



HELLO!

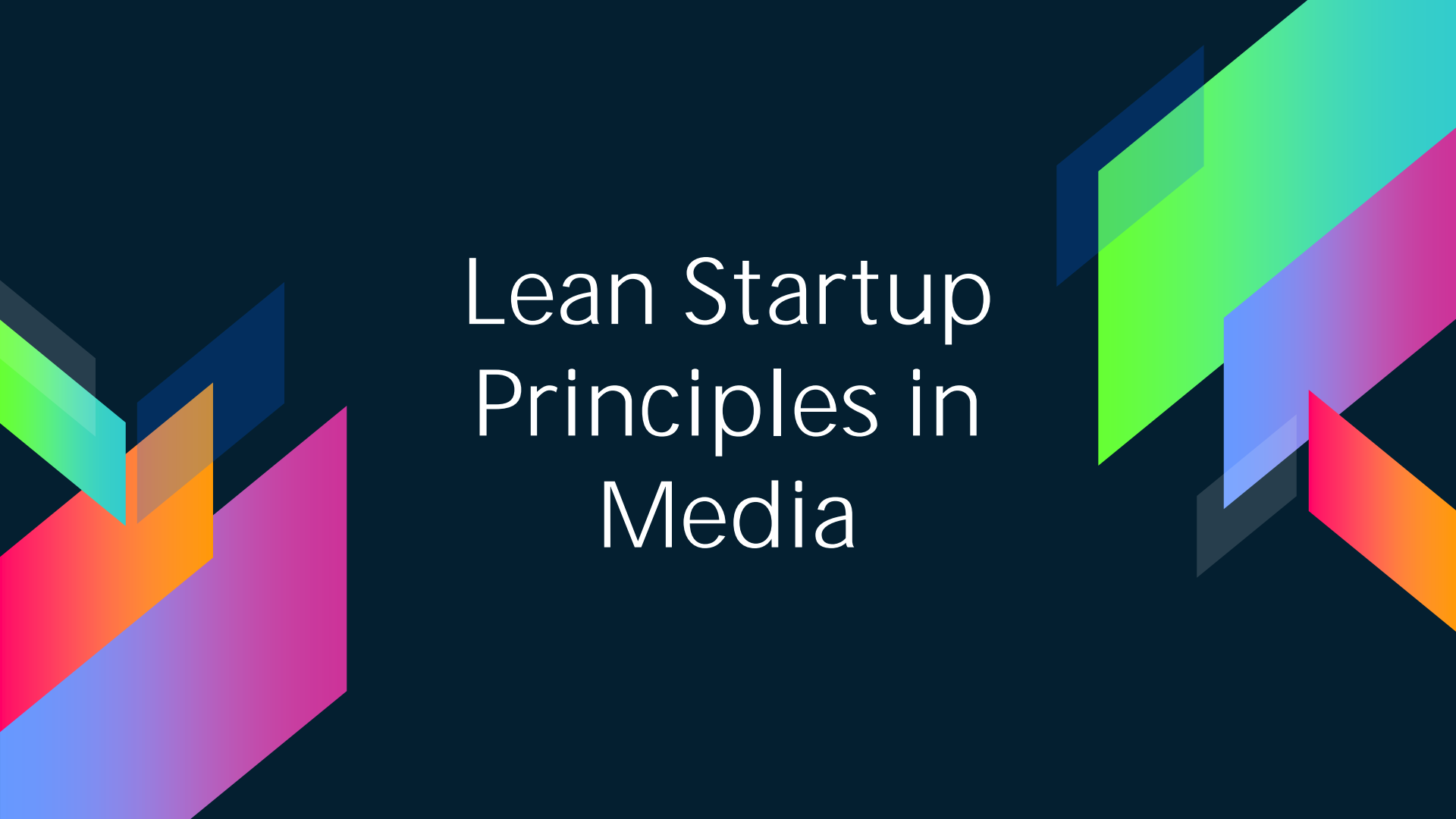
I am Brian Danza


I am here because I was voluntold that I should come talk about the Daily Caller

You can find me at @bdanza

Brian@dailycaller.com

Lean Startup Principles in Media





What I am going to talk about

I will keep most of this about our the tech side of the house, but need to talk about our business in general so that you get a little understanding of how things work for us

Who we are

- › Founded in 2010
- › \$3 M funding
- › Tucker Carlson and Neil Patel
- › I Joined in 2011 to
 - › Running tech side
 - › To do some math
 - › Financial models
 - › Find revenue



