --> 00:16:28,971[00:16:24,652 --> 00:16:28,971] - [speaker_5]
Uh, so there was a few things li- uh, around numbers that I wanted to talk about.

00:16:28,951 --> 00:16:29,092[00:16:28,951 --> 00:16:29,092] - [speaker_2]
Yeah, sure.

00:16:29,072 --> 00:16:33,831[00:16:29,072 --> 00:16:33,831] - [speaker_5]
I think analytics, analytics with staff is fascinating to me-

00:16:33,811 --> 00:16:33,971[00:16:33,811 --> 00:16:33,971] - [speaker_2]
Yeah.

00:16:33,951 --> 00:17:15,131[00:16:33,951 --> 00:17:15,131] - [speaker_5]
... because IT, w- working here at Imperial and working over at Code, that's not what I'm asked for. I am asked for student data. There's a, there's something around the terminology that needs to be thought through here. It's like, go back to that research you did. Were they actually asking for analytics or have you interpreted it as analytics? Are they actually asking you about deep insights on student wellbeing, or student achievement levels? Um, and again, if you're pitching, back to Imperial, if you're talk- to like, I don't know, the registry director who's David Ashton-

00:17:15,112 --> 00:17:15,291[00:17:15,112 --> 00:17:15,291] - [speaker_2]
Mm.

00:17:15,271 --> 00:17:37,092[00:17:15,271 --> 00:17:37,092] - [speaker_5]
... he's not going, he won't talk about it in analytics terms. He will talk about it in, in... But if you're talking about like to the, I don't know, the Head of Education in the, in the department you're in, again, they'll, they're interested either in your attainment levels, uh, or personalized tuition, so improved, improv- personalized tuition.

00:17:37,072 --> 00:17:37,571[00:17:37,072 --> 00:17:37,571] - [speaker_2]
Mm.

00:17:37,551 --> 00:17:48,231[00:17:37,551 --> 00:17:48,231] - [speaker_5]
So again, depending on who you're pitching to. If you're pitching to an external, uh, investor who invests in all sorts of businesses, then analytics makes sense to me.

00:17:48,211 --> 00:17:48,552[00:17:48,211 --> 00:17:48,552] - [speaker_2]
Okay.

00:17:48,531 --> 00:17:57,951[00:17:48,531 --> 00:17:57,951] - [speaker_5]
But if what you're trying to do is pitch for a sale or funding from a university, I would round that narrative out a bit more.

00:17:57,931 --> 00:18:05,672[00:17:57,931 --> 00:18:05,672] - [speaker_2]
That's good. 'Cause we were gonna name the product Analytics. So, uh, yeah, I guess change, changing the name would be quite useful. Um, yeah.

00:18:05,672 --> 00:18:13,191[00:18:05,672 --> 00:18:13,191] - [speaker_5]
Yeah, uh, uh, g- in your case, go and chat to Gemma Seabrook about it be- 'cause this is not analytics, this is-

00:18:13,171 --> 00:18:13,632[00:18:13,171 --> 00:18:13,632] - [speaker_2]
Yeah.

00:18:13,611 --> 00:18:19,491[00:18:13,611 --> 00:18:19,491] - [speaker_5]
... and James Tonin, both them would be really interesting networks for you to, to tap into.

00:18:19,471 --> 00:18:20,452[00:18:19,471 --> 00:18:20,452] - [speaker_2]
Did you say that was Gemma?

00:18:20,431 --> 00:18:22,232[00:18:20,431 --> 00:18:22,232] - [speaker_5]
'Cause obviously, sorry?

00:18:22,211 --> 00:18:24,051[00:18:22,211 --> 00:18:24,051] - [speaker_2]
Did you say it was Gemma?

00:18:24,031 --> 00:18:28,992[00:18:24,031 --> 00:18:28,992] - [speaker_5]
Gemma Seabrook looks up, is the interim head of, um, data and integrations.

00:18:28,971 --> 00:18:29,331[00:18:28,971 --> 00:18:29,331] - [speaker_2]
Okay.

00:18:29,312 --> 00:18:34,772[00:18:29,312 --> 00:18:34,772] - [speaker_5]
Um, it's not her official job title 'cause that would have, en- require HR paperwork, but-

00:18:34,751 --> 00:18:36,072[00:18:34,751 --> 00:18:36,072] - [speaker_2]

(laughs) Okay.

00:18:36,051 --> 00:18:47,051[00:18:36,051 --> 00:18:47,051] - [speaker_5]
... I haven't done that. Uh, but sh- she's, she's acting up in that area so she's a good person to speak to. James, obviously this is his area. If you were selling to Imperial, James would be-

00:18:47,031 --> 00:18:47,072[00:18:47,031 --> 00:18:47,072] - [speaker_2]
Yeah.

00:18:47,051 --> 00:18:48,731[00:18:47,051 --> 00:18:48,731] - [speaker_5]
... one of your validators.

00:18:48,711 --> 00:18:48,971[00:18:48,711 --> 00:18:48,971] - [speaker_2]
Yeah.

00:18:48,951 --> 00:18:52,811[00:18:48,951 --> 00:18:52,811] - [speaker_5]
But I would definitely go there. Your numbers, if you keep going down.

00:18:52,791 --> 00:18:56,551[00:18:52,791 --> 00:18:56,551] - [speaker_2]
Yep. Uh, the two sigma and the 3.3 million.

00:18:56,531 --> 00:19:01,772[00:18:56,531 --> 00:19:01,772] - [speaker_5]
Yeah, I don't know ab- at, again, uh, I'm not as clever as you are so I don't know what two sigma means.

00:19:01,752 --> 00:19:03,671[00:19:01,752 --> 00:19:03,671] - [speaker_2]
That, that's fine.

00:19:03,691 --> 00:19:03,711[00:19:03,691 --> 00:19:03,711] - [speaker_5]
Right.

