



THE LANDGEEK

The Art of Passive Income Podcast With Mark Podolsky, AKA The Land Geek

Today's Guest: [Glenn Geller](#)

Transcript

Mark: Hey it's Mark Podolsky the Land Geek with your favorite real estate website www.TheLandGeek.com, and I'm really excited for today's super, uber-wealthy, geeky guest for a number of reasons. However, before we talk to our guest I'd be remiss if I didn't properly introduce my co-host the 'brain', the 'professor', the Flight School Sherpa you know him, you love him Scott Todd from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings PostingsDomination.com/TheLandGeek. Scott Todd, how are you?

Scott: Mark, I'm great. How are you?

Mark: I'm great. I'm really excited to talk to our guest Glenn Geller, from Symposium.us. I just want to remind the listeners, today's podcast is sponsored by Flight School. Learn more about how you can execute in real time on Flight School with a guy who has done over 800 deals, he is the best in the world, Scott Todd is going to lead you up that land investing mountain. Learn more at TheLandGeek.com/Training. Glenn Geller, you are - I want to put on my anchorman voice - you're a big deal.

Glenn: Huh, well thanks.

Mark: So if you don't know about Glenn, he is just one of these innovators and Glenn, I think you're doing a way better job of telling your bio than me so take it away.

Glenn: Okay, I'll do my best, Mark. Thanks for having me, and Scott as well. So yeah, I mean I've been a technologist for as long as I can remember really. I started building real-time systems very, very early on. I went to UC Irvine and UNLV here in Las Vegas. I was actually born and raised in Las Vegas and I was kind of turned on to what became this high tech world of today and I did so, kind of from the lighting and sound world and so that was my first role that I got into. First thing I ever did was, I created a show control program actually for the theater. I was in the theater first and so that was my first kind of taste of building something that somebody found value in and ultimately wanted to buy it.

So, I spent some time in the tech theater business but then in late 90s you know kind through theater, music, and those things I came up with what I thought was going to be an awesome idea, and I started working with a little bank out in California. We invented what's ultimately known today as the prepaid debit card, and so I spent almost 15 years total but about 10+ years really building businesses, several in succession as a matter of fact and selling out a couple times, taking a little break and retiring during that. What I found is this real deep love of the financial tech and how it really helps small to midsize businesses, individuals and those who are less banked than normal; what we called the unbanked or the under banked world.

So, fast forward to what we're doing today in regards to that, is that we've essentially created real-time technology that allows any person on the planet to host their own meeting either one-to-one or one-to-many. We can have up to 5000 today and are increasing probably to 10,000 in a month or something like that, and also even do video recorded shout outs for a fee. So we've built this system called Symposium, which is available at Symposium.us or you can find us on our socials @SymposiumCorp and you can sign up for free. You basically download the app on your phone or you can go to us at, Symposium.us and click on the link for the web and you can create yourself your own digital storefront which then offers whatever you want to offer.

So, let's say you have some expertise in a certain field or some real knowledge about let's say, how to play the guitar, or in your vein you have real estate knowledge that people are clamoring to find. Now, of course you're bombarded with people sending you emails and trying to look you up online and watch your videos, but for some people it takes a lot more for them to really learn and to learn at a big way and so that one-to-one, that

face-to-face connectivity is something, I think that a lot of people in your position today are lacking. Now of course, there are tools like Zoom and other things, like out there that you can host a small meeting but they're not monetized and even if you went out there and you got a live stream and got yourself a PayPal account and used Google calendar for all the scheduling, what Symposium does is, it brings it all into one place. I can set up a schedule, I could say I want to work Mondays not Tuesdays, work Wednesdays, I want to take some time off on this week or this month. Our system does all that scheduling for you and helps you to attract the people who are looking to learn from you or to be educated or otherwise, some sort of valuable transfer. It could even be entertainment purposes or meet and greets and things like that. So we are out there, telling the world about what is Symposium today.

Mark: So Glenn, is this like let's say EventBright and Zoom had a love child?

Glenn: Sure.

Mark: Would it be fair to say that Symposium would be that love child?

