



## Rising Tide Startups Podcast Listener Feedback Summary

**Shawn Askinosie**

**"CEO, Life Coach and Chocolatier"**

**4/9/18 Season 1, Episode 15**

### **Obstacle 1 – How to manage cash flow without incurring large debt?**

1. Captain Obvious here: cash flow is like the physics of accounting. There are only three ways to change cash flow 1) slow down outflow; 2) speed up inflow; and 3) use debt to offset the imbalance of the previous two. Debt is often put into two categories: revolving and installment. But there's a third category of 'factoring' that might help. It's still technically debt, but feels much less like debt for those who are risk-averse.

2. Given that it is important to look at the long term model (growth, flat or shrinking revenues) and how each component (online vs in-store) plays into the mix.

Then look at the cash requirements to handle the required peaks and ensure that the cash is being stockpiled during good times - avoiding debt.

### **Obstacle 2 - How to offset the adversity of the "Amazon" effect on their retail brick and mortar customers?**

1. Infamous bank robber Willy Sutton was asked, "why do you rob banks?" He responded, "that's where the money is." Much like his quote, the best way to increase sales is to go where people are (virtually). Lots are on Amazon (boo); It's expensive to drive them to your website; or explore the use of influencer channels. Bundle together thousands of Instagramers/Youtubers, and bam!

2. As a supplier, it seems difficult to significantly impact the business realities of your brick and mortar retailers. The only path seems to be as Shawn is doing to pursue a "both and" strategy with selling from their web-site. It would be interesting to explore how their current buyers are also developing a "both and" strategy to increase their on-line presence. This may represent an opportunity to create networks where Askinosie Chocolate can boost on-line sales beyond their web-site.

***"Don't Wait!"***

***"Before you get started, make sure you have sought out  
SOUND financial advice!"***

**- Shawn Askinosie**

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