

From: "jeffrey E." <jeevacation@gmail.com>

To: [REDACTED] >

Subject: Re: California Bar exam

Date: Mon, 13 Nov 2017 02:49:34 +0000

complete bar

On Sun, Nov 12, 2017 at 9:08 PM, [REDACTED] > wrote:

Hi Jeffrey,

How have you been? What do you do for Thanksgiving? Would love to see you.

I would like your advice on my future career which you are helping me to shape since 2011. I hope you could take time to read my thoughts along the long and not easy way to become a lawyer or smth else..

I feel rather lost here in San Francisco, competing with top VC principals who have network and skills to find the best startups and attract investors to be LPs. I started 1 month ago to help Masha Drokova with her businesses. I have not found any startups she wants to invest in but am better with PR, her other business.

I enjoy the entire process and learnings I get in this new for me industry. I love having such a live successful example of an entrepreneur close to me - Masha D.

However, it is not aligned with my 7 years of legal education, French Bar exam, 3 legal Master degrees including Berkeley LLM.

Now the question is to either try to succeed the Bar in February 2018, then find a law firm which will sponsor my visa and work next 5-10 years in USA as a lawyer.

Or to continue being in the new industry which is VC, to learn from Masha business skills, and do smth completely different from law and from smth where I fully invested 7 years.

Tell me your thoughts...question is a lot about having 6-10 months without work (prepare for Bar, wait results, get a job) or work on the opportunity Masha gave me, make money and make the most out of it.

It is just between us, what I am confused now with. Please don't share

Hugs

On Nov 2, 2017 1:07 AM, [REDACTED] > wrote:

Dear Jeffrey,

How are you doing? Cheers from Zurich. Friend of ours, Ben Silver, serial entrepreneur, creates shops of the future. He also helps me and Masha Drokova with some introductions to the American best VCs. The plan is to co-invest with the top VCs.

The info is below. What do you think?

- We're creating small format retail stores around 2500sq ft that will be fully automated (checkout etc). We are using a partner, Standard Cognition, who use a proprietary **machine vision camera system** to detect people and products in order to automate the checkout process.

- The aim is to create an experience where consumers want to come every day, not just to shop but to get added benefits through other services we provide, such as a work space, a safe place to meet people, pick-up dry cleaning, wait for Uber, common space everyone can use. We want to create a community and adapt to the changes around the way we work, socials, and interact with commerce. Our aim to create the new 'Third Space'.

- We take the emphasis (&necessity) off shopping by reinventing the business model; every month a supplier will pay us \$40-\$100 per product, per store and in exchange they get 100% of the proceeds of the sale. Eradicating the margin model gives us a stable and predictable revenue flow, we're able to more price competitive and provides consumers a better experience.

- We're using a data first approach to product selection, the store will be highly curated where products will be chosen based on highly localised data, with specific areas in the store changing every week based on data, these will be the 'Spotlights' and will encourage discovery of new brands. There is a huge emphasis on given local brands a chance to penetrate into physical retail space and further blending technology with culture/community.

- The data first approach also gives us a massive opportunity with our suppliers, to provide a a huge pool of anonymised data and granular buying behaviours on an e-commerce level that traditional brick and mortar doesn't provide. You can view their deck here (please view in landscape mode on mobile or via a computer): https://issuu.com/spotlightretail/docs/spotlight_bookshort_d8.0

Experienced founder, created his first business in the UK when he was 16. Bootstrapped from \$1000 to a \$3M a year revenue, profitable business. Co-founded ivee in 2014 and moved to SF to join the 500 Startups program & raised money from 500 Startups & Foundry Group.

Kind regards/Cordialement,
[REDACTED]

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please note

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