00:19:03,691 --> 00:19:05,471[00:19:03,691 --> 00:19:05,471] - [speaker_2]
Yeah. Um, can maybe-

00:19:05,451 --> 00:19:08,691[00:19:05,451 --> 00:19:08,691] - [speaker_5]
(coughs) What did you... Was it two, doubling of, or was it like that?

00:19:08,671 --> 00:19:11,731[00:19:08,671 --> 00:19:11,731] - [speaker_2]
Two standard, two standard deviations improvement.

00:19:11,711 --> 00:19:12,791[00:19:11,711 --> 00:19:12,791] - [speaker_6]
Oh, it's like, um-

00:19:12,771 --> 00:19:12,971[00:19:12,771 --> 00:19:12,971] - [speaker_2]
In, uh-

00:19:12,951 --> 00:19:14,751[00:19:12,951 --> 00:19:14,751] - [speaker_6]
... like 95%?

00:19:14,731 --> 00:19:18,771[00:19:14,731 --> 00:19:18,771] - [speaker_2]
Yeah, it's, it's 95%, percentile based. Okay.

00:19:18,751 --> 00:19:22,331[00:19:18,751 --> 00:19:22,331] - [speaker_5]

Yeah. (laughs) I think I knew that's what you were driving at but you probably-

00:19:22,311 --> 00:19:22,331[00:19:22,311 --> 00:19:22,331] - [speaker_2]
Okay.

00:19:22,311 --> 00:19:25,631[00:19:22,311 --> 00:19:25,631] - [speaker_5]
... need to say 95%. The-

00:19:25,611 --> 00:19:27,391[00:19:25,611 --> 00:19:27,391] - [speaker_2]
There we go. Okay.

00:19:27,371 --> 00:19:30,491[00:19:27,371 --> 00:19:30,491] - [speaker_5]
I mean, it's and much cooler than two. (laughs)

00:19:30,471 --> 00:19:33,431[00:19:30,471 --> 00:19:33,431] - [speaker_2]
(laughs) Sure, sure. Yeah.

00:19:33,411 --> 00:19:37,831[00:19:33,411 --> 00:19:37,831] - [speaker_5]
Um, UK undergraduate engineering. L- actually go back, 3.3 million-

00:19:37,811 --> 00:19:37,971[00:19:37,811 --> 00:19:37,971] - [speaker_2]
Oh. Yeah.

00:19:37,951 --> 00:19:41,091[00:19:37,951 --> 00:19:41,091] - [speaker_5]
... savings a year is too small a saving.

00:19:41,071 --> 00:19:42,891[00:19:41,071 --> 00:19:42,891] - [speaker_2]
Okay. Yeah.

00:19:42,871 --> 00:19:58,911[00:19:42,871 --> 00:19:58,911] - [speaker_5]
It's too small. The, uh, Imperial's a 1.2 billion operation. Um, Just Eat Takeaway was a 1.2 billion operation. Y- you know, my budget is 20 million so ICT's budget is 50 million, to give you some sense of scale.

00:19:58,891 --> 00:19:59,291[00:19:58,891 --> 00:19:59,291] - [speaker_2]
Yeah.

00:19:59,271 --> 00:20:01,311[00:19:59,271 --> 00:20:01,311] - [speaker_5]
Three million's just a drop in the ocean.

00:20:01,291 --> 00:20:07,151[00:20:01,291 --> 00:20:07,151] - [speaker_2]
What, what other figure would you suggest that we look at?

00:20:07,131 --> 00:20:11,151[00:20:07,131 --> 00:20:11,151] - [speaker_5]
Um, look at... (audio cuts out) what-

00:20:11,131 --> 00:20:11,371[00:20:11,131 --> 00:20:11,371] - [speaker_2]
Sorry.

00:20:11,351 --> 00:20:13,571[00:20:11,351 --> 00:20:13,571] - [speaker_5]
... do these acronyms mean?

00:20:13,551 --> 00:20:14,731[00:20:13,551 --> 00:20:14,731] - [speaker_2]

Sorry, you, you broke up then.

00:20:14,711 --> 00:20:16,931[00:20:14,711 --> 00:20:16,931] - [speaker_5]
If you could... If you go to the next slide.

00:20:16,911 --> 00:20:18,551[00:20:16,911 --> 00:20:18,551] - [speaker_2]
Yeah.

00:20:18,531 --> 00:20:21,811[00:20:18,531 --> 00:20:21,811] - [speaker_5]
What do these acronyms mean, 'cause these are big numbers.

00:20:21,791 --> 00:20:28,371[00:20:21,791 --> 00:20:28,371] - [speaker_2]
Uh, it was a total addressable market. Yeah. Um, SAM is... Serviceable. Pardon? Serviceable-

00:20:28,351 --> 00:20:28,911[00:20:28,351 --> 00:20:28,911] - [speaker_5]
Yeah.

00:20:28,891 --> 00:20:32,871[00:20:28,891 --> 00:20:32,871] - [speaker_2]
... addressable market. Serviceable, ad- addressable market and then SOM?

00:20:32,851 --> 00:20:34,731[00:20:32,851 --> 00:20:34,731] - [speaker_5]
Yeah, so this is just standard-

00:20:34,711 --> 00:20:35,051[00:20:34,711 --> 00:20:35,051] - [speaker_2]
Yeah.

00:20:35,031 --> 00:20:35,271[00:20:35,031 --> 00:20:35,271] - [speaker_5]
Yeah.

00:20:35,251 --> 00:20:35,971[00:20:35,251 --> 00:20:35,971] - [speaker_2]
Market sizing.

00:20:35,951 --> 00:20:37,031[00:20:35,951 --> 00:20:37,031] - [speaker_5]
I, I haven't seen the acronym-

00:20:37,011 --> 00:20:37,451[00:20:37,011 --> 00:20:37,451] - [speaker_2]
Yeah.

00:20:37,431 --> 00:20:49,391[00:20:37,431 --> 00:20:49,391] - [speaker_5]
... before. So you think you're going to take a 320 million, uh, of a four billion addressable market. That's not UK. Is that UK?

