Kevin's team knew it would be difficult to get up and running in a short amount of time. Fortunately, Kevin's team was able to leverage the Ask a Question feature to find a Shopify expert quickly and then directly hire the top-ranking specialist to help him set up the site in a day. Walking up, Kevin was already engaged with the Shopify expert and was able to get his questions answered in real-time.

Q27: How big is the market you're targeting?
ANSWERING: Our initial market is between 200-300 schools, and we'd like to reach 1,000.

Q27: How is your current functioning?
ANSWERING: Right now, we're using Google Sheets and Excel to send out materials. Each year, we have to start from scratch. It's very difficult, therefore, to maintain a consistent brand and message.

Q27: What projections of your revenues comes from corporate events vs. individual attendance?
ANSWERING: Revenue on corporate events may happen less often but the fee is higher. Revenue on individual attendance happens more frequently but at a lower fee. The cost and expenses are a consistent % of our ticketing revenue. Our goal is to have a 30% profit margin on both corporate and individual events.

Events create positive feel-good energy and that's why I'm glad that as someone who is a parent I'm able to create this feel in what I work on.

Q27: How is the corporate event side of the business doing?
ANSWERING: Increasing quickly. We've seen a couple of 5-6 million dollar firms start to like New York City hotels less. We're currently on target to close 30 events this year. We've had 15 so far. We've had 3 corporate events and they are the fun ones to work on.

Q27: How much business is the single/vacation delay-and-hotel has versus the business travel delay-and-hotel?
ANSWERING: Business travel is the biggest market and it's the most profitable. It's also the most consistent. There are some one-off times as to whether or not there's a big event in town.

Hotels are always [illegible] outside of hotels and they're incentivized to get you to stay in the hotel. Hotels are also incentivized to get you to eat in the hotel. So if you're staying in a hotel, you're probably going to eat in the hotel. Hotels are also incentivized to get you to buy alcohol in the hotel. So if you're staying in a hotel, you're probably going to buy alcohol in the hotel. Hotels are also incentivized to get you to buy [illegible] in the hotel. So if you're staying in a hotel, you're probably going to buy [illegible] in the hotel.

Q27: Are you focusing solely on third-trade model going forward, or are you going to venture to open B2C-style locations?
ANSWERING: We have an in-person location where our customers can browse, but we're not a traditional retail store.

Q27: What are your goals for the next six to 12 months?
ANSWERING: We have a goal. That's when Mollydale wants to [illegible] and we're going to [illegible] and we're going to [illegible] and we're going