

ENTREPRENEUR

Summer 2020

MINDSET

POUYA
HASHEMI
*Helping America
REOPEN*

GARY VEE
*Master content
STRATEGY*

BERT
BALAS
*For The
Straw*

GOZEL
ORA
*Dubai
Fashionista*

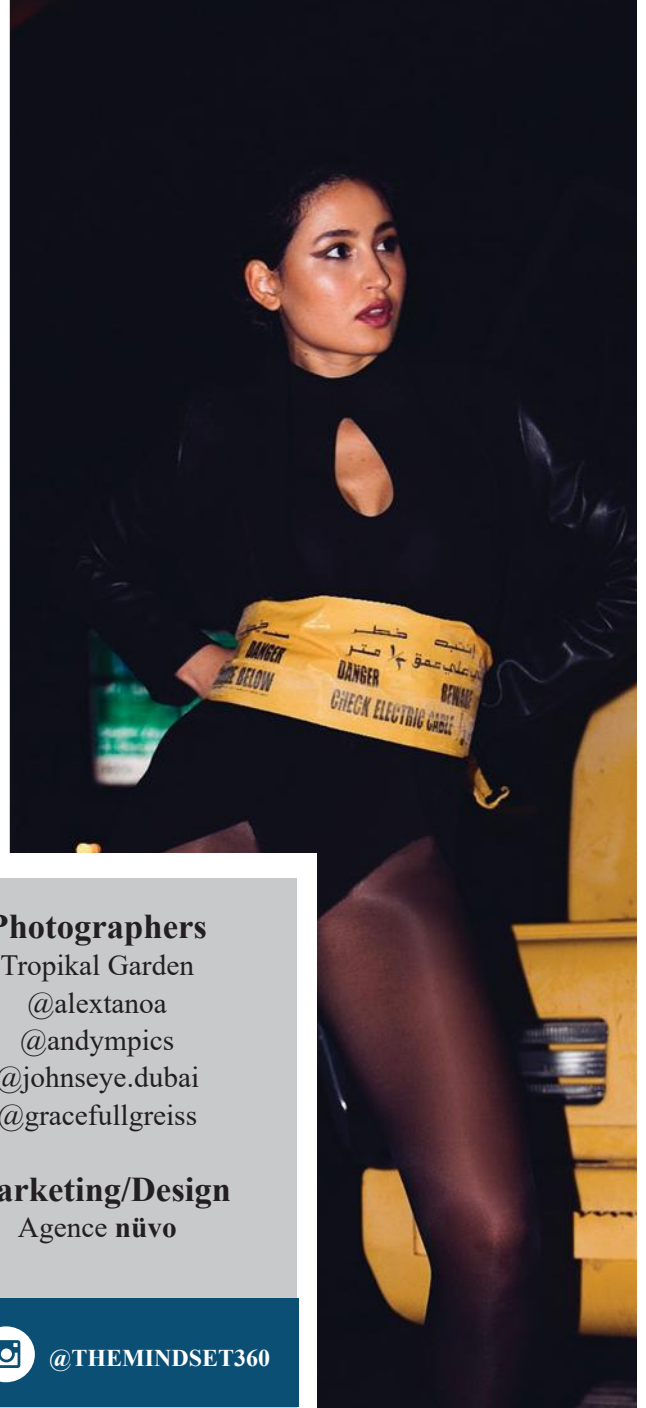
BRET
LOCKETT
*Knowledge
is POWER*

JASON TARTICK

TIME TO ↺ RESTART YOUR LIFE



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POUYA HASHEMI

“WHEN THERE IS A WILL, THERE IS A WAY.”

Pouya Hashemi was one of the first confirmed cases of COVID-19 in the United States! He is now fully recovered and has gone on to become the CEO/Founder of RapidScreen (via its parent company Spin-Touch), a cutting edge advanced Artificial Intelligence thermo-imaging technology thermometer / facial scanning system that businesses including the Four Seasons, Johnson & Johnson + many others all over the US are using to screen both employees and customers for their temperature and other symptoms with COVID-19. The system is FDA recommended to safely open businesses and adheres to CDC and EEOC Guidelines. The product is non-contact, fully automated all-in-one kiosk with mask detection and fever alarm, and reads temperatures in less than 2 seconds from up to 3 feet away with its Heimann Sensor.

Hello Pouya, could you provide our readers with a brief introduction to your RapidScreen product?

As the pandemic started to affect the world, I found that my business needed to adapt. After falling ill myself, with COVID back in January we made it our mission to pivot the company to help other businesses reopen safely. While recovering at home and working with the Spin-Touch team virtually, RapidScreen Temperature Kiosk came to life. Developed with the latest innovations in Automated AI Temperature Screening Technology, RapidScreen is the fastest and most cost-effective way to protect customers and employees.

What are the benefits of companies choosing RapidScreen? Prevention is key and being a business owner myself, it is important to instill

a sense of trust and safety with employees and customers. Many companies are using manual temperature reading methods, which are extremely costly, it also completely ignores the social distancing guidelines that are set in place. With RapidScreen, companies can read the temperature of individuals prior to entering their facilities 24/7, limiting access to those with a fever, or potential virus.

