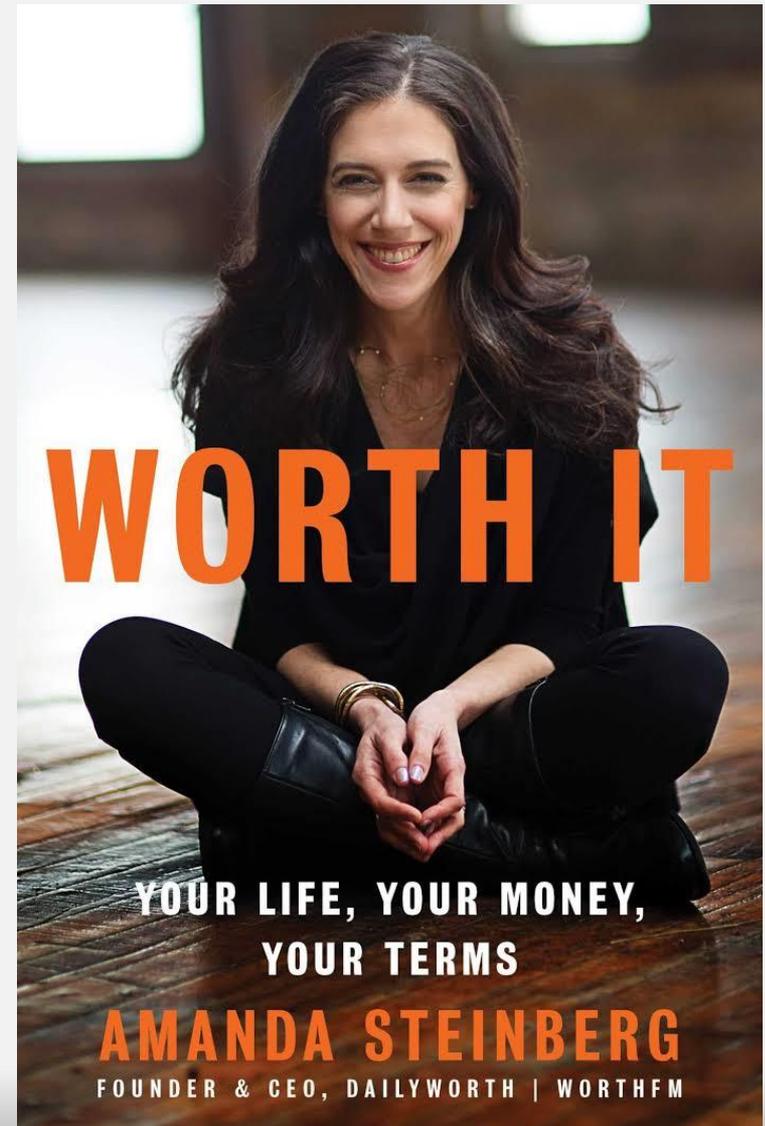


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# Daily Worth and Amanda Steinberg

Dr. Jack M. Wilson  
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and Innovation



# Problem:

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- A successful computer programmer, Amanda was earning six figures, but she had built such an expensive life that even her best attempts at saving and investing were wiped out by life's unexpected complications.
- Frustrated by her inability to build net worth, she launched DailyWorth from an attic office in Philadelphia with a newborn in her arms.
  - Today, DailyWorth's newsletter reaches more than 1 million subscribers and growing.
- In 2015, she started digital investing service, WorthFM, which received front-page coverage in The New York Times Business section
- Oprah selected her for the inaugural SuperSoul 100, and Forbes named her one of 21 New American Money Masters. Amanda has also appeared on GMA, Today, CNN, and MSNBC.
- She's also the author of Worth It: Your Life, Your Money, Your Terms released in February 2017.
- Financial planning, budgeting, and goal-setting only work for a small percentage of people. Worth It flips the paradigm on “financial advice” for women and delivers it in fresh, unexpected ways.
  - <https://www.dailyworth.com/meet-our-founder-amanda-steinberg>

# Customer development –polling customers (readers)

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- “Eighty-eight percent of our readers said they were unhappy with how they save and invest,” Steinberg says. “I thought, I know how to fix that.”

# Worth It

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- <https://emergingwomen.com/podcast/amanda-steinberg-worth/>



# References

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- “DailyWorth's Amanda Steinberg: Spend Less, Save More And Don't Buy That House;” Fortune; June 17, 2015.
  - <https://www.forbes.com/sites/samanthasharf/2015/06/17/dailyworths-amanda-steinberg-spend-less-save-more-and-dont-buy-that-house/#2312883d162f>
- “How DailyWorth CEO Amanda Steinberg Is Helping Women Shrink The Wealth Gap;” FastCompany; April 18, 2016.
  - Polling her more than 1 million readers helped Steinberg learn what tools they needed.
    - <https://www.fastcompany.com/3058476/how-dailyworth-ceo-amanda-steinberg-is-helping-women-shrink-the-wealth-gap>
- Jean Chatzky Acquires DailyWorth; Wealth Management; Jul 19, 2018.
  - A bit of consolidation in the personal-finance-for-women content market was announced Wednesday. DailyWorth founder Amanda Steinberg dispatched a letter to the 1.2 million subscribers of her personal finance newsletter welcoming Jean Chatzky, the long-standing financial editor of NBC’s Today show and personal finance author, as the publication’s new owner.
    - <https://www.wealthmanagement.com/news/jean-chatzky-acquires-dailyworth>

