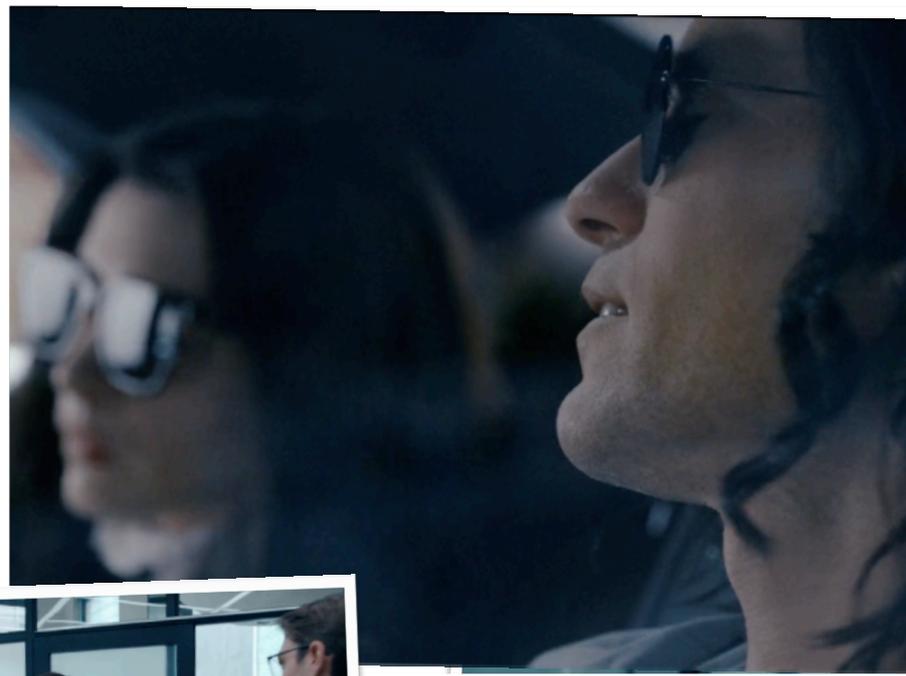


# WeCrashed

## Episode 1



# Episode 1

## This Is Where It Begins



**4.32 - Adam:** The board is going to kill the IPO. We have personally **taken 350 million out** against our shares, Rivka.

*The episode starts with a flashback where Adam is about to lose his company. Rebecca, his wife, tells him that fear is a choice. Do you think "fear is a choice" in a situation where you're about to lose your company? What does Rebecca mean by those words?*

**5.44** - Adam is a **door-to-door salesman**. *How would you describe his life situation, his financial status, and his endeavors? What do you think a door-to-door salesman could learn?*

*How do you deal with rejection?*

**Adam:** Does he (the baby) **know his lines**? Have they **rehearsed** everything?

Do you know any **rags-to-riches stories**? Why do we like them so much? Is it because they are relatable, inspirational, exciting, or because they are based on true stories of people just like us?



\*The **knee pad** company, Krawlers, was a real company that sold baby clothes with **sewn-in** knee pads. "Just because they don't tell you, doesn't mean they don't hurt" was actually the product line's slogan, which Newman coined/came up with.



**6.22** - Adam is taking an entrepreneurship class in Baruch College.

**Professor:** The difference between a good business and a great business is **scalability** - the ability to expand or change in time.

How do you understand the professor's words?

Can you give an example of a business that is not **scalable**?



**6.40** - The **collapsable** heel:

**Adam:** A woman on the go should never have to **sacrifice** style for comfort. This is the opportunity to **disrupt** the fashion industry. Literally **put** competitors **on their heels**  .

