

## **Facts**

### **What is DailyDAC?**

DailyDAC is a twice-weekly e-newsletter aimed at active investors focused on acquiring companies, or assets of companies in transition.

### **When Did DailyDAC Get its Start?**

DailyDAC launched its flagship product on May 3, 2011.

DailyDAC was co-founded by Kristen Weber, 28, after stints at Kirkland & Ellis and Deloitte. According to Weber, "DailyDAC helps connect sellers who need to sell with opportunistic buyers. Our subscribers include private equity players looking for small acquisitions, retailers looking to acquire inventory at deep discount, and all sort of others looking to pick up assets at pennies on the dollar." For Weber, the notion of cultivating deal leads is sort of a natural. She spent her early years cultivating a different kind of crop, having been raised on a cattle farm.

### **What's DAC Stand for?**

Deal Acquisition Central

### **What Sort of Deal Flow Does DailyDAC Provide Its Subscribers?**

DailyDAC provides its subscribers with opportunities that are not widely publicized to acquire, invest in or finance non-public companies and/or assets in time sensitive situations, including those involving distressed companies.

### **How Does DailyDAC Get Its Deals?**

Although there are services which provide data about deal opportunities, they tend to focus on information that can be gathered from technology-driven processes, such as key word searches on Bloomberg terminals and other third party platforms. DailyDAC, in contrast, speaks with hundreds of professionals and monitors public sources each week to find opportunities that cannot be found any other way.

### **What does the E-newsletter Contain Aside from Deal Flow?**

#### **1) Authored Content**

DailyDAC provides in each e-newsletter authored content written by attorneys, accountants, angel investors, investment bankers, private equity, family offices, financial advisors and other service professionals. Content published on the e-newsletter is linked to our website where the entirety of the article is housed for not only our subscribers but other non-subscribers to read. We print with permission, previously written material as well as original content. Specific article guidelines are located on our website.

## **2) Calendar of Events**

DailyDAC monitors the calendars of many organizations in order to aggregate in one place the events going on across the nation that are likely to be of interest to our audience. Organizations can submit their event on our website as well as highlight current upcoming events on our E-Newsletter.

## **3) Interesting Data Points**

As an added bonus, DailyDAC provides interesting news articles we feel our readers may miss by their everyday news read but which we think they would find interesting. Furthermore, we provide links to useful website as well as a featured top ten list ranging in all categories.

## **Who Subscribes to the “DAC?”**

Our subscribers are principally opportunistic investors who are looking to buy assets for pennies on the dollar. Some are PE funds that focus on distressed businesses. Others are small business owners looking to buy assets or going concerns to add to their existing business. Yet others are advisors (buy-side investment bankers, business brokers, accountants and lawyers) who look for deals their clients may have an interest in. Added bonuses aside from deal flow for our subscribers are opportunities to publish or reprint articles as well as list deals with the DAC.

## **How Can I Get a Free Trial?**

By going to [www.dailydac.com](http://www.dailydac.com), you can opt in on our home page to be added to our email distribution list and start receiving DailyDAC.

## **Subscription Costs:**

\$50/month or \$500/year. No strings attached. You can subscribe at [www.dailydac.com](http://www.dailydac.com)