Glenn: It could be, yes. You need more components though, take EventBright, take Zoom, throw on Google calendar and you know of course EventBright is your payment solution, but now let's see you have a third-party payment solution like a Stripe or another one like that. So it takes multiple components in one system to really equal what we have in terms of the toolset that is, Symposium itself.

Mark: I see. Scott Todd, you're a technologist what's your take?

Scott: All right, Clarity. Why not just use Clarity? Why not?

Glenn: Well, that's a good question. You know Clarity has some really good things going for it. We're built on a little different technology. We're fully built on the WebRTC stack with the additions to also scale to millions, and so I don't know the Clarity is there yet, maybe they'll get there. We have some other people who are looking at competing with us in the shout outs business for example.

We have three real products sets: live one-on-one, live one-to-many with the ability to do guests in a real-time live environment, and our third product which is the SymGram, so it's for shout out. You know what we found is that people, sure they can manage multiple platforms do one over here and one over there, but when people are trying to brand themselves we want to give them the opportunity to kind of doing everything in one platform. Ours is

very simple where you put in your payment information one time and then of course you can use that with anyone of the hosts that offer things, and one thing really important is that, we are opening up a merchant account on your behalf. We're not a company that's holding onto your money. We are a financial service that has hooked you up with your own merchant account, that you can receive direct funds and we manage that on your behalf through our system.

Mark: Very interesting. So let's just talk about some entrepreneurial lessons Glenn.

Glenn: Okay.

Mark: In starting Symposium, starting your other companies, if let's say like you have a small, I don't know, land investing business and you're starting to break into the market and you're doing something with it. As a successful founder, what do you think would be the three most important components of getting traction and getting to the marketplace?

Glenn: Well, that's a tough question but I can... The first thing, is just don't give up right. Everybody is going to be a naysayer, everybody is going to tell you how, hey there is this other thing and you shouldn't do that. So don't give up, but also second thing is, you also have to kind of know when to give up. And sometimes the idea doesn't actually pan out and so some need pivot and so you've got to find out the right thing. And my final thing is, really you know we're so good at building on a budget these days, but trust me on this one, always ask for twice as much money as you think you're going to need all right. Those are my three most important kinds of guides from that question.

Mark: Okay, great. Do you have a favorite sort of failure in Symposium that you learnt from and then you were able to pivot?

Glenn: Oh gosh, not yet. I mean we've had a lot of little failures over the couple of years. We've been building for a couple years and that's the thing, what's interesting is that we really see a product like, this is really kind of two mindsets. You can go shoot for minimum viable product and hope and pray that the things stays up while you're getting some traction or you can go a little different route which is, you invest in infrastructure, investment in something that you know will scale and then start a smaller test and ramp up from there.

So, we picked the latter; we really decided to engineer a real true system and so that might have been the first failure. Is that here we are, we've

engineered a system that has so many pieces and it's so flexible, that it really kind of takes a little bit of time to educate people on all the things that can happen. So, that's kind of an interesting thing; we've had to come back and solve that with tutorials and little snippets and videos and things like that. Of course, when we look at it for a couple years it's like, you we know how it works perfectly but then somebody looks at it that's sight unseen and they go, all right I don't quite get it. So we are trying to solve that still actively with tutorials and things like that. We've built a very powerful platform that has a lot of features and a lot of unknown features that are very helpful to a lot of certain types, but maybe not for the masses that just want to do one meeting or something like that. So we're still working through that.

Mark: All right. Scott Todd, what are your thoughts?

Scott: Well, I just have a question. Like, I am intrigued by the whole concept of creating the prepaid debit card back when this thing started at.

Glenn: Sure.

Scott: Like how you did you come up with that? Like, what's the genesis behind that, what was the thought process and then how does that take you and bring you back to like where you are today? Like, what lessons did you learn from that, that allows you to kind of take the current product that you're working on, the current company you're working on? Like how do you go from financial services over to like this?

Glenn: It is such a great question, Scott. Well, first of all this is really financial services, where we've positioned ourselves as a real toolset and a real helper for these individuals. So, but to answer your question directly this came all about this under banked, unbanked world and so, I have started in that world in the prepaid space; specifically prepaid cell phones when it was just getting started and prepaid calling cards. So I was able to identify a market that had a real need, they were buying prepaid calling cards because that was some way to part with a small amount of cash and not have to really deposit it somewhere, and things like that. You buy it, they use as they need it and they kind of throw it away as it goes and in similar fashion, the prepaid mobile gave those people who really didn't have good credit scores and couldn't maybe qualify for traditional monthly based service, and it gave them a real way to enter the world of the cell phone by prepaying for their service.

