



Jake 2:21

Thank you so much Hiten for joining me on the show today. You are a prolific entrepreneur as well as an investor having founded a few companies now currently co founder and CEO of Neeraj, previously kissmetrics and crazyegg invested in at least 100 companies, I think you're pretty big on Twitter to sort of influencing the space. So it's great to have you, I think best place to get started, as I usually do would be just to hear your story. For those who don't know, you sort of as early as you're going to start to where you are today, it would be great.

Hiten Shah 2:49

Yeah, absolutely. So I think the numbers like 200 investments or advisory roles now. And I kind of slowed down more recently, as people have kind of started building more businesses, which I know sounds weird, but I like doing things before other people. And I was investing as an angel investor before, this whole kind of explosion of everyone becoming an angel investor kind of became a thing. And everyone has a startup. And I don't even know what the word startup means anymore in the same way that I used to. So anyway, that's my little asterik for you. So yeah, and it's still counting, I still occasionally invest but I try not to, I'm actually much more interested in investing in crypto related things on the on the side, so to speak. And then obviously investing in my own business and putting more energy towards that. So this is I basically reallocated capital to more crypto NF T's and things like that versus even startups at the moment, except for some exceptions, like friends of mine, or something like that. So I'll answer your question as quick as I can. For me my story as a kind of founder, entrepreneur, and even professional kind of career, if you want to call it that, although I don't think people like me have careers. That's a different story. It actually started when I was four or five. My father told me I should be an entrepreneur, I should work for myself. He's an anesthesiologist, my mom was an anesthesiologist as well. And my dad also runs health camps all over the world free ones, so cataracts in different countries and Africa, to like when there's an earthquake somewhere, he'll go and set up a health camp there and help out whatever way he and his colleagues that he brings over can all completely volunteer and completely as a set of nonprofit. And he also, I think, did the first if not one of the first free surgeries in America. He's not a surgeon. He's an anesthesiologist, but he kind of orchestrated it and made sure it happened. So I was and so since I was five, he told me that he didn't have all this stuff going on by then. But he had this thing where he told me Look, I as a



physician as an as an anesthesiologist, don't use my brain and he explained it In this way, and again, everyone can have their own opinion about this. This is just what he told me. He's like, there's a ceiling, on my capacity in the jobs that I have. And in the role that I have in the hospital, or the hospitals he worked at, he never wanted to get into private practice, because I think he really enjoyed those free health camps and helping people like that. I mean, he is not just cataract surgery, he was literally helping people see for the first time and stuff like that in those health camps that he does. So it's like pretty fulfilling work from that level for him. And so he kind of ingrained this in me. And then he also said that most of my job is muscle memory. Because I go, and I'm an anesthesiologist, and I have to, like put people to sleep and wake them up and picture, they have that round trip. And he's done it so many times, obviously, that he kind of just does it naturally, there's even this thing he invented called a shard gag, where when the patient does a certain thing, and you see it, that's when you remove the inky intubated tube, and there's less disruption to the person's throat. And you know, any of that, because a lot of times that stuff can be really damaging, temporarily. And so he has all these things that he does, and he he's always teaching students to. So he's always has residents that are learning from him, because that's the position that he puts himself in at these hospitals. And so this is my dad, and this is a guy when I was four or five years old, telling me this, and I'm pretty sure by then he was in his early 30s. I haven't done the math yet, as you can imagine. But yeah, he was like 20. He's probably like 3435. So he wasn't like, you know, super old or anything at that time. But that was his wisdom for me. And so I've never had a job in my life. And the one that I talked about that I had doesn't count, it was actually in the IT department at a medical devices company called masimo, not the clothing brand. And my dad knew the founders when they were in the garage, and he was able to get me an internship in IT department when I was in high school. So it doesn't really count. I don't remember much about it. And so kind of going back again, four or five, he told me that by the time I was about, you know, between essentially like, the second I could use a screwdriver, so about five or six, really well, I started opening up everything in the house, every electronic device, I mean, you're talking about a time when CRT TVs so big TVs that are like two feet wide, not like these thin LEDs, and all that that we have today and all that fun stuff. That was the norm. So I would open the whole thing up. And I tried to put it back together. And there was this book that was my favorite book



