Podcast Episode #60 – Future global data connectivity without worrying about your costs, with Guy Zbarsky of Keepgo, Israel

RAW TRANSCRIPT OF INTERVIEW

Balint: I got connected to Keepgo at IoT Tech Expo in Amsterdam, so quite recently. Now we have one of the co-founders on the show: Guy Zbarsky. Welcome, Guy to the show.

Guy: Thank you. Thank you.

Balint: Did I pronounce your name your last name correctly?

Guy: Yes. Yeah.

Balint: Okay. All right. I'm quite excited as a discussions with you, with you guys during and after the trade show were rather interesting to start with. Nowadays many of us fly around very easily because the cost of travel is going down, you know, in recent years, it went down, it has gone down tremendously. It's not uncommon these days, that it's cheaper to fly then to take the train even for shorter distances. If we fly, it means we travel outside our country of residence oftentimes. So even to faraway places. I love to travel both privately and professionally. So this is a very interesting topic for me your business and you know, when we travel, like for longer distances, and many times, frequently, many times, my own memories come into my mind vividly, the world travel that I did a few years ago, when I bought different SIM cards to be able to cover my data consumption needs for my phone via my phone. And, you know, I ran into this problem, which was my pain point that I had to deal with. Sometimes if I didn't change the card with the roaming problems, and when I actually changed to the local SIM card I had to deal with the pain of getting the card going to a local dealer or right at the airport. So I believe these this this story connects with your topic of interest what problem are you addressing?

Guy: Well Keepgo, our current business basically addresses the roaming problem and problem of travelers around the globe and trying to find a proper solution for their internet mobile data needs. So our current product basically offers connectivity all around the globe, with very easy setup and a very, very good, cheap prices.

Balint And what kind of offers do you have a currently?

Guy: Well currently speaking what we offer the present time is a SIM card for travellers, we have a different variation. But the most popular one is a global SIM card, this lifetime

data, which means if you buy for example, one gigabyte, and you use one third of it today, and then you travel to other destination, let's say one year from now, you can still use the leftovers, the two thirds of this gigabyte in your other destination one year from now, for example. So it's a lifetime SIM card, global data. Well, we also have a product and it's based on hotspot is basically about the same but you don't have to change the SIM card on your device, you can connect any of your devices to the hotspot, up to 8 devices, to be correct. And all those devices can use internet, once again, all around the globe with lifetime data. This data can be refilled anytime online using our app or website. And those are two most popular products. In addition, we have some roaming products for IoT connectivity, basically, for machines and devices and gadgets that travel, like smart glasses, cameras, smartwatches, others, etc, etc, etc. So we also provide connectivity for IoT and for gadgets. But basically gadgets and travel and say every time in other countries as of this direction, this is a very well known scenario where you buy data, and it's valid only for 14 days or for one month. And basically, the reason is solid commercial. Because if you go abroad, and you buy local SIM card, and it says, you know, pay $50, for 10 gigabyte, you say to yourself, hey, it's like $5 per gigabyte. It's very cheap. But you know, the de factor you use may be two gigabyte during your trip. And you cannot reuse the SIM card later on. So de facto you pay $50 for two gigabyte, which makes price per gigabyte, $25 and not $5. In our case, it's lifetime and global which means you can use in any country and anytime that'll never, never expires.

Balint: Yeah, going back a little bit to the beginning of the company. You've been around for some time now, even a decade as far as I know. Can you tell us a little bit about the beginnings because especially the beginning are pretty tough to survive, because many companies die, startups after a few months or even after five years. So can you tell us a little bit more about the beginnings?