So, we kind of took those two models, we knew those kinds of people and we said if we could come up with a product that allowed somebody to give

instantly fund either in cash, going to the bank or going to a load station like a Western Union, Money Gram etc. and then send money to their compatriots whether that's across the street or across the world. Obviously, money transfer was a huge business at that time, it still is you know, people transferring money in a foreign environment, and then the third piece is that people really didn't have debit cards. Cash payers didn't have a way, and as debit cards were becoming more ubiquitous in daily spends, we really thought we would solve kind of all of those pieces and here we are again 15+ years later knowing that we did that. We created an environment, where people who were unbanked or under banked felt how empowered and proud to have a financial instrument in their pocket even if they had to put the money up just like you would in a bank account, they now could present that card for debit based purchases at a store, at the grocery to buy their furniture, etc. And as it matriculated through having the kind of the larger lands the MasterCard, the Visa card, Discover Brands and things like that, it further added value to their payments capability, so we saw it go.

You know again we started the ATM card - prepaid ATM card, but it was always a very real time product that allows you to do really three things: load it, send funds to other cardholders and other affiliated accounts and then the third part again will spend money at a physical brick and mortar or online through money that you've pre-deposited without having the ability to walk into a physical bank. You either don't have paperwork, you've run up of your bank account overdraft and then the bank won't work with you, you're on check systems etc. So, that was the market that really set out to solve. We did solve it over about a 10 year period and then, when I exited this space, you know, kind of licensed all of my software and all of that to all the major providers of those services and really exited in a big way.

But still, it exists today. We kind of took all those pieces and put them back together for this play and with much greater better technology, faster capabilities, much more scalable infrastructure, but certainly with that same bench in mind; the ability to help a small business owner, the individual who doesn't have access to the same toolset that the Fortune 500 have in terms of payments and connectivity.

Mark: Very, very interesting. I mean Glenn, when you've achieved the level of success that you've achieved and you're on top of the mountain and you don't need to do anything else, right. Where do you find the purpose or the why or the wherewithal to say, what it's great up at the top of the mountain, I'm going to scale all the way back down and I'm going to climb all the way back up again and go through those trials and tribulations again?

Glenn: Well, a couple of things right. So, another great question. First of all, it's very lonely at the top of the mountain. If there really is a top of the mountain, it's very lonely there you know I did. I've retired a couple of times and traveled the world that's what I can say if I could lend a suggestion to anyone. Travel is so not overrated in this world. Anybody who has the opportunity to travel, see what other people in other countries, other ways of life, it's so important to know how to mold and shape your life going forward. It just so happens, that we don't really give a huge chance to do that when we're younger and so, sometimes that happens a little older, you know, in the older years. I just got lucky and I hit okay, and was able to do something but it's lonely at the top.

The other thing is that, there's really never a time I don't think. I mean, I did at some point believe that I could retire and go travel the world, I'm just going to be fine and could not maybe not ever do anything again but this brain just keeps going to see things. I've kind of to a certain extent, made myself think about how to solve problems that the world is having, whether they are my own individual problems or problems that I see in a grander scale and try to put some thought behind that. So, when you come up with ideas and you think you can solve those things, you have a business mind too and so it's easy to kind of put that into a construct that could become a business. So, this is not the first one that I've done in the moment it just happens to be the one we're talking about right now, but it almost becomes a second nature to me, I like that. You know, a lot of times they say, it's the journey not the destination and I truly live that every day. Journey is what it is for me building something that people really, truly can use and it impacts their lives, it's very rewarding to me personally.

Mark: That's great. This is going to be kind of like an oddball question, but I have to ask it.

Glenn: Sure.

Mark: I like to ask these people that are really well-traveled. You can't live in the United States, you can never go back to the United States. What country would you move to that you'd be very happy? Like, okay. I'm going to stay here, I will be happy if I never have to travel to another country again.

