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PODCAST TRANSCRIPT: COOPER HARRIS

INTRO: From Verge headquarters in Indianapolis, I'm Matt Hunckler with Powderkeg.

Today we talk with an award-winning entrepreneur and actress about making the transition into the tech world, learning business lessons from Hollywood, and using data to make better decisions.

That's Cooper Harris, CEO and founder of Klicky, an impulse buying platform that allows one touch purchases across social streams, and in emails.. She has an impressive entrepreneurial track record but also has an impressive career as an actress.

I traveled to Klicky offices in Venice, California to get this behind-the-scenes interview. In this conversation, Harris shares her journey from the silver screen to the laptop screen, the lessons she's learned while starting up in LA, and some of her acting secrets that gave her an edge in the tech world.

All of that right here. Just for you. On Powderkeg.

Here's a great way to listen to Powderkeg on your commute, at the gym, or anytime you need a quick hit of inspiration. 3 words..... Subscribe on iTunes! Yes... we're in the iTunes store and you can find us by searching for Powderkeg (all one word) or by going to powderkeg.co/itunes which will take you directly to all of our episodes.

You can download or stream our conversations with people like Kristian Andersen who is a Partner at High Alpha a venture studio that launched 8 funded startups in its first year of operation (that's actually episode 1).... You'll also get interviews with Master Connectors like Cole Hatter (that's episode 3), who is and author, investor, speaker, and founder who pursued entrepreneurship out of desperation to build a mission-driven business and lifestyle that has impacted millions.

Our Powderkeg people are finding us in iTunes and subscribing, which is awesome. And what's even more awesome is that you Powderkeggers are leaving us some killer reviews. I want to give a massive shout out to Joe W Indy. Here's what Joe had to say about Powderkeg in a review he left last week:



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“Love it - keep it up! I'm an entrepreneur and think this is very valuable and cool!”

Joe W, you know how you are and I just wanted to take this moment to say thank you.

...And thanks to everyone else who has subscribed and left a review on iTunes. It's really helpful for us, especially in these first couple of weeks in the iTunes store because it helps boost our visibility amongst other podcasts and helps our stories reach more people. So go to powderkeg.co/itunes and that's going to take you directly to where you can subscribe and leave a review.

If you use another podcast platform you can find us pretty much everywhere else, whether you use Stitchr, Overcast, GooglePlay, Soundcloud... we've got you covered. You can find all of those links and more, including show notes and full transcripts for every episode at powderkeg.co.

You can also find more details on our site about the people and organizations who make Powderkeg possible. And on that note... I want to take a minute to thank our founding partner, DeveloperTown, for sponsoring this episode.

Stay tuned after the main interview , because we have a special BONUS interview that has a BRAND NEW segment from an awesome conversation I had with Matthew Andersen, who is a DeveloperTown client and partner through his company, Mavenly. Matthew has a unique approach to entrepreneurship and marketing, and this conversation gives you a glimpse of the innovative value that DeveloperTown brings to its client projects.

...DeveloperTown (or DT as I often abbreviate it) works with clients ranging from first-time entrepreneurs to Fortune 100 companies who want to build and launch an app or digital product. They've been immensely helpful for us here at Powderkeg with our podcast launch strategy and collaborative marketing, and they've even helped with our expansion into the various cities where we host our live events. So do yourself a favor and get in touch with DT at developertown.com/powderkeg.

Our guest today is Cooper Harris, who not only has an impressive background, but has an impressive background in two different fields!



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She started her career in New York, where she landed a part in the soap opera, *As The World Turns*. But she eventually moved to Los Angeles and stepped into the Hollywood scene.

After appearing in several movies and other TV shows, Harris became interested in entrepreneurship and started attending hackathons.

Harris won the AT&T Hackathon in Los Angeles, and then went on the first Innovation and Tech Summit during the Sundance film festival, called Collective. UKTI Innovation Award, alongside Will.I.Am from the Black Eyed Peas.

And in February of 2015, she started a company named Klickly, an impulse buying platform, for those of us with very short attention spans. Her technology allows one touch purchases across social streams, and in emails.

You can learn more about her company at Klickly.com, spelled KLICKLY and you can reach her @CooperHarris on twitter.

Here's the conversation I recorded at Klickly headquarters in Venice, California with award-winning entrepreneur and actress, Cooper Harris.

Matt: All right, this thing decided to work. That's great.

Cooper: That's great.

Matt: That's good news. So if you prefer not to talk about your fundraiser, what kind of things were you more interested in talking about?

Cooper: Well, I don't mind talking about the generic *'here's how I think people should fundraise. Yes, we are doing a fundraiser.'* You know, I like talking about sort of culture, how to start scenes, how I got into it, kind of trends... energy unit versus tech is fun. Women in tech is maybe tired, but I could definitely do that.



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Matt: I don't think it's too tired. I think... so to kind of give you a background of what we're working on...

Cooper: Yes, tell me what suits you.

Matt: Yeah, sure. So the reason I was curious about the fundraising piece is our first product is coming out soon, which – I'm about 15 thousand words into a book all about how to nail your pitch to raise funding outside The Valley.

Cooper: Nice.

Matt: So I'd be happy to send you a copy.

Cooper: Sure.

Matt: You'll be done fundraising by then I'm sure.

Cooper: Tell me the Cliff Notes; how does it happen? What do you have to do?

Matt: Well, I mean, I'm sure you know all of it; but it all fits into the acronym THREAD. So that acronym stands for Target, Hook, Rapport, Escalation, Apex, and Drop anchor.

Cooper: Drop anchor is the only part I can't do. I like get them right there, and then I'm like *'Okay, so like where's your money? Come on, whatever. Like, shouldn't you already have your money in my bank account? What's going on? Come on.'* That's the part I get confused about.

Matt: I think a lot of that comes down to the escalation piece.

Cooper: Mm hm.

Matt: So being able to...

Cooper: Show momentum.

Matt: Show momentum, but then the key is building scarcity.

Cooper: Yes.



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Matt: And then time – you know – time-boundness. Again, stuff that you know; but the key I think is that lens through specifically how did this person use a time bound close to close their round of funding. And so we're doing a lot of case studies.

Cooper: Interesting.

Matt: We're doing a lot of interviews with investors who are writing checks to deals outside The Valley. And then, yeah, so we'll have that actual full video course as well.

Cooper: That's cool. Yeah, very cool. Huh.

Matt: For the non-readers, or audio book listeners.

Cooper: It's not that we don't read...

Matt: I hear you. Totally.

Cooper: That's so cool. Okay. Awesome, yeah. We could definitely talk about certain... I mean, we raised a smaller round in January.

Matt: Mm hm.

Cooper: So, and we did that because... Well, one, we had to; but also that was definitely timing. It was like two big groups, and we kind of each other – inadvertently. It was a very earnest and genuine – because I tend to be almost too sincere, and not kind of... I'm a salesperson when it comes to the product in a way, because I really believe in it; but like when it comes to raising money I just kind of tell people like, *'Hey, here's our product, shouldn't you just want to invest.'* And I'm very polite because I'm Southern, and it doesn't always work for me.