called how it works. It's still a book that's around today. It's like this big, thick book. I had like a whole set of encyclopedias. And for me, that sort of kicked off this idea that like two things. One, I wanted to see how everything worked, and break it apart and try to put it back together. And just constantly I did in the house, but did it, I literally still remember the inside of telephones, the inside of that TV and all the tube that was in there, and all that kind of stuff. And even the trouble I had putting it back together. Fast forward a little bit. I was eight years old. And then I got that was the first time I got a computer. My dad bought me a computer, he had been taking me to the hospital, because he would do rounds at night. He was actually a resident at the time. So very early in his career, so to speak. And he would take me to the hospital, dropped me off in the IT department. And I would just sit there. And they would essentially either give me things to do or just like let me do whatever I wanted on any of the computers that were there. So that's how I got into computers. I started programming q basic back in the day and all that fast forwarding a little bit, I never programmed after that I would go to Radio Shack when that was a thing and create these for for whatever loops so that the computers would just keep keep spinning numbers and no one knew how to shut them down because they didn't know about control q. So that was kind of my early sort of journey. And again, I've never worked for anyone. So by the time that I was in high school, I wanted to fix up my car. So I created a LLC and started buying and selling car parts with the sole purpose of fixing up my own car. I had a Honda Accord it was four doors, it was lowered it had a turbo had painted it I had shaved the door handles so you can even see them and you'd push a button. And then the doors would pop open. I had set it up so I did a lot of electricals inside so that I had like turn signals that alternated and I had these things called city lights that would show purple in the headlights, all kinds of crazy stuff. I had a black light in the car. And I was just one of my cars. I have a bunch of other ones too. But I was really into sort of that entrepreneurial spirit because of my dad from back then. And then in college I had a whole bunch of random businesses all kinds and a few that worked out really well. So by the time I got out, I didn't really have like to work so to speak in terms of the traditional sense and so my my now wife back then My my girlfriend, she has a brother. And he had one customer paying him 30 \$500 a month to do SEO. And he was in his summer between high school and college. So he was technically just getting into college, after high school, and he had that going on. So my wife was like, Hey, you should work



with him. I know, you know, you're pretty good with the internet, you don't know internet marketing or anything. But you know, you should work with him, see if you guys can work together. And so we ended up starting a consulting company doing internet marketing. And we fast forward a little bit. And we realized that we wanted to build software, because this was back in 2003, to about 2005. And we tried to build like, we were making money on the internet marketing side pretty fast. And we're both cashflow, positive, and all that. And then we start pouring all of our money into hiring engineers, because either him or I were engineers. And so we try to build about a dozen different software products. I mean, we try to build a web analytics tool with like a hit counter, where we're just showing you the hits on the site, because that was what you did. Back in the day, we created a podcast advertising network that never worked out for a bunch of reasons, we created a buzz tracker to show you all the different blogs that were kind of talking about you kind of like Technorati but a little bit different and even like, like you do flicker searches, and stuff like that when flicker was a thing. And then we landed on my first software business out word called Crazy Egg. And we launched it in 2005. To now we're about 16 years later, and it's still around. It's a self funded SAS business, we were one of the first, if not the first, depending on how you look at it, we pioneered the idea of heat maps on top of a website to help website owners improve their website by looking at visual representation of where people are clicking versus looking at pie graphs and charts and stuff like that. And then we were in that was an is still is a self funded company, we actually tried to raise money for it early on, just couldn't. And then we had a new idea. And that ended up being my kind of last company before this one, which was kissmetrics, that we kind of started in 2008. And we spun it out of crazyegg and raise money for it and went on a whole long journey that I'm not going to bore you with right now or the audience. And I left officially in 2012 after lots of ups and downs of the business, all my doing, I take all the blame, and then kind of chilled out for a while started investing a bunch wanted to see if that's something I wanted to do full time turns out, I enjoy investing a lot. I enjoy helping founders a lot. But I enjoy operating building teams working with the team building product, servicing customers a lot a heck of a lot more in terms of the control I have and the ability to influence things than as an investor. So I met my co founder at Neeraj about five or six years ago, so about 2015 2016. And then I, we started working together, we actually met because I was advising a company and she ended up leaving her corporate job and started

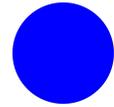


consulting with them. And we just hit it off and got along really well and started helping some startups and stuff. And then we were jumped into doing some consulting. And then we realized that we should be building software to and we started building a bunch of software and Nero's like probably like, now, I want to say another dozen, but like five to 10 things down that we built. And now we're we're very focused on Neeraj, and we found product market fit, and what neora does, it helps you protect your company documents from unauthorized access. Because now like, you know, collaboration is kind of a big deal, especially with COVID and remote work. But in general, it was already kind of a big deal. And people could share links to documents all over the place, people were creating document or are creating documents from their personal account. And they're like, you know, companies have a big problem, trying to figure out who has access to what, and we're really focused on solving that problem. So anyway, I wanted to do that fast so we can get to the meat of this. But hopefully I was as comprehensive as I could make it.

