

Why I Invested in Gesture Webinars

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This is Investor Perspectives, I'm the host of Investor Connect, Hall T Martin, where we connect startups and investors for funding. In this episode, you'll hear about a new company in the gifting sector called Gesture.

Our featured guests are [Paul Capon](#), Managing Partner & Portfolio Manager at LunaCap Ventures, as well as [Ivan Alo](#) and [LaDante McMillon](#), Managing Partners at New Age Capital, all investors in Gesture, and [Ben Labra](#), Co-Founder & CEO of Gesture.

Gesture is an on-demand gifting platform used to send gifts in a simple way through a mobile application. It is tackling the problem of unreliable delivery, overpriced gifting, and horrible customer service using advanced technology the same way Uber took on the yellow cab industry, and Netflix took over Blockbuster.

Since January 2019, Gesture has delivered thousands of gifts, grown more than 245%, is now available in more than 35+ cities, launched new products and revenue channels, and helped thousands of people stay connected in these unfortunate times. Gesture is a company that believes in connecting people using emotional tangibility to make the world smaller and more personal again.

Our host today is Ashley Matthyse. I hope you enjoy this episode.

Ashley Matthyse: [00:00:34] So, Ben, I understand that Gesture is an on-demand gifting platform used to send gifts in a simple way through a mobile application. Could you just tell us a little bit more about this?

Ben Labra: [00:00:46] Yeah, absolutely. Thanks again for having me. Yeah, you hit it right on the nail head, it's exactly what it does. We really wanted to kind of reinvent this concept and make it simple. So, look, you think of like a 1-800-FLOWERS meets sort of like a DoorDash or an Uber-type of business model. You can send wine, flowers,

champagne, practically any sort of type of gift that we're adding daily and you'll have it delivered in real-time as kind of that moment happens versus, you know, two-day delivery, next-day delivery when kind of the moment sort of passes and most people are kind of, you know, sort of tired of that concept where, you know, you have two-day or even next-day delivery. So, we've kind of figured out a way on how to kind of bridge those two things and it's been pretty awesome lately. And so, you know, you can get anything, food, you can get movies on demand, and now you can have your gifting done on demand, and that's what Gesture does.

Ashley Matthysse: [00:01:39] Wonderful. Thank you. And now, Paul, we're very interested to find out why you invested in Gesture, but first, if you could just tell us a bit about your background as an investor.

Paul Capon: [00:01:50] Yeah. So, I started in 2014, moved into venture capital and I previously was working with companies that were in distress, so it was more on the debt side. After working in a VC, I saw a lot of startup companies that were actually ripe for a lending instrument, versus a traditional venture capital instrument, and so that was the genesis of LunaCap Ventures. So, LunaCap Ventures, we are now in our second fund and we focused on investing in military women and minority-owned or run companies, but what's different just with the lending instrument. So the best way to think about it, it's just a car loan. So, you take out a loan, and then you have to pay a monthly payment until the loan is paid back, and then on top of that, we take a little bit of equity. And I would say that it's about 10-20% of the equity that we generally do, that a traditional VC would take. So, for companies that are looking for that growth and looking for funding that focuses specifically on inventory or marketing, that's when you would take on venture debt. I don't think there's a difference between one being better than the other, it's more of a timing issue in terms of when a company would take debt versus equity. And then personally, I also started just kind of my own personal investments where those are traditionally more kind of VC angel seed rounds because I also enjoy startups that may not necessarily be right for traditional venture debt, but are great for venture capital. And so overall, I've done about 20 deals in total between the two of them and that's basically been my experience. And these are companies that have been early stage, so just idea all the way up through companies that are doing \$20/\$30 million in revenue. So, companies anywhere in that, I guess in terms of that financial profile, that's where we go in.

Ashley Matthysse: [00:04:02] OK. And what types of deals do you normally invest in? Like sector, that kind of thing.

