

Jerry: Hey Simon, it's so great to see you and thank you for coming on uh, the podcast.

Simon: My pleasure, Jerry. It's uh, it's, it's very exciting to, to be here and speaking to you again.

Jerry: And not, not nerve wrecking?

Simon: Uh, yeah. That, that definitely nerve wrecking too. (laughs)

Jerry: Good. Well I promise not to make you cry, not at first at least. No, I'm [crosstalk 00:00:24].

Simon: Yeah. (laughs)

Jerry: Um, why don't we just take a minute and introduce yourself uh, to the listeners and, and we'll talk a little bit about uh, your life and who you are and all of that.

Simon: Sure. Um, so I'm a partner with a VC fund in Australia, called Reinventure um, and we ware now a \$100 million fund, investing in um, a, a lot of the investments are FinTec and some are related to financial services um, and that's because our primary LP is uh, the second largest bank in Australia, Westpac and then my partner and I, are also LPs. Um, and, and this is a ... It's a, it's, it's a fairly purest model of venture ...

Of-f corporate venture capital um, that we actually took to the bank um, back in 2013, when they had just experienced continual growth over the last several years. So disruption wasn't a word. FinTec wasn't really a word in Australia. Dus- Disruption wasn't a word in their [inaudible 00:01:28], let's put it that way and FinTec wasn't really a word in Australia but we said, "Look, things could change and if they do change, all of your extincts will probably be wrong because [inaudible 00:01:40] tend to reach for control, as soon as things start getting difficult."

"Um, and here's the model which has less control but creates a real possibility of giving you a set of options over a sort of 10 year horizon, that could enable you to have a, a, a realistic defense against disruption." So we're a very sort of [pewer 00:02:05] arm's length version of [EC 00:02:06]. We're, we're just renumera- Remunerated on management fee and carry, like a normal VC fund but we have a privileged relationship with Westpac and that's I guess, what is our unique formula.

Jerry: Got it but that of course, isn't necessarily what we first connected on.

Simon: No, that's not what we connected on. (laughs)

Jerry: So why don't you tell that version and, and um, I think you wrote about this quite beautifully in a medium post, a few weeks back, a few months back.

Simon: Sure, sure.

Jerry: But uh, why don't you tell that story a little bit.

Simon: Um, yeah. Well I mean, it's a ... I guess, I, I've been on a bit of a journey to this point. Um, and that journey has seen me sort of dip through um, w-w- You know, I started out as a lawyer and I was pretty rational when I started out, in, in my approach to pretty much all life decisions. I think I've tried to make all of my relationship decisions with checklists, at least in my brain. And um, that pretty much fell apart for me, probably around the age of 26, 27. Um, I had um ...

I, I guess I had, I had what you'd probably tend to call an anxiety attack at that point. When just s-s- That whole way of working was not, was just not working for me anymore. Um, was making me deeply unhappy um, and so, I started probably at that stage, about 26, 27, on a journey of exploring. Trying to understand myself a bit more. Recognizing that my brain didn't have all the answers and trying to understand myself a bit more and my work journey has kind of mirrored some of that journey.

So um, around that time, I eh, I sort of left the corporate world and went into um, started in the first start-up, which was actually a pretty safe start-up. It was a joint venture between one of the local media companies and, and the MSN Network, when it was kicking off um, but then I continued to sort of step into these slightly less safe environments.

So from there, I went into a-an entirely new VC um, VC uh, group, back in 2000, which had been started by a couple of my friends, when there was money flying around (laughs) and people weren't thinking about um, prices and everyth- Body thought that there was just going to be this um, endless growth of these, these new digital start-ups. It was late '99 um, and I joined there as a, as a partner. None of us really knew what we were doing but we, we knew more about the digital world, than, than some of our investors.

Um, and then of course, the bubble hit and that all fell apart. Um, probably ... The, the interesting thing that came out of me for that, a lot of our investors were you know, very high net worth people in the Australian market and you know, and we started investing in a few things that I found to be a challenging from a kind of conscious point of view, to be honest. And so I, I flipped from there, straight out into um, venture philanthropy.