Guy: Yes, sure. You won't believe it. But we started about 9 - 10 years ago when the first smartphones were introduced to the market. I know it sounds, you know, like the first smartphones were introduced 20 or 30 or 50 years ago, but actually first smartphone, which was iPhone 3G was introduced to the market and became commercially available in 2008, 13 years ago. It's difficult to believe that, you know, 10 years after we have like the whole population of the planet using smartphones. Well, maybe, except for some rare, you know, areas, but most of the developed countries, all the people that know smartphones was in only 10 years, not to mention all the app, you know, like Snapchat and WhatsApp, WeChat and Ways and the Google Maps and others that we have not seen that only 10 years ago. So the technology is moving very fast and telecom industry and we started with my partner nine years ago, when basically those first iPhone 3G became commercially available. We, we love gadgets, and we bought those devices. And then we suddenly understood that a smartphone can

be a great system during travellers, for travellers, you know, during your travels beforehand, if you remember, people were usually not taking the standard feature phone with them when they were going abroad because it was very expensive to use, no data, no internet, basically, you don't need your device, you know, your voice standard feature phone device when you're going abroad. And people just were leaving the devices, the phones feature phones at home. And then the last smartphones arrived to the market. And we aim as my partner were like, hey, wow, this would be very cool. We probably we expect from now on that people will be traveling abroad with smartphones, that's probably what will happen. So what we need is very funny, we checked, you know, destination where most of the travellers were going and we found that were the most easy destination for us also because of English language, which was United States travellers going to the United Kingdom. So well, I went to UK and my partner went to United States I bought, you know, 10 iPhones with local SIM card and I sent them to my partner the United States and he started to rent them out. And they were, you know, standard beginning I would say it was out of any funds, just our own money and actually was where we recover very quickly, very popular by a couple of months, we were break even and more destination became were relevant. So we started to provide, to rent iPhones to more destination. And not only that, we also started to tailor the smartphone per customer destination. So for example, if you were going to Japan, we were bringing styling for you Japanese from Slater and Japanese maps and no, you know, like that recommendation, restaurant recommendation and all local apps for your travel to Japan with the local Japanese SIM card. Well, yeah, so this was our initial model, a model we have started this as mentioned, we are we were bootstrapped. And then we became breakeven in one year. But approximately in 2010, the rental model became more unpopular and went down very significantly because people started to buy their own smartphones, they don't need us anymore. They all had smartphones, but they didn't have the local SIM cards or local bundles. If you remember back in 2010, network operators were not offering any data bundles roaming. Data roaming was extremely expensive, yeah, it was like $10 per megabyte $20 - $50 per megabyte very expensive, a role like home solution or cheap roaming bundles were not introduced to the market yet. So we have pivoted from renting iPhones to basically selling data SIM cards. We still had those local SIM cards from different destinations and we pivoted into selling a local SIM cards to people who were traveling and this also became even more popular so we switched into different models we started to offer different bundles European bundles, world bundle, data only bundle, no data only bundle, you know different options. And later on, we switched to different data connectivity solutions for businesses, not only for B2C for for travelers, say but also for businesses and therefore IT, for machines. It was a natural switch and nowadays so we officially represent so many big network operators, like AT&T, like Telefonica, Vodafone, T-Mobile, we are partnering with all those companies, we have bilateral agreements with them, we offer their services, and we can provide basically any

type of connectivity to any device anywhere on the globe. That's the situation now a days.

Balint: When I was in Israel at the beginning of June, for a visit, I rented a car at the airport in Tel Aviv and I remember that I got a phone which had pre-installed apps so that I could use the, you know, go on the highway navigation system, but also other apps installed, it a little bit brings back some recent, memories that in some cases, one of your earlier models still works, for example, when you rent out a car, but not all the time.

Guy: Well, it's obviously very technical, an advanced country. So I actually know the company you probably rented the device from, but this is nowadays a very small niche. Yeah, you know, you cannot maintain a big company if you are into hardware rentals for travelers. So, yes, this niche is not that completely but most of the people prefer using their own device, just, you know, just having a convenient data connectivity solution.

Balint: So, the market shrunk and now there is this niche still.

Guy: Yes, yes, yes. but once again, we're trying to hit the big but not not small. Yeah,

Balint: You have another product in the pipeline, if I might say, which is the Virtual SIM technology or can you tell us a little bit more about that, about this innovation?

