



**This is
Jack**

**That's
Nick**



Our storytelling strategy

Make the interesting important

Make the important interesting

2024 WEBBY AWARD WINNER

“BEST BUSINESS PODCAST”



2025 SIGNAL WINNER

“BEST BUSINESS PODCAST”









109.6K



1,339



2,977



1,742



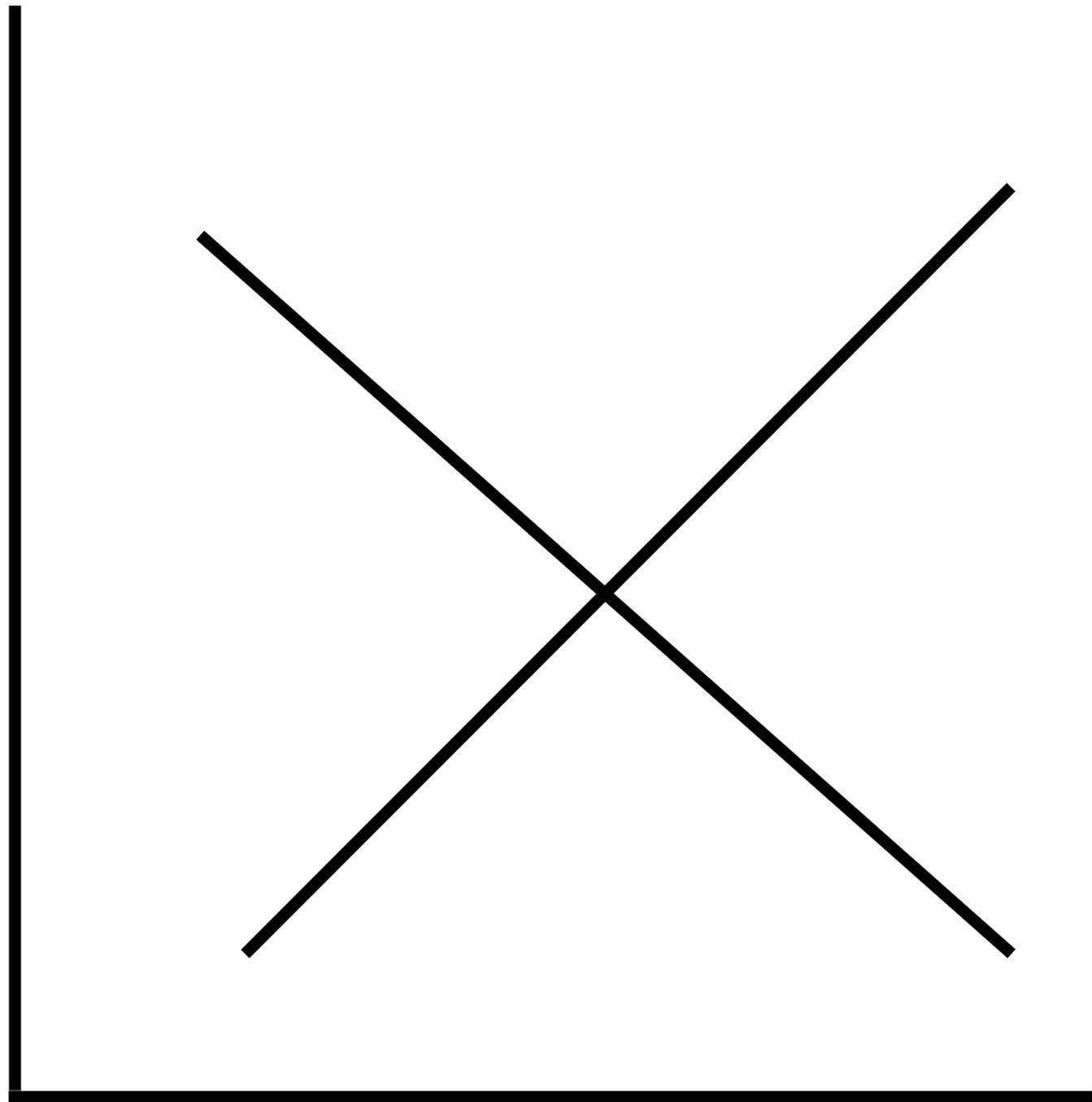
Wow. Now I feel like I need to, like,

Alexandra Cooper

Sebastian Maniscalco Highlights Moments #standup #comedy #crowdwork #standupcomedy #sebastianmaniscalco