So again, it was another pure start-up and we were working with traditional bigger non-profits um, using some of their funding and other funding, to try and help new profit- Non-profits get started. Um, and, and that was a, that was a journey that really did start to take me into the transformational world because the non-profit world is full of personal development um, methodologies in a way- That are, that

are trying to help people in tough circumstances, have a shift, have a turnaround.

Um, and so that, that really opened my eyes to a lot of the, the opportunities and the different approaches there were, to thinking about life and, and my own personal journey. Um, but y-you know, a-and, and I talk about this in my, my blog post, it, it was one of those things where it started out exciting, just like the venture capital had started out exciting um, but I found myself really tensing up over the course of the journey.

I found myself um, I guess not trusting myself and, and w-w- You know what started out with all of this promise um, started to get difficult and probably five years into it, it just wasn't making me happy anymore.

Jerry: Mm-hmm (affirmative)

Simon: Um, in all sorts of ways, even though I loved a number- Most of the people I worked with, I loved. The, the non-profits we were working with, I loved but it, it, it was not making me happy um, and I was not operating at my best and this was a, just a continuing theme in all of these experiences. I'd get into these exciting new um, opportunities. Um, I'd start, I'd start down this road.

There was tons of promise um, but I would not operate at my best and I would get sort of more and more tight in the way that I, that I operated. Um, and so, eventually um, a very wise person told me that um, I needed to stop trying to make the whole world well, that the world was going to take a long time to get well and that I wasn't going to make anybody well, if I wasn't happy in myself (chuckles) and I wasn't happy at that point.

So I, I, I left there and sort of started looking for new horizons again, I guess. Um, and I, and I probably took about a five or six year sabbatical, working with companies as a, as an advisor um, looking at disruption. Looking at these sorts of things. Um, particularly disruption. Working with a lot of large companies. Helping them (coughing) to really understand what that was all about.

Um, (coughing) and that lead me into the fund that we've got right now but I guess, it was the journey and the fund that we have right now, that, that I really started to have this experience again and probably, it's been in this journey where I've been most alive to ... Firstly, most in control. This has been this ... The ... My start-up that, at least with my, my co-founder and I, this was the thing that we'd gone and got up. We pitched it.

We'd, we'd, we'd um, persuaded the bank to fund us. This was our thing and I really wanted to be intentional about, how I created this experience. Um, and so when that whole process started again, when things started to tighten up. When I started to be in these situations with my partner, where I was feeling the competitiveness

was, was standing between us being able to both at our best, with each other and, and individually, um, that I, I really said, "I can't, I can't go down this path again, where things start tightening it up and it will all, it will all ..."

"I stop working. I can't go down that path again." So I um, I guess the end of last year, I, I really spent a lot of time trying to, to look at that and um, shift the way that I was working. Um, and you know, to be honest, a lot of that culminated in, in coming to the Reboot Camp. Um, and ...

Jerry: This was the VC bootcamp that we did back in January?

Simon: Correct and you know, that was a ... The beginning of, of a, of, of actually quite a bigger process with my partner, where we have really, I think shifted some stuff, that was s-standing in the way of us really working as well as we could together. Um, having some pretty open conversations but also just getting back in touch with the joy that we have with one another and the j-

W-well you know, what life's about y-you know um, and, and realizing that ... You know, just getting beyond that pettiness that you can sort of ... That can bring you down into a very um, sort of uh, watching, watching the school board kind of world, which is where we found ourselves.

Jerry: Let me [crosstalk 00:11:13].

Simon: Um ...

Jerry: Let me see if I can reflect back what I'm hearing. So there's been this profound uh, journey over these last 10, 15 years.

Simon: Yeah.

Jerry: That um, uh, (chuckles) not to be too prosaic about but landed you in Longmont, Colorado, at the Reboot Bootcamp and along the way, there's been this sort of movement (clears throat) of tightening up and loosening up and tightening up and loosening up and tightening up and loosening up and there's a [inaudible 00:11:56] structure associated with it, which, which I think you speak about in this beautiful Medium post called, "Grace, VC and Surrender," where uh, learning to work with the desire to control.