Who am I

- › Some kid from Italy
- › Likes and kind of understands tech
- › Is decent at building things and finding efficiencies

Who am I

- Ran a large grant program for the government



Who am I

- Created an events business for my running club



Who am I

- Keeps Bees and sells honey in DC



Who am I

- › Likes flying airplanes around NY

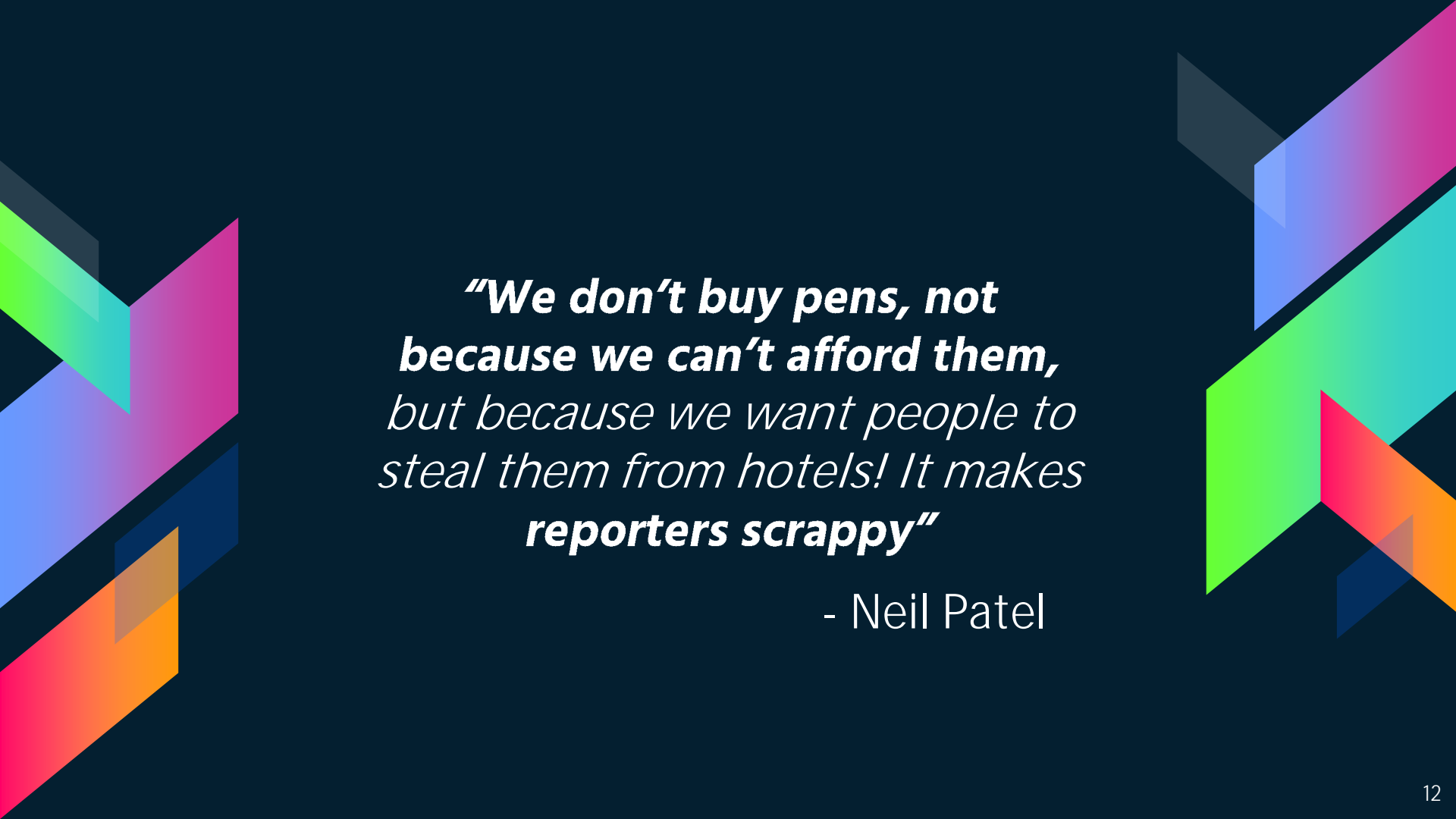


The slide features a dark navy blue background. In the top-left and bottom-left corners, there are overlapping, semi-transparent geometric shapes in shades of green, blue, orange, and pink. Similarly, in the top-right and bottom-right corners, there are overlapping, semi-transparent geometric shapes in shades of green, blue, orange, and pink. The text "OUR CORE PHILOSOPHY" is centered in the middle of the slide in a white, sans-serif font.

