
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 number reflects is the enthusiasm or lack thereof of the content. I'm not sure that being said you are on a worthwhile mission. well done and brilliantly curated. I'm not sure there is a today audience

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

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

[\[REDACTED\]](mailto:) <[mailto:\[REDACTED\]](mailto:)>

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

of course. 1. your page views are EXTREMELY low. 2. so not a good indication of success. simplest of you tube uploads for pranks alone total 100s of thousands. I'm not sure of your target audience. I'm not sure at all. 3. though the 990 shows 2.4 million in publishing. all the relevant numbers submitted in there.

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

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

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 don't see it. Hope to see you again. sorry

On Thu, Jul 13, 2017 at 10:30 AM, John Steele <[REDACTED]>
<mailto:[REDACTED]> wrote:

Jeffrey,
I just wanted to 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 world 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 2016 and Q4 historically accounts for 40% of Nautilus' subscription revenue.

Nautilus online traffic

Jan 1, 2016 to July 13, 2016 - 6,321,786 page views
From 2013 to 2016 annual growth was over 30% year over year.

And all of this growth was organic with no real marketing.

I've attached our 2015 990. It was the transitional year for Nautilus as we transferred all the Nautilus assets from Nautilus Ventures LLC to NautilusThink Inc, the 501(c)(3) and the foundation hired Ventures to produce the magazine during the transition....so the costs are listed as a "program expense" and not delineated. The transfer was completed 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 discussed the mechanics of such a hybrid entity.

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

John

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