

Example of Clean Verbatim Transcript

Steve: Welcome back, Brad. This is the second part of our interview, and I want to get through all these as quickly as possible because I know you have somewhere to be.

Brad: Thank you. It's my pleasure.

Steve: It says on the website you worked doing graphic design for a local branding agency before branching out and starting your own business.

Brad: Yes.

Steve: Was that a conscious choice?

Brad: Yes.

Steve: Sorry, one sec. We can hear the fan.

Charlene: (inaudible 00:27)

Steve: No, no, that's perfect. Thanks, Charlene. Good. Was starting your own company intentional, or did you just sort of fall into it?

Brad: Actually, sort of both. I started out doing it as a favor for a friend. I didn't really know what I was doing at the time, but at some point I found out I was having some success with that, and so I started doing it for local businesses and restaurants.

Then it kind of took off from there, and then I figured, well, if I'm going to be taking on all these new clients I might as well get a website going and make something out of this, you know?

Steve: Sure. What kind of challenges did you experience when you were starting out, that you weren't expecting?

Brad: Hmm, challenges I wasn't expecting.

Steve: (laughs) I keep putting you on the spot. I don't think I put that one in the questions either. We're just ad-libbing here.

Brad: No, it's fine. So, challenges ...

Steve: Yeah. It could be funding or anything. I forgot to ask you earlier, did you bootstrap?

Brad: Oh, yeah. Oh, yeah. I had literally, like, \$200 in the bank when I started out. And that's Canadian dollars, so that's like, what, two cents US? [laughs] Nah, just kidding. Pretty sad though.

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