*What examples of companies can you think of that have **disrupted** industries? What was the problem that they solved for their customers? What was their competitive advantage? Did they have a first-mover advantage? What kind of qualities did their founders have?*

**7.47** - Adam meets a neighbor in the elevator and **invites him over** for a drink  .

*Is it weird for neighbors to invite each other over for a drink in your building?*

*Have you ever invited a neighbor over for a drink? How did it go?*



**Adam's pitch:**

**9.34 - Adam:** You **scored your first job**. So, what are you making? The starting salary for a college graduate in New York City is \$41,000. After taxes, \$29,000. So, where are we going to live? The **median** annual rent for a one-bedroom in the city: \$38,000. So forget the one-bedroom. A studio: 32,000. Forget Manhattan. Uh, you could take the PATH from Hoboken? Or maybe the **ferry** from Staten Island? Now imagine living in the city, in a modern building with all the **amenities** for a fraction of the cost. I'm talking about **communal living**. Shared spaces, shared expenses, shared experiences, shared memories... Shared lives. Welcome to Concept Living.

**Professor:** Guys you are the **\*VCs**. Jump in.

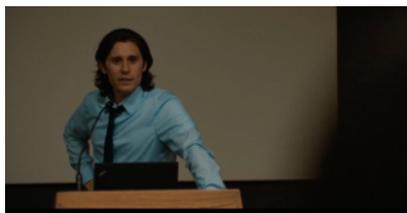
**Student:** It sounds like a **dorm**.

**VC** - venture capitalists are investors that provide funding to new businesses, typically startups.

What are some of the upsides and downsides of communal living?

If you were one of the VCs in the audience, what would your feedback/questions be around his project?

Do you think his startup idea can be successful? What kind of a problem would it solve?



Adam **pitches** or presents his project called Concept Living, an affordable shared spaces for people to live in. "It sounds like a **dorm**," comments one of the students in the audience. Adam **lets his audience in on a "little secret"** and says, "Mr. Silvestro, whatever your biggest success story is, this will **10x** it." The investor jokingly offers to buy Adam's confidence. That is, if he could bottle it. Adam explains that he needs **seed funding**, because he is a **serial entrepreneur**.

*Adam claims to be a serial entrepreneur. Do you think serial entrepreneurs are more successful than business owners who focus on one industry their whole lives?*

**Meeting with Miguel:**

**14.34** - Miguel remembers Adam from a party where he was **hitting on** his girlfriend and offers him office space at American Apparel.

**15.32 - Adam:** Wait, wait, wait. Five mothers? Yeah. Oh, you did a lot of breastfeeding. No wonder you're so tall.

**Miguel:** It was a **matriarchal** collective. No men. I was raised on a **commune**.

**Adam:** Wait, you were raised on a **commune**? I was raised in a **kibbutz** [a communal settlement in Israel]. We're like **kindred spirits**, you and I.

What do Adam and Miguel have in common?

Have you ever met someone with whom you had a lot in common with - a **kindred spirit** perhaps?

**16.06 - Miguel:** Larry and Sergey started Google in a garage. Bezos started at a Starbucks. You're gonna be the first billionaire to start in a **supply closet**. It'll make for a great story.

**Adam:** I don't want to be a billionaire. I want to be a trillionaire. Tell me the rent again.

**Miguel:** 750 a month. Can **you swing it**?

**Adam:** I'll figure it out.

Play the scene and ask to paraphrase "**swing it**."

**Rooftop party:**

**17.24** - Adam **throws a rooftop party** wearing a **mesh** sweater. He meets Rebecca there for the first time and **asks her out**.

Would you **go out** with a guy like Adam? What do you of Rebecca?

**Adam visits Rebecca's yoga class:**

**19.01 - Adam:** Let's hear it for the teacher. What a class! I like the flow, the flowing. I'm **tingling** still.

Adam **between gurus** now and needs a "yoganini" to fix a **ruptured groin**. Have you ever been **between jobs**?

**In the supermarket.**

**20.27 - Adam:** I like my **produce** [fruits and veggies] fresh.

**Rebecca:** Was it worth it coming all the way up here?

**On the street:**

She agrees to go out for a drink with him but says, "Don't **blow it**."

**At the restaurant:**

**21.13 - Rebecca:** You **hound me** for a date for two weeks, and then you're 45 min late.

**Adam:** I **blew it**. I was **closing** a deal.

**Rebecca:** Look, here is how it's going to go. I am gonna finish this glass of wine that I spent \$22 on, and then I am going to leave.

