

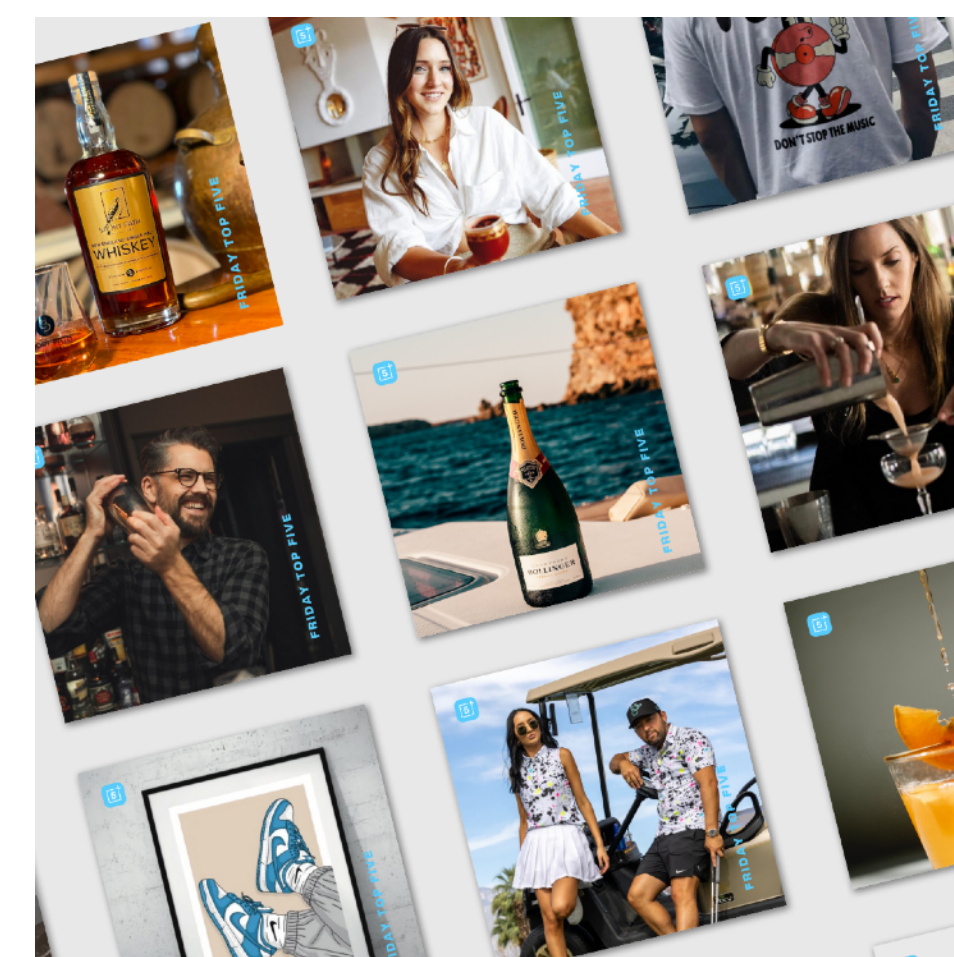
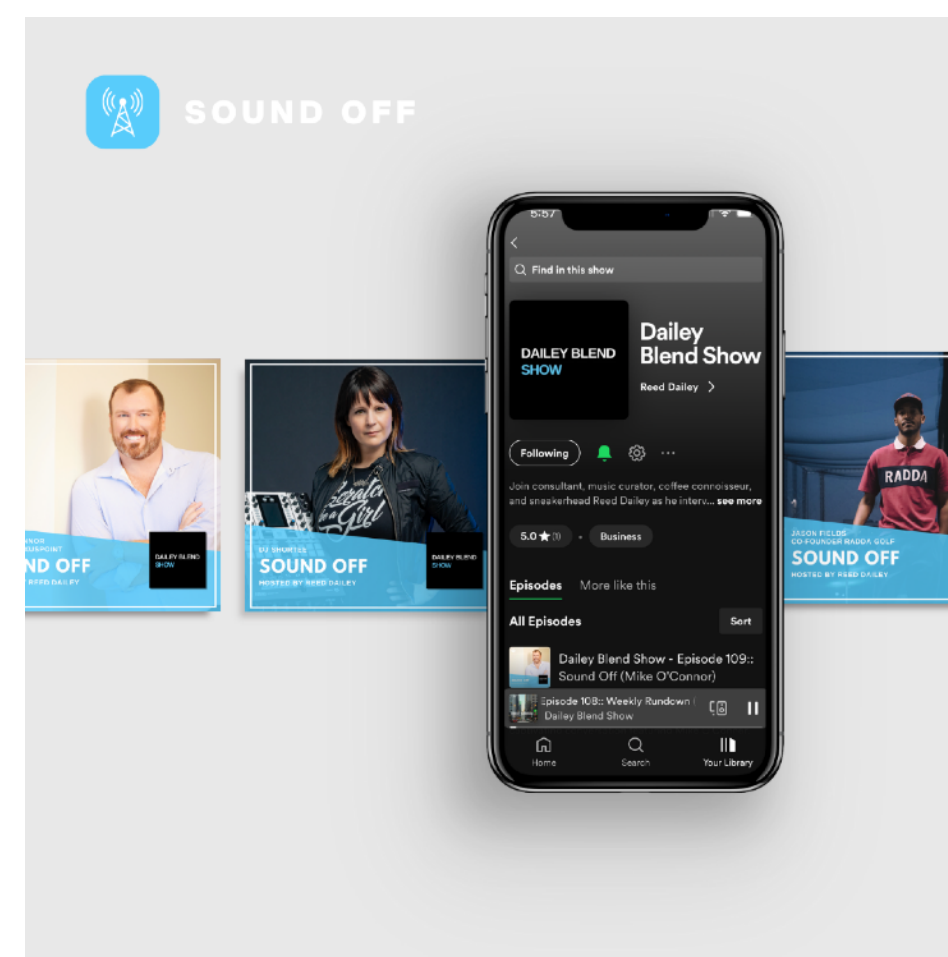