Matt: Sure.

Cooper: So, but this was a scenario that just worked to my advantage; because I was like, *'Well, they're coming in at this valuation; so if you want to you have to come in before them, because I can't give it to you at this valuation, because the second they invest it's going up for you.'*



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Matt: Right. Right.

Cooper: *'And that's legit, and that's real, and there is an actual timeline. They are putting money in the bank, and I have it on paper, so here's the paper – like, do you want to or not?'* So it felt very thick sincere, because I genuinely was, and I wasn't at all BSing them – at all.

Matt: Mm hm.

Cooper: Um, and they came in very quickly.

Matt: That's awesome.

Cooper: Yeah.

Matt: How much did they come in for?

Cooper: It was a lot; it was a hundred.

Matt: Okay. Is that this round, or was that the previous round?

Cooper: It was the previous round.

Matt: Previous round; and was that the entire round?

Cooper: No. No no.

Matt: Okay.

Cooper: But it was the first group kind of for the rest of the round.

Matt: Gotcha, gotcha. Cool, so I also think you just have an amazing story - at least from what I've gathered online – and I would love to just even interview you sort of from a case study standpoint.

Cooper: Sure.



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Matt: That generally what I like to do for those kinds of interviews is we publish the interview in it's entirety to the Verge audience.

Cooper: Okay.

Matt: There's about ten thousand members that are interested and passionate about tech startups outside The Valley.

Cooper: Yep.

Matt: But then we also do like some write ups, do some of our media outlets; like Forbes and Huffington Post.

Cooper: Yep.

Matt: And we can even talk about which ones are more interesting to you.

Cooper: Cool.

Matt: You know, especially if you've been featured in other places already.

Cooper: No. I mean we do all the Q&As, and I do write sometimes; but it's like... it usually does Forbes, Forbes Woman, and I think there's other ones we've focused on so far.

Matt: Uh huh.

Cooper: Because they're very credible.

Matt: Yeah, totally.

Cooper: But yeah, whatever sounds fun.

Matt: Cool. Well, I'll try to keep it on the credible ones.

Cooper: I mean no, what, college humor, or I don't know.



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Matt: Yeah, exactly. BuzzFeed?

Cooper: Right.

Matt: I would love to be featured on BuzzFeed actually.

Cooper: Right? Where can I put this where it will not be making noise that will disrupt your thing?

Matt: Oh, good question. I would just put it in – if you can – put it in aeroplane mode.

Cooper: Yep.

Matt: Which is a good reminder to me to make sure that mine is on aeroplane mode.

Cooper: Why can't you just put it on silent, right?

Matt: You can. Some people though when they silence it, it still vibrates.

Cooper: That's what mine does. Where is the actual silence?

Matt: That's why I put mine on aeroplane.

Cooper: Do not disturb.

Matt: There you go. That one works too.

Cooper: So it will come in, but it won't make noises.

Matt: Unless they're one of your favorites. Then if you're a favorite...

Cooper: I'm very picky.

Matt: You're not favorite? You don't play favorites?

Cooper: Mm hm.

Matt: That's good. All right, well that light's red, that light's red, and this light's red.



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Cooper: Perfect.

Matt: So we're good.

Cooper: Good to go? Awesome.

Matt: Cool. Well Cooper Harris, co-founder – no, not co-founder; founder.

Cooper: Founder.

Matt: Founder. Sole founder. Okay, cool. I'm going to start from the top.

Cooper: Sure.

Matt: But can you give me like maybe a one or two sentence on Klickly.

Cooper: Yeah. Klickly is an impulse buying platform. It allows one touch purchases across social streams, as in emails.

Matt: Okay.

Cooper: If you want me to say it I will.

Matt: All right, cool.

Cooper: Does it look like I have no pants on? It kind of does, that's funny. Anyway.

Matt: If you want I can start the interview, *'I just want to make sure that the camera and the audience knows...'*

Cooper: That we have pants on.

Matt: We both have pants on, and we are here at Klickly offices.

Cooper: Oh my God.



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Matt: All right. Matt Hunckler here with Cooper Harris, founder of Klickly. I'm really excited to talk with you Cooper, but first I would love to hear kind of your two sentences on what Klickly is, and where you're going with it?

Cooper: Yeah, absolutely. Klickly is an impulse buying platform, for those of us with very short attention spans. It allows one touch purchases and donations in ads in social streams, and in emails.

Matt: Awesome, and there's kind of a philanthropic aspect to Klickly as well. Correct?

Cooper: Yeah, there is. Kind of the whole philosophy is that, yes, we can impulse buy, and we do, and we will; but what's really cool is it then onboards us to a platform that then you can also impulse gift, and that's kind of never before been possible.

Matt: That's awesome. Well, and so one of the things that I found really interesting about your story is that you didn't really even grow up with a background in tech, or necessarily even business, right?

Cooper: Yep. Not at all.

Matt: All right. So take me back, take me way back before you even moved to Venice, California; which is where we are now.

Cooper: Yeah. So, well I grew up with my mother, who was in the Arts and kind of philanthropy, and then my dad, who is a serial entrepreneur. So I kind of now am the perfect mix of both.

Matt: You've got the DNA. Awesome.

Cooper: But I grew up wanting to be an actor, and trained very highly for that. So training for acting was my life, and I went to school for it; boarding art school in high school, conservatory in college for it, and then my first job out of college was on *As the World Turns*, and then I did an off-Broadway play. So it was like acting all the way. Pro-Actor. So then I moved to LA, did a big film, and did film and TV for four years.

Matt: Awesome.

Cooper: Solidly. Never did anything else.

Matt: That's awesome. Well, I am turning into like a sweaty mess right now, and I don't know why. I think it's probably...

Cooper: It's because we're in California.

Matt: It is. It's seriously like the AC thing.

Cooper: We could turn it on. It will make noises, but that's okay. You want to just blast it out for a little while?

Matt: Um, that's cool. We could also just open the door.

Cooper: You think?



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Matt: Yeah.

Cooper: We can open this?

Matt: I think that's cool.

Cooper: Let's just open the window. Either way, because this is a lead certified building.

Matt: Nice. Of course, that's so California.

Cooper: It is. It gets very, very warm. It gets very well insulated.

Matt: That's good. I think I'm also just like an extremely like warm – what would that be? Cold-blooded I guess? Where like if it's just warm, I get warm.

Cooper: Right right right.

Matt: Really quick.

Cooper: You adapt to your surroundings.

Matt: Very reptilian.

Cooper: I like it.

Matt: I don't.

Cooper: Hm, that's true. It's the opposite of this house. So like, whatever it is, it just stays. It stays forever.

Matt: That's much better.

Cooper: How are you going to feel about the sound coming?

Matt: Um. Kind of adds to the ambience a little bit actually.

Cooper: Yeah. You're like, we have a pool. This is very Venice.

