
From: jeffrey E. <jeevacation@gmail.com>
Sent: Saturday, July 15, 2017 2:39 PM
To: John Steele; Lawrence H. Summers
Subject: Re: Meeting

of course. 1 . your page views are EXTREMELY low. . so not a good indication of success. simplest of you tube uploads for pranks=C2♦ alone total 100s of thousands. 2. no= sure of your target audience. . at all. 3.=C2♦ though the 990 shows 2.4 million to publishing. .=C2♦ all the relevant numbers subsumes in there.

On Sat, Jul 15, 2017 at 10:35 AM, John Steele <[REDACTED]> wrote=

Jeffrey,

Considering the tumult in media world, I do understand your questions, dare I say skepticism, on a for-profit manifestation of Nautilus, but that was only one door available for Nautilus to support and promote the deeper issues of science and its connection to culture and society that I know are important to you. I would look forward to exploring some of those other doors with you.

J=hn

John Steele<=div>
Publisher & Editorial Director
Nautilus
25 Broadway, 9th Floor
New York, NY 10004
[REDACTED]

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On Jul 15, 2017, at 9:22 AM, jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.com> > wrote:

John , thanks for the opportunity. However , as a charity it appears to serve a worthwhile cause and fill a needed gap. - as a business . I dont see it. =C2♦ Hope to see you again. sorry

On Thu, Jul 13, 2017 at 10:30 AM, John S=eele <j...> wrote:

Jeffrey,

I just wanted say what a pleasure it=was to meet you yesterday and thank for making your time available to hear=more about Nautilus. You mentioned how comfortable you are in the wo=ld of numbers...so I wanted to provide a few more.

Nautilus Revenue 2016 (minus grants) - \$873,951...up 30% year=over year since 2013
Revenue Year to Date 2017 - \$773,600 =Subscription revenue up 91% (\$270,000 vs \$143,282)
over same period in 201= and Q4 historically accounts for 40% of Nautilus' subscription re=venue.

Nautilus online traffic

Jan 1, 2016 to July 13, 2016 - 6,321,786 page vie=s
Year to date 2017 - 9,118,=36 page views up 44%
From 20=3 to 2016 annual growth was over 30% year over year.

=font class="m_-8547299039130489196m_4339092262555575202Apple-style-span"=And all of this growth was organic with no real marketing.

I've attached our 2015 990. It was the transitional ye=r for Nautilus as we transferred all the Nautilus assets from Nautilus Ven=ures LLC to NautilusThink Inc, the 501(c)(3) and the foundation hired Vent=res to produce the magazine during the transition....so the costs ar= listed as a "program expense" and not delineated. T=e transfer was completed in 2015 and Nautilus Ventures LLC was dissolved.<=font>

I've also attached a draft operating agreem=nt prepared with Robert Lyons at Marks Paneth for a for-profit newco that =ould be partly owned by the 501(c)(3), as we discussed the mechanics of su=h an hybrid entity.

Thanks again and look forward to=hearing back from you next week.

J=hn

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John Steele
25 Broadway, 9th Floor
New York, NY 10004

[REDACTED] 8547299039130489196m_4818169759575829338Apple-style-span" style="size:2">www.naut=1.us <http://www.nautil.us/>
john.steele@nautil.us <mailto:john.steele@naut=1.us>

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