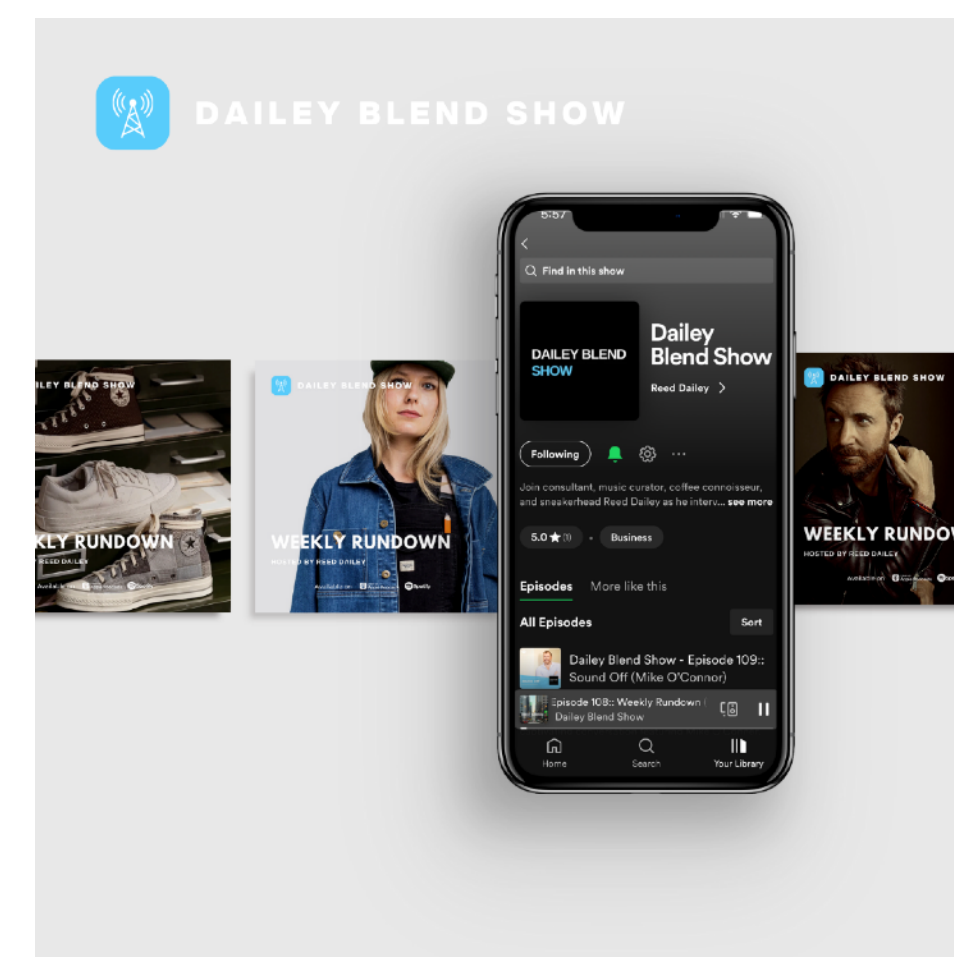
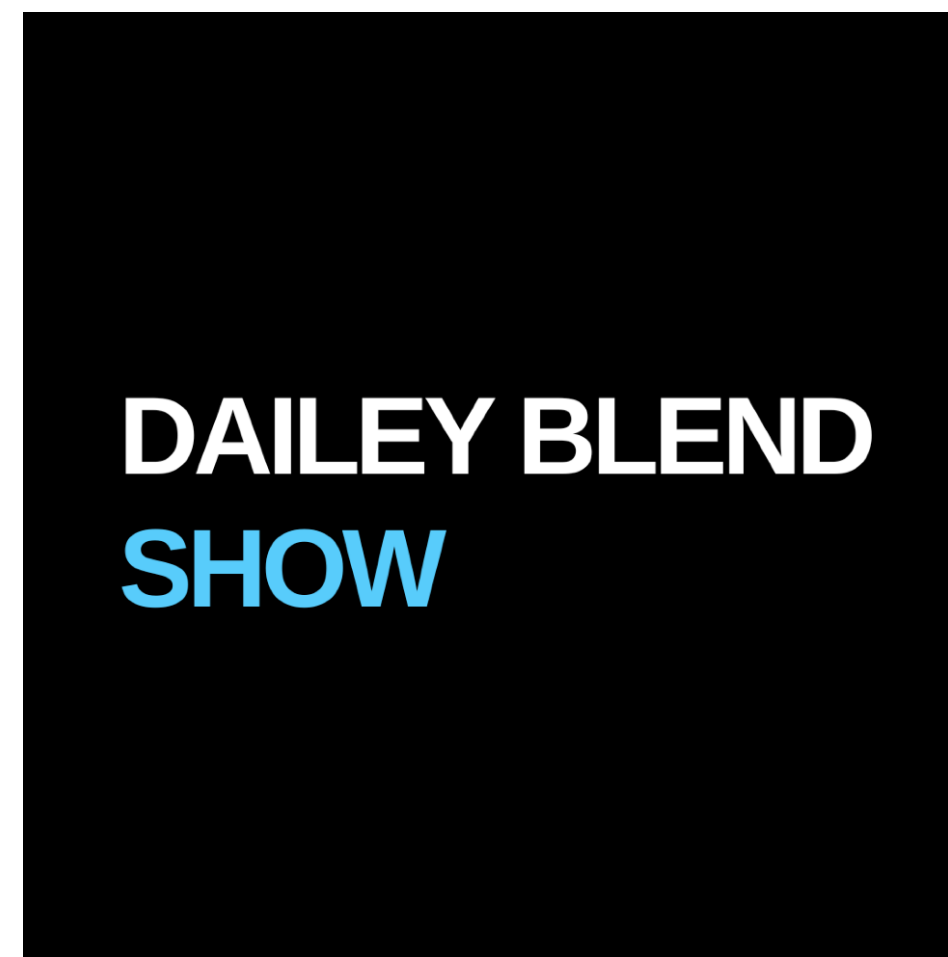
DAILEY BLEND SHOW OVERVIEW