**Adam:** Look, if you're going to **storm out** of here, you'll need your energy, so I suggest a little **nibble**. The **appetizers** look even better than the **main courses**.

**Rebecca:** I am a serious vegan.

**Adam:** Jus so you know, I'm a **health nut**. There is nothing impure that goes into my body. My body - my temple.

**Rebecca:** You, my friend, are **full of shit**. Every word out of your mouth since you sat down has been a lie. You're sweating because you **biked** here. Your pants are **wrinkled**, because you pushed them into your socks. You're not a **health nut**. You're a **chain-smoker**. Your **fingertips** are **stained** and you **reek of smoke**, by the way. You only wanna order **appetizers** because you're **broke**.

Adam tells his date that she's never to find **enlightenment** and that

she teaches yoga for money. What do you think Rebecca sees in him?  
Why does she agree to continue dating him?

### Adam's 2nd visit to the yoga studio:



**24.46 - Adam:** Under all the namaste, incense, Buddha statues, you're just a **bullshitter**. And you're making really good money because you call your instructors "students," but you pay them like **interns**.

Instead of you giving Rebekah one dollar per student, she's going to keep the donations and pay you one dollar per student. Do you understand? I'm an entrepreneur, and I live for **disruption**.

### In bed with Rebecca:

**27.12** - Adam is curious and wants Rebecca to tell him about how to win the game of life. Rebecca tells him that he **has no intention behind his work. Something other than money**. Adam tells her that he grew up on a Kibbutz and that he was the happiest there. "It's a thing," he says. She tells him to make a business out of that feeling. Adam proposes (asks her to marry him).

What are you most passionate about? What kind of work would you be willing to do for free just because you derive great pleasure from it?

### 29.22 - At Miguel's office:

Adam wants Miguel to go into business with him. The business is everything he **pitched** in class for Concept Living, but for the workplace. Without hesitation, Miguel says, "**I'm in.**"

Why do you think Miguel agrees to join forces with Adam?

**30.21 - Meeting with the landlord:**

**Adam:** It's the **dawn** of a new age. The age of a **gig economy**, of the **solopreneur**. An age where each of us is a business owner, and the business is us.

**Landlord:** You can hardly **cover** your rent ...and you want me to give you a whole floor? And you don't know anything about real estate.

**Adam:** You know what, Randall? You don't know a thing about real estate. And do you know how I know? Because if you did, you wouldn't have empty floors, Randall. We're bringing you our **deck** tomorrow.

**31.48** - Adam claims that their business is **recession-proof** and promises to bring the **landlord** their **deck** (business plan).

**Adam:** Every great business story has an **all-nighter**.

**Miguel:** I guess we get some food, some drinks.

**Adam:** Not we. My strength is in sales, and I **sold him. You're up.**

**Miguel:** Yea, but you didn't **close him**.

**Adam:** Yes, I did. He just doesn't know it yet.

How big a role do you think confidence plays in Adam's success as an entrepreneur?

**33.57 - Adam:** Randall, as promised, one 17-page **deck**.

**Landlord:** I hate to admit... It's actually pretty impressive. But, uh, when it comes to the build-out and short-term leases and unknown **sub-lessees**, uh, it's a little too risky **for my taste**.

**Adam:** Keep the **deck**. We printed one for each **prospective** investor.

**Landlord:** What other investors are you talking to?

Why does Adam mention other investors?

**35.13 - The new office space with Adam, Rivka, and Miguel:**

Miguel wants to get some desks. Adam tells him to lie down and simply sticks some **duct tape** on the floor to show where the desks are going to be. Problem solved.

**36.24 - Showing the office to a new customer:**

Adam says, "If you're looking for an office to **punch in and out of**, this isn't for you. He agrees to **put down a deposit**.

How are Adam's approach and his pitch different from others?