Paul Capon: [00:04:06] Yeah. So, we're industry-agnostic. On the venture-debt piece, we generally do about half a million dollars, that's our ticket size, and we're looking at companies that are doing typically between probably \$2 million in revenue all the way up to \$10 million in revenue. We might go in alongside a traditional VC raise, so if a company is raising \$1 million or \$3 million, they might want to not raise all of that in equity and actually just top it off with some venture debt to protect the ownership, so, we're much less dilutive. But as long as the company has that cash flow or has the ability to service the debt, that's the most important thing for us on that piece. Once again, industry-agnostic, but our companies on the venture-debt piece tend to really focus more on CPG companies, so a lot of e-commerce companies are a great fit, so any companies that are kind of in that threshold, that would be a great company, we'd love to talk. And then on the personal side, that has been once again anything from companies that are buying space companies, so companies that are doing that, we have real estate, Gesture, and these are companies that I kind of personally know the founder, I truly believe in what they're doing, and I think that's also industry-agnostic, but because it's more about the team, the idea and the capability for them to grow without having those financial constraints that are typically associated with the venture-debt piece, that's where this kind of gives me that flexibility to invest in a more traditional equity play.

Ashley Matthysse: [00:01:45] Great. Thank you. And so, LaDante and Ivan, we are interested in learning about why you invested in Gesture, but first, I would love to know about your background in investing. LaDante, you want to kick us off?

LaDante McMillon : [00:01:59] Yeah, for sure. So, Ivan and I, we've kind of been starting this business together, so we've known each other for a long time since we were 17, 18 years old, so our stories kind of coincide. But I would say I got into investing, specifically VC investing in 2015/2016 once we actually launched New Age Capital. Ivan and I had started a company together, realized that there is actually an opportunity in terms of asset allocation to specifically black and Latino entrepreneurs who were struggling to get past the seed stage. And so, in starting New Age Capital, we

were able to kind of network our way and finesse our way really into getting Lightspeed Venture Partners as our first kind of anchor investor and a half a million-dollar pool of capital so that we can make investments in the companies like Gesture, and that took place. We wrote our first check in 2018.

Ashley Matthysse: [00:03:05] Great. Ivan, I suppose it might be a similar answer, but what is your background as an investor?

Ivan Alo: [00:03:11] Yeah, yeah, it's pretty similar. I would say the one detour there is, so my background is, so I'd actually studied finance and I originally was interested in real estate and real estate investments. So, that's how I got my initial foray into the investing world, but always more through the lens of entrepreneurship, and I think, you know, which is something LaDante and I immediately were drawn to. I think technology entrepreneurship was a little different for me and the way we talked about it is, you know, whether it's real estate investing or other forms of entrepreneurship, they tend to be very capital-intensive businesses or at least as you're trying to build them, and I think what excited us about the technology space is that with the reduced cost of building, at least just putting out an MVP or product because of cloud computing and a lot of new technologies, it was going to pave the way for a whole new group of individuals that had historically not been involved in this ecosystem to get involved in investing. So, I think LaDante and I looked at that, saw the tailwinds of the industry and figured this was the right time to actually make our mark and really, really have an impact. So, you know as LaDante mentioned, that's when our journey started.

Ashley Matthysse: [00:04:18] Very cool. And now, what do y'all normally invest in?

Ivan Alo: [00:04:22] Right, right. So, our focus is pretty specific, so, we invest in black and Latino-founded-and-led technology startups, so the founder, CEO of the company has to be black or Latino and we focus on what we call core seed-stage companies. So for us, the product has to be in market, there has to be a little bit of traction and revenue for us to see a little bit of momentum there, and we focus on founders solving what we call real-world problems. So, things where we believe there's an immediate impact and generally when you have some customer traction that means you're solving an immediate problem. So, we focus on \$1-2 million seed rounds, investing across the country in primarily core seed and, you know, we do look at some series A, but primarily

we focus on that seed stage. Healthcare, financial services, marketplaces, the on-demand economy, construction tech, real estate tech, advancement of the workplace and workforce. And I might be missing one or two, but that's primarily where we look to build relationships with entrepreneurs, building interest in companies.