Guy: Yes of course, well, we have all always been, me and my partner we are both engineers. So we are always into this R&D and developing some technologies in this area in our niche. So the very beginning we have developed a couple of sophisticated aggregation portals and systems. So all our services are easily monitored online and you can track all the usage and you can track all the devices and if you're a b2b customer you can track all your employees traveling and using the data, etc, etc. At some point, approximately three, four years ago, we have started you know, we have started to plan, what are the team should be doing in the upcoming years. And our vision was that telecom industry will be switching approximately in 2020 into SIMless devices which means the standard plastic SIM card that we are used to is getting outdated. Plastic SIM card, it's technology that was invented in 1991, about 30 years ago. And it's really outdated. You know, all the telecom is moving forward, feature phones, smartphones, 3G, 4G 5G and so on, but SIM cards, we still use the same technology. So as we invented it in 2020, approximately, smartphone manufacturers will start working on devices with our SIM card. And we ourselves started to work on the standard, so-called SIMless standard, which is devices without a SIM card. So about one year ago, we had finished our development that we have developed hotspot, a virtual SIM hotspot, it's basically it's a hotspot and connect to any carrier around the globe without a SIM card, without any agreement without any contract. We just press the button and

the device is connected with the best connectivity and the best coverage because virtual SIM, but we call it basically the technology, name, virtual SIM and we have successfully developed it about one year ago. It's commercial, commercially available, and we do sell it now. So that's that was basically the development that we were in the last three years.

Balint: And how do you see the adoption of this technology? Where do you want to first find a beach-head, where you start you know, getting some customers?

Guy: This technology we do see, this technology is being adopted. We do see multiple standards being adopted as well. And, for example, a GS Americanization nowadays are working on eSIM standard, which is also some kind of programmable SIM card that does not requires physical plastic SIM card and you already see it in some devices like smart watches, and even the Apple iPad, they're not using plastic SIM card, they're using a programmable those eSIM, and other SIM cards, etc. So we do believe that in 2020 more and more devices, more and more manufacturers will create devices without a plastic SIM card and basically yes, plastic SIM cards, consider it dead technology that is going nowhere and very soon, we will not use them at all. So that's how we envision it. And once again, you can see it already happens. And the question is, say, where do we see ourselves in this industry and in this Telecom, this rapid change. So that's basically our new project that was introduced in Amsterdam at a conference. The issue is that once you have those non plastic SIM cards, so-called Virtual SIM cards, SIMless devices, you can create the ability, basically technologically it's possible for people to exchange their mobile data, so for example, if you have a device with virtual SIM card, you can give me your virtual SIM card over there temporarily for one day for two days, for one month for any amount of time. You're one that I'll give you back the SIM card well okay yes and this is possible and once again as possible for mobile data solely because you know if we're talking about voice then if you give me your SIM card basically get your your phone number as well but when data you don't have a phone number, you know people not calling you this data so it's not a big deal but basically this technology can be in different implementations but what we see and how we envision the future basically a future as shared telecom so-called. We head about shared economy.

Balint: It's a bit similar to the Airbnb concept. Airbnb of data, right?

Guy: Yes, exactly it can be, it's Airbnb concept. It's UBER concept in some ways, Amazon concept, it is basically a concept where people can share their resources and make money from it. So you know, nowadays what we see is a lot of industries disrupted by this shared economy. You see hotel industry being disrupted by Airbnb, we have transportation industry, disrupted by Uber and banks disrupted by, you know, peer to peer lending, like Sopa we have a lot of different industries, but not Telecom. In Telecom you still have two-three big players in every country and they all benefit

from, you know, this multi billion pile of telecom services. So how we see it, we believe is that in the nearest future this industry will be disrupted as well by this shared economy. So basically, every person will be able to be a small telecom. If you want to have a, you know, piece of this multi billion pile, we can also become a Telecom, you can share your resources, you can share, you know, you can go to kiosk, you can buy 1000 SIM cards and you can share those 1000 SIM cards with incoming travelers to Switzerland, or Israel or any other country. So we do expect that this multibillion industry that is nowadays controlled by only, you know, a couple of players is going to be disrupted.

