

Q: What's the motivation behind creating a global wholesale electronics business?

David: It all started with the iPhone X. It just upgraded, and I wanted to sell my iPhone 7. After trying to get the best price possible - online and offline, I discovered a vast price disparity. I saw an opportunity to make additional income. So, we started buying phones locally and selling them online in 2017. We pulled together funds and began aggressively buying as many used devices as we could.

Josh: Yes! David called me one day, telling me that we could buy devices locally and resell them online. We both started doing it in our respective cities, trading solely iPhones. In mid-2018, we had clientele throughout the United States and traded more than \$8M worth of smartphones.

As we continued, we discovered some inefficiencies that were not beneficial to resellers and even the final consumers. We deeply investigated the industry and discovered these issues were not peculiar to the US market alone. That was when we knew this was a problem we wanted to solve. We started attending trade conferences and other events, which exposed us to a whole new world of traders.

Q: What challenges did you face when establishing the business, and how did you overcome them?

David: Distance was a barrier. We lived in different cities - New Orleans and Jacksonville and were both working. We were juggling many things, and building a business requires your all. So we decided to make it a full-time job.

Josh: As a startup, we needed funding and backing too. They are two important elements. One of the things we are grateful for is the Ycombinator Accelerator Program. It opened doors for us.

At that moment, we knew we needed to position Eze as the future of electronics wholesaling, not just a company that sells iPhones. We became more intentional about our approach to things by hiring the right talents, getting relevant certifications such as R2, ISO, and MBE, and conducting extensive research into new markets to build our trust and credibility as a global business.