OUR CORE PHILOSOPHY

DON'T SPEND MONEY





***“We don’t buy pens, not
because we can’t afford them,
but because we want people to
steal them from hotels! It makes
reporters scrappy”***

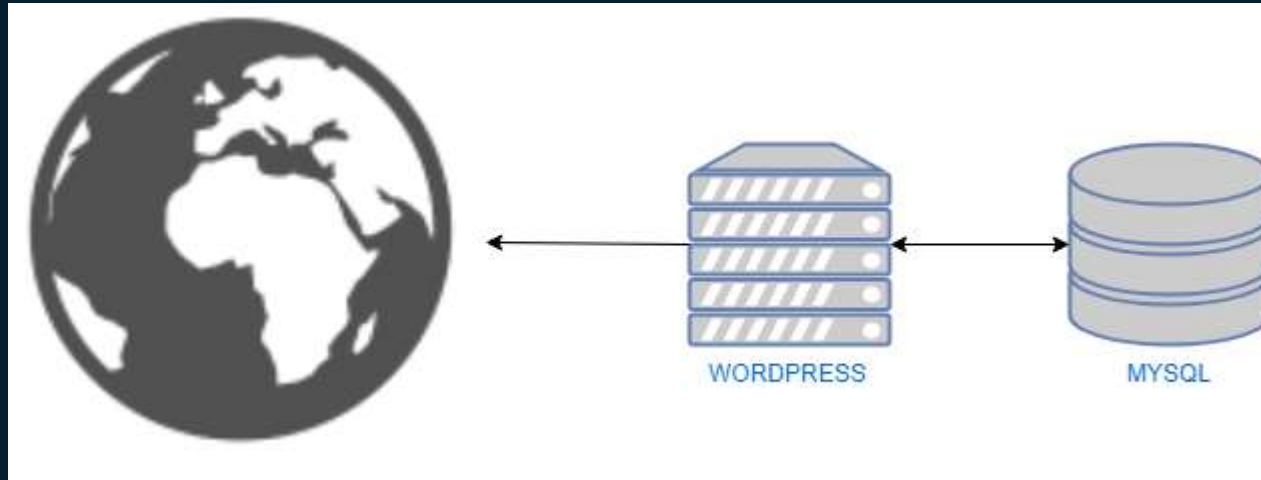
- Neil Patel

The slide features a dark navy blue background. In the top-left and bottom-left corners, there are overlapping, semi-transparent geometric shapes in shades of cyan, orange, and magenta. Similarly, in the top-right and bottom-right corners, there are overlapping, semi-transparent geometric shapes in shades of cyan, orange, and magenta. The shapes are arranged in a way that they appear to be floating or layered, creating a modern, tech-oriented aesthetic.