Balint: When do you think it's gonna happen? I'm really excited, I can't wait for this to happen.

Guy: Well, the issue is the following: technologically it is already possible. Technology is already there. Okay. So basically, starting 2017, starting last year, it is possible technologically. Now, the question is, first of all: can all the gadget manufacturers adopt this technology. So let's say, from approximately two years from now, most of the devices will adopt SIM-free technology, and we will not use plastic SIM cards. So starting two years from now, we will not have plastic SIM cards. And I would say approximately 1-2 years after that so let's say 2022, we will have those Amazons for mobile data and we will have those Ebays for mobile data, and we will have those UBERS or Airbnbs and you name it for mobile data.

Balint: Alright, exciting. I can't wait, as I said.

Guy: Yes, once again, it creates a lot of opportunities, different, very different opportunities for people. And they once again, it will split this multi billion pie, you know, more fairly among users. It's not only three companies in every country that can enjoy those enormous profits, it's more people now.

Balint: This means that the price will go down even more and the power will be distributed among the actual users, people who want you or the travelers to take the data plan and to share it. So even I even some, some average person can provide such service, right?

Guy: Yes, even you will be able to be a telecom, once again, all you have to do is, just you know, buy some subscriptions, say kiosks use SIM cards now and you can share those subscriptions so you can buy, let's say harvest with 1000 subscriptions and you share them with incoming travels for example but it's not only about the prices we will see way way more products because nowadays telecom industry, big Telecoms they cannot offer special product for every person so called long tail. Yeah, they create a some kind of average product that will be within the suit most of their customers. And they sell like 5 gigabytes a month, 500 minutes and 500 SMS. And this works for most

of the people in the country. But don't forget that we have a lot of niche in every country, for example we have those incoming tourists and we have, for example, immigrants in different countries. And we have a small medium businesses, they have their own needs and we have families and we have freelancers that are traveling, or not traveling. And we have people that need a lot of data, not only five gigabyte and we have M2M IoT devices, etc, etc, etc. So nowadays, if you go to Telecom, they don't have a lot of options and a lot of offers, especially in the in the b2c sector. And once you become a shared telecom you can offer, you know, those long tail telecom services, so-called for example, you know that you have a lot of friends among immigrants for example. So you can start offering services tailored for immigrants and you know, you'll create the best product for them, the best package for them and you'll make money out of this niche. Yeah, and I have a lot of friends, so not friends but you know I'm familiar with travellers' industry so I know what travelers use and how they utilize data and how many megabytes etc, et cetera. So I will offer products to incoming travelers, and so on, you know. It creates a lot of opportunities, it creates some kind of long tail model of them.

Balint: Mm hmm. You mentioned already that there is this EC standard, right? And there are other standards. Can you talk about how you differentiate yourself from what's on the market or what's coming out, because Apple and Microsoft they've been working on a similar virtual SIM technology since like 2016 to my understanding and how do you differ with yours?

Guy: Well, the biggest difference of our technology so-called virtual SIM standard and EC standard is that EC requires agreement of operator and not on the agreement, it requires a operator to disclose, basically to disclose the private keys of the potential customers, let's say this way. So if I want to create a SIM card, and to use EC standard, and I want to have a let's say, Vodafone profile of this SIM card, I need Vodafone to cooperate with me and cooperate on a very deep level. And with virtual SIM I don't need this type of cooperation. With virtual SIM at the present time what I have is this SIM banks which are in the data center and I just go to kiosk I just buy 1000 SIM cards I plug all those SIM cards into those SIM banks and the profile of those SIM card is virtually transferred into potential device. So in my case is establishing a agreement was operator basically providing coverage in your destination. It's available simple story, I just have to find a provider there is somebody who is willing to sell me a SIM cards. It can be a bigger network operator, virtual network operator, it will be a some kind of local reseller, local provider, I just buy from him hundreds of SIM cards and I'm ready to provide coverage in the new destination. With EC it works way, way, way more difficult, therefore with EC usually you see less destinations covered and less operators involved into this project.