Ashley Matthysse: [00:05:35] Ok, great. What made you all invest in this deal in particular?

LaDante McMillon : [00:05:43] Actually, Ivan, do you want to say how you, because the relationship came through Ivan, and then I can kind of talk about the discussion we had.

Ivan Alo: [00:05:50] Yeah, yeah. And I forget now, it's been a few years, so I forgot who connected us Ben, but when was it.... Oh, right, right, right. So a friend of ours who has a pretty strong startup network and is big in the ecosystem here, he connected us and I met Ben and I think it was at a coffee shop, yeah, yeah, yeah, a coffee shop, I want to say it was back in probably 2018, maybe somewhere in 2018, and, as we spoke I think the initial thing we both got - and this is what excites LaDante and I about our strategy with New Age Capital is - just walking in to meeting each other, there was just kind of like just, dude identity, there's just kind of like unity there where we fundamentally were coming into this situation with humility and just wanted to get to know each other, right? Like I wasn't you know, we're still building our VC firm, but like, I wasn't trying to be this big-time VC, I just wanted to learn about what Ben was building. And Ben, who has a pretty strong background and career, came into the conversation as well, just wanting to share what he and the team were building, and I think from there, we kind of had that, there was that authenticity where we wanted to keep building, and from then on, he kept us updated with the traction and what they were building. And I want to say it was maybe a year later that we actually made the investment in Gesture, but something that's big for LaDante and I is founders just doing what they say they're going to do, right? A lot of people have ideas, a lot of people want to do things, but when it comes to the execution of it, you could be a great storyteller and have the grandest of visions and the market could be amazing, but what are you going to go out and do you know, when your back is either against the wall and you don't have all the resources you need, or you do have the resources and, you know, people are looking to you to actually accomplish certain things. So, [00:07:52] any time we caught up, you know, they either did what they said they were going to do, or they were even a little farther along that.

[00:07:58] And then Ben was just always honest about, you know, the hiccups they were having, the mistakes. We were always honest about where we were in our fundraising and trying to get our firm together as fund entrepreneurs ourselves. So, I think through that lens and Ben's one of many of our entrepreneurs, but that's one of the traits we generally look for and I think that's what excited us. And then seeing the market opportunity was the next thing.

Paul Capon: [00:05:55] Yeah. So, I've known Ben now for about two years, two to three years, we were introduced through just our network, and I met Ben and I think one of the things, I think there are a couple of things. One is the market, second is kind of his background in terms of what he's done and his experience, and then thirdly, I think just kind of the value add that we might be able to have as he kind of continues to grow. So, I think number one, I'll kind of talk about Ben's background. He comes from a very entrepreneurial background, having helped out a number of startups, knows the space extremely well, has a lot of folks and startup companies that come to him and he really knows how to build a company and scale it. And especially on the technology piece, which is a huge portion of building something if you're doing a tech play. And so, I've met his team, I know some of the folks there. [00:06:55] I was just really impressed with how quickly they were able to kind of develop and scale that technology not only for themselves, but for other companies, and [00:07:02] then all of them obviously just as experienced. The second reason is I think we [00:07:10] do [00:07:11] have a focus on investing in military women and minority-owned or run companies. As a Mexican myself and then knowing Ben's background, I think there are a lot of companies - and this is a growing community and a growing demographic within the United States and I think a lot of people might say, "Well, why are you going to do that? But isn't that to the detriment of returns?", versus, understanding you can do both good and well. And, as a Latino community and as these folks based off of our network are able to grow, there's a huge buying power that comes along with that, especially among women companies, I mean, they make up 50% of the population. Women companies probably know how to build companies that tailor towards a woman's needs, versus maybe a man who's trying to do something _____. So, if you have a founder that really understands that community, has, I think, tentacles into that community and able to bridge themselves there, that's a big part of it. And so, I think [00:08:13] there's a lot of gift-giving, there are a lot of things that just aren't quite out there right now and I think Ben does a great job of pulling that together, but [00:08:21] also getting into those communities and especially