Jake 14:11

Yeah, no, that was awesome. I don't think I'm trying to think back 70 plus episodes. And now I don't think I've had anyone start at age four or five yet. So that was pretty cool. And certainly a lot of twists and turns along the way. I want to double click on it because college, maybe even a little bit of high school before crazyegg before the consulting firm, what sounds like a few entrepreneurial experiences that bought you your financial freedom. And I don't know if that was like a tremendous amount of money, but at least it was enough for a graduating college student to have enough to not feel like you needed to work. I'm curious about those days. Like, what were some of these? I mean, you mentioned some of the types of business ideas that you tried. But what were some of the ones that like really hit and what do you think it was? You know, it's pretty unusual, maybe more usual. Now. But generally pretty unusual to like be able to earn that type of financial freedom before you even graduate school. And I know you had the entrepreneurial bug since like kindergarten, but what was it about like your character that enabled you to just bootstrap these businesses from car parts to, you know, consulting and sort of make them work just by sort of Bhutan's like sheer will of force. Only one thing,

Hiten Shah 15:24



let's say extreme curiosity. And it still drives me today. I just want to know, what I want to know, something I want to know. So I'll give you a good story for that, which is about now, but it's gonna be probably more relevant to the folks that are listening. But let me answer your question first. I just tried a lot of things. And that's where that answer to you comes, which is curiosity. I mean, I'm a little kid opening up every single electronic device I could find, just cuz I want to see how it worked. It just blew my mind. I started building computers when I was like eight or nine. This is when like, it was like 888-880-6286. I mean, most people that are listening might have no clue what I'm talking about. I have

Jake 16:05

no idea. I have no idea what you're talking about.

Hiten Shah 16:08

These are the CPUs, it was eight oh, 86, IBM, bla bla bla. And that was a chip in the computer. And then we went to like 486. And then we went to Pentium, right? Like, these were the CPUs. And these are the things I remember from back then we had to go deal with VGA card, just like we deal with the GPUs these days from Nvidia, you know, and that's actually a good dovetail into kind of how I feel about curiosity. So today, I have two computers. And I just got another one yesterday, and I better stop this obsession. But I have two computers mining, and I'm making about 10 bucks a day using nice hash. And I have a bunch of finance chain staking, because there's a pancake swap is my favorite right now. And I got in pretty early. And I have NF T's Of course, that I bought now. And I have crypto savings in crypto, if you want to call it that it's crypto even lets you do savings, if that makes any sense, because you're just kind of sweating about NF DS or something. But anyway, that that, that's how I do it. If I'm curious about something, when I decide my curiosity is at a peak, and I need to go figure it out, I just go do stuff. That's it. That's how I've learned everything. Like even engineering, I'm not a programmer, but put me in front of an engineer, I'll help them solve whatever problem they have. I don't care if it's a deep code problem. That's it. And I think if you marry curiosity, with a customer obsession, when it comes to business, that's how you build things. That's how you make things work. That's how you make sure that what you're doing matters to other people, because it's fun to have curiosity, for sure. But it's more fun to be curious, and then be customer obsessed in a business and help them out. Now, if you're kind of independent, and you're kind of in this world today, with all



these things going on, you can make a lot of money without ever thinking about a customer, because of all the arbitrage opportunities that exist today. And so going back to like my college years, and, and all that, like I was just very good at finding arbitrage opportunities, even with our consulting company for a long time, I was running a bunch of affiliate campaigns with a Yahoo ad, two dating services just for fun, because I could measure it. I could I could buy basically buy low, sell high. So if you want me to just like go after it like, it's basically curiosity, customer obsession, and the basic arbitrage that everything ends up amounting to in the world when it comes to business, which is buy low, sell high. That's it.

Jake 18:48

Interesting. So you're driven by curiosity? I'm curious, what sparked your curiosity in the first place about crypto? How'd you get into that? Because it sounds like you're, you're pretty deep. Now. I'm curious, the origin story there.