DAILEY BLEND
SHOW

CONTENT PILLARS

A platform to showcase talent, products, & services

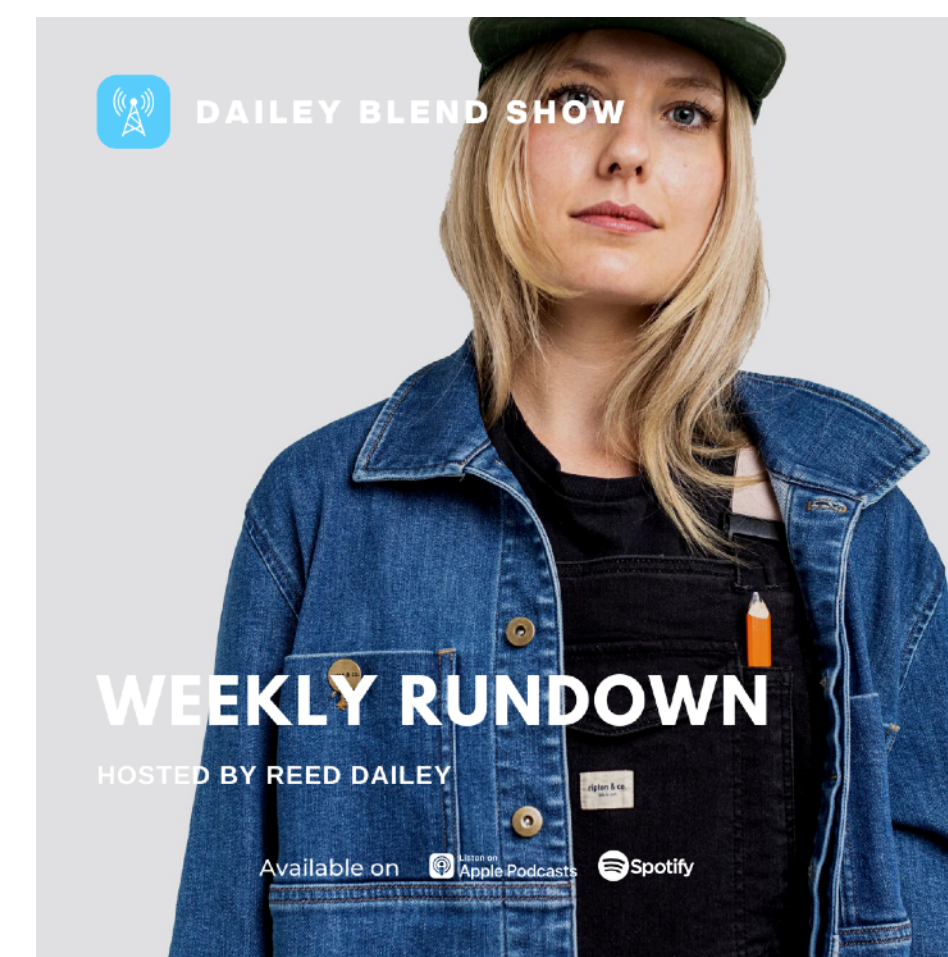
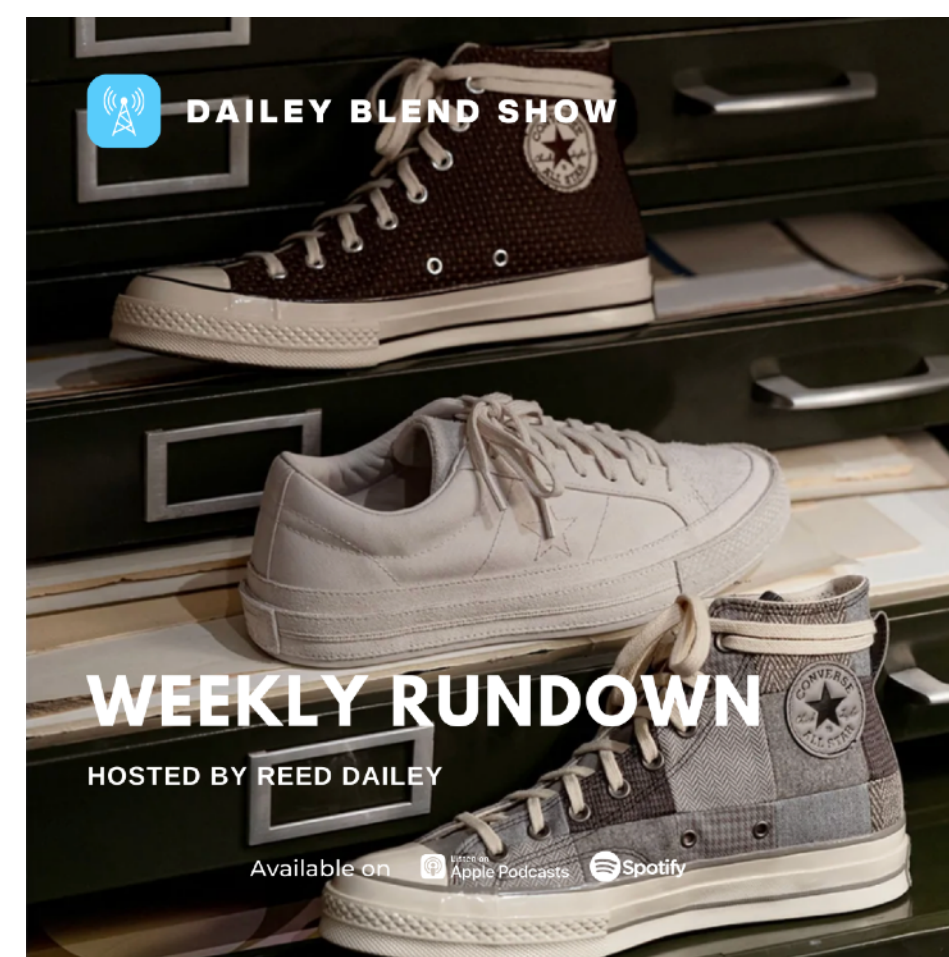
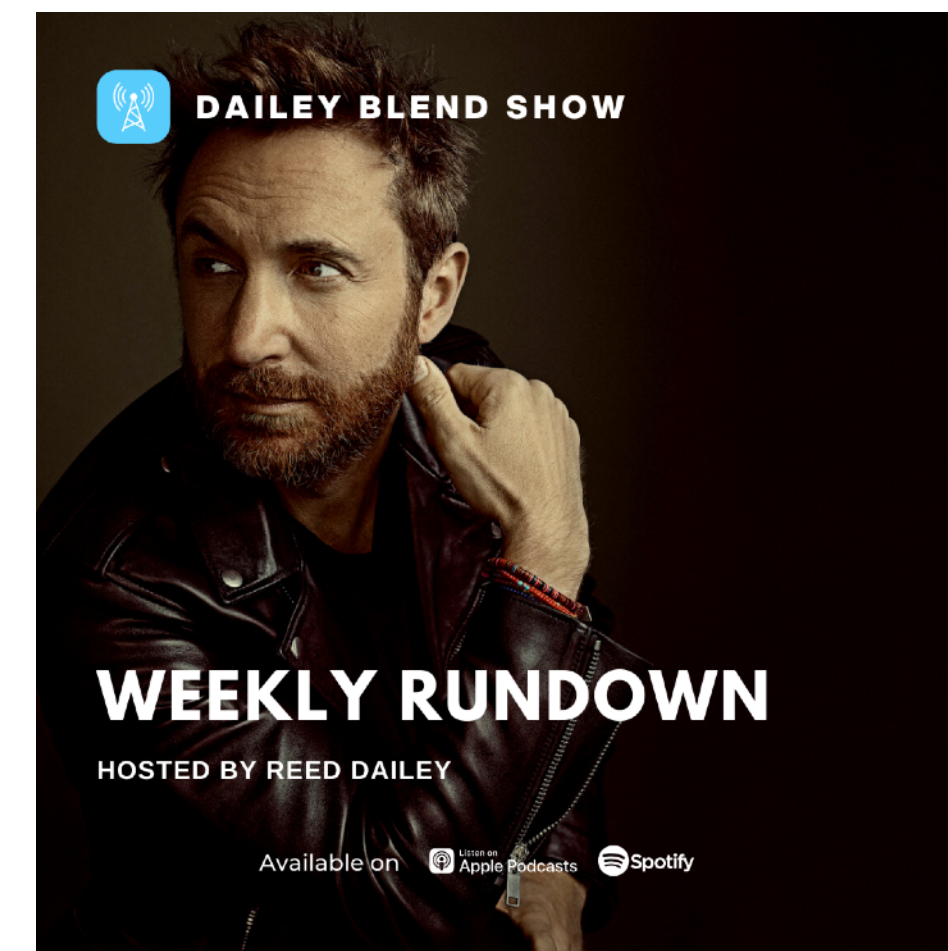
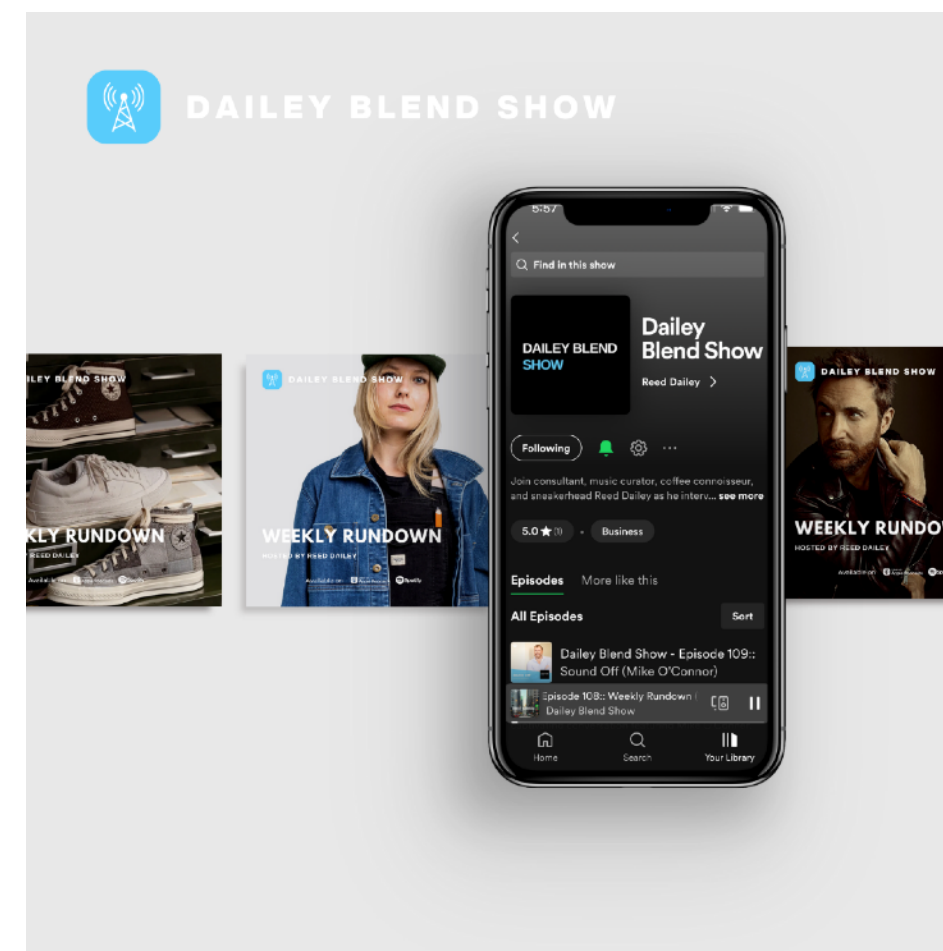
The Dailey Blend Show is built on three content pillars. The first, "Weekly Rundown," curates content from Dailey Blend, highlights host Reed Dailey's projects, and features notable stories in technology, media, and pop culture. The second, "Sound Off," engages world-class performers and owner-operators in insightful interviews covering origins, operations, market perspectives, and forward-looking outlooks. Past guests include prominent figures like CEOs, DJs, fashion designers, winemakers, and movie makers. Finally, our 'Friday Day Top' newsletter shares five captivating and noteworthy insights to kickstart your weekend.