Simon: Mm-hmm (affirmative)

Jerry: Because that wise person who said to you, "You can't heal the world." You know, the dark side of wishing to heal the world, is a wish to control the world.

Simon: Yeah.

Jerry: Right 'cause I want to control it for benevolent reason, right? 'Cause I want to make it better, right? But it's a- It's an aspect of it and learning to surrender, as you so eloquently put in this material and there's this ... If I, if I'm catching it right, there's been this beautiful movement, not beautiful to experience. Challenging to experience but a beautiful movement of, tightening up and then surrendering and tightening up and surrendering.

And it in some ways, has mapped quite lovely, in a lovely way with your career. "So I'm going to tighten up and I'm going to be a very successful VC and then all of the sudden, it's going to blow up and then I'm going to surrender. And then I'm going to tighten up and I'm going to be a successful VC about disrupting and shifting control. And then all of the sudden, that's actually not working for me anymore."

Simon: Yeah.

Jerry: You're smiling 'cause, 'cause you're ... Te-Tell me the reaction.

Simon: Oh, well I'm smiling partly because here am I sort of telling corporates about their control instinct and you know, the journey that I've been on, is coming to terms with my own control instincts, as you've sort of, (laughs) as you sort of um, pointed out.

So uh, yeah and, and, and VC's that awesome, VC is that awesome um, work, where um, you don't actually know firstly, whether you're doing a good job or whether you're doing a terrible job, for many years.

Jerry: Many years. Sadly 10 years.

Simon: Yeah, absolutely.

Jerry: Fred Wilson and I still have an investment company, it's 19 years now.

Simon: Yeah, exactly. (laughs)

Jerry: (laughs)

Simon: So you, you don't know whether you're doing a good job or not, is the first thing and, and secondly, there is this sense of ... There's a kind of illusion that, maybe you have an influence on the um, companies that you're working with. You know, maybe you can make them successful um, but uh, eh, it's ... Who knows how true that is, do you know what I mean? Like, everyday we turn up. We work with these businesses. Um, ultimately, they're businesses that's ...

That are lead by CEOs who are ... And founders, who are putting their lives into

these things and we are by comparison, tourists on that journey. Um, and yet um, we, we, we like to think ... W-we talk to founders about how we think we can make a difference. We hope we can make a difference. Um, who knows, who knows whether we can but I guess what I've noticed is that, because you don't know how things are going, you, you ...

I, I tend to imbibe all of the attention of, is this working or is this not working? Um, is this going to be a disaster or eh, you know, or what do I need to do differently to make it successful? And um, that I realize, taking all of that tension on and, and believing that I have the control to make it true or not true, is, is a problem.

Jerry: What's the, [crosstalk 00:15:54] what's the benefit to you, to take it all on? What's the psychic benefit to you?

Simon: Uh, I think that well, the psychic benefit of, of taking it all on, is that sense of ... It's that sense of, "I did everything I, I could." Like if I needed to answer to anyone, I've done everything I could and um, and, and, and so do- Feeling that you've done everything you could, is about really taking on as much responsibility sort of, emotionally and mentally in some ways, as, as um, as you feel you have capac- Well, as you can actually.

Jerry: So, so imagine if you will Simon, you can say out loud, "I've done everything that I could do."

Simon: Yeah.

Jerry: What is the benefit to you to being able to say that?

Simon: (sighs) Um, I think that ... Well, (laughs) I, I think the benefit of it is um ... Yeah. Uh, look, to be honest, I think there is a ... I don't know. It's really difficult to describe actually, (laughs) to be honest. There is definitely an emotional pay off there, in being able to say, "I've done everything I could." It's like, there's a kind of ha- My hands are clean.

Jerry: My hands are clean. I, I've done everything I could. [crosstalk 00:17:30].

Simon: Um, it, it's the, it's the, "Don't, don't point that, don't point that stick of blame at me." It's avoiding the, the, the stick of blame, the finger.