Glenn: I'm going to blow away on this one, but maybe this is something actually won't come so much of a surprise. I do a fair amount of evaluation of countries. I mean, we are foreign group as well being a US-based group, so we have lots of people all around the world. So, I'd have to say without even really thinking about it, Vietnam. Vietnam is the place where I

would be and I'll tell you why because, Vietnam will probably be the next America you know. I really truly believe, the people feel that way there. I'm telling you, it's weird to hear me say that but there's so much oppression over there happening because, the government knows that it kind of on its way out but I'll tell you of all - especially the Asian countries and that's where I am focused right now. I was in south of Central America last decade, so Asia is where I think it's at. Vietnam is where I would be. I would live in Vietnam if it wasn't for the pollution, I would be there now honestly. I've spent a great deal of my time there but they do have a pollution problem, China has a serious pollution problem too and this is something that we're thinking about in another elements of my businesses too. So, Vietnam it is, that's where I'd be for sure.

Mark: Wow. I'm going to give you \$50 billion to live in this country and you're going to say no. Which country would it be?

Glenn: Oh man. Oh goodness. Okay, I think the answer it's Nicaragua or maybe Argentina, somewhere around in those areas. They are so susceptible to corruption. You can probably wind up dead just tomorrow and the more money you have, the bigger the target that's on your back and these people they've got guerrilla warfare down there. So, I want nowhere close. I value my life and I don't like people shooting at me, so I'm okay with that.

Mark: Right. Scott Todd, I mean the listeners had no idea when they started to listen to this podcast that it would go this way. This is what I love about this podcast is you learn something new every day. We meet these crazy, like Uber successful individuals and we get to glean a little bit from it. Like now, I never need to go to Nicaragua or Argentina but I do want to go in Vietnam.

Scott: [00:20:52] [indiscernible] investing in Vietnam. Wait, can you edit that out?

Mark: What was that?

Glenn: Right, can you edit it?

Mark: Wait, I missed it.

Scott: Oh, I said we should start investing in Vietnam but I need you to edit that out now.

Glenn: That's right.

Mark: Oh yeah, absolutely.

Glenn: Actually, I'll tell you what, they actually do have a very good foreign investment program in Vietnam. We're currently working inside those constructs in a couple of programming centers there in Vietnam. So, we're all out. We are all about having and helping foreign workers, we do a lot of it here in the US but we're a global company, you can't grow in the global marketplace without really having your fingerprint on the poles in these countries. So we're proud of our global footprint, no doubt.

Mark: What would you say it the best entrepreneurial lesson your mother or father ever taught you?

Glenn: Oh my gosh! That's not a tough one. I'll tell you a really quick story. My father was the first one to really get me into business. My dad from a very young age he hired me to run basically a newspaper subscription, little team. I was myself, my little brother and this other kid and we were building a little team selling newspapers, the Las Vegas Sun here in the Las Vegas market. So, this was essentially a kid 7-8 years old knocking on doors, trying to come up with a pitch, "Hey, would you buy the newspaper?" It's only \$2.50 a month or whatever it is and I just cleaned up. I cleaned up. Well, I'm a cute kid, nobody is going knocking on doors in this town and I did it. I must have sold thousands and thousands of subscriptions over the course of months. So, I worked myself up. I was the top salesperson on the team. Again, I think I was 7-8-9 or 10 years old. I don't know what I really at that point but I was young, under 10.

And so, the groups got together, all these people got together and they financed a trip to Knotts Berry Farm from Las Vegas and they took all of us, our sellers out there and I was suddenly now in the back van with a bunch of like 14, 16, 17-year-old kids being like a 10-year-old guy hence, they weren't nice to me. I'm this kid that's got better numbers, my dad is running the crew, they weren't nice. So, what I learned very early on is that, you can't allow anybody to judge you for your talents. Just you can't allow them to do that because it's really not judgment, it's envy and it's jealousy. So, that's what I learned as a real little kid is just stay head down, focus. I knew a path that I could follow and that led me through sales, originally and then early building up businesses, you know, in the late 90s and early 2000s. So, just don't let anybody, don't let yourself get ruffled by those judgments out there. Let the haters hate and just keep your head down and do what you do.

