



Michael Grasewicz <mgrasewicz@gmail.com>

Hey - Lost you as soon as you said Design

16 messages

Michael Grasewicz <mgrasewicz@gmail.com>
To: Trevor Crotts <trevor@americannetworks.com>

Mon, Aug 18, 2025 at 10:49 AM

Is a cell call easier? Happy for you to give me a ring

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Michael Grasewicz
804-677-9040

Trevor Crotts <trevor@americannetworks.com>
To: Michael Grasewicz <mgrasewicz@gmail.com>
Cc: Rabia Dastgir <rabia@americannetworks.com>

Mon, Aug 18, 2025 at 12:19 PM

Hey Mikey

It was great connecting with you and hearing more about your vision for Spoils. I like the idea of crafting eco-friendly but aesthetically awesome beds and I'm confident our process can help you bring that to life the right way.

As we discussed, the next step is to kick off a design + sourcing engagement. That's a flat \$5,000 total (broken down as \$2,500 for design and \$2,500 for sourcing). Once you make payment, Rabia will reach out to provide access to our shared project folder and onboarding materials, and we'll schedule your kickoff call with the team (about two weeks out).

Here's the [payment link](#) to get started:

You can also review our full list of services here: <https://hubs.ly/Q03kW6FLO>

As an added bonus, if you lock this in now, I'll also give you **lifetime access to our LaunchPath program completely free**. That includes resources, ongoing training, and community support from other founders building scalable product businesses. As I mentioned, I think you will find it valuable, but otherwise I think you and your experience would be a great addition to the group!

Looking forward to building something special with you.

Best,
Trevor

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Michael Grasewicz <mgrasewicz@gmail.com>
To: Trevor Crotts <trevor@americannetworks.com>
Cc: Rabia Dastgir <rabia@americannetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Mon, Aug 18, 2025 at 6:51 PM

Hey Trevor – great call & nice to meet you Rabia. Also, adding in my other co-founder, Chris Dodds as well to the thread.

Before we move forward on the \$5k package, can you confirm:

1. Scope (APW-owned)

- One **production tech pack** for **The Lounge (Medium)**. Are **S/L graded patterns** included or an add-on? Do we **own all native files** (DXF/AI/PDF) at delivery?

- **Feasibility snapshot* (pre-sampling):** one-pager with **COGS / MOQs / lead times** and **ship cube/weight**. If we're >~15% off targets, we'll **pause/rescope** before factory sampling.
- **RFQs & factory selection:** you'll run **3+ comparable quotes** (same BOM/QA), disclose **direct contacts**, and you're **factory-agnostic** (no commissions/markups).

2. Factory sampling (factory-owned, APW to PM)

- **Role:** you'll **project-manage** sampling at the chosen factory and provide **written feedback + updated tech pack** after each round.
- **Rounds/coverage:** how many **tech revision rounds** do you include during sampling?
- **Definitions (for alignment):**
 - **T1** = first prototype from factory
 - **T2** = revised prototype after fixes
 - **PP** = pre-production final sample approved for bulk

3. Revisions & QC

- How many **design** (pre-tech pack) and **tech** (post-T1) rounds are included? What triggers a **change order**?
- Your plan for **tolerances**, **AQL** at final, and establishing a **Golden Sample** (kept by factory and us).

4. Timeline & touchpoints

- A rough calendar for: **Feasibility** → **tech pack hand-off** → **RFQs/selection** → **T1** → **T2** → **PP**. Super rough is fine, just want to get an understanding of timing.

If possible, please share **one anonymized soft-goods tech pack** (beds/bags/cushions) just to see the format you deliver. Sorry for the long e-mail, just want to be sure the SOW is locked on both sides and there's no unclear expectations from either side.

Cheers,
Mikey

PS: For **feasibility**, would you run two tracks—Bureo/NetPlus® (\$25/\$30/\$35/yd) and an equivalent rPET—with MOQ/lead-time/tests for each, and show landed COGS at 300 & 500 units which includes any risk callouts (availability, crocking, care). I just fear we'll definitely be close on margin as I really don't want to charge more than \$200 per bed.

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Michael Grasewicz
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Trevor Crotts <trevor@americannetworks.com>
To: Michael Grasewicz <mgrasewicz@gmail.com>
Cc: Rabia Dastgir <rabia@americannetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Wed, Aug 20, 2025 at 3:30 PM

Mikey, thanks for the thoughtful email and for looping in Chris — great to meet you both. I'll break this down clearly so we're aligned before moving forward:

1. Scope

- **Tech Pack:** One full production tech pack for The Lounge (Medium). Variants (S/L) would be included in the base scope.
- **Deliverables:** You will own all native files at delivery. We have a hand off call.