00:20:49,371 --> 00:20:54,391[00:20:49,371 --> 00:20:54,391] - [speaker_2]
So SOM is UK and then the others are UK and US. Did you get-

00:20:54,371 --> 00:20:55,231[00:20:54,371 --> 00:20:55,231] - [speaker_5]
UK and US.

00:20:55,211 --> 00:21:00,411[00:20:55,211 --> 00:21:00,411] - [speaker_2]
Yeah. Did you get that? Yeah. Oh, so SOM, SOM is UK. Yeah.

00:21:00,391 --> 00:21:03,911[00:21:00,391 --> 00:21:03,911] - [speaker_5]
SOM is UK. SAM is UK, US.

00:21:03,891 --> 00:21:05,031[00:21:03,891 --> 00:21:05,031] - [speaker_2]
Uh, SA- SAM is, uh-

00:21:05,011 --> 00:21:05,031[00:21:05,011 --> 00:21:05,031] - [speaker_5]
And N-

00:21:05,011 --> 00:21:08,951[00:21:05,011 --> 00:21:08,951] - [speaker_2]
... UK and Europe, and then DAM is UK, uh, Europe and US.

00:21:08,931 --> 00:21:09,351[00:21:08,931 --> 00:21:09,351] - [speaker_5]
Yeah.

00:21:09,331 --> 00:21:10,291[00:21:09,331 --> 00:21:10,291] - [speaker_2]
Yeah.

00:21:10,271 --> 00:21:32,951[00:21:10,271 --> 00:21:32,951] - [speaker_5]
You'll need d- you'll need to call these out on the, and probably, uh, you'll need to call it out. And, and how are you going... You need a, you need a route to market. See, what you don't have on your team is a salesperson, for example. Um, so they'll need, you'll need a... Have you got a route to market? Did I miss it?

00:21:32,931 --> 00:21:43,671[00:21:32,931 --> 00:21:43,671] - [speaker_2]
Uh, we- A business model, yeah. I mean, the business model is the capture and expand model. Yeah. Um, but I guess if, if it isn't (laughs) clear enough we should, uh, probably-

00:21:43,651 --> 00:21:44,171[00:21:43,651 --> 00:21:44,171] - [speaker_5]
Yeah, so-

00:21:44,151 --> 00:21:44,171[00:21:44,151 --> 00:21:44,171] - [speaker_2]
Yeah.

00:21:44,151 --> 00:21:56,411[00:21:44,151 --> 00:21:56,411] - [speaker_5]
... are you going to do a... So Facebook did this thing where they only allowed you to log in if you had, um, university, and that too, Ivy League university-

00:21:56,391 --> 00:21:56,691[00:21:56,391 --> 00:21:56,691] - [speaker_2]
Yeah.

00:21:56,791 --> 00:21:57,591[00:21:56,791 --> 00:21:57,591] - [speaker_5]
... email addresses-

00:21:57,571 --> 00:21:57,591[00:21:57,571 --> 00:21:57,591] - [speaker_2]
That, that's-

00:21:57,571 --> 00:21:58,951[00:21:57,571 --> 00:21:58,951] - [speaker_5]
... when they first started.

00:21:58,931 --> 00:22:00,491[00:21:58,931 --> 00:22:00,491] - [speaker_2]
... that is kind of what we're doing at the minute.

00:22:00,471 --> 00:22:01,171[00:22:00,471 --> 00:22:01,171] - [speaker_5]
Do you have that like that?

00:22:01,151 --> 00:22:02,431[00:22:01,151 --> 00:22:02,431] - [speaker_2]

Yeah.

00:22:02,411 --> 00:22:09,171[00:22:02,411 --> 00:22:09,171] - [speaker_6]
So we are offering all st- like, anybody with an educational email can sign up to use AMPI for free right now.

00:22:09,151 --> 00:22:09,191[00:22:09,151 --> 00:22:09,191] - [speaker_5]
Mm-hmm.

00:22:09,171 --> 00:22:27,451[00:22:09,171 --> 00:22:27,451] - [speaker_6]
And our plan is basically to see which universities are leading, uh, basically through a combination of marketing techniques and, you know, tracking analytics on wha- wha- what universities, uh, the users are coming from. And then target those universities to sell the full platform with analytics alongside it. I guess we need to explain it better.

00:22:27,431 --> 00:22:40,071[00:22:27,431 --> 00:22:40,071] - [speaker_5]
That is brilliant. So stick, so stick that into your slide somewhere 'cause that marketing is going to, to also be useful. Also, if you've gone from nothing to, how many did you say? 400, 400 users in a week?

00:22:40,051 --> 00:22:42,571[00:22:40,051 --> 00:22:42,571] - [speaker_2]
It was, it was 450. 450, yeah. Yeah.

00:22:42,551 --> 00:22:55,291[00:22:42,551 --> 00:22:55,291] - [speaker_5]
450? Yeah, so somewhere around where you're talking about that, talk about how you're going to drive that and then have the hockey stick that goes, "We can do that in a week. We can do this in, uh, as a fully funded team-"

00:22:55,271 --> 00:22:55,611[00:22:55,271 --> 00:22:55,611] - [speaker_2]
Yeah.

00:22:55,591 --> 00:23:10,051[00:22:55,591 --> 00:23:10,051] - [speaker_5]
"... we can do this in eight weeks. Um, we can do this in," what have you. Presumably you're using something like Bubbleio, IO or something to have got to this far, or are you using a platform? Is there some tech that makes you go faster?

00:23:10,031 --> 00:23:10,711[00:23:10,031 --> 00:23:10,711] - [speaker_2]
No. (laughs)

00:23:10,691 --> 00:23:18,331[00:23:10,691 --> 00:23:18,331] - [speaker_6]
No, we just went around the campus, put out a few posters, had like an email sent out, and then a lot of it was just word of mouth.

00:23:18,311 --> 00:23:34,051[00:23:18,311 --> 00:23:34,051] - [speaker_2]
Yeah. I mean, the, it's surprising the way that we got to other universities without even going to the universities is through word of mouth. Um, and then just actually people actually enjoying the products is from what we've discussed with the students. So, um, it's quite a good position to be in, I guess.