**38.00 - Meeting the investor from college at a restaurant:**

Adam tells the investor who was the judge at his business competition that his idea worked and that he's **projected to make** \$200,000 in their first year.

**Investor:** 200,000, you said? Congrats. That's what my secretary makes. Missing a few zeros. Good to see you, Adam. **Enjoy your meal.**

Adam thinks he hasn't accomplished anything, but Rivka tells him that he's a **supernova**. How important is it to have a supportive spouse for someone in Adam's shoes?

**41.00 - The buy out:**

The owner has another location in Manhattan and Adam wants to open a new office there.

**Landlord:** At some point in life you have to ask yourself, "How much is enough?"

**Adam:** So **buy us out**.

**41.46 - Miguel:** You weren't trying to convince him to move into Manhattan.

**Adam:** Miguel, at your last job, you made, what, uh, \$15 an hour? We just made 500,000 in 20 minutes. Congratulations. We've proven the concept. Now it's impossible for them to say no.

**42.26 - Finding a new property in Manhattan:**

**Landlord:** Look, guys, we are still crawling out of the **wreckage** of the **housing crash**. We want big-credit **tenants**. You two have credit scores like college kids. I'm not gonna rent to you, and, to be honest, I don't think anyone else is either. Go back to Dumbo. A market you know.

**Adam:** Uh, we... we signed a **non-compete** with our old partner. We... We can't go back to Brooklyn.

**Landlord:** Well, now, that wasn't very smart.

**44.00 - Conversation with Rivka:**

Rivka is complaining about her yogi being **phony** and not being a vegetarian. After he calms her down, she tells him to get on his knee and ask her to marry him.

**46.25 - Rebecca:** I **manifested** you. If **you put positive vibes out** into the world, the universe will open doors. Focus on your spiritual energy, on **emanating those vibrations**. Okay, can you feel it? You feel it? Adam (after phone vibrates)?

**Adam:** It's the **universe** calling. Yevgeny Risakov. I've got a meeting with Yevgeny Risakov. You're a **sorceress**.

**48.14 - Meeting with Risakov:**

**Risakov:** Guys, I've got ten minutes.

**Miguel:** All right. Well, uh... The thing that **sets our company apart** is that we're not just a co-working space.

**Risakov:** Thank you human Ambien.

**Adam:** You know what? This... This... This space, it doesn't work for us a... actually. Doesn't work. Doesn't work. But thank you. Thank you. Miguel, let's go. The best we could hope for is, uh, **bland** and functional.

**Risakov:** Isn't **bland** and functional **the point**?

**Adam:** No, it's not. It's the opposite. Please come with me.

**50.45 - Miguel:** This building sucks.

**Adam:** It's not about the building. It's about the man. He's an investor. Right?

**Miguel:** Do we need an investor?

**Adam:** An investor gets us the money. The money gets us the buildings that don't suck.

**Miguel:** What's the plan then? How are you getting him to invest?

**Rebecca:** Adam will manifest it.

**Adam:** Can't be too low (number to invest). And it can't be **obscene**.

**Miguel:** Guys, is this a joke? 'Cause we can't go into this meeting with Yevgeny Risakov saying, "Hey, our... our... our company that has no employees, no sales, no buildings" We... We don't even have a name. And we're saying it's **worth** four and a half million dollars?

**Adam:** Miguel, we have hundreds of buildings. We just haven't **acquired** them yet. The **valuation** is just the amount someone is willing to pay.

**Miguel:** Adam, this is **insane**. Four and a half million?

**Adam:** You missed a zero. Forty-five million.

**55.53 - We Work board meeting:**

**Adam:** If one tiny, little article is going to **shake you to your core**, I don't want you on my side. Do you understand? I don't need you on my side. Because we are going to IPO in two weeks.

**Board member:** You came here thinking you were fighting for the **IPO**? The board voted this morning. We want you out.

**59.50 - In the elevator with Rivka:**

**Rebecca:** Are we done **pouting**? Call the lawyers. All of them.

**[Click here to access the Quizlet Vocabulary set for the episode.](#)**