Matt: I'm down. I mean the other way we could do it is we could actually mike in, and that would get rid of that sound.

Cooper: I really don't care.

Matt: Yeah, blah blah.

Cooper: Whatever you want to do. Yeah, that can work, totally. Like a little lav?

Matt: It's not a lav, it would be handheld.

Cooper: Oh, that's fine. Oh yeah, that would be perfect, because then we won't hear anything.



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Matt: Exactly.

Cooper: Oh yeah. That's brilliant.

Matt: That's what I was thinking.

Cooper: Brilliant.

Matt: Sorry. And how are you doing on time? Do you have a...

Cooper: I'm good.

Matt: Hard stop?

Cooper: No. We'll have a casual chat here and then I'll get back to it.

Matt: Yeah, I love it.

Cooper: I'm just kind of in between like answer crucial emails that come in, you know?

Matt: Yeah, totally understand.

Cooper: Yeah.

Matt: Sorry about the delay.

Cooper: Amazing. No, this is fine.

Matt: That's the other thing, is I'm not used to doing the actual moving around piece. We have the audio podcast too, so I might just put this there.

Cooper: Hey Charlie, did you send that thing to Asher?

Charlie: Yep.

Cooper: Grazie. I'm going to text him and just tell him. Noah, did you hear from Nate?

Noah: Um, yeah. He's going to run it by his client. He'll get back to us.

Cooper: Sweet. Did you respond to him and tell him, 'Cool.'

Noah: No, you can do that.

Matt: Now I understand the make-up piece.

Cooper: Right.

Matt: Get rid of the shine.

Cooper: Yep.



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Matt: Yeah, that'll be a lot better. It'll look like we're at a Klickly event.

Cooper: Exactly. I love it. Love it.

Matt: All right. Take two.

Cooper: Hell yeah. This is great. Lookit, we're like...

Matt: So I will pick up where we left off.

Cooper: Okay.

Matt: Which is, you had a mother in the arts...

Cooper: Yeah.

Matt: A father who was a serial entrepreneur.

Cooper: Yep.

Matt: And how did you find your way out here to Venice from – you were born in the South, right?

Cooper: Yeah. I was born in Atlanta, moved to North Carolina, and grew up wanting to be an actress. So that was what I did; and I'm very stubborn so I pursue things diligently, and I went to...

Matt: Good for you.

Cooper: I went to boarding art school in high school for acting.

Matt: All right, what was that like?

Cooper: It was really intense actually.

Matt: Uh huh.

Cooper: They made you wear black leotards all day every day.

Matt: Oh, that's my jam.

Cooper: Oh my God, we were like identical. It actually got weird, everyone wearing black leotards – including the men, by the way. You could have done that.

Matt: Oh really.

Cooper: Oh yeah. And then...

Matt: You were like a crew of super heroes.

Cooper: We had like physical conditioning for that, for the actor.



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Matt: Holy cow.

Cooper: And we had these black leotards on, all of us, like doing these moves. It probably looked something like the Hitler Youth or something terrible. I don't even know. It was weird.

Matt: Yikes.

Cooper: Um, yeah, yikes. But it was great training. It was very aggressive and very competitive. And then I went on to train in a conservatory, also for acting; so also very competitive. So it was funny, because when I graduated I was on *As the World Turns*, and then an off-Broadway show, so it was like living what I imagined, you know, was absolutely my dream.

Matt: Sure.

Cooper: Which was really neat. Then I came to LA and continued doing that, and never really did anything else. I was pretty spoilt. And I really enjoyed it for a time.

Matt: Mm hm.

Cooper: And did, you know, TV and film and nothing...

Matt: What did you like most about it?

Cooper: I don't know. I think, you know, my ma would probably be like, '*Oh, you like playing dress-up.*' Which was not quite, but kind of that.

Matt: Yeah.

Cooper: Um, you know, it's fun. Absolutely. Playing dress-up is great. I think like the story-telling element is really fun. I think a lot of – you know, you're getting to like how people maybe imagine a different scenario in their lives; or how people escape, but in the best sense of the word.

Matt: Sure, sure. Like kind of...

Cooper: Like maybe enjoy some other alternative reality for a moment, or something cool. And I liked, you know, those messages, you know, that you could impart; but also then I got really frustrated, because if you spend time in entertainment, you know? Yeah, some people are creating beautiful work, and then some of it is just kind of trashy.

Matt: All right, talk to me about that? What was your least favorite part of...?

Cooper: Oh, you know, because you can't be really picky or precious about it, and high and mighty and righteous; because you're a starving artist at first when you're starting out. And you know, would you rather work or would you rather be picky and be a, you know, a waiter? Nothing wrong with that, but that is a choice sometimes you have to make.

Matt: Sure.

Cooper: So I always, mostly, chose to work.



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Matt: Yeah.

Cooper: And so, you know, my first film I was very, very confused about it, because I thought it was a very legitimate film and I treated it as such, and then it came out and – I mean, it's an amazing and hilarious film – but it's a mega shark versus a giant octopus.

Matt: Oh my gosh.

Cooper: By the way, had a blast on this film, but I didn't quite understand the genre when I first was in it. I was like, *'Okay, this is very serious, and very intense.'*

Matt: And was it, while you were filming it.

Cooper: You know, actually no, it was a lot of fun. It's a genre piece, you know?

Matt: Yeah.

Cooper: Um, and I didn't quite have that sense.

Matt: I haven't really dived into the mega shark genre.

Cooper: It was the number one downloaded trailer in 2010.

Matt: Oh my gosh.

Cooper: Just saying.

Matt: Wow.

Cooper: Joel McHale was very impressed with it. You should watch him cover it on The Soup.

Matt: Okay, I'll check it out.

Cooper: Slight bit of facetiousness there, but it was actually a great experience and I had a... it was a dream working with those people, but I guess, you know, there's varying degrees of projects that you'll do, and eventually I ended up being a little bit bored and unfulfilled because I didn't feel like there was anything that fully engaged me, you know? When I talked about the training we did, I mean it was incredibly intense, you know? We're learning to like wield broadswords, and like I can fence, I am certified in knife-fighting, rapier and dagger...

Matt: What? Why are we not spending our time getting fencing lessons?

Cooper: You know, like, and I'm grappling, fencing, all these things, riding a horse, you know? Sixteenth century decorum, and how you bow in court – because you know, I'm going to do films that require all of that. And I never did. And it just left so much to be desired, you know? The content that I was reading... and there was nothing wrong with daytime TV, and that's what I ended up on you know, most recently – or right before kind of my exit out of entertainment. But you know, the daytime stuff was incredibly difficult in its own way, but I felt like I just had maybe different skills to employ.



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Matt: Sure.

Cooper: If that makes sense. So I just wasn't fully engaged, and I wanted to be, and I found hackathons, and I was like – it's so random, I know.

Matt: You're going to have to maybe be a little bit more specific, because I'm guessing you were in like a movie trailer and you were like, *'Oh, I see a flyer for a hackathon.'*

Cooper: No, it was an email.