00:23:34,031 --> 00:23:42,231[00:23:34,031 --> 00:23:42,231] - [speaker_5]
Right. So then, so that's all good. Once you put that into the slide, then my next question will be, so what's the churn rate, rate?

00:23:42,211 --> 00:23:42,531[00:23:42,211 --> 00:23:42,531] - [speaker_2]
Yeah.

00:23:42,511 --> 00:23:49,771[00:23:42,511 --> 00:23:49,771] - [speaker_5]
So how long do they, how many days do they use it before they get bored and s- and how i- how are you gonna maintain that engagement?

00:23:49,751 --> 00:23:52,891[00:23:49,751 --> 00:23:52,891] - [speaker_2]
Yeah. I think we have a, is it a 40% churn rate?

00:23:52,871 --> 00:23:53,791[00:23:52,871 --> 00:23:53,791] - [speaker_6]
Something like that, yeah.

00:23:53,771 --> 00:24:01,331[00:23:53,771 --> 00:24:01,331] - [speaker_2]
Yeah. W- I mean, we have, we have the stats on it, um, with the analytics platform that we have. Oh, not platform. With the, uh, post doc-

00:24:01,311 --> 00:24:01,911[00:24:01,311 --> 00:24:01,911] - [speaker_6]
Yeah.

00:24:01,891 --> 00:24:02,751[00:24:01,891 --> 00:24:02,751] - [speaker_2]
Yeah. It's the-

00:24:02,751 --> 00:24:03,751[00:24:02,751 --> 00:24:03,751] - [speaker_6]
Analytics, yeah.

00:24:03,731 --> 00:24:05,631[00:24:03,731 --> 00:24:05,631] - [speaker_2]
... analytics, yeah.

00:24:05,611 --> 00:24:19,251[00:24:05,611 --> 00:24:19,251] - [speaker_5]
Um, so, so yeah. Go back... I think you need to do some more work, work on your addressable market, and then I think you need to find a bigger, bigger cost savings. So I think going back to...

00:24:20,899 --> 00:24:28,199[00:24:20,899 --> 00:24:28,199] - [speaker_7]
You say somewhere it costs 240 pounds per student at Oxbridge to have a week, a week-on-week tutorial?

00:24:28,179 --> 00:24:29,560[00:24:28,179 --> 00:24:29,560] - [speaker_8]
Yes. Yeah, that's it. Yeah.

00:24:29,539 --> 00:24:30,119[00:24:29,539 --> 00:24:30,119] - [speaker_6]
Oh, is it much more?

00:24:30,100 --> 00:24:32,480[00:24:30,100 --> 00:24:32,480] - [speaker_7]
Yeah, so that... So when I was working at-

00:24:32,459 --> 00:24:32,520[00:24:32,459 --> 00:24:32,520] - [speaker_8]
That's more-

00:24:32,499 --> 00:24:40,699[00:24:32,499 --> 00:24:40,699] - [speaker_7]
... Code University as a lecturer, that's what we... That was the model we had as well. So... Um. Oh, it was per month, was it?

00:24:40,680 --> 00:24:41,879[00:24:40,680 --> 00:24:41,879] - [speaker_8]
It's... Yeah, it's per month, yeah.

00:24:41,860 --> 00:24:55,639[00:24:41,860 --> 00:24:55,639] - [speaker_7]
Scale that up. Use these numbers. Scale it up to, like, 250, uh... You know. On average, a university has 8,000 students, yada, yada, yada. That would make it a really big number.

00:24:55,619 --> 00:24:56,939[00:24:55,619 --> 00:24:56,939] - [speaker_8]
Yeah. Oh.

00:24:56,919 --> 00:24:57,360[00:24:56,919 --> 00:24:57,360] - [speaker_7]
Um.

00:24:57,340 --> 00:24:58,099[00:24:57,340 --> 00:24:58,099] - [speaker_8]
I don't know what happened.

00:24:58,079 --> 00:25:07,920[00:24:58,079 --> 00:25:07,920] - [speaker_7]
Um, looks okay. Um, you need to tell me how to invest at the end. Oh, how did you, how did you, um-

00:25:07,899 --> 00:25:11,339[00:25:07,899 --> 00:25:11,339] - [speaker_8]
Is it... Sorry, is it sharing? Yeah.

00:25:11,319 --> 00:25:12,819[00:25:11,319 --> 00:25:12,819] - [speaker_7]
It isn't, but don't worry. Don't worry.

00:25:12,799 --> 00:25:12,939[00:25:12,799 --> 00:25:12,939] - [speaker_8]
Okay.

00:25:12,919 --> 00:25:16,879[00:25:12,919 --> 00:25:16,879] - [speaker_7]
How did you come up with two million valuation?

00:25:16,860 --> 00:25:19,159[00:25:16,860 --> 00:25:19,159] - [speaker_8]
Um, we feel that the... Oh, go on.

00:25:19,139 --> 00:25:56,999[00:25:19,139 --> 00:25:56,999] - [speaker_6]
Yeah, happy to take it. Um, yeah. So basically, just comparing the u- uh, uh, other companies in the space of similar traction, and, uh, the recent market trends. Uh, and, uh, like, specifically what we really want to do is obviously just raise enough to actually put the money to use. We're not raising just to have money sitting in a b- bank. So we need to raise to, firstly, be able to go full-time. We want to incorporate, and we want to apply to accelerators. As you said yourself, we think that's the best, uh, uh, way forwards. And obviously, the biggest market is- is in the US, uh, and that's, you know, the low hanging fruit, so expanding there is probably the next step too.

00:25:56,979 --> 00:26:09,419[00:25:56,979 --> 00:26:09,419] - [speaker_7]
Uh, that all sounds fine, but you can't do that until you're at series A. So where you are is pre-seed, I think? You have no money, right?

00:26:09,399 --> 00:26:09,739[00:26:09,399 --> 00:26:09,739] - [speaker_6]
No.