Jerry: That's what [crosstalk 00:17:36].

Simon: The finger. [crosstalk 00:17:39].

Jerry: Yeah.

Simon: It's avoiding that finger being pointed saying, "You let this, you let this screw up."

Jerry: Right.

Simon: "It was on your watch."

Jerry: Yeah, "It was on your ... And you dropped it, you failed. Well, id di the best I could."

Simon: Yeah.

Jerry: "You failed," right?

Simon: Yeah. yeah.

Jerry: So I want to bring your attention to something and you know, if we can go there, I think it will be really helpful. There's almost like this breathe like movement, to surrender and control. To tightness and looseness and like it, we're only recording the audio here but if you can see my hands, there's like, there's like ... The fingers, I'm, I'm bridging the fingers and you're moving in and out, like lungs, breathing in and out.

Simon: Yeah. Yeah.

Jerry: And I've done everything I can, is a kind of tightness and so, therefore I get to [crosstalk 00:18:30] up my hands and say ... And I can let go.

Simon: Yeah.

Jerry: Does this, does this movement resonate with you?

Simon: Uh, (sighs) yes, it does, it does. Um, except the letting go, the letting go doesn't happen in my experience, just because you've done everything you can. The letting go has to be that choice, where you suddenly realize that tightness that you talked about, is not working. Is not working for you, it's not working for the company.

It's making your relationship with the founder, probably tense and it actually just takes that moment of ... It takes a, it takes a moment of awareness to go, "This is not serving anyone. The way I'm, the way I am being. The, the tension that I'm bringing to this situation, is not serving anyone."

Jerry: Which is ironic because, because the language that you're using internally or that one uses 'cause, 'cause I think a lot of people will resonate with this, the language that one is using is, "I'm doing everything I can for you, for the other," which ironically is actually not the thing that they need.

Simon: Exactly right. I mean, if you were honest with yourself, if I'm honest with myself and this is that moment of awareness I keep having to come to, it's that wake up to go, "This is ju- That's just a freaking manipulation. Like, I'm actually not serving them. I'm somehow just serving my own vanity or my own, you know, you know ..." Being able to look good here.

Jerry: [crosstalk 00:20:17] you're quieting the fear, that you're not ...

Simon: I'm quieting the fear.

Jerry: That you're not, that you're not good enough.

Simon: Yeah, yeah, exactly. It's actually, it's a much deeper manipulation, (laughs) that's why it's so hard to be aware of. That, that it's uh, it's actually not just that transparent one. It's, it's, it's, it's serving my own very deep anxieties um, but it's not really serving me in that kind of high sense and it's definitely not serving the founders. So 'cause what ... You know, I ...

My, my experiences that what serves founders best, is actually when you can really hold a vision for how they can be at their best. Continue to see them in that way and support them to be in that way and it doesn't mean you're not going to have negotiations and haggles and have to have boundaries but you know, if I can, if I can be in that state, where I have believe in them and, a-and I have trust that, h-however it unfolds, is going to, is going to be the, the, the best outcome for, f-for us all.

Um, then I think we're all ... I'm at least serving them as well as I can, really.

Jerry: Mm-hmm (affirmative) and when you, when you connect with what I would call that, gift of surrendering ...

Simon: Yeah.

Jerry: How does that feel?

Simon: Um, it's, it's a big breathe in. It's a, it's a ... I think you call it a parasympathetic research. (laughter) It's, um ...

Jerry: Yeah.

Simon: Yeah, it's a, it's a moment of ... It, it feels like a big moment of um ... It, it's, it's, it's a relief, it's a huge relief. Um, and it is a, as a sort of coming to peace, which is also a really great place to be and it's um, an opening to joy. Suddenly there's more enjoyment in, in the whole experience.

Jerry: So the gift of surrender [crosstalk 00:22:33].

Simon: And hopefully there's ...

Jerry: Sorry, I was going to say, the gift of surrender becomes the joy of surrender.

Simon: Yeah, absolutely it does.