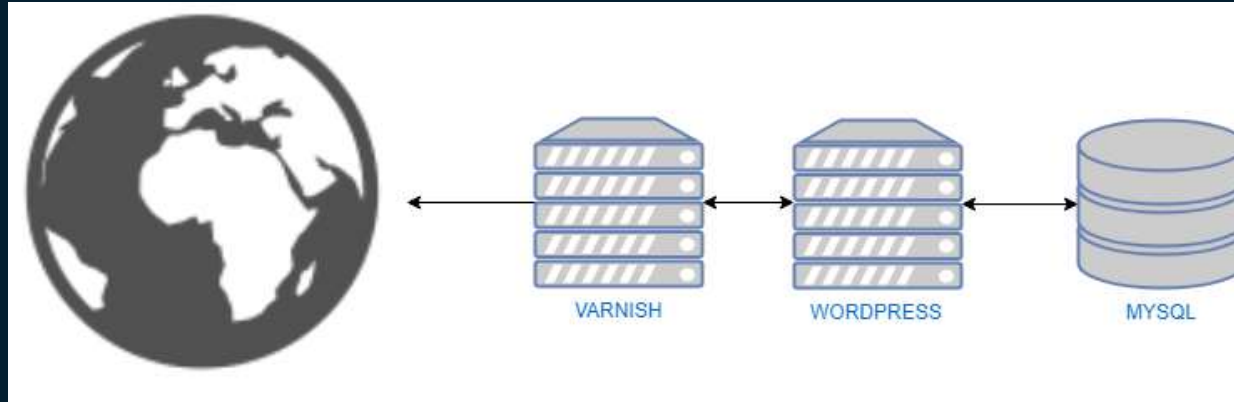
THE TECH STACK

For the nerds in you

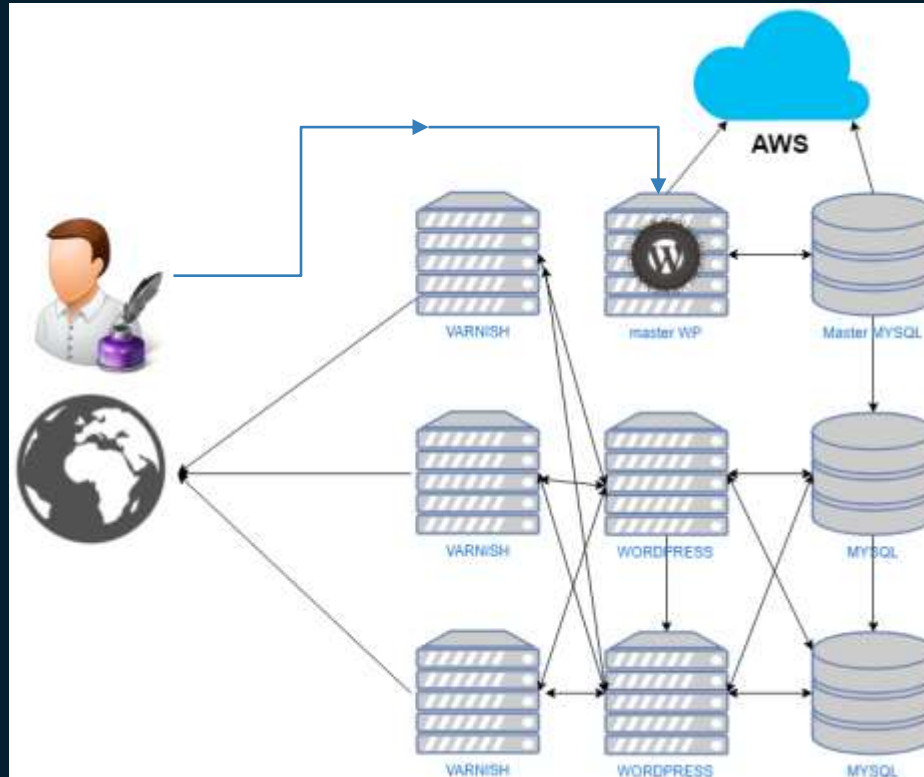
How we are set up on the tech side 2010



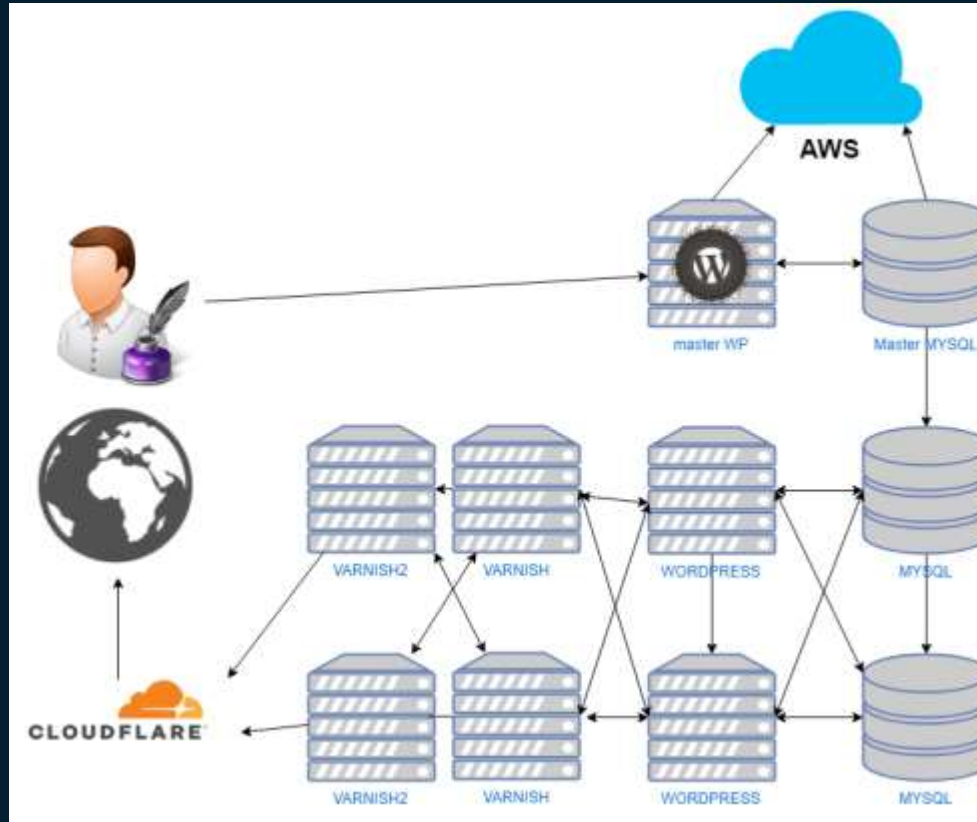
How we are set up on the tech side 2011



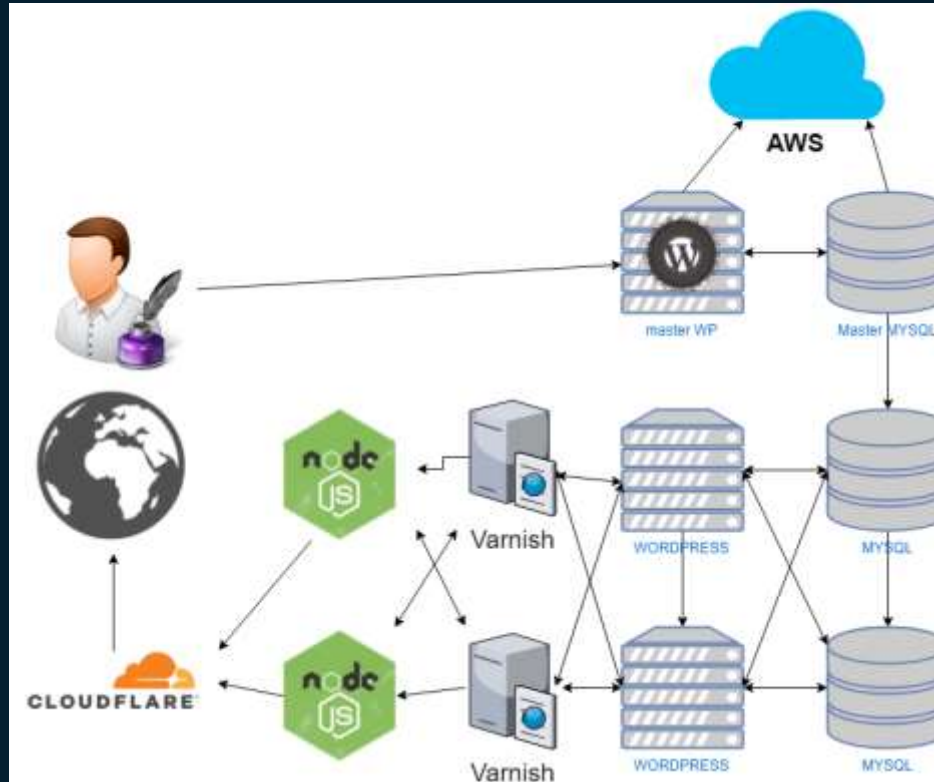
How we are set up on the tech side 2012



How we are set up on the tech side 2013-2017



How we are set up on the tech side 2018



Dev Team

In House

Neil, one person.

Handles all the day to day dev tasks.

- › Bug fixes
- › Adtech support

Outside Developers

Mostly used for special projects.

- › Some on retainer
- › Some fix cost projects

Infrastructure

- › On retainer
- › Fixed cost hosting

Why? They wake up at 3 in the morning if something goes wrong.

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How Much Do We Spend?

Spoiler alert – not very much

Tech

- › Dev ~ \$150,000
- › Hosting
 - › Servers and support \$ 90,000
 - › CDN \$ 40,000
 - › Video \$ 150,000

Editorial

- › Keep reporters costs in check
- › Video
 - › Only buy the essentials
 - › Build our own studios

Where we are going

- › Youtube
- › Hosting
- › Video

Project Management

- › Not Washington Post model
- › Tight funnel with tight priorities
- › Robust project tracking
- › Hourly accounting in project management

Things that have worked for us

- › Outsourcing some development
- › Having a managed hosting stack

Things that we have screwed up with

- › Outsourcing some development
- › Having a managed hosting stack

Difficulties

- › Hiring for the price we are willing to pay
- › Retaining good people when we don't pay them much

BE CHEAP