00:26:09,719 --> 00:26:10,219[00:26:09,719 --> 00:26:10,219] - [speaker_8]

No.

00:26:10,199 --> 00:26:16,759[00:26:10,199 --> 00:26:16,759] - [speaker_7]
No. So where you are at... Uh, where you are at the moment is well pre-s- you know, pre-seed.

00:26:16,739 --> 00:26:17,019[00:26:16,739 --> 00:26:17,019] - [speaker_8]
Mm-hmm.

00:26:16,999 --> 00:27:10,339[00:26:16,999 --> 00:27:10,339] - [speaker_7]
And then what you want to g- do is a friends and family seed round, I think, and then you wanna go series A and B. And so what you're describing there is a series A valuation, where you kind of go across the market and say, "This is what the equivalent, uh, organizations have." Uh, but... Or, or what you can do is you can look at your income stream. You can look at the fact that you've got 450 users in a week. Uh, if you do that every week and double it, or go through the hockey stick mentality, then you can put a pricing on each user and then come up with a valuation. But you can't do that until you get out of the round that you're in at the moment. So my suggestion is just to be really candid and say, you know, "These are all the models that we could go through when we get there, but right now we have no money and we're doing this on sweat."

00:27:10,319 --> 00:27:12,119[00:27:10,319 --> 00:27:12,119] - [speaker_6]
What do you think would be an appropriate-

00:27:12,099 --> 00:27:25,359[00:27:12,099 --> 00:27:25,359] - [speaker_7]
Basically, "Um, what we need, what we need is 100,000 to do this, this, this, and this." And, you know, you will probably get... Are you a limited company? You're not a limited company?

00:27:25,339 --> 00:27:25,679[00:27:25,339 --> 00:27:25,679] - [speaker_8]
Not yet.

00:27:25,659 --> 00:27:26,599[00:27:25,659 --> 00:27:26,599] - [speaker_6]
Not yet.

00:27:26,579 --> 00:27:53,299[00:27:26,579 --> 00:27:53,299] - [speaker_7]
No. So, so I would talk to Imperial. I s- I s- I was listening to their investor call last night. I don't know if you saw that, but it was part of the alumni group. But they've got a number of way... Basically, there's a, a mechanism in the UK for investors to give you money and then have it tax free. So you could... You can absolutely fail, but it means that you can, it... You can write off your taxes-

00:27:53,279 --> 00:27:53,659[00:27:53,279 --> 00:27:53,659] - [speaker_8]
Mm-hmm.

00:27:53,639 --> 00:28:00,539[00:27:53,639 --> 00:28:00,539] - [speaker_7]
... uh, against the investment, which is actually quite a useful process. But you'll need to be a limited company and get paperwork for it.

00:28:00,519 --> 00:28:01,179[00:28:00,519 --> 00:28:01,179] - [speaker_8]
Yeah.

00:28:01,159 --> 00:28:01,699[00:28:01,159 --> 00:28:01,699] - [speaker_7]
Um.

00:28:01,679 --> 00:28:02,059[00:28:01,679 --> 00:28:02,059] - [speaker_8]
So-

00:28:02,039 --> 00:28:02,359[00:28:02,039 --> 00:28:02,359] - [speaker_7]
But you coul-

00:28:02,339 --> 00:28:03,699[00:28:02,339 --> 00:28:03,699] - [speaker_8]
So do you, do you think-

00:28:03,679 --> 00:28:04,139[00:28:03,679 --> 00:28:04,139] - [speaker_7]
Yeah, sorry.

00:28:04,119 --> 00:28:08,599[00:28:04,119 --> 00:28:08,599] - [speaker_8]
Uh, you, you, you mention about the valuation and th- that would be a seed round instead. Do we just not-

00:28:08,679 --> 00:28:08,739[00:28:08,679 --> 00:28:08,739] - [speaker_7]
Yeah.

00:28:08,719 --> 00:28:16,399[00:28:08,719 --> 00:28:16,399] - [speaker_8]
... mention a valuation and we just say, "Oh, we need this amount of money to do this," then? Do you think, like, it... putting it there is a red herring, or...

00:28:16,379 --> 00:28:33,739[00:28:16,379 --> 00:28:33,739] - [speaker_7]
I think it just... Hmm. I think the fact that you've thought about it is great, and you need to ch- show that you've thought about it somehow. But I wouldn't, I wouldn't commit to a number, um, 'cause it'll just open up questions of like, "Why two million? Why not four million?"

00:28:33,719 --> 00:28:33,879[00:28:33,719 --> 00:28:33,879] - [speaker_8]
Sorry.

00:28:33,859 --> 00:28:34,919[00:28:33,859 --> 00:28:34,919] - [speaker_7]
"Why not half a million?"

00:28:34,899 --> 00:28:39,819[00:28:34,899 --> 00:28:39,819] - [speaker_6]
W- what do you think the appropriate valuation would be?

00:28:39,799 --> 00:28:44,499[00:28:39,799 --> 00:28:44,499] - [speaker_7]
I don't, I don't know, 'cause you've not... Have you got income?

00:28:44,479 --> 00:29:10,679[00:28:44,479 --> 00:29:10,679] - [speaker_6]
Well, we... I, I suppose we are raising at this stage, mostly on basically three facts of the team. Uh, secondly, obviously we have the traction. Uh, we think that we have, you know, built the product very quickly. We have a lot of adoption, and we think that we have a lot of traction with, uh, actual universities wanting to adopt with it, in terms of, obviously, letters and, and whatnot. It, it is very early on, so, but, uh, you know-

00:29:10,659 --> 00:29:19,439[00:29:10,659 --> 00:29:19,439] - [speaker_7]
Uh-huh. Y- so, uh, a- are you talking... So more as an investor, I would say, are you talking to these universities? Do you know how much those universities are willing to pay you to-

00:29:19,419 --> 00:29:20,019[00:29:19,419 --> 00:29:20,019] - [speaker_6]
Yeah, so what-

00:29:19,999 --> 00:29:21,759[00:29:19,999 --> 00:29:21,759] - [speaker_7]
... do license fees?