Jerry: And then all of the sudden, you can [crosstalk 00:22:43] turn into partnership with the people that you've invested in.

Simon: Yeah. Yeah. I mean, look it ... I, I say that, you know, that's, that's the, that's the good side. You know, going through the um, (laughs) going through the eye of the needle is not always um, I think a good experience. You know, I think it depends what it takes to give you that moment of self awareness and sometimes, that actually takes quite a bit of pain and agony to go, "Wow, I ... "

"This is, this is really not what I'm ... You know um, [inaudible 00:23:21] talking heads, this is not my beautiful house, (laughs) this is not my beautiful life," you know.

Jerry: Yeah. Yeah. Yeah.

Simon: Um, yeah and it can be quite painful to go there.

Jerry: You know that the um, you're familiar 'cause have-having been to the camp, you know that we work with this phrase, "radical self inquiry," a lot and part of why it's radical, is that it's so rarely done and the reason it's so rarely done is that, it's painful.

Simon: Yeah. Yeah.

Jerry: It's painful to look in that mirror.

Simon: Yeah. I think it is painful. I think it's, I think it's also ... I mean, the-e-e-e, you know, I was reflecting before, before we spoke. Um, that you know, I mean this is probably true in business generally but y-you know, there's a lot of, there's a lot of front in all business, right? There's a lot of looking, looking okay. "I'm, I'm good. I'm all good. Business is all good. It's awesome. [crosstalk 00:24:25]"

Jerry: We're crushing it.

Simon: "We're going great or I'm crushing it. I'm freaking crushing it," and those inauthentic conversations are the norm.

Jerry: Mm-hmm (affirmative)

Simon: And they set a standard of, wo- Uh, play that ... You know, everyone needs to play that game or, (laughs) "Why ... What's wrong with you? Why aren't you playing that game?" And um, I ... You know, I think one of the beautiful things about, about venture and probably venture over the last 10 years ... I mean, when I was doing it in 2000, there weren't people um, like Fred and Brad blogging about the shit that they were going through and what wasn't working and um, and there wasn't ...

There weren't the reboots um, and I think that venture is, is, is by nature, one of those places where um, new things can grow and part of what grows um, in venture are new cultures and new ways of being. Combine that with the aspect that you know, when you actually are working with an entrepreneur and you're really y-you know ... I think when you've been involved in a start-up, either as a funder or, or r-r-right on the ground, I think you can avoid this as a funder but if you're hopefully able to be real as a funder and you're, you're in the ...

You're trying to get into the pit with them and you will land if- In the pit with then anyway. Like I mean, if you try as a funder, to sort of stand outside of the pit and pretend that you aren't going to get hits by any of the mud that's been flown, you're kidding yourself. You know, something will blow up eventually. Um, so shit does get real in venture and it's a great opportunity for people to have a different way of being together and I think that that's starting to emerge but I still see around our venture community in Australia.

And I, I'm sure it's probably still true in a lot of places in the US, where it's this ... It's still this, "Okay, everything's awesome," and uh, you know, that's the ... (sighs) You know, I, I think that becomes a prison for everyone. So (laughs) um ...

Jerry: Well I, I, I can, I, I, I ... I have a firm belief that and one of the reasons why we've become focusing strongly on the venture community as a, a place for reboot to sort of do some of its work, I have a belief that we can influence the entire eco-system, by bringing this kind of dialogue and conversation um, to the different pockets within the industry.

And uh, here is my narcissistic reason why it's so important. As I once said at another bootcamp, "I'm just trying to retroactively go back in time and save my se-38 year old self, from the pain that I suffered."

Simon: Yeah. (chuckles) Yeah.

Jerry: And you know, the fact that I know that there's a joy, even within the pain of living in a way in which your inner side, your inside matches the outside.

Simon: Yeah.

Jerry: Um, I know that there's a liberation. I know that there's a, there's a deep constant release of breathe. (breathes out) I'm a mess and it's okay. I'm great and it's okay.

Simon: Yeah.

Jerry: It's like, it's okay.