Hiten Shah 19:02

My buddy was transacting on Silk Road. And he told me about Bitcoin back then. And that's it. And then there's been times where I'm hesitant like NF T's I was a little too hesitant earlier this year on a few of those areas, because of gas fees. And it was just bugging me. And then I realized that like, I'm just being dumb. If there's just so much volume and actually happening cares by gas. That's the thing that stopped me believe Believe it or not, as an as an amateur, right? So I'm not making that mistake again. Because these costs and these extra things, if there's volume and people talking about it and these things happening, it's better to just go dig in and take some kind of calculated risk, so to speak on money and all this stuff these days is all about money. And you know, finance and things like that. That's like the those are the structures or we're bringing down so to speak and pull in kind of recreating Right now, as far as I can tell, and so yeah, I got in really early, I was just holding a bunch. And, and then, you know, kind of Mineiro came around, sort of holding a bunch of that. And then and then eventually, I started holding some aetherium, but didn't do any transactions from it until late last year, early this year. And it's been fun. And honestly, like I with all the NFT stuff going on, and all these things in the world today. It feels like the new internet, it feels like back in the day, when I would dial up to a BBs a bulletin board system. Again, another thing that's going to date me and I would dial up and like when I was a kid, I was like 1213, for a few months, I was running a \$500 phone



bill, and my dad was pissed. And this was when you had to dial up. And what I mean by dial up is, there was somebody running a computer, where you could dial into it, because of the way the phone lines worked. And you could be on an electronic system that you could basically go type things in and chat with people and play games and stuff. But like all like you know, a bit stuff like really, really small time, so to speak, compared to what we do today. And all the graphics and all the you know, the bandwidth available now this is dialogue 2400 modem 14,014.4k, like, the speeds were really low. So all you can do is text with people. So I made so many friends back then, by basically dialing into these BBs is and have it was basically like a massive chat room massive, like forum, but connected, essentially, because there was no internet, as we know it today, there was no browser, it was all command line. And that's what we knew. That's what we did even WordPerfect was a software and it was all like very, not not a GUI, not a graphical user interface, right, like the world was very different. So it was kind of those days that inspired me to look dig in today. Because once I started seeing that, this is something exciting. It's something that a lot of people need help understanding, which is always fun. For me. That's kind of what really piqued it, kind of more this year. I know a lot of people like get into it. And this is totally fine, because they're looking for that arbitrage opportunity. And all of it is underlying arbitrage. I believe the world is about arbitrage. And like, you should be learning how to how to think in a buy low, sell high kind of mentality just because most things run like that, if not everything except like pure art, and creativity, of course. So yeah, that's that's how I got into it back back in the day had had a bunch of Bitcoin because my friends like, Hey, dude, this, this is happening, like, this is what I'm doing on Silk Road. I'm like, Oh, that's cool. Not for me in terms of what you're doing on it. But very interesting that like transactions are happening. And they're happening through this new kind of currency. And that was really the enlightening point. And he's someone that this friend of mine is someone I went to college with. And he's always on the cutting edge of everything like this very privacy minded and security minded. That's why he also turned me on to Mineiro super early. So yeah, that's that's kind of the story for me, it starts, you know, kind of back in the day, if you want to say what, like 10 years ago, nine years ago now.

Jake 23:16



Yeah, it's, it's interesting that you bring up Mineiro is like the second thing, you know, after Bitcoin, maybe not, it might not have been so sequential. But it sounds like this. The second

Hiten Shah 23:25

actually very much was because the influence because look, you get into this stuff, because the influence of somebody always right, whether it's somebody on Twitter or somebodies whatever, like today, like three or four people DM me after a space as I did yesterday, on Twitter, and they're like, and I offered this, but I'm like, hey, hit me up any questions you have about it? And they're like, how do I learn about NF T's and I'm like, Oh, go to this Discord. This is the one right or go read this thing. This is the thing that you should be looking at about this stuff. And to me, this friend of mine was really into privacy, really into kind of that whole world and early on with Bitcoin that was the world. That was it. It was people trying to transact things that are illicit transact things that they couldn't do in the normal world. Because it was higher risk, right. And again, that's the fringes, you can have opinions about, you know, ethics and all that stuff. All good. This is a friend of mine. I'm just listening to him meeting up with him and seeing what he's up to because he's always on the cutting edge. And then, you know, a little bit later, he's like, Hey, you should check out Mineiro because it's a privacy centric, token coin, whatever. crypto and I was like, Oh, okay. And for me, it was just like, oh, he said, Bitcoin I bought some Bitcoin cool. It went down and up. But he said do it, then he's smart about this stuff. It not just I trust him, but he's able to explain it to me and show me why it's working. And then same with Mineiro until I have a bunch of now because of that, because I'm like, Oh, that's really interesting. This, these fringe things are how everything starts. And that's why like, I'm kind of upset at myself for caring about gas fees, because that's a fringe thing. It's it Yeah, it'll change over time. We could have a long discussion about where things are going and salona and all that stuff. But like at the end of the day, like, it's a curiosity, right, that drives all of this for me. And usually it's somebody who kind of brings things to the forefront for us. And then and then our journey starts. So for me, it was this person who has security, privacy elicits stuff kind of minded. And so he's the one that turned me on to it. And honestly, that's where that without Silk Road, I don't know if we'd be this far on transacting with crypto this fast, to be honest, because those transactions are happening such a long time ago.