Matt: Was it really?

Cooper: It was an email.

Matt: Okay.

Cooper: And yes I was.

Matt: So it kind of was.

Cooper: It was. I was like, you know what? This looks really cool. I was dating kind of an angel investor finance guy at the time, so I was exposed to the guys at like Warby Parker, and Bonobos, and I was like, *'You know, this whole entrepreneur thing is like really cool.'* I felt like I could do that. You know those funny first moments...

Matt: Sure.

Cooper: Oh, I want to try. But then I actually thought the technical side of it was very interesting. I had grown up with a lot of the digital stuff happening, and we were right on the crest of the digital wave, and all my friends were, you know, becoming these YouTube sensations; and I was interested in that, but more interested in the actual technology behind it. I was like, *'I could try a hackathon, it sounds like fun.'* So I went, took myself to a hackathon. Showed up and everybody...

Matt: Any coding skills when you first signed up.

Cooper: I was going to say absolutely not, but that's not true. Absolutely. I could definitely tweak my MySpace profile when I was in high school, early high school.

Matt: So some HTML skills.

Cooper: Oh yes. Yes, yes, I could change that sucker to pink, maybe put some stars in there.

Matt: Wow.

Cooper: I barely, vaguely remember this.

Matt: Wow. Power user of MySpace.



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Cooper: I think I had MySpace for a year? I don't even remember it, but I do remember changing the color here and there.

Matt: Sure.

Cooper: But what was fun was I showed up, and as weird as it was for me to be there in this room full of mostly pre-nerdy guys, you know who we probably call nerdy. Like I was totally accepted. I felt really special.

Matt: That's awesome.

Cooper: And I got to really dig in, and it was just this really cool experience, nothing like I've ever had before. And you know at the end of the 48 hours – and I didn't sleep at all, I was like, *'This is great.'* At the end of the 48 hours we'd built a product that was pretty legit, and I'd had a very significant chunk of it, because I was the team leader, and I thought, *'Heck, I like this. This is very cool. This reminds me a bit of what my dad does, plus what my mom does.'* And you know what I mean? It just felt right. So I was kind of hooked.

Matt: So it was like a complete switch there? Like once you saw it you were there, or did you struggle for a while?

Cooper: I was intrigued. I was intrigued. I was like this is very, very cool. But yeah, you know, I was trained and my whole entire career was acting. So that was my career and my living. Not just like a dream, it was actually happening.

Matt: It was going on, and you were probably making a bit of money doing it, well connected, career on the rise.

Cooper: Yeah. Exactly.

Matt: So now to pivot, to borrow a term from our industry now.

Cooper: Exactly.

Matt: The pivot now, that's a big decision.

Cooper: It actually was, and it's funny because at the time I don't think I realized it was as big a deal as I do now. Like, *'What was I thinking?'* You know? To have worked so hard for this one thing, but it really was. I just realized it, kind of in a moment. There was a whole lot of clarity in realizing, *'Oh, this is very cool. It's so much more creative, it's so much more fulfilling. It's a way that I can kind of be creative and leave a mark that's more than just, you know?'* And absolutely no offence to actresses or the entertainment industry, but it was trite. What I was doing was to some extent putting out there this message of femininity and women, and just messaging that I don't buy into.

Matt: Mm hm.

Cooper: I just don't. I don't think it's cool to tell them they have to look a certain way, and scare them about what will happen if they don't, and portray them in certain ways; and I'm not a militant person



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about all this, but I just don't feel good about it. I don't want to be a part of it at all. And so I was really excited that tech for me was something I could control, that was a very creative platform that I could have a group with me.

Matt: So do you feel like that's a more level playing field for women than the acting realm?

Cooper: Yes. Infinitely.

Matt: How so?

Cooper: Infinitely.

Matt: Okay.

Cooper: People do not know if I'm a man or a woman when I'm in technology, until they see me. In fact, most of the time they think I'm a dude, because my name's Cooper. So when I'm emailing people...

Matt: How was that growing up in the South?

Cooper: I know, I know. I don't mind it any more; but...

Matt: It seems to have worked out for you.

Cooper: It works out now, I think so. Exactly. But you know, it's funny; people are always like, *'It's so hard being a woman in tech.'* And you know, it's actually really, really frigging hard being a woman in entertainment. I just like, I have to say, being one of five hundred thousand, or probably more like three million actresses in LA, is actually really hard. That's what's really hard. The competition there is insane. Being a woman in tech has challenges, but – it certainly does, and I wouldn't downplay, and I've certainly come up with some interesting challenges that I probably won't go into here that most women should not have to deal with.

Matt: Yeah.

Cooper: However, I wouldn't say it's hard. I think that's an absurdity. Like, absolutely not. No.

Matt: What are some of the bigger challenges being a woman in tech?

Cooper: I mean, I've found it to be great. I don't know. I find that I hit barriers because I was an actress specifically.

Matt: Sure.

Cooper: And maybe also a woman; that's a compounded thing, maybe. But you know, when you google me – and this is not fault of anyone's but our own prejudices as a society – when you google me you see I'm a chick, and oh, I was an actress. Like, I would judge myself. I'd be like, *'There's no way she can code.'* Well, guess what? I kind of can, and I'm much more technical than the average Joe, man or woman. I architected my platform. I wire-framed it out. It was my idea. I solo founded a technical platform. I don't think that that's people's immediately... you know? That's not what they jump to when they would see



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this actress, girl, whatever, picture. However, you know, as a woman who is maybe on a scale somewhat attractive, I think that you have to acknowledge like, that also actually has benefits.

Matt: Mm hm.

Cooper: Potentially you get more meetings, you know? And these are all just things that as individuals who look and see, we all have different characteristics, and we will all have different experiences. And certainly I do resent it when, yes, I get asked on [UNINTELLIGIBLE] and I have to spend a lot more time trying to suss out whether the meaning is about business or not.

Matt: Sure.

Cooper: But again, I think in the end it probably all balances out.

Matt: That's a good way of looking at it, and sounds like... it sounds like you've really taken your differences and turned them into some of your greatest strengths, you know? And when I look at...

Cooper: Well that's what they are.

Matt: When I look at your bio and your previous history, it's clear that some of those things have given you a leg up in the tech world. Are there any specific skills that you feel you got from – maybe not even necessarily being a woman – but more being a woman in the entertainment industry, and taking that into the tech world?

Cooper: Well, I would say just – male or female aside – definitely being in entertainment.

Matt: Yeah?

Cooper: For sure. I think one of the most difficult things about tech is making it human and compelling. It's hard, right? I think that I started winning the hackathons – not only because I started having better ideas and became more technical, I mean more technically able. It was because I could tell a good story. And I hope that that doesn't sound at all arrogant, but it's just because I freaking went to school for it for four years, and trained in telling a story, so I better have some skills there in that department. I don't know – you know? in tech we don't really have that. We don't train CEOs to tell stories; and fortunately for me, I had it nailed into me. Like boom. Like drilled in, you know?

