
From: jeffrey E. <jeevacation@gmail.com>
Sent: Sunday, July 16, 2017 2:34 PM
To: John Steele
Subject: Re: Meeting

i am aware, what the small social media numer reflec=s is the enthusiasm or lack thereof of the content. ♦=A0 that being said you are on a worthwhile mission. well=done and brillaintly curated . not sure there is a today=audience

John S=eele
Publisher & Editorial Director
Nautilus
25 Broadway, 9th Floor
New York, NY 10004

www.nautil.us <http://www.nautil.us>

<mailto:[REDACTED]>

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On Jul 15, 2017, at 10:39 AM, jeffr=y E. <jeevacation@gmail.com <mailto:jeevacation@gmail.com>> wrote:

of course. 1=C2♦ . your page views are EXTREMELY low. . =C2♦ so not a good indication of success. simplest of you tu=e uploads for pranks alone total 100 s of thousands. ♦=A0 2. not sure of your target audience. ♦=A0 . at all. 3. though the 990 shows 2.4 million =o publishing. . all the relevant numbers sub=umes in there.

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

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=a href="mailto:[REDACTED]" target="_blank">>[REDACTED]

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

John =, thanks for the opportunity. However ,♦=A0 as a charity it appears to serve a worthwhile cause a=d fill a needed gap. - as a business . I dont see =t. Hope to see you again. sorry

On Thu, Jul 13, 201= at 10:30 AM, John Steele <[REDACTED]>
<mailto:[REDACTED]> wrote=

Jeffrey,

I just wanted sa= what a pleasure it was to meet you yesterday and thank for making your ti=e available to hear more about Nautilus. You mentioned how comfortab=e you are in the world of numbers...so I wanted to provide a few mor=.

Nautilus Revenue 2016 (minus grants) - \$873,951=E2♦♦ up 30% year over year since 2013

Revenue Year to Date 20=7 - \$773,600 Subscription revenue up 91% (\$270,000 vs \$143,282) ove= same period in 2016 and Q4 historically accounts for 40% of Nautilus♦=80♦ subscription revenue.

Nautilus online traff=c

Jan 1, 2016 to July 13, 2016 - 6,321,786 p=ge views
From 2013 to 2016 annual growth w=s over 30% year over year.

And all of this growth was organic with no real marketing.=/font>

I=e attached our 2015 990. It was the transitional year for Nautilus a= we transferred all the Nautilus assets from Nautilus Ventures LLC to Naut=lusThink Inc, the 501(c)(3) and the foundation hired Ventures to produce t=e magazine during the transition....so the costs are listed as a ♦=80♦program expense" and not delineated. The transfer was c=mpleted in 2015 and Nautilus Ventures LLC was dissolved.

I've also attached a=draft operating agreement prepared with Robert Lyons at Marks Paneth for a=for-profit newco that would be partly owned by the 501(c)(3), as we discuss=ed the mechanics of such an hybrid entity.

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

John

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John Steele
Publisher & Editorial Director
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