



Felix Schulte <schulte.felix@gmail.com>

Termination and Blog Entry

Felix Schulte <schulte@studdex.com>

Wed, Oct 28, 2009 at 10:49 PM

To: "Sales@assassinmoth.com" <sales@assassinmoth.com>

Cc: Paulo Rosa <paulo@foilermoth.com>, Niki <niki@foilermoth.com>, Lukas Wrede <wrede@studdex.com>

Bcc: Lochlin Byrne <lochlinb@gmail.com>, Jon Emonson <jon_emonson@hotmail.com>, Ian Gotts <ian.gotts@nimbuspartners.com>

Dear Darren,

I am sorry to bother you, but I cannot talk to Holly any further. I have ccd the other resellers, as the matter concerns them as well.

As you might be aware I have just received an email from Holly that my resellership has been terminated due to a blog entry I have written over the weekend. Holly has asked me to remove this blog entry in an email I received today.

First of all this blog has existed before I became a reseller and I cannot find a term in the contract that prohibits me from saying what I believe. The blog entry wasn't bad but an honest description of the situation. In addition deleting a blog entry is never a good idea, as it sends the worst message you can send. Instead I should leave this entry and write a second post explaining that you have had some problems, advanced the product (new tramps, fixed issues like the spreaders) and now feel comfortable that you got the best product out there and can start to crank out an awesome product after the worlds. Unfortunately I cannot post such a post at the moment, as I don't have any information that such a situation might occur in the future. But you can be sure that I would be the first to write such a post if I can.

Numerous times you (not you personally) have failed to meet the contract we got:

1. I have never received any news on your progress (I don't like getting info from your blog that other people have already received)
2. You promised that I would have spare parts by the time the first Assassins hit Europe. I have sent an email regarding this on Oct 12th which I never received an answer too
3. I (and many others) have been lied to numerous times about delivery dates. I have told you many times, that I understand when you got problems and cannot ship as soon as you'd like. But what I cannot accept or understand is that you are not honest about it but continue to promise things you don't fulfill
4. when I noticed that the contract (my reimbursement) and the price list did not match I asked to change the contract so we would have a solid legal relationship again. I never received an answer to this suggestion I made on Oct 12th by email
5. It cannot happen that you don't respond to emails because you don't like their content. Answers like: "Not a great start to the day, in future emails like this will not be responded to." (Holly to Niki, sent today)
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In general I am responsible for my customers (5 boats so far) and I am legally responsible for fulfilling the contract they got with me. I am thus having substantial financial risk and cannot give the customers any answers (I don't mean shipping dates but info like: "they need to develop an awesome main foil, should be done by November"). I have put a lot of effort into this business and also a lo of money (350€ online advertising every month since July).

In addition I have given my integrity to promote your project. A lot of people have asked me about your product and I have told them how much I liked it and based on my word some were convinced to buy a boat from you even though you are an unproven institution at the moment. (Niki was convinced by the story about me meeting you that he would like to be a reseller as well)

You have got an amazing product that I really like but never forget that there is more to a company than having a product. Customer support, accounting, communication, marketing and so on are a vital part of every business. Unfortunately it seems to me that the other parts of your business are not standing up to the innovation of your design. I feel like I have made up for your lack in support while being a reseller. Just today I had to provide Paulo with the CE certificate that you should include to every shipment in Europe so his boat is not stuck in customs any longer.

In the end I can honestly say, that I would still like to continue being a reseller. I love your product and I would like to advance the moth class in Europe with the help of fastcraft. When I visited you in May I felt connected to both of you and I especially liked the way you thought about Bladerider and their mistakes. You have been determined to have good customers support, don't do numerous price increases, have a high quality boat and advance the class. During Dinner we had the same views on nearly everything concerning the moth class (it's a moth, not a one-design etc).

I know that it can be hard to life up to these expectations when you are under a lot of pressure, and I knew prior to becoming a reseller that there might be some struggle on the way to becoming the number one moth builder in the world. I don't care about that. Instead I care about open communications and honesty.

It is your choice if we should try to start to work together again or separate. I think I have made my point rather clear, I would really like to continue. On the other hand if you feel like separating we should do so quickly and legally sound.

awaiting your answer

best

Felix

Felix Schulte
Director

studdex GmbH
Heinrich Roller Strasse 15
10405 Berlin
Germany
Tel.: +49(0)30-83 10 89 42
Fax: +49(0)30-85 97 72 15
Mob: +49(0)170-385 46 71
email: schulte@studdex.com
www.studdex.com

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Geschäftsführer/Directors:
Felix Schulte & Lukas Wrede

eingetragen/registered
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