Balint: That's that's very interesting to know, how you differentiate. So you you do have a unique technology, right?

Guy: Well, it was unique say two or three years ago. But nowadays say there are, I would say, about a dozen companies that are doing different virtual SIM technologies, different standards, different implementations. It basically becomes a commodity and you see more and more different devices, with virtual SIM technology being used on the market and being sold on the market. So it becomes a commodity, it's not the super innovative technology anymore. Yeah, you know, it was innovative one year in 2017. But the telecom industry, as mentioned, you know, 10 years ago was when the first smartphone was introduced. So one year it's like, it's a huge period., so one year after, it's already not a super innovator technology. It is innovative yet, of course, but you'll see more and more companies doing this, this kind of services and this kind of R&D.

Balint: Yeah, it's super fast, how the telecom market and the technology is evolving. Amazing.

Guy: Yeah, it's really crazy fast. And don't forget, once again, all those App stores, you see now thousands Apps, different apps seeing them, you didn't see them 10 years ago. Oh, yes, it is really rapidly changing market.

Balint: By the way for managing the company, you mentioned the little bit the tools, that you're a fan of tools. Can you give us some tips or recommendations for tools for managing the company, like project management-related or what you think is interesting?

Guy: Well, first of all, enjoy your work. It's not a tool, but it's the basic concept that you should start from. And always, you know, think about work as, but whatever you're doing is, you know, as fun as educational, even though in many cases, it's very difficult and in many cases, it requires, you know, a lot of energy from you, and requires a lot of, you know, it's not so easy, it looks like, but the bottom line, just enjoy what you're doing. That's the key, that's the key. And that's the basis and if you are not enjoying what you're doing, it will be very difficult, because, you know, especially in startups, you should be 150% dedicated to what you're doing. And then you have basically almost every day in your obstacle that you should overcome. And if you're not enjoying, and you're not fully dedicated, it will be very, very difficult to overcome those obstacles. So just start with developing this passion. And that's the basis but tools, professional tools that we're using a well, the most popular tools is Trello, okay, I really enjoy this tool. It's very convenient, very intuitive. And I do like working with Trello. And I do like working also with Slack, which is a communication tool. It also integrates very well, with Trello, it's easy to monitor everything. I would say those are two most popular and now I'm trying to get used to Ok, Google tool, which works pretty good. And I'm starting

to use it. It's very convenient, you know, to write notes, to call forever. ok, Google. Google assistant. So I'm trying. I was trying, you know, testing innovative tools.

Balint: That's good. I also use Trello, I've been using it for like three years and this Kanban-based, this visual way of managing things, it's it's really, it suits me, my style and Trello has a lot of users, I agree and Slack it's great for communication, for instantaneous communication, for Team communication.

Guy: And those two tools also integrate with each other, so you know for example you can create a channel and if you give tasks to your employees in Trello, integrated with the channel in Slack, then you see your employee for example moving his tasks from in progress to done then you know immediately that he did his task for you see, reply or whatever, you can easily follow up on everything what's going on in the company. So basically, those are the two most popular tools at the present time. I use Trello as a CRM, and, you know, it's very, very convenient. And, and nowadays I'm considering implementing Monday.com. It's some kind of collaboration tool, task management everything together, I feel I'm just testing it so I don't a decision if I'm going to use it or not. But as far as I know, it becomes very popular and once again I'm trying to follow up on you know, on what's popular on the market. Monday.com, it's a very popular, I cannot give you you know, any cons or pros, I just you know it becomes very popular and because I'm trying not to be outdated, just following up on what is becoming popular. So this tool is being tested in those days at the company.

Balint: I wanted to, you know, ask this question, this tool-related question also because I saw it on your LinkedIn profile that you have a background in project management, project management of tech companies. So this is why I think it's also relevant to ask this and you do have a very relevant new knowledge on this, up to date.