Matt: Can you share maybe some of the tactics or strategies that you learn in the entertainment world for storytelling?

Cooper: Yeah, I feel like I should be able to do that.

Matt: Well, I'm sure a lot of it's just ingrained in you, right? I imagine that, if you've been doing it since you were a kid, it might even be hard for you, because you haven't been necessarily teaching.

Cooper: Interesting.

Matt: In the entertainment world.



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Cooper: I haven't been teaching. But yeah, I think you know, just identifying with things on an emotional level, and then becoming really comfortable with the idea that you're presenting the story of your product – and it's not necessarily you, so getting over the idea that it's a personal or uncomfortable thing. Right? One thing I'm very grateful for, is I don't ever get nervous.

Matt: Yep.

Cooper: I don't have stage fright. I don't ever get nervous no matter what. I used to.

Matt: Yeah?

Cooper: But, after I'd gone on stage and did a play a thousand times, like that quickly goes away.

Matt: Well, doing a soap opera is like doing a play every day right?

Cooper: It actually is, yeah. So I think that's one thing I'm really grateful for, is like no nerves. For the most part. And then I don't mind speaking in front of people. I kind of like it. I like seeing who's out here, and like having conversations. I love people.

Matt: Yeah.

Cooper: I'm really interested in humans and humanity and how we interact with each other psychologically – all from an acting space. I think in terms of telling a story, you know, you learn beginning, middle, end. You learn about bookends. You learned about how to maybe accelerate your way through; highlight the important – even sentences.

Matt: Accelerate your way through; talk to me about what that means.

Cooper: So, if you – okay, so there's two answers to that.

Matt: Okay.

Cooper: There's accelerating your way through even just a sentence.

Matt: Sure.

Cooper: And also accelerating your way through a story. So if you're talking about maybe your pitch?

Matt: Yeah.

Cooper: You know, maybe you start off in a way that is very strident; maybe it's very to the point. It's not too fast, you don't want to lose people.

Matt: Right.

Cooper: But as you go, you're building momentum. Maybe this is also how you raise money.

Matt: Yeah.



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Cooper: You're building momentum, right?

Matt: Absolutely.

Cooper: And the more momentum you build, it's like you're snowballing, right? And then you're creating this avalanche where people are so hanging on to every word they really, really want to hear where this story is going, and then book me to the climax, and this is the solution. And then the story is done and you can resolve it.

Matt: Yeah. I mean even as you were describing that I could hear you doing that, you know, speeding up your pace of speech, increasing the volume, increasing the pitch.

Cooper: Right, but if you listen to anybody who's a good story teller, they just do it naturally; and they may not even realize what they're doing, but that's absolutely what it is.

Matt: And you were trained for that?

Cooper: Yeah. Exactly.

Matt: That's great. And so you said one was how you actually go through it, but then the other was maybe more in the way you structure it? Is that right?

Cooper: Yeah.

Matt: Okay.

Cooper: Yeah. So it's how you structure things, and that idea of... you know, thinking about it from a story telling perspective and then also – oh, side note just in terms of tech; tech is often very dry, boring, confusing, convoluted...

Matt: Talk to me about the API?

Cooper: Yeah, which by the way I'm happy to do, and still to do it.

Matt: Right, right, right.

Cooper: And maybe I can actually make it...

Matt: You're like, *'I've been waiting for you to ask me.'*

Cooper: Yeah, exactly. Let me tell you about our API. It's so awesome. But you know, to talk about an API, which by the way Klickly has and is.

Matt: Awesome.

Cooper: But to do that in a way that's like palatable, and that makes any sense to normal people, is so hard.

Matt: Right.



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Cooper: So rather than impressing with jargon and then the blah, blah. You know, I think just talking in human is so important.

Matt: Yeah. Well you know, that's one of the things when we talk to our presenters at Verge, we talk about, *'Hey don't tell me just about the product, tell me about the person who discovered your product, and it completely changed the way they were approaching what they were doing; and walk me through that story.'* And just, like you were saying in terms of the entertainment industry, being able to tell a story with a beginning, middle, and an end; having a protagonist and an antagonist. It's really interesting to hear that you had those skills sort of already ingrained in you, and so to just kind of transfer them over. Yeah, sure there's vernacular change...

Cooper: Right.

Matt: And the way we talk about it, there's a ton of industry jargon. Was that at all overwhelming or even intimidating at all when you were moving into the tech industry.

Cooper: No, no, no; but I also think that's because I grew up in a family where entrepreneurship was like a thing.

Matt: Sure.

Cooper: Like, I grew up with it, and also I just always happened to be really obsessed with like math and business, and I always kind of did that.

Matt: Yeah.

Cooper: So it kind of came naturally. So this is not me saying...

Matt: I don't know what this guys doing.

Cooper: Maybe he's saying he's had a bad day.

Matt: Oh, don't do it to me here 03.

Cooper: Boo.

Matt: You said you had two and a half hours.

Cooper: Oh really. Can it get plugged in?

Matt: Well we've got this one, so that's good; and the main this is making sure we got the audio.

Cooper: Okay. Well, I have some batteries, but it probably takes a different, special...

Matt: He has his own mortal battery.

Cooper: Okay.

Matt: Sorry to put you out.



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Cooper: No, no. It's fine. What did I want to say about that? I guess just that, so I do want to be clear that this is not me saying that I think that anyone in entertainment can walk off the street and start a tech company. I think that would be disrespectful frankly.

Matt: Yeah.

Cooper: Similar to how I think that anyone waking up and random, like the middle of nowhere, saying, 'Oh, I want to be an actor.' I find that so offensive, as somebody who trained for eight years to be a professional actor. You know what I mean?

Matt: Yeah.

Cooper: However, because of how I grew up, and my interests, and the speed at which I want to learn things, I drive myself very hard to adapt it quickly.

Matt: Was there anything that you did in particular when you were moving into the tech industry that helped you learn more quickly?

Cooper: I mean, yeah. I just kind of went whole hog. I probably took maybe sixty coffee meetings in the period of like four weeks.

Matt: Oh wow.

Cooper: I met with every single...

Matt: You must have been very, very hyper during those four weeks.

Cooper: I'm always very hyper.

Matt: Fair enough. Sixty coffees is your normal intake for four weeks.

Cooper: Probably more. But I wanted to meet with every single person and talk to them about everything about the space.

Matt: Yeah.

Cooper: To the extent that they would let me, because I also understand that me being a newb – like I was kind of annoying. So also recognizing that, and not wanting to be again disrespectful, rude, whatever; but with a genuine curiosity, and not wanting anything out of them, but having specific questions and a time limit – for which I would waste their time, or take their time – I think is always a good thing. To go in with a specific ask, a specific time frame, and then ask people, 'Like hey, I'm really, genuinely interested in this space. Will you come talk to me about this, this, and this, for this amount of time. I will come to you and I will buy you coffee.' Often you will get a nice response.