Mark: I love it. Scott Todd, what are you thinking? What are your thoughts?

Scott: Let the haters hate man. That's my new slogan, let the haters hate baby.

Mark: Let the haters hate. All right, well I've got one more question for you Glenn, before we go to our tip of the week. Scott Todd goes to me and says, Mark I've got a great idea for an app it's XYZ. It is going to change the world, it is going to be amazing, we're going to get a billion downloads, we're going to make Snap look like a small little company. We'll probably buy Snap, it's this brilliant. What would your first piece of advice before we launch?

Glenn: Oh man. My first piece of advice, that's a tough one but here's what I'm going to say, get somebody who knows how to write really well. Likes writing, likes documenting things and likes to put paper behind it because I can tell you one thing is that, any undertaking you go under if you don't have a really good plan and that plan is reduced to very good writing that people can understand you are most likely to fail. So, plan well or plan to fail.

Mark: I love it. I think I've had that.

Glenn: I didn't invent it. I'm just looking at it right there on the wall. No I'm just joking.

Mark: All right. Well, I think your mentorship on this podcast has been great and we've learned a lot. Symposium.us is a really exciting app that I think is going to be really, really interesting for a lot of different markets out there but it's now time for us to just grill you one more time Glenn.

Glenn: Yeah, sure.

Mark: Tip of the week: a website, a resource, a book something actionable with the Art of Passive Income, listeners can go right now improve their businesses, improve their lives. What have you got?

Glenn: I've got a quick one, it's a little hack. So, here's what all into today. If anybody Ubers, you should Uber with the Pool option. It saves you five bucks and you never know who you're going to meet when you're Ubering with those people. Just in the last two weeks, I've met people who are here from LA, who are at celebrity status just riding around in Las Vegas so we're all doing it. That's kind of my tip of, maybe even the month. I'm going to be an Uber Pool for the rest of the month and see how many people I can meet when I'm going to business meetings and see if I can report back on you.

Maybe I'll find some interesting people that we've ridden with here on Uber Pool. That's my tip, Uber pool, it's fun.

Mark: That's a really cool tip. My first reaction to it was, I'm just anxious like stranger-danger but you're telling me it's safe. Like, I won't have my daughter Uber Pool.

Glenn: Oh yeah, I wouldn't probably do that, but I'm talking about you, if you like to meet new people and occasionally go out and you shake hands. So, sometimes listen, if you deal with any sort of anxiety it's a great way to deal with that. You're going to get into a conversation and those kinds of things. I've been doing public speaking for 20 years, so I'm very comfortable with it but I always like meeting new people. I like hearing a little bit about their story and it gives me something to maybe talk about or reflect on as the days go by. So, it's cool meeting people. I think people are really what makes us, what really not only makes this country, but this world unique. Everybody has a little different way of thinking about things and so it's really cool to meet them and have them reflect on that and be able to think about that later.

Mark: That's really cool. So Glenn, last question.

Glenn: Sure.

Mark: I'm in an Uber pool with you, what's going to be your opener?

Glenn: With you Mark? Oh my gosh. What I'd have to say that you look like a guy who is involved in the tech scene. Now, I would come right it for tech. You have this tech look man. So, I would be like you're a tech guy, you're a guy, you're a superstar, you have a TV show or something I'm sure and that will probably get you to talk to me for a second.

Mark: I love it, all right. I'm going to start Ubering. I will start using it. See now, you guys can't... you know this isn't video but Glenn, go this like rock star look to him with the long hair that in a million years I could never grow neither could Scott Todd by the way, but you know. So you know when guys...

Glenn: It wasn't always this way. It took a long time for me to be comfortable starting to grow my hair and then last 10 years I mean, this is what I've become known for. People stop me on a train or in an airport, "Oh I recognize with the hair." So, now I can't even cut it. It's hot, it's hot, long and crazy but I will keep growing until I probably can't anymore. This I owe

squarely to my mother, may she rest in peace. She gave me this luscious beautiful head of hair and so I carry it in her memory.

Mark: I love it. Scott Todd, what's your tip of the week?

Scott: I mean, how do I compete against all that hair? I don't know what to say, that's crazy.