WEEKLY RUNDOWN SHOW

A rundown of news & trends, content from Dailey Blend, projects

The 'Weekly Rundown' showcases content from across Dailey Blend, special projects, and stories we thought were exciting and notable across technology, media, and pop culture.



FRIDAY TOP FIVE NEWSLETTER

Five things to get your weekend started off right

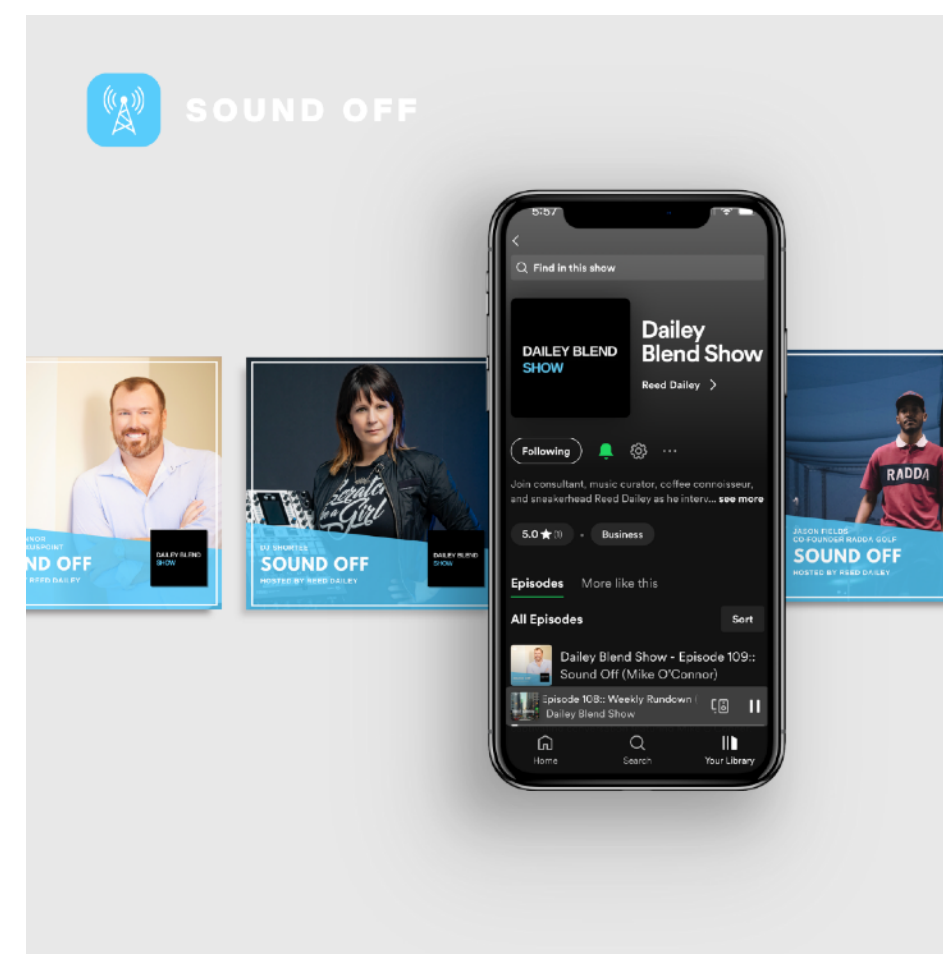
Each week in our 'Friday Top Five' newsletter, we feature five things we thought were interesting and notable to get your weekend started off right.