- **Feasibility Snapshot:** We'll provide an overview covering COGS, MOQ, and lead times. Import logistics and ship cube/weight are not part of our scope. We have a process in place as we go to make sure we are on targets.
- **RFQs & Factory Selection:** We'll usually run 2-3 comparable quotes with the same foundational design docs, hand over direct contacts, and remain factory-agnostic.

2. Factory Sampling

- **Role:** We'll project-manage sampling with the chosen factory, provide written feedback, and update the tech pack after each round.
- **Rounds:** Package includes management through **T1 and T2**, plus updates to the tech pack as needed. PP is included as the final confirmation stage before bulk.

3. Revisions & QC

- **Design Revisions (Pre-Tech Pack):** Up to 3 rounds included.
- **Tech Revisions (Post-T1):** Up to 3 rounds included. Additional rounds would trigger a change order.
- **QC:** We establish tolerances, AQL at final, and communicate sample info.

4. Timeline

We will meet bi weekly until we are finished. This includes (approximately in order)...

- Kick off/concept call
- First design concepts and review
- Material selection and iterations
- Revised concepts review
- BOM review
- Advanced tech pack completion
- Sourcing/ factory communication
- RFQs/pricing reviews
- Sampling
- Tech pack revision
- Sampling
- Handoff of supply chain

Sample Tech Pack

Rabia will share an example of a foundational tech pack document for you to take a peak at.

Keep in mind we are building this project using our existing team, framework and processes. They work well for us and it is what makes our business bring tremendous value to others while remaining scalable for us.

That should give you the clarity you're looking for while keeping everything tight. Let me know if you have other questions or are ready to make this happen.

Best,
Trevor

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Michael Grasewicz <mgrasewicz@gmail.com>
To: Caro.pineda97@gmail.com

Thu, Aug 21, 2025 at 12:01 PM

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Michael Grasewicz
804-677-9040

Trevor Crotts <trevor@americannetworks.com>
To: Michael Grasewicz <mgrasewicz@gmail.com>

Mon, Aug 25, 2025 at 10:12 AM

Cc: Rabia Dastgir <rabia@americanpetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Hi there. Just checking in with you. Are there any questions or are you guys ready to move forward?

Best,
Trevor

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Michael Grasewicz <mgrasewicz@gmail.com>

Mon, Aug 25, 2025 at 11:09 PM

To: Trevor Crotts <trevor@americanpetworks.com>

Cc: Rabia Dastgir <rabia@americanpetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Hi Trevor,

Really appreciate your detailed follow up and laying everything out so clearly – this gave us a ton of clarity and confidence in how you and the APW team approach these projects that I didn't quite fully grasp from the PDF you sent over.

Apologies for the slight delay – had in-laws in town since Thursday and just getting caught up now. We're definitely still very interested and aiming to make a decision by the end of this week.

Would love to take a look at the sample tech pack Rabia mentioned when you have a moment – that'll help us round out internal alignment on our end.

Really appreciate your patience and looking forward to getting this rolling soon.

Best,
Mikey

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Michael Grasewicz
804-677-9040

Rabia Dastgir <rabia@americanpetworks.com>

Fri, Aug 29, 2025 at 10:27 AM

To: Michael Grasewicz <mgrasewicz@gmail.com>

Cc: Trevor Crotts <trevor@americanpetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Hi Michael and Chris,

Great to be connected, and thank you, Trevor, for the introduction.

I'm Rabia Dastgir, Global Sourcing Director at **American Pet Works**. Apologies for the delayed reply—I was returning from factory visits in Asia and a few emails slipped the net during flight delays.

I'll be your primary point of contact and will coordinate closely with our design team to steer sourcing, technical development, and supplier selection—so we land on the right product **and** a resilient, cost-effective supply chain.

Your project workspace

- **Project Folder:** [Michael Grasewicz](#)
- **Onboarding Questionnaire:** [American Pet Works :Client Onboarding Questionnaire](#)
- **Upload Files:** [Brand Assets](#)

What I need from you

1. Upload any design files, reference images, and the upcoming 3D prototype.
2. Fill out the onboarding questionnaire so we're aligned on vision, target customer, and priorities.
3. Share any inspiration (comps, colors, materials).

Once your materials are in, we'll review and prepare initial insights/options ahead of the kickoff.

Kickoff goals

- Align on product vision, positioning, and market opportunities.
- Review any technical gaps in the current design.
- Map the roadmap for factory sourcing, pricing negotiations, and prototype samples.

Invoice & sample tech pack

- **Invoice:** [payment link](#)
Kind reminder: to activate the project plan and book factory time, please settle the invoice at your earliest convenience. Ignore if already paid.
- **Example Tech Pack (for your reference):** [Example Techpack](#)

If you have any trouble accessing the links, just ping me, I'm here to help.