00:29:21,739 --> 00:29:29,799[00:29:21,739 --> 00:29:29,799] - [speaker_6]
All of these pricings are not just like out of thin air. We actually validated them with actual administrators at universities that are willing to put this money in.

00:29:29,779 --> 00:29:40,539[00:29:29,779 --> 00:29:40,539] - [speaker_7]
Yeah. So if you think you can s-... Do you think you can sell 10 licenses this year at that, uh... Like, do you see what I mean?

00:29:40,519 --> 00:29:40,559[00:29:40,519 --> 00:29:40,559] - [speaker_6]
Yeah.

00:29:40,539 --> 00:29:41,619[00:29:40,539 --> 00:29:41,619] - [speaker_7]
You could do it that way-

00:29:41,599 --> 00:29:41,659[00:29:41,599 --> 00:29:41,659] - [speaker_8]
Mm-hmm.

00:29:41,639 --> 00:29:47,059[00:29:41,639 --> 00:29:47,059] - [speaker_7]
... as a valuation that says, "Our income stream will be X over the next year."

00:29:47,039 --> 00:29:47,219[00:29:47,039 --> 00:29:47,219] - [speaker_8]
Okay.

00:29:47,199 --> 00:29:53,679[00:29:47,199 --> 00:29:53,679] - [speaker_7]
And so potentially, over five years it will be this. Therefore, that's, that's what you're investing in. Um.

00:29:53,659 --> 00:30:00,039[00:29:53,659 --> 00:30:00,039] - [speaker_8]
Yeah. I think if we did that projection, realistically, we would still be way higher than what our valuation should be at this stage.

00:30:00,019 --> 00:30:00,459[00:30:00,019 --> 00:30:00,459] - [speaker_6]
Yeah.

00:30:00,439 --> 00:30:02,139[00:30:00,439 --> 00:30:02,139] - [speaker_8]
Um, so I guess-

00:30:02,119 --> 00:30:07,699[00:30:02,119 --> 00:30:07,699] - [speaker_7]
Then so, so then you just say, "We, we're... This is, this is what it looks like as a five-year proj- projection."

00:30:07,679 --> 00:30:07,899[00:30:07,679 --> 00:30:07,899] - [speaker_8]
Yeah.

00:30:07,879 --> 00:30:15,939[00:30:07,879 --> 00:30:15,939] - [speaker_7]
"Um, we think that's o-... Even if... Although we think this is realistic, we understand we've got no income right today."

00:30:15,919 --> 00:30:16,159[00:30:15,919 --> 00:30:16,159] - [speaker_6]
(laughs)

00:30:16,139 --> 00:30:19,859[00:30:16,139 --> 00:30:19,859] - [speaker_7]
You know. "So we'll take you, we'll take you at the end of year one-"

00:30:19,839 --> 00:30:19,999[00:30:19,839 --> 00:30:19,999] - [speaker_8]
Yeah.

00:30:19,979 --> 00:30:21,759[00:30:19,979 --> 00:30:21,759] - [speaker_7]
"... for being our first investor."

00:30:21,739 --> 00:30:21,959[00:30:21,739 --> 00:30:21,959] - [speaker_8]
Okay.

00:30:21,939 --> 00:30:24,699[00:30:21,939 --> 00:30:24,699] - [speaker_7]
And... Does that make sense? You make a narrative.

00:30:24,679 --> 00:30:24,779[00:30:24,679 --> 00:30:24,779] - [speaker_8]
Yeah.

00:30:24,759 --> 00:30:31,639[00:30:24,759 --> 00:30:31,639] - [speaker_7]
You make a story about, "We generally think it's gonna be 10 million in five years time, based on these projections."

00:30:31,619 --> 00:30:33,619[00:30:31,619 --> 00:30:33,619] - [speaker_8]
Yeah. Okay.

00:30:33,599 --> 00:30:33,859[00:30:33,599 --> 00:30:33,859] - [speaker_7]
Cool.

00:30:33,839 --> 00:30:35,179[00:30:33,839 --> 00:30:35,179] - [speaker_6]
Okay, great.

00:30:35,159 --> 00:30:36,459[00:30:35,159 --> 00:30:36,459] - [speaker_7]
We're at time.

00:30:36,439 --> 00:30:36,819[00:30:36,439 --> 00:30:36,819] - [speaker_8]
We are.

00:30:36,799 --> 00:30:39,499[00:30:36,799 --> 00:30:39,499] - [speaker_7]
Um, this was super exciting. How do I invest?

00:30:39,479 --> 00:30:40,479[00:30:39,479 --> 00:30:40,479] - [speaker_6]
(laughs)

00:30:40,459 --> 00:30:41,679[00:30:40,459 --> 00:30:41,679] - [speaker_8]
Oh, uh, you can-

00:30:41,659 --> 00:30:41,719[00:30:41,659 --> 00:30:41,719] - [speaker_6]
(laughs)

00:30:41,699 --> 00:30:42,739[00:30:41,699 --> 00:30:42,739] - [speaker_8]
You can definitely invest.

00:30:42,719 --> 00:30:44,619[00:30:42,719 --> 00:30:44,619] - [speaker_6]

(laughs)

00:30:44,599 --> 00:30:56,139[00:30:44,599 --> 00:30:56,139] - [speaker_7]
Well, don't leave me out. Um, as part of, uh, I'd like to, I'd like to introduce you to a p- a bunch of people. So, uh, when's your actual... When's the pitch that you were-

00:30:56,119 --> 00:30:56,579[00:30:56,119 --> 00:30:56,579] - [speaker_8]
At the-

00:30:56,559 --> 00:30:57,739[00:30:56,559 --> 00:30:57,739] - [speaker_7]
... um, been prepping for?

00:30:57,719 --> 00:31:01,139[00:30:57,719 --> 00:31:01,139] - [speaker_8]
... the, the actual pitch to Mark is, uh, at seven.