kind of with the price point and I think that there's extended family within the Latino culture that this is something that we would be able to help introduce him and help him build out that ecosystem. So that's, I think, kind of really another reason why. So, it's really I think, and then lastly, I really do believe that the technology that he's built, the traction and with the conversations that he's had, the traction that he's already developed here in New York, and as they expand out and building an extremely large team with folks that are coming on board, but keeping very, very tight on the purse as well is impressive to be able to expand and be tight with capital. So I know that that money is going towards the right things. So, it was for all those reasons. Once again, just to kind of reiterate, [00:09:14] it was the experience that Ben had, the team that he brought on, their technology, where they're playing, and then I think the cultural aspect [00:09:22] and he's focusing on everybody, but I do believe there is a huge population that's growing, that is developing buying power that we have strong networks in as well and able to kind of bring them in and bring them into the fold as customers and kind of also helping to kind of cater towards their needs.

Ashley Matthysse: [00:08:23] Great. And what did you like about the team?

LaDante McMillon: [00:08:27] I think we really always try to focus on individuals like Ivan says, who can execute, who are capital-efficient, and who know how to move pretty quickly, and I think with Ben, he, I mean, I think he wooed us over the first call, 'cause we were like, "This dude's legit!" I [00:08:46] think he has a good knack for understanding people and once he understands people, he knows how to motivate people and [00:08:53] I think he got us motivated off of the call like, wow, this guy is like he's an amazing, amazing founder who understands how to get people going and get people executing. And when we also talked to Daniel, we were like, OK, he plucked this guy out of pretty much nowhere and he's probably one of the best technical talents that we've talked to. And I think for us, being able to do that at the seed stage is extremely difficult, and one only is able to do that really at a high level through experience and then repetition. I think for us when we met them and we talk to them about how they even thought about the on-demand market, it was a very different and nuanced approach and the intentionality behind it was a lot different than what we were seeing in the market with like all these other kind of delivery services, and [00:09:41] that intentionality was very evident in who they were as individuals and we thought that was going to be their key to success because they were able to leverage something that

they understood about themselves and the talents that they had and what they believed to be possible in the market, that [00:09:56] was going to be the thing that was going to keep them motivated and keep them going and also attract talent. And so, Ivan and I recognized that and said, OK, well, [00:10:03] you have the leadership of Ben, and you have the technical talent of Daniel, that is just a recipe for success. Let's [00:10:11] just say - and we didn't think this way - but like let's just say they weren't successful with [00:10:15] this, these two together can build pretty much whatever the hell they want because they're just that good and [00:10:21] we know they're going to be successful with this particular thing. And so, I think we had a couple of calls, Ivan and I just we're going back and forth on our own after we talked to them. We're just like, OK, the possibilities, X, Y, and Z, we're always kind of like best-case-scenario-type-of thinkers because at the seed stage it's very subjective, and so, we're always trying to look for the best outcomes, and kind of given the story there, it's all in the execution and what they had done up to the point that they met us, we just got really, really comfortable with the market, the opportunities, the technology I think was one of the big factors too the logistics _____ that they built out. And then they also just fit our New Age Capital profile. And so for us, it became a no brainer.

Paul Capon: [00:09:49] So, the individual, I think that there are a lot of people who I've already met that are very, very, that I think really, truly do believe in what Ben's vision is and I think his leadership in terms of maintaining, I mean, I know having built companies and trying to keep people on board and really, truly believing in the vision, people only stay if they have a good leader and they truly believe that it's going to be something, especially when you're being tight with the purse. And also, I think it's the fact that like the developers, for example, that that he's brought on, I've seen a lot of the work that they've done and just been amazed and blown away with how far they're able to get from just not only from some of the stuff that they've built and just very highly skilled, but also very young and very hungry. I think that if you go out and a lot of companies might try to get the best developers, but the best developers have options and they can go out and get many different jobs and they're going to charge you \$300,000, \$400,000 a year plus equity, what [00:10:49] Ben has done a great job of doing is finding that caliber of talent, but also the hunger within the team. [00:10:55] And so, because of the longevity that people have stayed together, from when I invest it to where they are now, they definitely continue to grow and I just kind of see that loyalty within the team and amongst each other and I'm just impressed with what they've been able to build.