Simon: Yeah.

Jerry: I know that from my own experience and uh, I feel joy when I see people like you um, being able to manifest that in your own person, in your relationships with your portfolio companies and your relationship with your partner. Uh, it means that uh, you've done something.

Simon: Yeah, well ...

Jerry: Go ahead.

Simon: Well yeah and I mean, (chuckles) as I think I said in the blog, like I'd, I'd love to say that I manifest that in my relationships, in all my relationships with those guys but it is, as you pointed out earlier, it's that constant partnering up, breaking out of it. Like yeah, tightening up and then having that flash of awareness and going, (laughs) "No, no. We're there again," you know.

Jerry: Yeah.

Simon: I, I mean I have to say I do ... I try uh, as much as I can now, to ... You know, I try to build some practices into my life, to try and bring me to that point, back to that point on a daily basis, as much as possible. But y-you know, there's a lot of, (chuckles) there's a lot of awesome salesmen in our industry and you know, I think salesmen are often y-you know, and there's a lot of pressure to be an awesome salesman.

And I think you know, VCs have to be salesmen just as much as founders. You know, once you're, once you're invested um, you need this business to work, just like the founder needs this business to work and it's your job to, to get the you know, the customers to buy into the vision. To get new VCs to buy into the vision potentially. You know, so we're all, we're all salesmen at some level and um ...

Jerry: Well, I, I, I have two ...

Simon: And I think that that's [crosstalk 00:30:17].

Jerry: I have two responses that I would share with you. The first is um, to be gentle with

yourself my friend, okay. Be gentle because there's an old notion within Buddhist meditation practice, which is that one moment of wakefulness, is worth a year of sleepfulness.

Simon: (chuckles) Yeah.

Jerry: If you spend an entire 20 minutes mediation session, obsessively focusing on what a rotten person your partner is, only to wake up in the last 30 seconds and realize that, what you've just been doing, congratulations, you've had a really awesome meditation session, okay? We don't practice ...

Simon: (chuckles) Yeah. That describes my meditation.

Jerry: Yeah. Well we don't practice awareness, so that we're aware constantly. We practice awareness, so that we can come back to it, again and again and again and again. That's why it's called a practice. It's that movement in and out, right? That is the human condition. That's thing one. Thing two, I'm forgetting. What were we saying? (laughs) I hope they edit this piece out.

Simon: (laughs)

Jerry: Um ...

Simon: Yeah. Yeah. Well you were just saying that, be [ahead 00:31:53] of yourself, which I um, I, I understand where you're coming from. [crosstalk 00:31:56]

Jerry: Well I, I ... NO, with regard to salesmen, with regard to salesmen. So remember Warrior [Post 00:32:01]?

Simon: Yeah. Yeah. Yeah.

Jerry: Here it is, okay. With regard the second piece here. With regard to, to the salesman, I recognize that you have LPs. I recognize that you have an assumed responsibility, for generating a return on investment. You have a hard but simple job. Your job is to take a dollar and to turn it into two. It's, it's easy to explain, it's very hard to do on a consistent basis but that's your job.

Simon: Yeah.

Jerry: Right?

Simon: Yeah.

Jerry: So remember the warrior stance. Okay, the warrior stance is a strong back and open heart. So it's not ... I think one of the uh, traps you may be working with, is to

belief that to be successful, I need to be salesy and that is in opposition to being authentic. And all I would offer is, just like the warrior stance has both a strong back and an open heart, a good investor can be salesy and authentic.

Simon: Yeah.

Jerry: Because the best sales person is real.

Simon: Yeah, totally. It's true.

Jerry: Right? I used to say ... Working with Fred, I used to say that, "I want us to succeed because we're known as the best investors to work with, intellectually and spiritually and psychically", right? Emotionally.

Simon: Yeah.

Jerry: And there's a method to that madness which is, and if people perceive us that way, then we're going to get the best deal flow and if you get the best deal flow, then you have a greater chance of succeeding.

Simon: Yeah.

Jerry: So it makes business logic.