00:31:01,119 --> 00:31:02,979[00:31:01,119 --> 00:31:02,979] - [speaker_7]
Oh, wow. (laughs)

00:31:02,959 --> 00:31:05,279[00:31:02,959 --> 00:31:05,279] - [speaker_8]
Yeah. (laughs) Um-

00:31:05,259 --> 00:31:05,299[00:31:05,259 --> 00:31:05,299] - [speaker_6]
(laughs)

00:31:05,279 --> 00:31:07,359[00:31:05,279 --> 00:31:07,359] - [speaker_7]
You're gonna be fine. Drink some water.

00:31:07,339 --> 00:31:07,479[00:31:07,339 --> 00:31:07,479] - [speaker_8]
(laughs)

00:31:07,459 --> 00:31:09,239[00:31:07,459 --> 00:31:09,239] - [speaker_7]
Take a deep breath. You're gonna be great.

00:31:09,219 --> 00:31:10,879[00:31:09,219 --> 00:31:10,879] - [speaker_8]
Thank you, thank you.

00:31:10,859 --> 00:31:10,999[00:31:10,859 --> 00:31:10,999] - [speaker_7]
Uh.

00:31:10,979 --> 00:31:12,019[00:31:10,979 --> 00:31:12,019] - [speaker_8]
Um, and then-

00:31:11,999 --> 00:31:13,039[00:31:11,999 --> 00:31:13,039] - [speaker_7]
Do those edits.

00:31:13,019 --> 00:31:13,919[00:31:13,019 --> 00:31:13,919] - [speaker_8]
... our module-

00:31:13,899 --> 00:31:13,919[00:31:13,899 --> 00:31:13,919] - [speaker_7]
Uh-

00:31:13,899 --> 00:31:17,459[00:31:13,899 --> 00:31:17,459] - [speaker_8]
... submission is on Thursday. Um.

00:31:17,439 --> 00:31:18,019[00:31:17,439 --> 00:31:18,019] - [speaker_7]
Okay, fine.

00:31:17,999 --> 00:31:19,719[00:31:17,999 --> 00:31:19,719] - [speaker_8]
So, yeah. That's our timeline.

00:31:19,699 --> 00:31:28,239[00:31:19,699 --> 00:31:28,239] - [speaker_7]
Yeah. Cool. I think, I think for Mark today what you want is... What's, what's, um, what's your best outcome, what's your worst outcome?

00:31:28,219 --> 00:31:32,619[00:31:28,219 --> 00:31:32,619] - [speaker_8]
To be honest, our worst outcome is just having that meeting.

00:31:32,599 --> 00:31:32,779[00:31:32,599 --> 00:31:32,779] - [speaker_7]
(laughs)

00:31:32,759 --> 00:31:35,899[00:31:32,759 --> 00:31:35,899] - [speaker_8]
I think it's a, it's a great place for us to be. Uh, the best-

00:31:35,879 --> 00:31:35,899[00:31:35,879 --> 00:31:35,899] - [speaker_7]
Great.

00:31:35,879 --> 00:31:41,619[00:31:35,879 --> 00:31:41,619] - [speaker_8]
... outcome is that we get what we, what we're, what we're asking for. Um, so I think even as she-

00:31:41,599 --> 00:31:42,019[00:31:41,599 --> 00:31:42,019] - [speaker_7]
Obvious.

00:31:42,019 --> 00:31:48,299[00:31:42,019 --> 00:31:48,299] - [speaker_8]
I mean, I don't want to make it ob- that obvious, but I think if we come out the meeting with nothing, I still think we're in a good position anyway. Um.

00:31:48,279 --> 00:31:48,799[00:31:48,279 --> 00:31:48,799] - [speaker_7]
Yeah.

00:31:48,779 --> 00:31:59,079[00:31:48,779 --> 00:31:59,079] - [speaker_8]
I... Do you, do you propose a way of us obviously having this valuation, but maybe they think it's too high, especially for someone who hasn't incorporated a company before? Well, uh, you know, as a, as a team of us.

00:31:59,059 --> 00:31:59,939[00:31:59,059 --> 00:31:59,939] - [speaker_7]
Yeah.

00:31:59,919 --> 00:32:00,079[00:31:59,919 --> 00:32:00,079] - [speaker_6]
Yeah.

00:32:00,059 --> 00:32:09,559[00:32:00,059 --> 00:32:09,559] - [speaker_8]
Um, is, is there any opportunity that we can pitch to say, "Look, we are willing to do lower without saying that we are willing to do lower"? (laughs) I know it's quite a complex, uh...

00:32:09,539 --> 00:32:12,219[00:32:09,539 --> 00:32:12,219] - [speaker_7]
You'd need s- six figures, right?

00:32:12,199 --> 00:32:12,259[00:32:12,199 --> 00:32:12,259] - [speaker_8]
Yeah.

00:32:12,239 --> 00:32:14,259[00:32:12,239 --> 00:32:14,259] - [speaker_7]
You need the six figures to get you over the line.

00:32:14,239 --> 00:32:14,259[00:32:14,239 --> 00:32:14,259] - [speaker_8]
Yeah.

00:32:14,239 --> 00:32:18,939[00:32:14,239 --> 00:32:18,939] - [speaker_7]
You actually need... Like, based on what your, um, ambition is, that, that sounds reasonable.

00:32:18,919 --> 00:32:19,239[00:32:18,919 --> 00:32:19,239] - [speaker_8]
Okay.

00:32:19,219 --> 00:32:35,699[00:32:19,219 --> 00:32:35,699] - [speaker_7]
You've got a couple of choices, right? You could sell to Imperial at 50, so, and you could sell to another university and, and get the num-... Get your money that way. The problem with that is that you'll end up being aged... Uh, you'd be servicing the client rather than building out the product.

00:32:35,679 --> 00:32:36,799[00:32:35,679 --> 00:32:36,799] - [speaker_8]
Yeah, yeah.