Ashley Matthysse: [00:11:04] And you kind of touched on this in your answer, but why do you think this company will continue to be successful?

LaDante McMillon : [00:11:11] Yes, I think a lot of it has to do with the team. I'd say the biggest thing is the team and Ben's leadership. I think their ability to move quickly, be efficient, be capital efficient as I said before. The only thing that I wish we could have done more of or done - which is essentially what we're trying to do now - is actually give them more money so that they can move a lot quicker than they maybe are inhibited by because of the amount of capital they're able to raise. And so, for Ivan and I, we think the success is really going to be, it's going to come with more people believing in what they can do like us and just giving them the capital to go to work.

Ivan Alo: [00:11:48] Yeah, I think the other crucial thing, too, is just the humility that the team has, right? So, they don't believe like any of their own bullshit, essentially, right? So, it's one of those things where whatever the customer wants ultimately, and they'll take in ideas and thoughts, but they don't think they know too much, they don't think they've built the perfect platform. If they - hopefully not - but if they needed a stop on a dime tomorrow and completely switched the platform to providing something, they would get it done, right? And I think that takes a certain level of humility from a group of people that ultimately they must view this as a North star. Like, what is our North Star mission? And let's get there obviously with integrity, but by any means necessary and let's remove all ego. And I think when you get the combination of, like LaDante said, talented leadership, talented technical expertise, but also with the humility to move in a way where, you know, look, at the end of the day, you know, you never know what's going to happen, but if we keep iterating, we keep learning, we keep adapting, we have a shot at building something really formidable over the long term. Like, that's the fundamental recipe for success in our eyes.

Ben Labra: [00:13:03] And Ashley, I just want to add one thing to that. One of the main sort of features inside of Gesture is something that Ivan mentioned on our first meeting, which was the social feed, and Daniel and I were like, one, why didn't we think about that? But it was almost sort of that kind of just piggybacking off what Ivan just mentioned. We stopped what we were doing even back in 2018 to factor that function in and it's been pretty successful amongst our user base and our customer base based on

we were willing to listen and not be so stubborn about, well, we already knew that and that'll come later. We basically took that function and built it in, and it's the social feed on Gesture and so it just gives people the ability to see what they're doing, kind of like _____ so, that is absolutely 100% without a doubt. There's so much validity to that because [00:14:07] we basically take what our investors say and even our customers and really factor it in to see if it does make sense, and when it does, we build it. [00:14:15]

Paul Capon: [00:11:23] So, I think that after you kind of see a lot of the potential partnerships, some of the folks that we've actually met on our side, some of the folks that Ben has met and a lot of the interest - and I won't go into the specifics, just because that's still that's kind of under behind closed doors - but having been on the other side, I kind of know what's in the pipeline. I know the partnerships that they're looking to build and I know that there's just a lot of interest and now it's just trying to figure out the right puzzle pieces, but those aren't tough puzzle pieces to put together, it's just which are the right ones? Additionally, I've seen the fact that people who have used Gesture and talked with some of the customers before, that the product comes very quickly, that they kind of deliver on what they say they're going to do, and very, I think, smart about focusing specifically on the right areas to make sure they have the business model right and then able to replicate it. So once again, I think it's the traction that they've built just organically on their own, and then the partnerships that I've seen and then the pipeline of those partnerships, and the scalable growth on the other end, having been on, once again, on the other side of the door, that really for all of those reasons. And then once again, just the capability to [00:12:45] scale. They could have the right partnerships, but if they don't have the right infrastructure to develop that, that's a tough piece. But they definitely have that in place, so, [00:12:53] for all of those reasons, that's why I kind of see this as a company that can scale quickly. And then with the technology at the last minute, you know, there's so many different things and other verticals that they could go into. I mean, once you have that last-minute delivery, it's not just for gifts and you can start off there, but it could be anything else and really kind of been partnering with logistic companies and so there's also those other verticals that they can branch into with the technology that they have.