Simon: Yeah. [crosstalk 00:34:06] absolutely, absolutely.

Jerry: Does that resonate?

Simon: I mean (clears throat)... Yeah, it totally does um, because you're right. I mean, (sighs) the-there's, there's not a, there's not a good/bad, you know, a simple good/bad model here. Um, you know, sales is, sales is one of those awesome things in life. You know, it's like singing, right? I mean, it's a performance and it's beauty and it's, to hear someone articulate something in a way that just makes your heart open and your mind go, "Wow, that's awesome."

Jerry: That's right.

Simon: That's a gift and it's a beautiful thing and it's not a lie. I mean, there may be parts that have, you know ... There, there may be parts that are at times but I doesn't have to be.

Jerry: That's right.

Simon: You know, beautiful communication, is a, is a gift and um, and having people fall in love with the vision, is an awesome gift and, and is absolutely to be celebrated. Um,

so but yeah, uh, it's just um, it's just work- Walking that beautiful balance always, between um, really loving the, that, that art of inspiration and sales and communication and also, finding those places to go into ...

[inaudible 00:35:42] to go into the negative stuff, to go into the murky depth, the mucky depth and go, "How can we make that a beautiful experience as well?" (laughs)

Jerry: That's right, that's right and I, I, I just want to say, I love your, your analogy to a performance. There are performances that are shallow, superficial and meaningless and there are performances where, where you know, you turn a corner and you're in a coffee shop and you hear someone playing a guitar, which I know you play and it breaks your heart open and you have no idea who this musician is. You have no idea but there's that moment in time and um, both are performances.

Simon: Yeah.

Jerry: But, but one marries that authentic presence and heart and the irony is, that you as an investor can approach it, with that same desire, that same wish to, to perform.

Simon: Yeah. Yeah, abs-

Jerry: I think, I think that makes one a better investor and a better board member, a better friend, a better lover, a better father, a better son, a better brother, a ... Just a better human.

Simon: Yeah. Yeah. I think so. I mean, it's that ... It's, it's that whole beautiful ... Uh, uh, you know, I, I ... (laughs) I, I was about to say, I hate to be a hippy about it but as you know ...

Jerry: You can't be too hippy for [crosstalk 00:37:25]. (chuckles)

Simon: (laughs) Yeah, I know but it's that notion of inspiration line. It's about inspiration, it's mu- In you know, it's inspiration in music, it's inspiration in sales, it's inspiration in being a founder. It's in da- Inspiration in being an investor, when you're talking to LPs.

And you know, I think if you can really go into that, what's the heart of inspiration, which is you know, bringing the spirit into it and bringing that, that, that element that actually does connect right into people's hearts. That doesn't just stay at that more shallow level, then that's when you can really make shit happen, (laughs) I think.

Jerry: I think it ... I think it's beautifully said, as always. Well I, I want to thank you so much for taking the time for this conversation. You know, uh, we're, we're speaking

across the international date line and many times [crosstalk 00:38:21].

Simon: Yeah. (laughs)

Jerry: But uh, um, and, and from your lips to God's ears, we-we'll bring a reboot bootcamp to Australia. Um, so I'm saying that to manifest it in the world 'cause you know as I said before, I've always wanted to visit. Ever since I was 16 and I dated a young girl, who lived in Hobart, Tasmania, so some day I'll be back to Hobart um ...

Simon: Yeah.

Jerry: Or go- Be there for the first time, so.

Simon: Yeah, no. You'll, you'll love it. It's a, it's an amazing place. It's a very uh ... It's a, it's a very mystical land in many ways, that it's an element of Australia, that people don't always see. So I will try and introduce that to you when you come down.

Jerry: You got it. You got it. Well again Simon, thank you so much for staying ... For, for joining me on the call and, and sharing a bit of what your journey has been like and thank you too, for wri- For joining us at the bootcamp and, and writing such a beautiful piece. It, it was really a joy to read. I appreciate you taking the time, so.

Simon: Thank you Jerry, it's been a pleasure to, to be on, talking to you again.

Jerry: Yeah.