Looking forward to collaborating and bringing your product to market successfully.

Best Regards,

Rabia Dastgir
Global Sourcing Director

**AMERICAN
PET WORKS**

[Schedule your meeting here](#)

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Michael Grasewicz <mgrasewicz@gmail.com>
To: Rabia Dastgir <rabia@americanpetworks.com>
Cc: Trevor Crotts <trevor@americanpetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Fri, Aug 29, 2025 at 10:45 PM

Thanks so much for the e-mail Rabia. Just want to see the Techpack and we can get this thing rolling after Labor Day. Appreciate it!

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Michael Grasewicz
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Michael Grasewicz <mgrasewicz@gmail.com>
To: Rabia Dastgir <rabia@americanpetworks.com>
Cc: Trevor Crotts <trevor@americanpetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Mon, Sep 1, 2025 at 12:29 PM

Hey Rabia & Trevor, thanks so much for all the information. I have filled out the invoice and look forward to bringing this to life with you guys. Will fill out the questionnaire and drop the inspo in today.

Cheers,
Mikey

On Fri, Aug 29, 2025 at 10:27AM Rabia Dastgir <rabia@americanpetworks.com> wrote:

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Michael Grasewicz

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Rabia Dastgir <rabia@americannetworks.com>
To: Michael Grasewicz <mgrasewicz@gmail.com>
Cc: Trevor Crotts <trevor@americannetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Mon, Sep 1, 2025 at 12:50 PM

Awesome, thanks!
Welcome to our community. Looking forward to collaborating with you on your project.

Best,
Rabia.

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Michael Grasewicz
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Michael Grasewicz <mgrasewicz@gmail.com>
To: Rabia Dastgir <rabia@americannetworks.com>
Cc: Trevor Crotts <trevor@americannetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Tue, Sep 2, 2025 at 12:17 AM

Hey Reba,

Hope you had a great weekend!

Excited to get things rolling – I've dropped two items in the Google folder to help frame our direction for *The Lounge*:

1. **Color & Materials Direction (PDF)** – Includes our initial palette, fabric inspiration, performance targets, and sustainability goals. A few swatches are aspirational, but it gives a solid sense of tone and intent.
2. **Visual References (image set)** – These images represent our aesthetic benchmarks and early form thinking. The **minimalist beige version** is our launch direction and the foundation for foam structure + COGS planning. The others show potential variations in texture or tone for future SKUs.

Let me know if there's anything you'd like clarified or if another format would be helpful. I'll send over the 3D prototype and foam structure notes later this week as well.

Thanks again – we're excited to dive in.

Best,
Mikey

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Michael Grasewicz
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Michael Grasewicz <mgrasewicz@gmail.com>
To: Rabia Dastgir <rabia@americannetworks.com>
Cc: Trevor Crotts <trevor@americannetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Tue, Sep 2, 2025 at 11:01 AM

I've also completed the [Questionnaire Onboarding](#) section as well

Let me know once you've had time to review and / or the best next steps.

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Michael Grasewicz
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Rabia Dastgir <rabia@americannetworks.com>
To: Michael Grasewicz <mgrasewicz@gmail.com>
Cc: Trevor Crotts <trevor@americannetworks.com>, Chris Dodds <chris@glasgowcomms.com>

Tue, Sep 2, 2025 at 4:29 PM

Hi Michael,

All of this looks great.

We will start working on a consolidated document using your data and supplement it with our research and get ready for our onboarding call.

Were you able to schedule an onboarding meeting with us using [this link](#):

Looking forward to our kick off meeting.

Best,

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Trevor Crotts <trevor@americannetworks.com>
To: Rabia Dastgir <rabia@americannetworks.com>
Cc: Michael Grasewicz <mgrasewicz@gmail.com>, Chris Dodds <chris@glasgowcomms.com>

Tue, Sep 2, 2025 at 8:12 PM

Welcome aboard. I will send you LaunchPath access as well.

Please introduce yourself. I am looking forward to the kickoff meeting.

-Trevor

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Michael Grasewicz <mgrasewicz@gmail.com>
To: Ben Lebovitz <benjaminlebovitz@gmail.com>

Wed, Mar 11, 2026 at 8:51 PM

At this point, I had 2 calls with them and. this fucking PDF

----- Forwarded message -----

From: **Trevor Crotts** <trevor@americannetworks.com>
Date: Wed, Aug 20, 2025 at 3:31 PM
Subject: Re: Hey - Lost you as soon as you said Design
To: Michael Grasewicz <mgrasewicz@gmail.com>
Cc: Rabia Dastgir <rabia@americannetworks.com>, Chris Dodds <chris@glasgowcomms.com>

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Michael Grasewicz
804-677-9040

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