Ashley Matthysse: [00:14:17] Great. Thank you for adding that. Gentleman, what have you guys seen as far as challenges? What challenges has this team faced and ultimately overcome?

LaDante McMillon: [00:14:29] I think the challenge that most companies that we find, at least the ones that we invest in, the unfortunate part of being capital efficient, is that you always have to find capital to raise because people aren't writing the checks that you need at the earliest stages, and so, it's a constant proving yourself, and proving yourself, and proving yourself, and getting over that capital hump can be an inhibitor to a lot of different businesses who aren't as nimble and who aren't as qualified as maybe the Gesture team is. And so, I think the way I look at the challenges is it's an issue of being able to get the right resources at the earliest stages, but I think the way Ben has been able to navigate that is through his network and through the relationships that he's been able to build within the industry and have some sight of, OK, if our company does well, there's a potential for this type of acquisition, or we are already building these relationships later down the line, so, let's say X happens, we already have a couple of _____ lined up. And so, even as those challenges approached, I think Ben has been able to navigate the landscape to make sure that anything that does happen, they'll still be on the right side of the journey.

Ivan Alo: [00:15:41] Yeah, the other thing I'll add to that is I think, you know, we've seen during COVID what's happened with a lot of companies and the struggles and just figuring it out, and while there are some industries that have had tailwinds and others have had headwinds, there's still just a psychological aspect of like getting through this period and building a company like this and just maintaining to get to 2021, especially when you don't have a lot of capital. And I think, you know, it's the challenge fundamentally, and I think, you know, they did have to probably let some people go and make some changes and whatnot, but I think Ben just and the team, they just look at it as like, it's life, right? Like you, hopefully, we figure it out and we take the right steps, but I think they're going to be one of the companies that ends up being stronger for the challenge of this year than a lot of other companies and I think we're excited to see where that goes moving forward.

Paul Capon: [00:13:24] I think the biggest challenge that I've seen so far is just trying to figure out where to build out correctly. I mean, I think they have a great product and they

could launch anywhere, but just making sure that they launch correctly. So, you want to do a New York, you want to do a Chicago, you want to do those really urban areas versus kind of going out into Kansas, or maybe L.A. where things might be a little more spread out. That's just a different logistical feat to try to overcome versus something that's pretty condensed. And so, I think that was a bit of a challenge just to try to figure out what presence and where do they want to play, but then what they've been able to do is really figure out, I think, once again, kind of being in D.C., being in New York and then really trying to figure out those spots that they wanted to develop their presence and then build out the right team, so, that was, I think that was number one. And then another, I wouldn't say it was too much of a challenge, but just finding the right people, which they've been able to do and I think that's just also a testament to Ben's network, to some of the folks that he has worked with before, other entrepreneurs working with Galvanize and having been there, that he has an extensive network of folks that are willing to come to the table and help. So, that's just an added benefit and bonus in just attracting the right folks. I wouldn't say that there was an obstacle there, but that's definitely, [00:14:50] it is a challenge to attract that right talent and Ben's been able to do that very well. [00:14:54]

Ashley Matthysse: [00:16:39] It's great to hear. Speaking of excitement, what excites you most about this opportunity?

Ivan Alo: [00:16:49] Other than Ben selling for a billion dollars?

LaDante McMillon : [00:16:52] I think you're short-selling yourself, Ben, we're going after \$2 billion.