Jake 25:33

Yeah, that was certainly a big bucket of the overall activity for a long while. I don't know the exact numbers, but I know a lot of people were introduced to it by like, similar means. And, you know, the privacy coins, I think, are really interesting as well, at the end of the day, Bitcoin isn't like some, you know, panacea for hiding your identity. Ultimately, if you're like, attached to your wallet or whatever, then you can sort of people it's very evident, like, what you're transacting and who you're sending money to, and things like that. Whereas Manero and z cash and a bunch of others that are coming up, are trying to sort of become a truly private, truly anonymous version of Bitcoin, which I think to me makes a lot of sense for the future. But we'll, we'll see where all that lands. I want to talk a bit you mentioned that this space is that you did yesterday, you're big on on lazy lions. And, you know, I've seen like half my likes these days on Twitter, or coming from people with either a penguin or a lion or an ape or something rather a crypto punk, rarely, as their profile picture. And I'm just like, you know, it's, it's hard enough to follow the things that you care about within crypto, and then the things that are just sort of in your peripherals might as well be totally foreign. And this whole NFT avatar thing is, is relatively foreign to me. I'm curious, you know, you've got the wavy line as your profile picture on Twitter. What's your perspective on on NF T's now, we've sort of gotten over the gas fees, and particularly avatars and what this says about, like, where things are headed.

Hiten Shah 27:07

Mmm, that's a good one. It's such a good one. Um, I'm a Leo. And so the lions are just naturally resonated with me. So one day I went shopping, and I'm like, hey, let me just check out these NF T's and see what's up. I had no thought of turning it into my profile pic. PFP as the cool kids say, apparently. And I found one. And I found when I like, I'm like, this is kind of crazy. Like, I like this one. Like, this is the energy I have right now about this stuff. And I've had the same Twitter, Twitter profile pic for like 10 years, I was one of the first 5000 users on Twitter, because a good friend of mine was like user number, like zero outside of the team. And he introduced me to it. And, yeah, it was time for a change. By the way, I turned 40. So that helped into my excuse for anything I do now that's outside of work is it's a midlife crisis. So my work is already hard to start, you know, like, it's hard. And I've done this three or four times before. And so this is such an outlet for me, that



helps me actually stay more motivated at work, believe it or not, because I have something to feed my curiosity, I can move forward on my own. And most of the time of startups you can't do that you have like things you're waiting on. This is just a harsh truth that most people don't realize. And so basically, to me, like, I just had an impulse a few weeks ago, and I was like, Alright, I'm just gonna change my profile pic. It's a birthday gift to myself.

Because you know, this stuff costs money.

matter how you look at it. And so that's what felt right. So I did a tweet, I said, This is my belated birthday gift to myself, because I found it out for my birthday. And I'm changing my profile pic trying it on. And it's a Leo themed one. And it's kind of stuck. I'm into it. Like, I don't know why my face matters anymore online. You know, it's kind of weird. And it's not, it's not out of being trendy or anything I don't really care about. I've never cared about being trendy. But it was a personal resonance with that project. And then I got into Discord. I have this weird thing where like, I know a lot of people get into discord before they buy these NF T's. And I think that's a good thing. Nothing wrong there. I actually like to really lurk and watch the community on Twitter and see what's happening. This community was rabid. And in very involved, every time NF T was said every time like someone called them out in a good way. Usually, they would jump in talk and like engage and it felt positive. Didn't feel like Hey, I know some people think like, you know, we say we now are shilling or anything? No, that's just the thing. It's like a thing like we go raid rated Raider tweet because like, it's fun. And like, we're just showing up and saying what's up. That's it. You do what you want with that, but like that's what we're doing. And it's honestly the community vibes, like straight up and it reminds me of like, these these feelings that I had when I was growing up and getting into this stuff. And what I mean by this stuff is computers and collaborating with people. online and engaging with them online and chatting with them online. I mean, a lot of people are not gonna appreciate any of this because they grew up with it. My kids did, right kid kid had an iPad when he was like, I don't know, like three to one. I don't know. Right which gave it to a lot of I have pictures of little boy Jaden, you know, by side dogs 11 with a little iPad when they first came out it's so cool like, and like he's native now he doesn't he does iPad like he's all about it. And he's like, up on the discord has his own YouTube and playing these random games and