SOUND OFF INTERVIEWS

Interviews with Entrepreneurs, & world-class performers

Through our 'Sound Off' segment, we interview world-class performers and owner-operators to explore how they got their start, how they operate, and execute market perspective, lessons learned, and forward-looking outlook.





PAST 'SOUND OFF' GUESTS: GRAHAM + FISK

Award winning wine makers

Graham + Fisk are childhood pals who met 25 years ago at Camp Roosevelt on the shores of Lake Erie. They went to high school together (and we have the cringeworthy homecoming pictures available upon request).

Cut to Spring of 2014, Graham came to Fisk with the idea to put wine in cans. By September 2015, their 1st canned wine brand, MANCAN Wine, was hitting store shelves. 5 years and 7 Wine Enthusiast "Best Buy" awards later, they launched Graham + Fisk's Wine-In-A-Can using the same great wine, just in slightly smaller, super crushable cans!

When the boys aren't traveling the country for their liquid-to-lips campaign, you can catch them online for this weekly live stream show with guests and shenanigans.





SHORTEE

PAST 'SOUND OFF' GUESTS: DJ SHORTEE

World's Premier Female DJ

Described as the "World's Premier Female DJ" by The Grammy Foundation, Shortee is a 'multi-passionate' maven on a mission.

A world-renowned DJ, Turntablist, and Music Producer—Rolling Stone distinguishes her among the "fader-flipping elite," adding that "her creativity and prowess on the wheels are consistently mind-boggling.

Honored as "Queen of the Scratch World" by DJ Times, Shortee's 24+ year career is highlighted by a series of lady's firsts.

When she is not spinning, you can catch Shortee giving DJ Lessons, releasing records via her label, writing, and acting.



PAST 'SOUND OFF' GUESTS: MIKE O'CONNOR

Serial Entrepreneur

Co-Founder and CEO of NexusPoint. Mike, a seasoned entrepreneur, delves into insightful discussions about his operational strategies and execution approaches.

The episode provides valuable insights into why he chose to launch NexusPoint and the vision that propels the organization forward. NexusPoint's unique mission revolves around connecting small and medium-sized businesses, along with solo entrepreneurs, with global talent to optimize back-office operations. The diverse services they offer, including virtual and executive assistants, bookkeepers, social media managers, operations managers, AR/AP management, project management, data entry, and research, are a testament to their commitment to enhancing business efficiency.

For those interested in learning more about NexusPoint and its forward trajectory, visit their website at nexuspt.io.



Showcasing creatives, arts, owners and operators

Showcasing creatives, arts, owners, and operators and helping them tell their story, gain insights and lessons learned, and bring their unique market perspective to the forefront.