00:32:36,779 --> 00:32:49,179[00:32:36,779 --> 00:32:49,179] - [speaker_7]
And so that's your best narrative, which is like, uh, th- you know, you've spoken to me. I, I know that I would... It would... Our products would be around the 50 mark for something like this.

00:32:49,159 --> 00:32:49,819[00:32:49,159 --> 00:32:49,819] - [speaker_8]
Mm-hmm.

00:32:49,799 --> 00:33:08,039[00:32:49,799 --> 00:33:08,039] - [speaker_7]
Um, you've got your roster of universities with their, their students already using it. You probably do... You probably could quite easily land those two deals. Um, but if you did it that way, without, without the investment-

00:33:08,019 --> 00:33:08,559[00:33:08,019 --> 00:33:08,559] - [speaker_8]
Yeah.

00:33:08,539 --> 00:33:13,799[00:33:08,539 --> 00:33:13,799] - [speaker_7]
... then, then you'll become... You, you, you won't be able to grow.

00:33:13,779 --> 00:33:14,139[00:33:13,779 --> 00:33:14,139] - [speaker_8]
I think there's a-

00:33:14,119 --> 00:33:21,899[00:33:14,119 --> 00:33:21,899] - [speaker_7]
So what you're asking for is a s- is an external investment so that you're freed up to service more... You know, to grow bigger.

00:33:21,879 --> 00:33:25,099[00:33:21,879 --> 00:33:25,099] - [speaker_8]
Yeah, that's quite a good narrative to, to say.

00:33:25,079 --> 00:33:25,739[00:33:25,079 --> 00:33:25,739] - [speaker_6]

Yeah.

00:33:25,719 --> 00:33:25,939[00:33:25,719 --> 00:33:25,939] - [speaker_7]
Yeah.

00:33:25,919 --> 00:33:27,139[00:33:25,919 --> 00:33:27,139] - [speaker_6]
Amazing. Thank you very much.

00:33:27,119 --> 00:33:27,159[00:33:27,119 --> 00:33:27,159] - [speaker_8]
Yeah.

00:33:27,139 --> 00:33:29,959[00:33:27,139 --> 00:33:29,959] - [speaker_7]
You can name drop me, but just don't let Jenny know. (laughs)

00:33:29,939 --> 00:33:29,959[00:33:29,939 --> 00:33:29,959] - [speaker_6]
(laughs)

00:33:29,939 --> 00:33:31,099[00:33:29,939 --> 00:33:31,099] - [speaker_8]
(laughs) Aw. Thank you.

00:33:31,079 --> 00:33:32,759[00:33:31,079 --> 00:33:32,759] - [speaker_7]
(laughs) That's okay.

00:33:32,739 --> 00:33:33,219[00:33:32,739 --> 00:33:33,219] - [speaker_8]
Okay.

00:33:33,199 --> 00:33:34,739[00:33:33,199 --> 00:33:34,739] - [speaker_7]
And let me know how it goes.

00:33:34,719 --> 00:33:34,939[00:33:34,719 --> 00:33:34,939] - [speaker_8]
Will do.

00:33:34,919 --> 00:33:38,099[00:33:34,919 --> 00:33:38,099] - [speaker_7]
Um, best of luck. I think it looks great. And can I try the product-

00:33:38,079 --> 00:33:38,419[00:33:38,079 --> 00:33:38,419] - [speaker_8]
Yes.

00:33:38,399 --> 00:33:38,959[00:33:38,399 --> 00:33:38,959] - [speaker_7]
... when you send it?

00:33:38,939 --> 00:33:43,039[00:33:38,939 --> 00:33:43,039] - [speaker_8]
Of course. I can just send you the link. Um, and if you use your Imperial email, it should work.

00:33:43,019 --> 00:33:43,799[00:33:43,019 --> 00:33:43,799] - [speaker_7]
Perfect.

00:33:43,779 --> 00:33:45,059[00:33:43,779 --> 00:33:45,059] - [speaker_8]
Um, to sign up. Okay.

00:33:45,039 --> 00:33:45,599[00:33:45,039 --> 00:33:45,599] - [speaker_6]
Cool.

00:33:45,579 --> 00:33:45,779[00:33:45,579 --> 00:33:45,779] - [speaker_8]

Great.

00:33:45,759 --> 00:33:47,359[00:33:45,759 --> 00:33:47,359] - [speaker_7]
And it was lovely to meet all of you.

00:33:47,339 --> 00:33:47,799[00:33:47,339 --> 00:33:47,799] - [speaker_8]
Thank you.

00:33:47,779 --> 00:33:47,799[00:33:47,779 --> 00:33:47,799] - [speaker_6]
Thank you.

00:33:47,779 --> 00:33:48,539[00:33:47,779 --> 00:33:48,539] - [speaker_7]
Take care.

00:33:48,519 --> 00:33:48,739[00:33:48,519 --> 00:33:48,739] - [speaker_6]
Bye.

00:33:48,719 --> 00:33:49,859[00:33:48,719 --> 00:33:49,859] - [speaker_7]
Cheers. Bye.

00:33:49,839 --> 00:33:49,859[00:33:49,839 --> 00:33:49,859] - [speaker_6]
Bye.

00:33:49,839 --> 00:33:51,859[00:33:49,839 --> 00:33:51,859] - [speaker_7]
Bye.

00:33:51,839 --> 00:33:53,199[00:33:51,839 --> 00:33:53,199] - [speaker_6]
Oh, good.

00:33:53,179 --> 00:33:53,699[00:33:53,179 --> 00:33:53,699] - [speaker_7]
Cool.

00:33:53,679 --> 00:33:54,859[00:33:53,679 --> 00:33:54,859] - [speaker_8]
That was better than I thought.

00:33:54,839 --> 00:33:54,979[00:33:54,839 --> 00:33:54,979] - [speaker_7]
Yeah.

00:33:54,959 --> 00:33:56,679[00:33:54,959 --> 00:33:56,679] - [speaker_6]
I thought it was at six.

00:33:56,659 --> 00:33:56,899[00:33:56,659 --> 00:33:56,899] - [speaker_8]
Uh, it's-