stuff and working on getting him on into NF T's and things like that. But this is it. This is the world today. This is where we're going. Like whether it's like the the NF T's are like what comes next after them. I'm not, I'm not in it to say, Hey, this is this is where the future is. I mean, to say we're not we're going in one direction. And in my life, every time we go in one direction as a society, there's no stopping us like we're going like it like we're going crypto, we're going there like we're there. And this is not going away. And so it's not like hey, you need to hop on it. You can completely ignore it. It's totally fine. But if you're curious, and if you're into like, just the world in the future, like why wouldn't you start dabbling or playing around or at least go get a Coinbase account and buy like 100 bucks of crypto every month or something do something? Right? At least then you'll have some and at least then you'll start getting more and more curious if nothing else. That's my take today. And like where we go like, wow, like, look at V friends, look at look at how its admission to a conference and so much more. Look at what the price of admission is now, kind of insane. Like, this is where we're at right now. Look at the price of the pumps. Look at the price of the shapes, like like these, these are the things that are where the momentum is. And for me, the lions in particular, it's about the community, and how much I resonate with it and how helpful everyone is already. Alpha being involved in a few weeks, like I've made new friends, people have taught me things I've dm with so many people I wouldn't have been in contact with unless I change my profile pic, or have a lion and involved in the community just by being in the discord. Also, discord is such a godsend. Like for all this stuff makes everything so much easier. It's insane. So yeah, and not that every community run really well, I think most are not. But when they are running really well, you can just feel like the projects are just strong in terms of having a roadmap and doing new innovative things for us and drops or now they have like they're gonna have like roar rewards for the lions, where like, we all get a kind of a cut of the bounty, so to speak. It's kind of cool. And in their case, it's kind of like a airline mileage program is how they're thinking about it to be part of the community and participate, which is kind of cool. So I'm in it to learn. I'm in it for the Curiosity more than anything else. Because I've just seen when I do that, and when a lot of people are going towards something like it's worth worth our time. It's worth digging, it's worth understanding. It's worth not being confused. You know, I know you mentioned there's so many things going on and all that. Yeah, but like, for me, I'm not an internet native. I'm a computer native. I'm a



network meaning, like, I used to run around with network cables, like trying to make things work, you know, and tie computers together when people really weren't doing that or like, you know, and that was like part of my upbringing. Because my dad would just throw me in the hospital at the NIT department and like, what did I have a bunch of computers and stuff like that. We had like 90 viewers so cool. They're like, do whatever you want. Don't worry about it. Like when I broke my computer, I'd go back to like, Hey, I

broke this thing. Help me fix it. That's how I learned. Dude, the internet's like that. Everything we do is like that. Now, it's so easy to learn anything, whether you go all the way to YouTube, or to all the way to a discord community about something like it's on, like, think about how much we can accomplish together. Think about how easy it is to get all this access. And again, wouldn't expect to me people on this call to appreciate that. But I'm telling you, that's where we came from. This is what the internet was about. This is what the pre internet was about. This is what being connected is about. So anyway, that's my rant. I know, I was ranting on that. And I'm not as a zealot or anything about this stuff. Like I just like it. And I have a lot of curiosity. And if anyone else does, I'm happy to help them out. Also, I'm drinking from so many fire hoses on the crypto stuff right now. It's insane. And that's how I that's how I keep up passive observation.

Jake 34:12

Yeah, it's interesting. You mentioned like, you know, joining the discord is like the primary like you first monitor on Twitter, and then you join the discord and like, sort of immerse yourself in this community. And you just learn sort of via osmosis that way, almost, you know, 10 years ago, I think if you ask people, like, how do you learn from the internet? They'd say, maybe this is wrong, but I think they would say like, you know, websites, blogs and YouTube forums.

Hiten Shah 34:35

Yeah. And forums and that was like, the right when YouTube was really starting to take off so yeah, and forums though, have been around for a long time. And then before that, it was like IRC. Basically discord is a new IRC.

