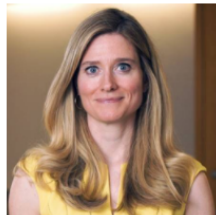


Invisible Forces

The world is changing at a rapid pace. And many of the forces driving these changes can't be seen at all. Jefferies' Invisible Forces podcast series covers the future of different corners of the global economy and the opportunities that lie ahead.



Hosted by



Shannon Murphy



Erin Shea

Jefferies insiders Shannon Murphy and Erin Shea host Invisible Forces, a show about the unseen influences that are rapidly transforming our way of life and global economy. With surprising stories and expert interviews, we're looking into the future at where we'll be living, how we'll be working, what we'll be buying...and why.

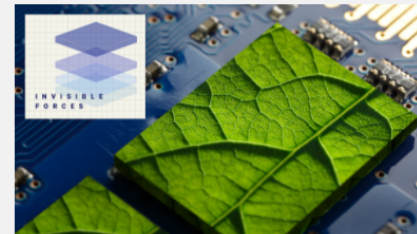
Invisible Forces Season 2



S2:EP6



S2:EP5



S2:EP4

An All-Encompassing Economy

Nadia Batchelor, the Co-Founder & Co-Head of J-NOBLE – Jefferies Network of Black and Latin employees, **Kristina Liburd** (Founder & CEO of Viageur) and **Boyuan Gao** (Founder & Principle of Project Inkblot), **Stephanie Wemusa** (VP Diversity & Inclusion at TalVista) and **Evie Cheung** (Designer at Dublin), explore how the powerful social justice movement in 2020 created lasting changes for businesses and consumers around the world.

OCTOBER 06, 2020 | 25:30



S2:EP3

The Changing Face of Urban Space

Jon Matuszewski, **Storm Duncan** and **Nadia Batchelor** join from Jefferies to discuss whether the city-dwellers considering swapping skylines for suburbs will really move, and what implications this may have on the future of city space? Taco Carlier, the co-founder of the Dutch e-bike company **Van Moof** explores what the pandemic might do for the future of urban transportation.

AUGUST 25, 2020 | 24:05



A New Peace of Mind

Jefferies experts **Dominic Lester** and **Ramin Safai**, are joined by **Christian Cerda**, the CEO of Simplisafe and **Thomas Smyth**, founder and CEO of Trim. In this episode, we explore how this need for fortification has been accelerated by work-from-home orders and lockdowns, and how this year has changed our idea of security for good.

SEPTEMBER 22, 2020 | 24:03



S2:EP2

When Tech is Your Tailor

Jefferies experts **Cameron Lester** and **Jared Holz** explore how the shift towards hyper-personalized goods and services is revolutionizing the retail and healthcare landscapes. They are joined by **Nick Green**, the co-founder and CEO of Thrive Market, **Chris Merkle**, the co-founder of MIME, and **Dr. William Li**, a physician and bestselling author of *Eat to Beat Disease*.

AUGUST 11, 2020 | 26:35



Lean, Mean and Green: The Future of Sustainable Businesses

Simon Powell, **Jon Matuszewski**, and **Dominic Lester** are joined by **Tom Quinn**, the President of Halio North America, **Erin Wallace**, the VP of Integrated Marketing at Thred Up and Thrive Market CEO **Nick Green**, to dig into how tech is powering green innovations in a wide range of industries. We hear from business leaders how this force is not only good for the Earth, but good for your company's bottom line.

AUGUST 25, 2020 | 22:59



S2:EP1

Crying Over Spilled Milk: The Disruption Solution

In the season two premiere of Invisible Forces, Jefferies' **Aneta Markowska** and **Storm Duncan** are joined by business leaders and historians to look at how the pandemic is rapidly transforming everything along the \$10 trillion global supply chain - from vital medical equipment to fresh produce to jigsaw puzzles and beyond.

JULY 28, 2020 | 28:56



Invisible Forces Season 1



S1:EP6

What Makes Makers Tick?

In our season 1 finale, we explore the force that has underpinned every episode in the season: the brilliant entrepreneurs, thinkers, and founders behind groundbreaking and culture-shifting companies. We talk to three successful founders about the



S1:EP5

Building a Boom: Brand Lessons for Creating Explosive Value

Jefferies expert **Steph Wissink** walks us through what's been happening in the beauty industry over the past decade. It's a sector that just underwent a long boom period. **Conor Bealey**, co-founder of Tribe



S1:EP4

A Tech Revolution for Financial Services

Our hosts are joined by Jefferies' **Vaughn Harvey**, and **Jesse McWaters**, financial innovation lead for the World Economic Forum, to discuss artificial intelligence in the financial services sector. We'll also hear from Betterment CEO **Jon Stein** and IEX CEO

entrepreneurial spirit that drives their work: **Aaron Rasmussen**, who just launched Outlier.org and co-founded MasterClass, **Angela Lee** of 37 Angels, and Transfix CEO, **Drew McElroy**.

OCTOBER 15, 2019 | 34:22



S1:EP3

You Are What You Buy

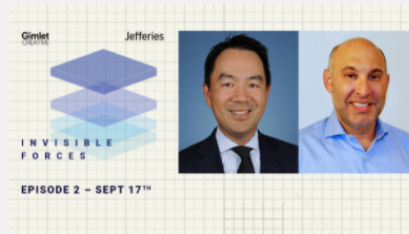
Listen to views on consumers' interest in authenticity from Jefferies expert, **Randy Konik**, along with the Head of Diamond Producers' Association, and an expert from Wharton Business School.

SEPTEMBER 24, 2019 | 34:22



Dynamics, shares why "Earned Media Value" is one of the most powerful metrics for companies in search of their "next big thing."

OCTOBER 08, 2019 | 19:59



S1:EP2

Biotech - From Bench to Bedside

Curious about the cutting edge of biotech? Jefferies' **Michael Yee** and **Jared Holz** walk through some of the biggest biotech breakthroughs of the last decade, and speak with a family who expects an entirely different life for their son because of it.

SEPTEMBER 17, 2019 | 19:25



Brad Katsuyama, two entrepreneurs already relying on AI to disrupt different areas of the financial space – from online financial advising to building better exchanges for the next decade.

OCTOBER 01, 2019 | 28:56



S1:EP1

The \$10 Trillion Question

In the premiere episode of Invisible Forces, Jefferies' **Storm Duncan** joins our hosts to weigh in on how technology can continue to help improve mobility and efficiency. We'll also hear from two entrepreneurs disrupting different areas of mobility: Lime CEO, **Brad Bao**, and **Drew McElroy**, the CEO of Transfix.

SEPTEMBER 10, 2019 | 19:25



S1:EP0

Introducing: Invisible Forces

Jefferies' first podcast series exploring the surprising currents moving markets, driving innovation and disrupting entire business models

SEPTEMBER 05, 2019 | 28:56





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