Guy: Well, I guess indeed you know, I try to stay updated, there are many tools coming out and popping up but the basics actually stay the same, you know, the basics are being hontest people, the basics are integrity, the basics are hard work, you know, setting goals and reaching them. So, though we have a lot of tools, but still values our primary tools. Okay, don't forget that the tools cannot replace values for you and values, that's, that's how you hire people, values, that's how you manage your people. That's how you work with customers. That's how you behave in the company. And that's basically what describes your company so I would say that values are primary tool tools and or any other educational methodology to manage startups and to manage technological companies.

Balint: I want to now move on to the ultrafast round of questions of this interview. So this means I would ask you four questions, and it'd be great if I could get short answers to these. Okay, so first question, if you could go back in time when you were in your 20s what notes would you give yourself?

Guy: Well, be prepared for a little roller coaster, but always stay positive.

Balint That's a very good, short but punchy answer. Yeah, very good. The second one, if you had to name a book, which one had the biggest impact on your carrier?

Guy: Well, it's very difficult to name one. But I would advise Tim Ferriss' Four Hour Workweek.

Balint: Yeah, I agree. I read it multiple times. I think it's a great book. Do you use that knowledge during your daily life and business life?

Guy: Every book, there is a specific age and experience that is relevant for every book. Because sometimes, you know, if you're not experienced enough, you can read the Tim Ferriss book and believe that, you know, without hard work, you can be a billion-aire. But it's not, you still have to work hard, just, you know, you just have to be focused. So you have to be made sure to read certain books.

Balint: Alright, third question. I'm amazed by habits. Tim Ferriss also talks about that, that he has habits, his podcast, many things that he's doing is based on that, that you can build up habits that help you in achieving more. So do you have some kind of habits in your work life or your private life?

Guy: Yes, of course, you mean like a weekly routine, or a daily routines?

Balint: Well, weekly, or daily routine, which helps especially for the entrepreneurial side of your life.

Guy: Yes, of course, of course. First of all, I do karate and it helps me a lot because it's a lot of similarity in some way, a lot of similarity in karate, and business. In karate, you're working hard on overcoming obstacles in some way and to achieve your belts, you know, Green Belt, brown belt, black belt, etc, etc, etc. and you have a certain track so, and also in karate, you do some meditation and you do some relaxation and you do some fights which all those skills I use a business and you know, I feel it's very funny but when I before a fight karate I feel about the same what I'm feeling before negotiation with somebody. Okay, I'm very focused I'm very nervous I'm very this and that very same feelings before you know important negotiations and the fight in karate so I'm doing twice a week Karate which very helps me and also in business it's another aspect of karate, in business it's very difficult to relax, to forget about your work for a while. So you're always involved, you always think about it, you always think about what should I do next, how can I resolve this problem or what what what should I do here and there was this and then so on and so on. So in Karate it's it's really a way for me to relax and not to think about the work you know, because if during the fight I'm thinking about anything else but the fights I just get some punch in my head and you know very quickly focus back on the fight and not on the work. So after after those two

hours trainings I feel very fresh and feel very energetic and I feel very clean and well-rested because I was not thinking about my business for the whole two hours wow it's really a lot

Balint: Yeah it's very important, that's why I go jogging often and then I'm focused.

Guy: But I was doing jogging at some point and I was still thinking about my business while jogging. Here when I'm thinking about my business once again I get touched on my head so you know it's a little different it's more effective more effective when you're jogging it's very different so it is one. And second routines it's: I work very effectively when I'm hungry so I'm trying to eat very late, you know, I eat lunch about the 5 or 6pm, I know it's not easy for many people but it's just my organism and another issue it's those energy naps, especially I wake up very early, napping like for 20 minutes really really helps me and when I have a long day, after this 20 minute nap I can work till 10-11 like it's a new day.