Matt: Well that's really good feedback for anyone who's just getting into entrepreneurship, or even has been at it for years and maybe doesn't understand why people are turning down their coffee requests. The time limit is so key.



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Cooper: Yeah.

Matt: And I'm sure you probably find that to be true in fundraising though, as well.

Cooper: Yes, and I just honestly – this is a pet peeve for me – do not ever ask me to come pick my brain. One, it's disgusting. It's the visual, like all zombies or something. I don't know.

Matt: Right.

Cooper: But also, like, don't assume that you're going to come sit with me, take an hour of my time, and just randomly like prey on my brain share.

Matt: Yeah.

Cooper: I want to know that if I'm going to allocate like precious time in my work day - which by the way is painful; like please, try to do a weekend or after hours – but like, it's going to be really valuable to you and you have a real ask, like you have a specific problem that I can help you untangle.

Matt: Yeah, absolutely. And then also, one of the things that I've heard a lot of entrepreneurs do, and even in talking with you and reviewing what you've done with Klickly, is always seeking to add value first.

Cooper: Yeah.

Matt: Is that something that you've found to be helpful as you've gone and brought new members onto the Klickly Platform, or new business onto the platform? Or maybe you could even take me through a pitch for one of the members of the Klickly platform?

Cooper: Yeah, well I mean ideally when I'm pitching those members I feel like I am being helpful, because I think our product solves a lot of their problems.

Matt: Okay. So let's say, who would be your ideal target client right now? A particular persona.

Cooper: Taylor Swift.

Matt: Taylor Swift.

Cooper: Yes.

Matt: Okay. So you would want Taylor Swift on Klickly.

Cooper: Absolutely.

Matt: Okay, so I'm Taylor Swift.

Cooper: Oh great.

Matt: I'm not doing a very good impression, but I also didn't spend eight years in acting school.

Cooper: Right.



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Matt: So use your imagination. I'm Taylor Swift.

Cooper: Mm hm.

Matt: Pitch me on Klickly.

Cooper: Okay. Well I would talk to you about your amazing first of all talent, because I am a fangirl.

Matt: Oh, thank you.

Cooper: But then I would talk about her just, these fans who are not only really engaged like they would be with normal celebrities; but they have a genuine, authentic, like love of Taylor.

Matt: Yeah.

Cooper: They love her.

Matt: Oh yeah.

Cooper: Right? So if you have these people who want to be significantly and meaningfully involved in your life, right? They want to be involved. How are you letting them get involved with you? Right?

Matt: Sure.

Cooper: They actually want to buy stuff that is your merch, right? They want to do this. They also want to donate to things you believe in. Right?

Matt: So right now I'm doing that through my Instagram and my Twitter.

Cooper: Perfect. Exactly.

Matt: Why would I need anything besides those things?

Cooper: Well... so right. What we would talk about is we would take a look, more in-depth, about the actual conversion rates on those platforms; and statistically – and I'm sure...

Matt: Don't tell me that stuff, I don't know what conversion rates are.

Cooper: Right. So what we would look at is how many people are actually clicking on those items and then going through the site, checking out in the shopping card, and coming out the other end with the product.

Matt: Okay.

Cooper: And statistically – and yours are probably better than most, because you're Taylor Swift – but statistically there very, very, very, very low.

Matt: Yeah.

Cooper: You know, like as low as 0.002 percent.



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Matt: Yeah, mine are like 0.004.

Cooper: See, doing good. But if we could make them significantly higher, I mean it's a great...

Matt: What are the average conversion rates for Klickly?

Cooper: 3.45 percent.

Matt: Holy cow.

Cooper: Yeah.

Matt: 3.45.

Cooper: So significantly higher, especially for someone with millions and millions of followers.

Matt: Yeah.

Cooper: So you imagine, 3.45 percent of a million, you've got a significant chunk of folks coming through.

Matt: Absolutely.

Cooper: So the idea is we don't only work on just Twitter or just Instagram, we work across ten different social streams; but also ad buys. So, you know, your team Taylor, is doing lots of media buying.

Matt: Sure.

Cooper: They're also promoting to these same exact fans and followers, right?

Matt: Exactly.

Cooper: So once you get them to engage in any Klickly post anywhere they're literally one touch away from buying any of your stuff, anywhere, or donating to your cause, anywhere; in emails that you send them, in ads that you promote to them, or in posts that they see.

Matt: That's great.

Cooper: Cool.

Matt: So, a couple of things I heard there – so this is me, Matt Hunckler again.

Cooper: You're back. Hi Matt.

Matt: Yeah, I know. Right. I'm sure you felt that. No, I'm out of character now.

Cooper: It was a masculine change. Got it.

Matt: One of the first things I heard was you talked about, you know, Taylor Swift, and just how much of an impact she was making.



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Cooper: Okay.

Matt: You kind of focused on the rapport building aspect before even getting into the pitch. One of the other things I heard you do was talk through – not just from Taylor’s point of view, but from the fans point of view...

Cooper: Right.

Matt: Just who Taylor cares about.

Cooper: Right.

Matt: So I really liked that pitch, I think that was really, really effective; and I know you know this, which is why it’s your pitch. Clearly it’s working for Klickly. Talk to me a little bit about some of the progress you’ve made here more recently.

Cooper: Yeah. Well this week we are actually actively interfacing with Eminem, which is really cool.

Matt: That’s awesome.

Cooper: The rapper, not the candy. Although the candy would be good too, let’s do both.

Matt: I’ve noticed there’s a lot of Eminem that plays on the radio out here in LA.

Cooper: Yeah?

Matt: Like, way more than any other cities I’ve been to recently.

Cooper: You know what, he’s super popular.

Matt: Oh, for sure. Also congrats, that’s big.

Cooper: Yeah, it is big; and with *Southpaw* that just came out that’s a really big – you know, he produced and his music’s in it. You know, and so he’s just a really, really fascinating artist, because not only is he, you know, one the... arguably the world’s biggest rappers ever.

Matt: Yeah.

Cooper: But he also is incredibly philanthropic. So it’s really cool, because we can do things like, you know, sure sell merch; but we can also do things like, *‘Hey, lets enter to win some piece of merch from the movie that he signed.’*

Matt: Yeah.

Cooper: Right? And not even enter to win, donate to win. That’s the key here.

Matt: Absolutely.

Cooper: So he can drive revenue for like a good cause through his persona.



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Matt: That's so cool.

Cooper: And we can do it in really short, instant buying; or instant donation, you know, functionality. And the reason that's important is, frankly, just because most recently the stat on Twitter says people have a 2.8 second attention span on average.

Matt: Yeah.

Cooper: That's just.

Matt: That seems higher than...

Cooper: Yeah I know, it's like I don't know if mine's even that high.

Matt: Yeah, I don't know if mine's that high.

Cooper: But...

Matt: I'm skimming everything.