Glenn: Scott, you've got your thing going on too man.

Scott: Yeah, I'm not sure who gave it to me though or who took it from me.

Glenn: I agree with you.

Scott: So I'll blame it on the teenagers. Hey Mark, let's say I get in my car and I drive over to Land Geek headquarters. I get there and I'm like, "Hey man, I need the Wi-Fi." Like, I'm sure you have a guest Wi-Fi set up, right?

Mark: Yes, it's I love Scott Todd.

Scott: Okay that's cool. Now look instead of....

Mark: Which by the way, my daughter's friends think it's so weird when I say that.

Scott: Yeah, I think so, they probably would but instead of having like tell them over and over again about what the guest password is and how to connect to it whatever. Check out my friend Porter, it's a TenOneDesign that's spelled out TenOneDesign.com/Porter, and when you check this thing out man, look at this because you get this little placard okay, and it's like \$40 and you put this thing wherever you want in your house or office or whatever, conference rooms and what it does is you basically program into it your Wi-Fi information. So, for someone who walks up with their phone, they can use near field communication, they hover the phone over it. It basically connects them to the network that you want to be on, password everything so you're not having to give it out and tell them like, I love Scott Todd, and then you have to explain who Scott Todd is all of these stuff. If they're old school and they have an older phone that doesn't have near field communication, no problem you just look at the back of this little card there is a QR code on there that connects them directly to the Wi-Fi. How cool is that?

Mark: That is really cool. I can see like a coffee shop doing this.

Scott: A coffee shop, like...

Mark: Like personally, I want the kids off the devices. Like the last thing I want them is, "hey guys, do you want to get a Wi-Fi? Like go outside, it's nice out."

Scott: Well, remember there is a use for this too, for your kids' man. Like, you can get into the habit of changing your Wi-Fi password every day and then when they've done what you want them to, then you take out this little plaque and you're like, hey go you can connect to it now.

Glenn: That is the perfect deal for this device, I was thinking about it. I saw this device too Scott, I think it's brilliant and I think that the thing. Coffee shops they don't have to have passwords that stick around for 30 days, people won't be sitting in the parking lot leaching off of the free Wi-Fi. They can put it on the table, "Hey we changed just come in or right here at register just tap your phone and that will unlock your Wi-Fi."

I think that the home use is there, I see where you're going with trying to keep the kids off the tech and I totally get behind you, but they're going to get on somebody's Wi-Fi. If it's not yours they're going to get on the neighbor's, they're going to get on their buddies hotspot, they're going to find it, so you may as well as Scott said give them some way, some sort of rigmarole they have to go through when they change the password, now you know that there on etc. or you can graduate to more of a local Wi-Fi system that you can program for your kids and you can program different times. Maybe the ubiquity stuff is good for that kind of stuff. There's a lot of ways, but I love that product, The Porter. I'm going to go out and get one for myself there's no doubt.

Mark: I love it. Well, my tip of the week is, learn more about this Symposium app at Symposium.us, it's on the App Store, it's on Google Play for those three people that actually have androids that are listening to this podcast and there's a web app. So I highly recommend it, check it out, you'll get some use out of it and it's beautiful by the way. Glenn Geller, we wish you nothing but continued success in making a difference in the world. Are we good?

Glenn: Well, thank you so much, Mark. I'm great, thanks again. I appreciate you and Scott was great to have conversations too.

Scott: Same to you.

Mark: Great. Scott Todd, are we good?

Scott: We're good, Mark.

Mark: All right. I just want to remind the listeners the only way we're going to get the quality of guests like a Glenn Geller from Symposium.us if you do us three little favors: you've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of that review to support@TheLandGeek.com we're going to send you for free the \$97 Passive Income Launch Kit course and just as a thank you.

All so just a reminder, the *Dirt Rich* book is still on Amazon, so recommended it to a friend I'd really appreciate it. Let us know you did that too and I might even do something even more special. Who knows? Probably another Passive Income Launch Kit but maybe not. You'll never know unless you recommend *Dirt Rich*. All right, I want to thank everyone again and let...

Scott: ...freedom...

Mark & Scott: ...ring.

Mark: Thanks everybody.

[End of Transcript]