Ivan Alo: [00:17:01] Touche, touche, touche. No, I think fundamentally what they're building - and I don't know how much Ben talks about it - but the underlying like the logistics infrastructure that they've built, I think there's so many channels and avenues that they can leverage to be able to, on different revenue models for B2B, and the thing I think is super interesting is they found a unique way to leverage a new kind of B2C relationship, right? I mean, I think the social feed is part of that, but I think we've been in this dearth for probably about 10 years now of like new social consumer products, right? Where, you know, everything's kind of been sucked up by Instagram, Facebook, Twitter, whatever have you, and what LaDante and I started seeing and what our belief was that

the new form or the new opportunities that will succeed within consumer social are going to be somehow either transaction-based or attached to some utility, and I think the interesting thing about what Gesture is doing is there's no forcing function here, like gifting is something people are already doing, they're just kind of creating a digital interface for it. And now, when you layer on that social component, it kind of has a built-in virality without it being forced. So, it's not like you need to tell everyone, "Hey, try this new app", but it's fundamentally, hey you know, as people are getting back to work or trying to and I want to send a gift to someone, what am I going to use? And then when I'm on the app, sending that gift like it would be great when they receive it if I can share it with the world. So, I think there's an interesting virality that's going to come from that, and that kind of self-fulfilling prophecy is what's going to allow them to build a really strong consumer business, but also that will feed into a really strong B2B business as well. And I think there's probably some opportunities we haven't even thought of yet that they can branch out into, but I think what it does is it moves away from, you know, an initial idea of maybe this is something that would be worth a hundred or a few hundred million dollars if they build the right things and can fit perfectly into another corporation as an M&A opportunity. Now, it's like, what they're building and I think the momentum they can get, it can fundamentally be a standalone business that could potentially IPO or get acquired for, you know, \$2 billion+.

Paul Capon: [00:14:59] I think for me, well, I guess the potential upside, I'll be honest. I mean, as an investor, there's that you know, I think there's that and then there are also because we also have a bunch of e-commerce companies, we do have a lot of companies that have CPG-type stuff. They're a lot of synergies that I see not only with just Gesture on its own, but other ways that we can actually kind of link Gesture with some of our other companies. So, as those other companies begin to grow and kind of get to the right stage, there's a lot of overreaction and just ways for us to kind of pull the portfolio together where Gesture would fit very nicely with a lot of our other companies. So, I think it's the growth, the compatibility with our other portfolio companies, it's the synergies that we can recognize, and then I think just the kind of growth that I see based off of what's been going on so far.

Ashley Matthysse: [00:19:24] Ok. How are you all helping the team?

LaDante McMillon : [00:19:30] One of the things Ivan and I try to do is stay out of the way. I think once you have a good team that knows what they're doing, our best job as investors is for one, to provide capital, but two, to stay out of the way. We'll always listen, we're always, Ben can hit us up whenever, we're always available to chat. I think one of the best things we can be is a sounding board and we always like to think through business-model strategy, go-to-market strategy, new ideas like Ivan's social ideas, social-feed idea. But one of the biggest things we've learned in this industry is not to prescribe what we believe the team should need, everybody is completely different, every team has its own differences and needs, and the thing for us is to recognize their strengths and weaknesses and to recognize those needs and insert ourselves when it's necessary, but also at the same time, make sure we remove ourselves and let them go to work and do what they do best, which is why we invested, right? So for us, it is the amalgamation of all of those things, either stepping in when we can or stepping away, but always making sure that we are available and to be honest, really just being a cheerleader. I think at the end of the day, entrepreneurship can be very daunting, you could be very isolated and psychologically it just becomes defeating at some times, and I think always having some people to call on or having a team behind you that knows they're believing everything that you do and will challenge you at a time, that's a healthy relationship to have for an entrepreneur to be successful.