Cooper: But, right? Like, I experience this, and I don't even think I'm the worst probably out there; but you know, I'll be on my phone, scrolling through, and I'll be like, *'That looks awesome, I'm going to buy it.'* I'll click to go get it, and then I'm like, *'Oh, what, what, what?'* Or someone calls me and I'm gone; and it's frustrating because you genuinely want to buy it.

Matt: Yeah.

Cooper: Really want to be a part of whoever it is, Taylor Swift – sure, I do love her. But like, even if it's a brand like Mandy's, I love them. You know, and I...

Matt: I do too. I'm actually wearing a pair right now. Maybe TMI.

Cooper: Me too.

Matt: But I'm a big fan. Yeah.

Cooper: Me too, and I genuinely sometimes... I'm like, *'I'm in an underwear buying mood. I would buy these right now.'*

Matt: Yep.

Cooper: Like, boom; but then it's too difficult. But if I could indicate intent, and they could just take my money and just ship it to me, that's what I've always wanted.

Matt: Yes.

Cooper: So I mean I created Klickly for myself, basically.

Matt: That's awesome.



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Cooper: But I want to be able to do that in my ads, in the emails they send me...

Matt: Sure.

Cooper: I'm so tired of going through extra steps. It's very frustrating.

Matt: Well I can hear the frustration in your voice, and I love that you are passionate and animated about your company, and it's cool to hear that you've had all this progress more recently. I would love to learn a little bit more about some of the resources you had to gather to build Klickly to the point it is. I had a chance to meet some of your team here in the office, here in Venice; but talk to me a little bit about some of the early resources you needed to build the product. Did you raise money right off the bat?

Cooper: No, not at all.

Matt: Okay.

Cooper: And it's so funny looking back, I'm like I have no idea how I did that, and if anyone had told me how hard it was I might have just like been, *'Oh my God.'*

Matt: Ignorance is bliss, isn't it?

Cooper: Ignorance is bliss; and I just sat out, as I typically do, with blind faith that it was absolutely going to work. And I never doubted myself, and I just did it, and it kind of happened; which is great. Thank God. And so seemingly that kind of works. I think, had I to do it again, I would perhaps do a lot of market testing first.

Matt: Okay.

Cooper: Thank goodness it did work. You know, we did build a prototype to make sure the actual technology would take.

Matt: Sure.

Cooper: And I did some market testing, and then I went to, you know, my contacts in entertainment and said, *'Hi, here's what I'm thinking about building, you know, would you be interested in using this?'* And they obviously, absolutely want this very badly. So that was, you know, enough I guess, market feedback to know this was worth doing; but I would get a little more scientific about it. But you know? You want to do your polls, you want to do your research, you want to actually delve...

Matt: Well I'm sure you're doing that now as you add new features and new...

Cooper: Oh, yeah. I'm just saying, starting out as an early entrepreneur, you do want to do what lean testing you can; and I am actually a big believer in – you know, the lean startup model is very important.

Matt: It's a great framework.

Cooper: It is a great framework.



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Matt: But there are a lot of companies that have started and have been successful, that didn't start out of the gates with it, and maybe if they had they wouldn't be where they are today.

Cooper: Totally agree. I think it's a really cool way to start and the test once you have a firm, like, 'Hey, this is kind of our thesis of what we're going to do here, and we're seeing some amount of traction.'

Matt: Yeah.

Cooper: I think then you get creative with it, right? Like we chose not to onboard mom and pop shops down the street, because once we saw that it would work, for us the sales cycle is roughly the same to onboard someone very large.

Matt: Yep.

Cooper: And since we can, we're trying to do that.

Matt: Well, you're in a good place do that.

Cooper: And in LA we have those resources, so that's one unique thing that does set us apart.

Matt: Yeah, that's great. So you built the initial platform, and kind of scrapped it together – for lack of a better verb – and I'm sure that there is a lot of intentionality in it. You mentioned that you created the wire-frames yourself, and helped put that prototype together?

Cooper: Yeah. So what I would say, I mean if – I kind of want to break this down in case there's early entrepreneurs...

Matt: Yeah.

Cooper: Kind of listening for advice.

Matt: Break it down for me.

Cooper: So what we did was we built an MVP; minimal viable product. Right? So the idea here is you want to build the most scrappy, basic thing you possibly can to just test that your idea will like, work.

Matt: Yeah.

Cooper: One, that it will work, and two, that people will use it. Right?

Matt: Sure.

Cooper: So we did that first.

Matt: Okay.

Cooper: By the way, that platform does not exist anymore. Scrapped it entirely, started from scratch, and completely different language. That was a [UNINTELLIGLE] thing, that we killed; and we now have a note platform that's beautiful, and we went greenfield, it lives over here. Right?



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Matt: Awesome.

Cooper: So I think you should expect to maybe do that.

Matt: Yeah.

Cooper: And that's fine.

Matt: Yeah. So was there any sort of like anxiety with letting go of the old code-base, or was that something that was kind of like pretty easy to be like, *'Listen this is going to be buggy.'*

Cooper: Kind of. It was like a little bit of a relief, but also I had put in some hard earned money in there, right?

Matt: Yeah. I can relate to that. I've had to do that on a number of occasions.

Cooper: Mm hm. Right. And so, I mean the early days were not easy at all, I was kind of scrapping by. Like I had probably a hundred like advisors.

Matt: Oh, wow.

Cooper: Right? Not really a hundred.

Matt: Okay.

Cooper: You know, it was more like, *'Can I gather a group of people who believe in me enough to where they will give me maybe an hour or two for free every month?'*

Matt: Yeah.

Cooper: And I did. And that group was huge.

Matt: That's great.

Cooper: And it was great, because my advisory board was not at first anything other than people just agreeing to help me, and give me an eye; and I was like, *'This is amazing.'* So that is really how I built for the first couple of months. It was just people like helping, and it was really cool.

Matt: That's huge.

Cooper: And I never had – yeah, because they're just... it's votes of confidence for you and your vision.

Matt: Yep.

Cooper: And it's great too – this is at testing right – if you can't get that, maybe don't make your idea.

Matt: Well, it's kind of a key characteristic of an entrepreneur, is can you get people to buy in?

Cooper: Right.



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Matt: To put in time? Obviously you want to pay people when you can pay people, but if you can't get people to contribute some amount of energy or effort without being paid for their time in the early days...

Cooper: You shouldn't be doing it.

Matt: You shouldn't do it in the long term.

Cooper: I think that – and I wouldn't get too crazy with this – but I think to some extent there should be some about of sweat equity without pay, because if people are getting paid you actually don't know how invested they are.

Matt: Right. That's a really good point.

Cooper: But only to a very slight extent. When possible I would like people not to be, you know, bleeding money over here in my pocket.

Matt: That's good. That's good. I'm sure the team here is happy to hear that too.

Cooper: Exactly.

Matt: So talk to me a little bit about the funding. When did the funding come in? When did you know that you wanted to go raise funding? Did you need it?

Cooper: Well, we had to. Yeah.

