

From: Jeffrey Epstein <jeevacation@gmail.com>

To: [REDACTED]

Subject: Re: spoke to steve

Date: Fri, 28 Oct 2011 17:18:32 +0000

when

On Fri, Oct 28, 2011 at 1:14 PM, <[REDACTED]> wrote:

not sure when but ?

do you (ever) want to meet the president of guinea? you may know him already.

i will be in senegal for 5 days.

will your peeps be around?

-----Original Message-----

From: jeffrey epstein <jeevacation@gmail.com>

To: [REDACTED]

Sent: Fri, Oct 28, 2011 8:52 am

Subject: Re: spoke to steve

Ok

Sorry for all the typos .Sent from my iPhone

On Oct 28, 2011, at 11:51 AM, [REDACTED] wrote:

he wants to talk to you about it!

-----Original Message-----

From: jeffrey epstein <jeevacation@gmail.com>

To: [REDACTED]

Sent: Fri, Oct 28, 2011 7:08 am

Subject: Re: spoke to steve

Steve and I should do revamp of financial market of he prefers big

Sorry for all the typos .Sent from my iPhone

On Oct 28, 2011, at 12:58 AM, [REDACTED] wrote:

I didn't have all the data you had at your disposal but I think I did an ok job.

He said he wanted to hear more - he was worried about/suggested a few things

1. (warren buffett!?) he's never really had a pet so he's not super passionate and doesn't know the space
2. he doesn't know the industry data and is thinking that the numbers might be more fractioned than we think (=more research) on the growth drivers - organic foods etc vs. "stuff" for the pets that isn't clothing
3. he thinks the market might be diffuse in that owners are willing to pay \$20 and under but nothing with a subscription or for more than XX dollars (he doesn't know)
4. he thinks there are several apps
5. several already existing apps (http://www.petmd.com/blogs/fullyvetted/2011/feb/new_pet_apps_for_consideration; <http://mashable.com/2009/03/13/pet-iphone-apps/>; http://www.androidzoom.com/android_applications/Pet+care) but agrees that there are none along the lines you were suggesting
6. branding important
7. thinks that this doesn't require a full time "steve" and more requires a "go fetch" (melanie?) and manager type to get it rolling
8. wonders about the right motivation/business plan -- "to run" vs. "to sell"

what is your timeline for thinking about this?
is there a right next step?

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