



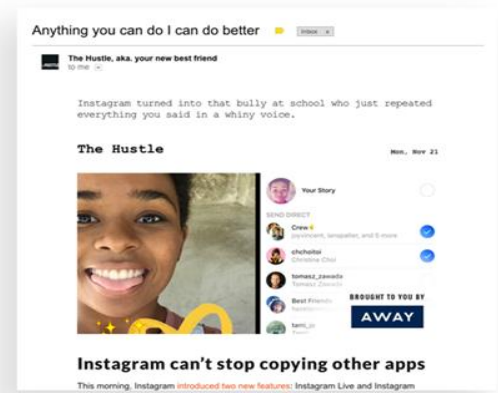
the **HUSTLE**

What is The Hustle?

the **HUSTLE**

The Hustle exists to educate, entertain, and empower the 21st century professional.

Specifically, we're starting with business, technology, and finance news..



The start

Solving our own problems

the **HUSTLE**



The move to email

What we were feeling

- Happy that 70% of Hustle Con ticket sales came from email
- It was pretty easy to obtain email addresses
- Our generation was being forgotten by media

What we were seeing in the world

- Ad blocker was killing traditional media companies
- Email was the largest distribution channel
- Most emails sent from brands were terrible
- Having a dependency on other platforms is a terrible long-term solution



Trust is our true product

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the Jon Stewart effect

noun, singular

Our community trusts us because our voice is human. It's straightforward, no bullshit, bold, and, most of all, informative. We explain complex ideas in simple ways, making our audience smarter. They tune in everyday to not only hear what we will say, but how we will say it.



Our audience, under the hood

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96%

UNDER THE AGE OF
44

15%

FOUNDERS

63/37

MALE % / FEMALE %

98%

LIVE IN URBAN AREAS

84%

HAVE AT LEAST A
BACHELOR'S
DEGREE

30%

WORK IN TECH

24%

HAVE AT LEAST A
MASTER'S DEGREE

\$160K

MEDIAN INCOME

41%

ENTREPRENEURS



Supporting brands and content distribution

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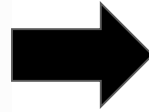
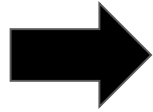
Distribution via disruption is not the solution



So what does this mean?

Our tactics are all Native, but not that 'Native'

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This edition of The Hustle was brought to you by



“It looks like you’re building a business... need some help?”

When we hear “Microsoft,” most of us still think of an extremely persistent animated paperclip asking us if we need help making a numbered list.

But things have changed.

This is a whole new Microsoft -- and their new business suite is like the Golden State Warriors of software: an all-star lineup of features, all streamlined into one solution.

We’re talking about Microsoft 365 Business

AKA, one of the most well designed small business tools we’ve ever seen.

They took the Office suite we all use and love, put it in the cloud -- then made it *stupid* easy to collaborate with teammates **across any device**. That means super simple file sharing, doc editing, video chatting, messaging, and calendar scheduling -- from anywhere.

Oh, and underpinning all of these programs is **state-of-the-art data protection**, so every user is protected -- without having to configure any of those scary “advanced settings.”

We could keep singing its praises -- or you could experience it for yourself. **[View a demo](#)** and have your minds blown like we did.

What's coming up for The Hustle?

the **HUSTLE**



HUSTLECON

A black and white photograph of a person standing on a stage, illuminated by a spotlight. The person is holding a microphone and appears to be speaking or performing. The stage is dark, and the background is a large, dark curtain. In the foreground, the silhouettes of an audience are visible, seated in rows of chairs. The overall atmosphere is dramatic and focused on the performer.

2X

An evening of
storytelling

2X Audience Under The Hood

38%

FOUNDERS

67%

ENTREPRENEURS

89%

BELOW 44

91%

FEMALE

37%

MAKE MORE THAN \$100K

26%

IDENTIFY AS SENIOR LEVEL OR
HIGHER

AT A COMPANY LARGER THAN 100 EMPLOYEES



Double down on what we know

the **HUSTLE**