Jake 34:47

Right? So you know, maybe five maybe I got the dates wrong a little bit like five years. Yeah, maybe five years ago, YouTube



would be the I think even today, most people who aren't on discord with today say YouTube right YouTube. turns down. And I think discord is actually because I'm actually, you know, I've been in discord I find it to be just maybe I haven't found like the right one yet or something but it's either like a total flood of notifications or I'll say turn them turn the notifications off and then I can't keep up. And if I want to like God forbid I want to join like four of these, it's just like even crazier. So I don't think I've like gotten it right yet. But do you think discord I know, it's like going completely off in terms of like users and groups and everything like that channels and servers? Do you think it's actually going to sort of profoundly change the way in which people learn? I know, it's a big thing for like community building, but I haven't thought of it as much as like a new arena for learning via the internet? Is that sort of how you see it?

Hiten Shah 35:44

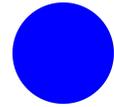
If someone builds a thriving community on discord, it is all about learning. If the discord is thriving, because you're learning new things, people are sharing them. I mean, you know, the first thing you do and NFT discord, for example, once you join, as you go to that announcement, you could just figure out what is the history of this thing? What are they saying? And then you go figure out, what are they talking about in here? Are they just all about like, the floor price? Are they about other stuff? Are they trying to help each other? Are they trying to help people get set up with metamask? and stuff like that? They don't know how, because people are jumping into these things with no clue. That's what's happening. With the lazy lions, I found discover they're doing all that it's a well run community. So I would tell you that like, the answer is yes. But so yes, I do believe things are going to move to Discord. I just see it. And this is what happens. You just start seeing it. And you're like, Oh, this is what's going to happen. I think slack missed the boat on that. But slack is a professional, like product. So it totally makes sense on why discord is working from the gamers, and the server's concept and the bots and the voice chat. And it's pretty, pretty, pretty holistic system for community. You don't need anything else for community, maybe like you need a forum to because like, you're trying to build some things out and get some SEO juice or something like that. Sure. But at the end of the day, like yeah, I think I think we're gonna see a lot more community development. And all that built into there, because like, what it boils down to that YouTube is missing, to a great extent, is a sense of belonging.



And these discord, these communities, they create that for you. In fact, even the people that are on YouTube that are highly successful, like in crypto and other places, they have a Patreon, they have something else, they link YouTube, where they try to engage you or try to get you to buy their membership or whatever. Some of those places are awesome. And I've learned a lot from a bunch of those too. So to me, it's like discord is almost a big extension of like, the sense not even extension, it's like a way to increase the sense of belonging people have with your brand, or your project or your whatever. And I think that like it's pretty, pretty impressive. What people are able to do in those things today.

Jake 37:53

Yeah, I mean, you started off the conversation with telling your story about talking about you've always done things tried to do things before people ended up sort of seeing that that was what came to fruition, you know, top 5,001st people on Twitter and angel investing before angel investing was a related thing. And now you've sort of moved on from that and you're doing the crypto and you're in the Discord. I can't help but think like, I'm just gonna look at what you're doing. And I think that that's, you know, maybe what's what's coming up next for, for more people, I want to sort of change gears a little bit, I was in prep and prepare for the conversation, like I found that, you know, you've been working remote. Basically, this whole time, you know, since you started started companies, you know, after college and everything like that, from crazyegg. And all the above you've, you've been remote. And now the whole world, sort of in a flip of the switch might remote. And I want to sort of like contrast this with what you what you said like whenever you see things going in one direction, you are referring to crypto, you know that things just like going to happen. And like you don't have to jump on board right away. But it's just sort of happening and you can acknowledge it or you can ignore it for a while remotes this weird thing where just by sort of external circumstance with COVID, and everything, everyone just like had to do it for what we thought would be, you know, or, you know, some people thought would be a temporary thing. I tended to think it would be a bit more sticky. But you would sort of expect that it would sort of, you know, revert back not all the way but partially. I'm curious to think from like a macro perspective, what your thoughts are on like, okay, we're like a year and a half in now. And I don't think that many people have flipped back you probably have more, you're probably seeing more than I am but it just doesn't seem like things are flipping back



nearly as much or as quickly as, as a lot of people thought and then secondarily to the, to the macro view. I'd love to hear like you've been doing this for 1520 years now. A lot of people are, you know, 1520 months and what advice do you have for people who are sort of picking up working remotely after years of being used to working in an office setting?