In addition our temperature screening sensors are double the accuracy compared to similar devices on the market. With innovative features such as our facial mask detection, companies can also mandate mask requirements. There is no need for manual labor, simply have guests stand within 3 feet of the touchfree display to automatically scan individuals, temperature reading will appear within 1 to 2 seconds.

What kind of innovation are you achieving with RapidScreen? I've always been a tech geek myself, so I am constantly researching and digging up products and technologies that have not hit the market yet to generate new, cutting-edge ideas. For us, it was always important to use the latest and greatest technologies while ensuring a great level of reliability and consistency. Since many of our clients include not only Fortune 100 companies but also governmental agencies, which require an extremely high level of dependability.

RapidScreen is developed with the latest Automated AI Temperature Screening Technology, and remains the fastest and most cost effective way to protect customers and employees while easily complying with government and company policies to temperature check. We also

integrated the Heimann Sensor, which is the world's leading German technology in infrared thermopile arrays to effectively scan and read body temperature.

What type of company would benefit the most from your solution? We originally thought that this would be mostly popular within the restaurant and retail industry, using RapidScreen to scan customers before entering. Although, we have seen a much larger response from almost all other industries as well. About 85% of our clients are using the device to screen their employees before any plans on screening their customers. As businesses continue to reopen, we expect to see a slight shift and increase in customer screening in order to curve the second wave of the virus.

How does it feel having recovered from the coronavirus disease?

While experiencing COVID-19 symptoms I was unaware of the extent of my illness as there were no known cases here in the US. At the time, I just figured it was a terrible flu or something of that sort. In general, I am the type of person who doesn't visit the doctors office unless I am literally dying. I usually fight through the common cold or flu myself, but this was a different experience. After visiting the doctor, they performed a flu test which came back negative and they simply said I would eventually recover. Even the simple act of drinking water caused excruciating pain. This was definitely one of the sickest times I've ever been in my life. As more information about the virus came out in the coming months, it became clear to me that I had COVID-19 when I was finally able to take an antibody test.

THE VISIONARY



spintouch.com/rapidscreen

Follow @heypouya

“For as long as I could remember, anytime I was faced with an obstacle, I would strategize on figuring out a way to get through it. The more impossible the challenge, the more energy and motivation I would have towards overcoming it.”

As an entrepreneur, what did you do to successfully manage your mental resilience?

I am not going to lie, it was extremely difficult to focus during my COVID experience. Even after the recovery, I was seeing a huge downturn in our business, since most of our clients were not looking at investing in experiential technologies for events. Through virtual meetings and a lot of long nights, my team and I developed RapidScreen.

I really wanted to achieve my goal of bringing this innovation to the market to help reopen businesses and prevent others from catching this virus. With my passion and vision, I shifted my entire focus to making this happen, bringing RapidScreen to life.

What advice would you give startup founders to keep managing costs and cash flow efficiently during a crisis?

Opening back up is a daunting task for many business owners. I have a lot of empathy for small business owners, as they have limited resources and are faced with the challenge of taking every precaution possible to protect their employees, vendors and customers; and at the same time generating revenue for the business. During times like this, businesses need to be creative in staying afloat and really need to find small ways to pivot from cutting down costs or generating additional revenue in a completely different vertical. I would suggest the business owner having an open dialog with their employees to get their thoughts and discover

new and innovative ideas on how to best move forward. At the very least, they will get closer to their team and learn something about their organization they may have not known.

Do you feel confident in your business post-COVID?

By adapting my businesses through this unforeseen time we are confident that we can not only survive post-COVID, but thrive. It is important to stay relevant and keep adapting as the world continues to change. By pivoting and working towards a better future we can get there successfully. It is not easy and the future is still unclear, however we are working towards something better, not only for our business but for others as well.

How have you built relationships with your producers and suppliers?
Production and manufacturing is taken care of overseas by my partner of 35 years. We have worked on various projects together and I am very fortunate to have such a hard working, reliable person on my team. We have developed

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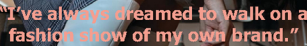


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You just partnered with PETA... Why was this an easy choice for your company in regards to a charity to work with? People for the Ethical Treatment of Animals align with our mission to protect nature and have created a large network of business and

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FASHIONISTA

 @Gözet ora

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From my country is something special for me. I have been their pride and a source of inspiration. So I am grateful for all my social media family because without their support I wouldn't be who I am today. I create new contents on a daily basis and represent brands that I truly support and trust. I think my followers have already seen me in all my moods but mostly I try to create a positive vibe.

INTERDEPENDENT MANDATE CUMULATED 2024

BRET LOCKETT

Interview by Jeannette Leblond

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 bretlockett.com

What is one quote you live life by?
 Rest in peace... "Don't wish it was easier, wish you were better. Don't wish for less problems, wish for more skills. Don't wish for less challenge, wish for more wisdom." - Jim Rohn

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THE GARYVEE CONTENT STRATEGY:

HOW TO GROW & DISTRIBUTE YOUR BRAND'S SOCIAL MEDIA CONTENT?

WRITTEN BY GARY VEE