PAST 'SOUND OFF' GUESTS: CRIQUET SHIRTS CO-FOUNDERS   

Episodes

100+

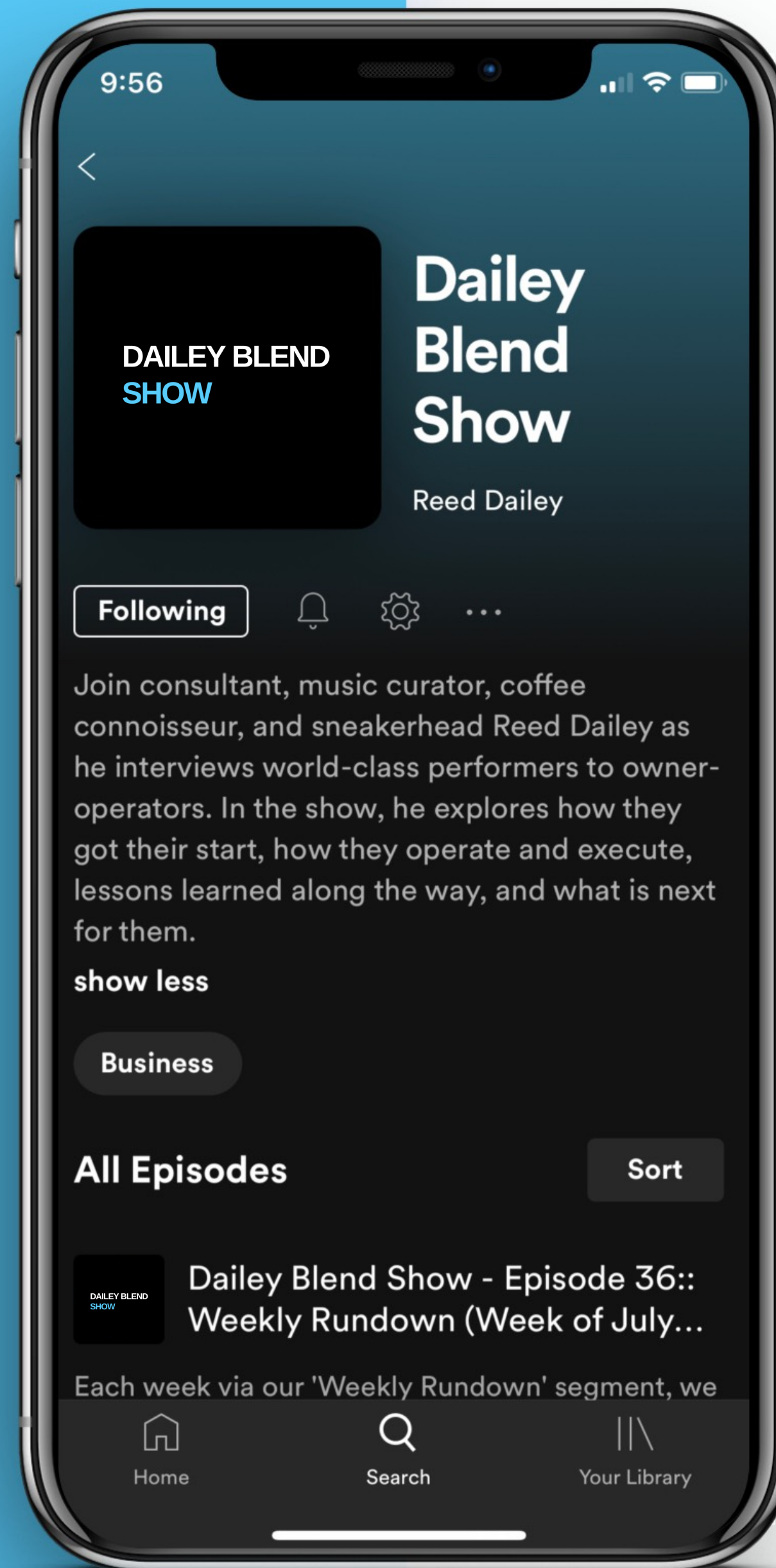
Weekly Digital Assets

25+

Downloads

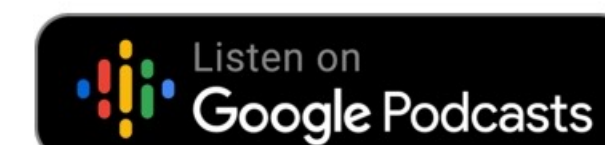
30K+

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HOST OVERVIEW

Reed Dailey, Consultant & Host

Reed Dailey is director of digital at a global consulting firm. Reed is based in Chicago and travels domestically and internationally to serve his clients. He offers a full professional portfolio of skills and experiences in commercial, operations, financial management, and merger and acquisition activities, which he uses to advise clients on all facets of EBITDA growth, operational improvement, digital transformation, and the full M&A lifecycle.

His career expands over several industries, including technology, media & entertainment, manufacturing & distribution. Reed brings unique perspectives gained and built the podcast 'Dailey Blend Show' from the ground up to inspire and teach his audience actionable tips and tricks to excel at life and business.

Reed is recognized for bringing thought leadership and technology expertise to create value through efficiency in core operations and digital capabilities. Partnering with strategic and financial buyers across the M&A deal lifecycle. Reed has successfully delivered client

outcomes across enterprise transformation programs and the middle market. He has managed M&A deals ranging from 100-day planning and post-acquisition integrations to value creation.

He brings passion and drive to his consulting work; He is proud at being a connector of talent to employers, mentors to leaders, bringing fresh ideas, a proven track record, and uniquely collaborative experience to his client engagements.

Outside of work, he lives in the suburbs of Chicago with his family, loves golf and paddle, house music and hip-hop, caffeine and cocktails, and of course, a good meal out. Thanks to the unique spelling of his name, you can find him on most social platforms ([Instagram](#) & [Twitter](#)) @ReedDailey or you can check him out via his house music [podcast](#) that been online and online for over ten years.





DAILEY BLEND SHOW OVERVIEW

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