Balint: I'm also big proponent of power naps. I think this is negatively stigmatized because people think that then you're lazy but this is extremely useful and I think it should it should actually change the belief around this because after that you're a different person it's almost like a good night of sleep

Guy: Again I completely agree with you. Well I think people that think you know let's consider 20 minute nap being lazy, it's nonsense. I am not smoking and people that smoke you know they waste way more than 20 minutes during the day for really for nonsense or something and helps. I'm talking about 20 minutes that basically start or restarting the day for actually restarted the day for me and in modern high tech companies basically they already get it. For example Google my brother works at Google so he took me to their napping room and they have a special huge room with those napping cubicles and you can sleep there only during the working hours. It even says that you know in the entrance it's a big side that this room is only for sleeping during working hours, not night. Nice so you know that's Google they know what they're doing so yeah yes a little bit funny but yeah napping, most of the people I know that do have this napping, I'm not talking about 2 hours sleep, just like 20 minutes they really all say this helps a lot and they restarts once again it starts the day you feel very fresh after that need is some healthy coffee or other brings so whenever I it's possible I'm I'm trying to have a sharp that, you know, during the day. Yeah.

Balint: Last question in your work if you had to pick a few critical cultural differences, because you work globally you have an office in Amsterdam, but also in other countries besides Israel., so which cultural differences would you highlight that you wish you knew before? And how did you resolve those issues?

Guy: Well, cultural differences nowadays becomes more and more relevant for all of us because of globalization, because we work internationally. It's not only that we have a team in the Netherlands itself, it's also we have different freelancers in different countries, from United States, Australia, we had a long-term partnership with Japanese partners and, and more and more, but still, I'm going back here to values and all over the globe, people have, can share same values. So for example, in some countries integrity is more important and in others it's less important. But once you find people with same values, you know, the cultural differences are less relevant. So I would say be loyal to yourself, okay. Don't try to behave like a French person in France and Japanese person in Japan. It will not work anyway. But if you are loyal to yourself and loyal to your your values, you will overcome any inter-country, inter-cultural difference. You can work with any person anywhere around the globe. If you're share the same values, and once again integrity, working hard, bringing results, you know, being good to your customers, etc, etc. That's what I'm talking about.

Balint: Yeah, I think it's great. I agree with this, that value. So once they are shared, cultural differences, the importance of that diminishes.

Guy: So that's basically the case.

Balint: Yeah, so I think we came to the end of the interview, I've really enjoyed it. I wish we could keep on talking for a long time it's really illuminating, I liked the discussion. Is that anything that you would like to still mention to the listeners that maybe we should have touched on?

Guy: Well, it's a difficult question but I would encourage people to go and start their own businesses. It's very interesting, it's very challenging it's you know in some ways like having kids on one side having kids it's challenging, it's not commercially profitable but still people have kids because of fun, because of the love, alive because you know when somebody can say that you have missed you know your if your do your lifetime checklist what the person should do during his lifetime kids definitely one of those checklists. You can argue or cannot argue, but you know, if you have lived your life without kids it's like you have not checkmarked one point in this checklist. So business is about the same for me. I have both kids and a business so I believe that you know, living life and not starting at some point your own business, even a small one, even for a short time even you know, to understand that it's not yours but still doing it for for half a year for one year trying to do the business it's very important I believe and I believe that every person should experience in his life short or long period of being a businessman and it's good not only for this person it's very good basically for the humanity because basically when you're a businessman, you're basically in some way you are moving the human and you're moving them forward in some way you're you're driving the economy you're doing good to the people in some way. So be good to the people,

drive the economy forward, experience being the businessman it's very good then. Good luck to all.

Balint: Yeah. Thanks for this last message. What is the best way for the listeners to reach you, by email or social media yes

Guy: Of course, I have Facebook I have telegram, my email or websites or I can be easily reached, no problem, I'm glad to answer any question okay good

Balint: Yeah. Alright so I will put it into the show notes this so that the listeners can check it out

Guy: Of course, yeah.

Balint: Alright. Good. Great. Thank you. I appreciate again the interview

Guy: Thank you so much for inviting me according to really appreciate it.

Balint: I liked it a lot. Thank you.