# Investors

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Here is TechCrunch's (2012) description of investments in DailyWorth

*In March of last year, DailyWorth, the personal finance daily email and community for women, raised an \$850K seed round led by Robin Hood Ventures, with investors like Eric Schmidt's TomorrowVentures, Social Leverage, 500 Startups, Venture51, Investors' Circle, Joanne Wilson, David Cohen, Scott Becker, Peter Shankman, and Carol Chow getting in on the action.*

*Now, it seems that some of these investors want to more than double down on DailyWorth, as the startup announced that it has closed a \$2 million series A round led by Joanne Wilson and StockTwits Co-founder and CEO Howard Lindzon's Social Leverage, along with contributions from former investors as well. The new round of funding brings DailyWorth's total to just over \$3 million.*

*BetaBeat initially broke the story yesterday, and last month blogger and angel investor Joanne Wilson told O'Reilly's Radar what excited her about DailyWorth, saying that the startup has already "created tremendous traction and sells advertising at lightning speed" — to the point, apparently, that the startup was running low on inventory.*

*Investors and advertisers find the startup appealing because of the intelligent, no-nonsense way it is creating a community around financial literacy and money management — for women. It's a targeted play by DailyWorth Founder and CEO Amanda Steinberg, already a six-time entrepreneur, who has set out to create a resource for women (already the money managers) that breaks down essential financial concepts and makes them easy to consume (on-the-go) for busy moms and female professionals.*

*The newsletter, which includes educational tidbits about finance as well as career advice, has already racked up over 200,000 subscribers in the U.S., and financial institutions like ING and H&R Block have joined as sponsors. Andrew Russell, formerly of Pilot Group, who has invested in email companies like Daily Candy and Thrillist, has also joined the startup as an independent board member.*

– <https://techcrunch.com/2012/01/05/dailyworth-grabs-2-million-to-bring-quality-financial-advice-to-women-via-the-inbox/>

# Investors Perspective by Joanne Wilson (Angel Investor):

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*I was just starting to make investments. Maybe I had made a handful at the point where I met Amanda. I wasn't sure I was even sold on the concept before we had lunch but my friend Howard Lindzon had invested and asked me to meet with her. Our one hour lunch turned into two hours. This is the story everyone tells when they become hooked.*

*There is no doubt that her timing made sense as more women become responsible for not only their own finances but their family finances. Women are going to make more than their male counterparts at one point. All the statistics are there. Women need communities and conversation around this topic. It is a topic that has been essentially swept under the carpet and that works for men. It doesn't work as much for women. Women like to discuss, get feedback, understand and probe. The concept that Dailyworth would create a place where women could educate, discuss and get involved in their own capital made sense.*

***Yet it isn't about the idea. I invest in people.*** Amanda has built several companies. She is an engineer so she understands product. She can build it. Her tenacity, her intelligence, her ability to articulate what she was building and most important she had a fire in her belly. Actually she had an inferno. I said yes I'd invest before the meal was over.

*I got involved, came to board meetings, and to this day still talk to Amanda and give feedback and advice. As for me, the concept that I should hold back before making another investment ended up to not be my thesis at all. My thesis is all about putting money into entrepreneurs that are **hungry and passionate** about what they are building. When I see that and have a gut that they will figure it out no matter what happens is what gets me excited. Of course I have to understand and believe in the business.*

- *At the end of the day it is all about the entrepreneur.*
  - "Startup Opportunities" by Sean Wise and Brad Feld

# Daily Worth acquired in 2018

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- In 2018 Amanda Steinberg sold DailyWorth to Jean Chatzky, then NBC's Today show's long serving financial editor. Chatzky, like Steinberg was an author in the women's finance area.
- *"I know she will protect its brand and mission,"* said Steinberg
- *"Women are still socialized to 'not be interested in money, but so many are actually interested—there's enormous cognitive dissonance at play,"*
- *"That's what DailyWorth was about, as much as it was about money, it was to help women navigate these changing social dynamics—if it was just about women managing money, it didn't need to be gendered,"*
  - <https://www.wealthmanagement.com/news/jean-chatzky-acquires-dailyworth>
- In the succeeding years the Daily Worth Brand was subsumed under Chatzky's HerMoney brand.
- As we have seen, acquisition is often the best exit strategy for investors.

# Questions

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- What was the need and the pain that Amanda was trying to address?
- How did she validate the assumption that others had the same need?
- Why might Steinberg have decided upon acquisition as an exit strategy?