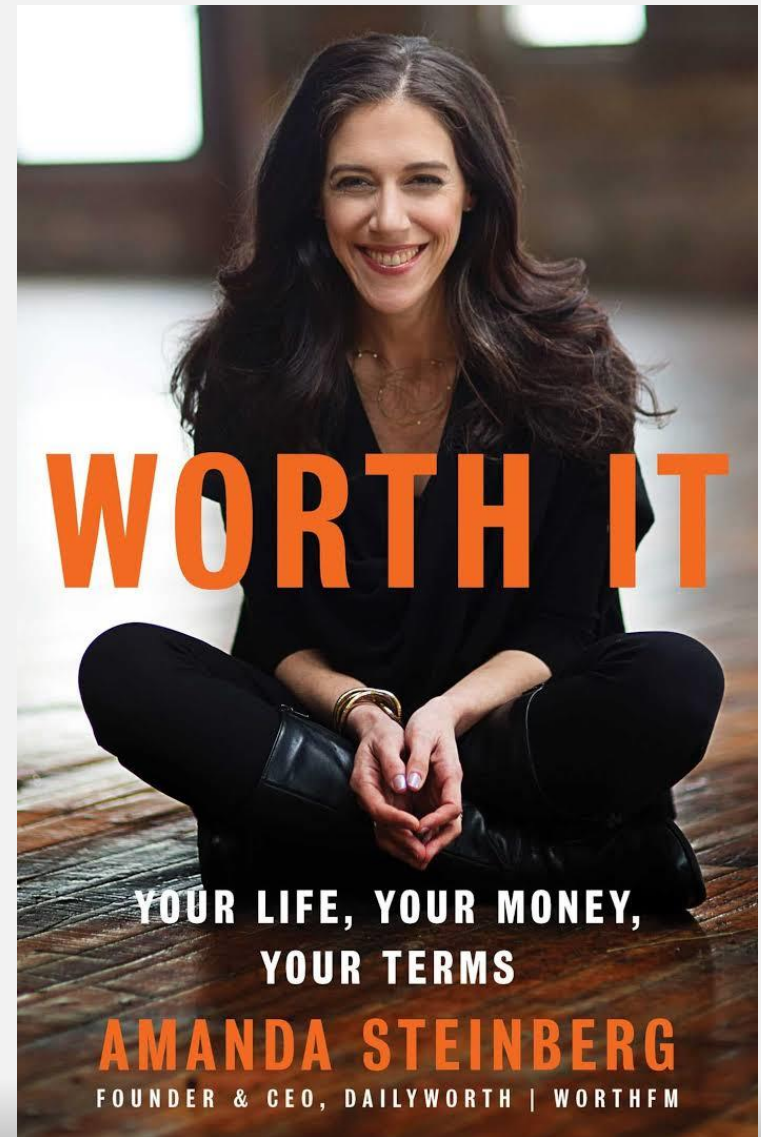


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# Daily Worth and Amanda Steinberg

Dr. Jack M. Wilson  
Distinguished Professor of  
Higher Education, Emerging Technologies,  
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.”

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



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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>

# 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