Paul Capon: [00:16:00] So, a lot of it is kind of, let's say if they're talking with investors, it's kind of like looking at term sheets, maybe thinking about ways to partner with other companies, thinking about, is this the right partner for you? Is it not the right partner for you? And sometimes if there is an attractive, shiny object that might be able to work, maybe looking and asking those questions like that could be short term, however, on the tail end, are there going to be a lot of issues that kind of pop up or just obstacles that you're not seeing? So maybe don't take what's kind of quick and easy right now, but wait for the right opportunity that will be, I think, most beneficial going forward. So, I think from that advisory standpoint, looking at it with an investor's lens, seeing some of the partnerships, and then also just in terms of kind of leadership questions, where Ben and I will be happy to talk. And if he comes and says, "Hey, what do you think about this?", or "What should we do? Maybe this isn't working?", or "Should I bring on this person?" or kind of what would be, just kind of bouncing ideas off of me, because I understand the team dynamics, being able to say, "OK, this is, you know, maybe this person would fit right here and maybe this person fits right here", and just bringing a

different perspective. So, from the investment standpoint, looking at the terms, thinking things through, and just bringing a different perspective and especially as an advisory role, I think that's what I bring.

Ashley Matthyse: [00:21:06] Ok. And what else should other investors know about this company?

LaDante McMillon : [00:21:13] You put money in, you'll get a lot of money back.

Ivan Alo: [00:21:26] I second that. I second that.

Paul Capon: [00:17:35] I think that what you're getting into is it's a great technology play, I think the biggest thing is the partnerships that Gesture is looking at right now will exponentially help grow the company, and I think that having worked with Ben and knowing exactly, there's no skeletons in the closet with Gesture, that this is a company and that Ben is a seasoned entrepreneur once again, and if you bet on that person who's already seen a lot of the obstacles, seen a lot of mistakes, he has the right people around him. And then, just that the returns, of course, at the end, but returns are important, they will be there. So, those are the things that I would like them to know.

Ashley Matthyse: [00:21:30] Well, great. Thank you, gentlemen. Ben, if you just want to give us any updates and the status of your fundraiser.

Ben Labra: [00:21:39] Yeah, definitely. So, currently at the moment, we are raising a \$2-million seed round, we're about 50% on our way to accomplishing that. Most recently, we just finished up our campaign on Republic, which is a crowdfunding site, which was great actually for us, it was good exposure, did pretty decent on there, and so that just closed out. But really just kind of validated our product a little bit more in terms of the company just to kind of see other people that didn't really have a lot of that money to come in and it actually said, OK, this makes sense, just kind of reading kind of a projection or sort of a pitch deck that they had to go off of. So, it was really good to see that sort of conversion that we had with them. But as of now, you know, we are looking for an additional million to complete our seed round and get us through about the next 18-24 months to really set us up for some additional sort of opportunities and projects. Without going into too much detail, in terms of one of the biggest sort of

updates that we have is we are in the process of completing, I would say, a pretty decent size distribution deal with a very large, publicly-traded company, a company that has about a \$1 billion market cap. They are somewhat in the same industry as we are and we have a call tomorrow to kind of just finish up sort of the integration of the technology itself, which could lead to a multi-million dollar distribution deal and really figuring out that sort of integration on tech so, there's some really good things that are coming out of that. So that's, I would say, one of the biggest updates besides leveraging logistics tech in terms of it really, now having two additional products that are available within Gesture versus the consumer to consumer, we now have Gesture for Vendors. So, if you go onto the website, you'll actually see our vendor piece that's up there where anyone can use our logistics software. And then the other one is Gesture for Business, which we're now starting to do bigger sort of ticket, higher-ticketed sort of transactions with businesses. So, if you have a law firm, or if you have sort of like a real estate firm, or if you're a bank and you want to use Gesture to set aside some of your fund or some of your budget that you have to give to your employees or give to your clients, you can actually do that with Gesture for Business and we'll basically take care of the whole process and transaction for you. So, that's now up and running, it's on the website as well, www.yourgesture.com/business. So, those are some pretty big, I would say, updates that we have and happening for the rest of 2020 and going into 2021. We're just going to execute those successfully and squeeze as much as we can out of the _____.

Ashley Matthyse 11/6/20: [00:20:34] Great, great to hear. Thank you so much for taking the time today, it's much appreciated.