Hiten Shah 39:57

I've been doing it 18 years remote and And I love meeting people in person too. So again, I tend to not be a zealot about any of this, even though this is what I do. So it's more like, Hey, this is what I do, if you're into it cool if you're not into it cool, right? Like, that's how I am about this stuff, because like, you know, different strokes, different folks, whatever. But basically, because of everyone overnight, having to become remote and not your standard remote, but more work from home, kids at home, stuck at home kids on zoom, all this stuff. It's a little abnormal. And now we're coming back to somewhat of a more normal remote environment. But yet the companies are not transitioning fully to remote, I'm sorry, to hybrid or even work working from the office yet, a lot of them have, but they're still hybrid. And there's this like, kind of intermediary phase right now, before a lot of companies decide what they do in the next 235 10 years. But there's a one fundamental thing that happens when we are all collectively and this rarely happens, but it does, when we're all collectively forced to deal with change. And what that what happens is this basic thing, what we thought was not possible in this new scenario, all of a sudden, we realize that those things are actually possible. So a lot of people thought they couldn't do enterprise sales, without meeting customers in person. Well, guess what? We just proved that we can. Big time. So now what do you do go back to the old way, you can go back to flying, you can go back to having to meet people in person just to close a deal. No, you're trying not to do that. Sure, there's gonna be big components of that, that come back big time, like in person events are coming back big, like they will, but they're not going to come back as big as they used to be. Because there's so many of these that are virtual. And people are, I don't wanna say getting away with it, but essentially, in their eyes, getting away with it. Without knowing that this was even possible. For me, I knew all of this was possible. Not that I'm a genius or anything, but I've been doing it for 18 years, you can run a hyper growth startup, you can run a self funded bids, you can run any of these things, as long as they don't require a physical presence, of course. So coffee shops, other things, obviously are not possible remote.



But you can do all these other things remotely. You could you could start a coffee brand remotely and do a subscription services, send out coffee to people and roasted in your garage, or whatever it is, you can do that. That's remote, but like us doing work because of slack. And because of Google Docs and all the collaboration tools like notion and coda and Miro and loom and all these things, why would we go back to something that's not as efficient, unless we really, really needed to or wanted it or enjoyed it? I don't think most people enjoyed going to the office and community. So how are we going to go back to that, if all of a sudden we had to become used to something else. And a lot of things that we didn't think were possible are now possible, just because everyone was forced to do Never before has anything like that happened? That probably has before. But I don't have any parallels to all of a sudden overnight having to change to a new way of working across the globe, period. And that's what has accelerated everything. And of course, there's going to be depressions because of that too. accelerated zoom zooms down a little bit in terms of usage, compared to what it was, but it's still insane. All the schools are not using zoom anymore, right. But they needed that infrastructure during that period of time. And zoom got a lot of benefit from that. And so that's the way I think about this stuff. It's it, you see it, and then there's an accelerant. And it's not just pouring gas on the fire, it's pouring rocket fuel on that fire. And now like we just have to figure out okay, now we're up in the air. What do we do now? Do we go back down? Do we keep going up and going in this direction? Or do we find some medium and just stay here? Right? I don't know. But what I do know is that we have now become used to things that we never thought were possible previously or could have imagined.

Jake 44:00

I think it's, it's remarkable, you know, this is something that's shown the whole world, something that I think is always been true. It's just the adaptability of humans is insane. And I can happen so quickly. And then once you adapt to something, you know, it takes a hard push in the other direction to go back to the other thing, wherever you came from, or whatever it is, we just sort of keep moving forward. So I think that's a good place to wrap things up. And we're coming up on time, but even it's been a pleasure to talk with you today. I appreciate you taking the time and coming on the show. Where can people go mentioned Twitter, but anywhere else you want to drive people to follow what's going on with you? And you know, I'm sure if they do



they'll there'll be a few years ahead of everyone else. I appreciate that compliment on Yeah, I

Hiten Shah 44:42

appreciate that compliment. Yeah, my Twitter it's h NSH. h and otherwise, you know, my company is Neeraj calm and I are a calm, and I mean it my Twitter handle which I just said@gmail.com if you have any questions, thoughts, just want to react to what I said. I'm always open to chat even on dm or whatever, and I'll do my best to respond. But yeah, I love this stuff. I just love the fact that we're almost at a new place on the internet again, place where like everything can change. And I truly believe we're at that point at this point. I might it might sound kind of crazy when I say that, but like, just look at what's happening.

It's just true.

Jake 45:18

I love it. Awesome. Well, thank you very much again and hopefully talk again soon. Thanks for having me, Jake.