Matt: Yeah? Okay.

Cooper: Yeah. Absolutely. Yeah, I mean to build the actual platform that wasn't MVP, you know, shaky prototype.

Matt: Mm hm.

Cooper: We actually had to go rebuild, and go greenfield.

Matt: Are you comfortable sharing how much you raised?

Cooper: We don't usually.

Matt: Sure.

Cooper: But we did raise a small, early seed in January to kind of do that; and we were really stoked because it came in quite quickly, in kind of in that scenario I was mentioning to you earlier.

Matt: Yeah. What kind of investors did you raise from? Were they here in the Los Angeles area?

Cooper: Both. Both.

Matt: Okay. Both, both? Inside and outside?



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Cooper: Yeah, some in LA, and then some not. And we raised from one fund that typically invests mostly in Israeli tech companies.

Matt: Okay.

Cooper: Which, as you know, I would have just absolutely topped her.

Matt: Killing it. Yep.

Cooper: Yep. Some other folks out of New York, and then another angel who is very prominently in the space here.

Matt: Okay.

Cooper: So it wasn't a huge round that we only got about three, four people involved; but plenty to get us where we need to go. So I'm really grateful to them, and they're wonderful. Like, I can't stress enough, you know, people talk about like, *'Strategic money is smart money,'* and all this stuff. Very important.

Matt: Sure.

Cooper: Also really important: like, good money, kind money. You know?

Matt: Talk to me about that.

Cooper: I will. If you can get strategic money you absolutely should, but also if there's money to be had, just like take it; unless it's from awful people.

Matt: Okay.

Cooper: And so that's the real line I'm trying to draw in the sand; it's like, there are people who are just not worth your time.

Matt: Yeah.

Cooper: Their money is not worth your time, and you should not take money from them. Or even entertain conversations, because those conversations will go six months down the track and end up with an unpleasant discussion about terms, which then – you know, if you employ any kind of attorney who's worth their salt – that attorney will go to them and be like, *'I'm sorry, what? Do you know our firm? Do you know who you're dealing with?'* Those kind of conversations where it's suddenly like, *'Oh, what are the terms that you guys have in your head?'*

Matt: *'What did you try to sneak in there?'* Yeah.

Cooper: Exactly.

Matt: Yeah.



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Cooper: And it's just not worth it. So you really want to look for, yes strategic money when you can; but maybe when you can't, just great people who believe in you and are your cheerleaders, because that's super valuable early on.

Matt: Was it hard to get that initial money, or was it kind of a no-brainer by the time you got to that first round who those people would be?

Cooper: The first round was not terribly hard. It wasn't as hard as I thought it would be. I'll just say that, yeah.

Matt: Yeah. That's good.

Cooper: But there's, um... you know, our idea is very palatable to a lot of people. I think it makes sense. It's very intuitive, you know? I think the key now is just proving out market share at this point, and so, you know maybe if that does or doesn't happen, maybe that will be more of a conversation. But yeah.

Matt: Sure absolutely. Well, congrats on doing that, and I know you have some big goals for this year as well, that you've already hit some.

Cooper: Mm hm.

Matt: And are looking to achieve some others; but as you go through that process and kind of look back at how far you've come through Klickly, what are some of the bigger lessons that you've learned that... maybe also some closing thoughts that you would want to share with a tech entrepreneur? Maybe even starting outside of Silicon Valley, you know, because you have a really unique perspective there; starting here in Silicon Beach.

Cooper: Yeah. I don't think that it's necessary, necessarily, to start in Silicon Valley. I mean, certainly know where you're starting, maybe?

Matt: Yeah.

Cooper: You know, we intentionally started the company we did in LA, because it's LA; because the brands are here, because the influencers are here, because we're here.

Matt: Yeah.

Cooper: And maybe, so do something that fits the market you're in. I think that makes good sense. The second thing I would say – and there's going to be three. The second thing I would say is, similar to what I said earlier of us; we decided not to start kind of a long tale, we decided to go straight to like, you know, the most, best of brand, most cache folks we could, because they're here and we have access to them, so why not. So you know, some of those unwritten rules entrepreneurs are like, *'We're going to work our way through this. How? We're going to bust our butts and we're going to scrap.'* I mean, like yes, if you have to; but if you don't, don't do that.

Matt: Mm hm.



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Cooper: You know, if it makes sense for your model to go knock on the door, or look at your LinkedIn until you find a strong, viable, real connection to someone who is big, and you're at a stage that it makes sense, and it is appropriate to approach those people, do that.

Matt: Yep.

Cooper: Because, you know, maybe it will take the same amount of time as onboarding some local supermarket or whatever?

Matt: Right.

Cooper: And then third thing is, I think a lot of... everything should just be numbers based.

Matt: Okay.

Cooper: And that's something I'm really coming to learn.

Matt: Well that's very anti entertainment industry.

Cooper: Yeah, it really is; and I think that maybe that could just be something for people especially in LA.

Matt: Sure.

Cooper: But we were like, *'Oh, we're going to do this, we're going to do that, we're going to do this.'* And it's like, okay?

Matt: Show me the score board.

Cooper: Where's your spreadsheet, break it down. I mean, how does that work? Where are the conversion rates falling? What's your user acquisition cost? What's your client acquisition cost? And where does that fall?

Matt: Mm hm.

Cooper: But when you do that, and everything is numbers based and you can just point to numbers and say, *'Hey, this isn't opinion, this is just how things are; this is just the formula. So you take a look, let me know what you think.'* You're not even selling anymore. You're not selling to investors. You're not selling to brands. You're just like, *'Well, this is how it happens, so have fun with this formula.'*

Matt: Right.

Cooper: This is for you to play with.

Matt: That's great.

Cooper: And it's great because it takes all the pressure off.

Matt: Well, you know one of the epic, cliché, kind of business axioms is, you know, telling isn't selling. And I think that sort of that selling technique that you've just heard outlined, which is that you know



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your story, so give them three dots and then let them connect it; that is a really great piece of advice. And sort of sharing that strategy is something really not just the LA people need to hear, but any entrepreneur needs to hear.

Cooper: Awesome.

Matt: Well, thank you so much for taking the time to do this interview. I'm really, really excited about what you're doing with Klickly.

Cooper: Thanks.

Matt: If people want to find out more about you, and find out more about Klickly, where do they go?

Cooper: Yes. They could go to our website, Klickly.com.

Matt: Okay, and it's it's spelt like this?

Cooper: It is spelt like that. Better yet, they can go on Twitter, or Instagram; but it's @klicklyteam.

Matt: Okay.

Cooper: And klickly is of course with a K. And I myself am @cooperharris.

Matt: Awesome. Well I'm sure people will follow you there, and definitely leave some comments down below for Cooper Harris, and maybe she'll get back to you.

Cooper: I will, for sure.

Matt: Cool. I'll hold you to it. Thanks Cooper.

Cooper: Thank you. So fun. That's very involved. I think this is so helpful for like early stagers, you...

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