less

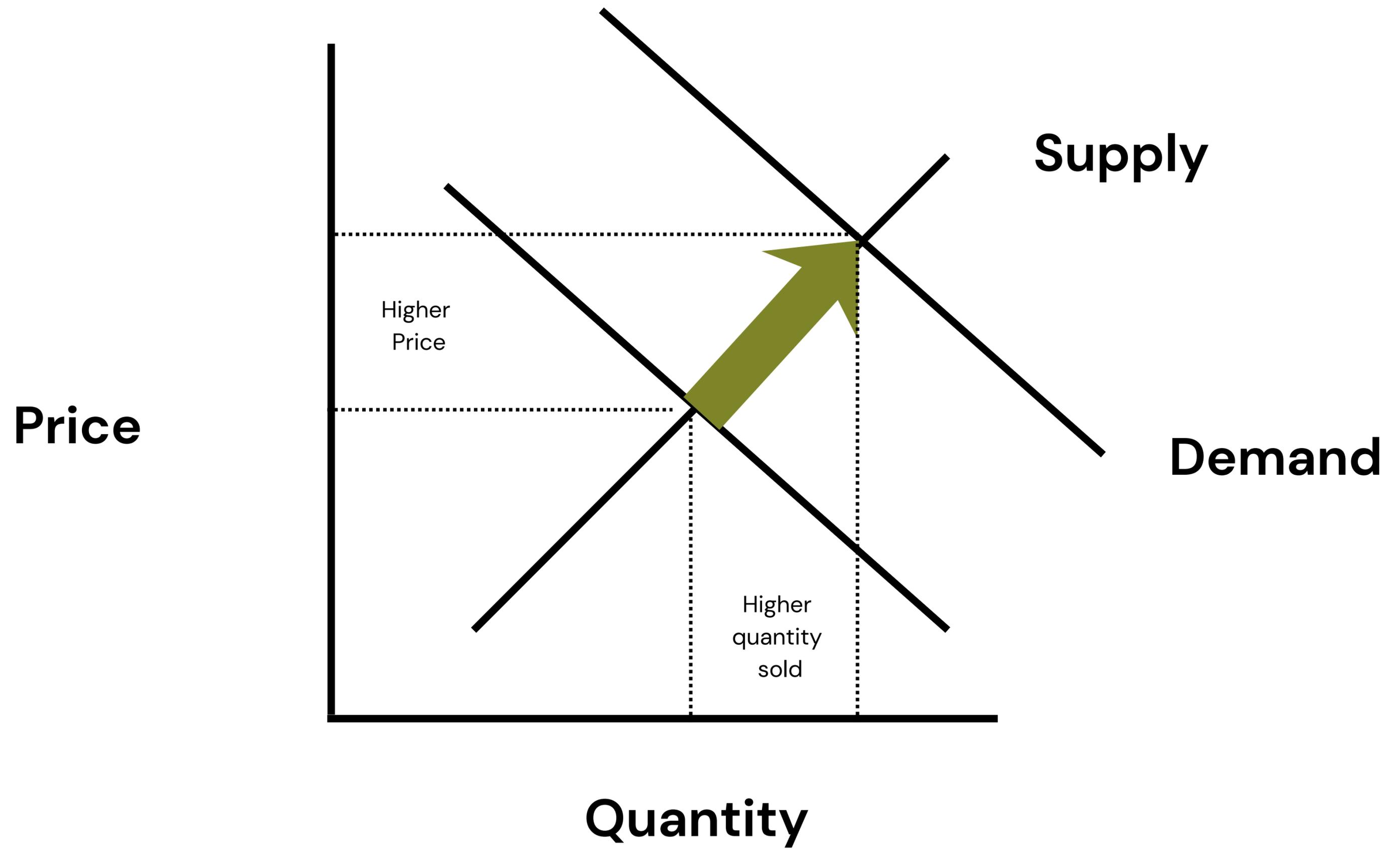
Price

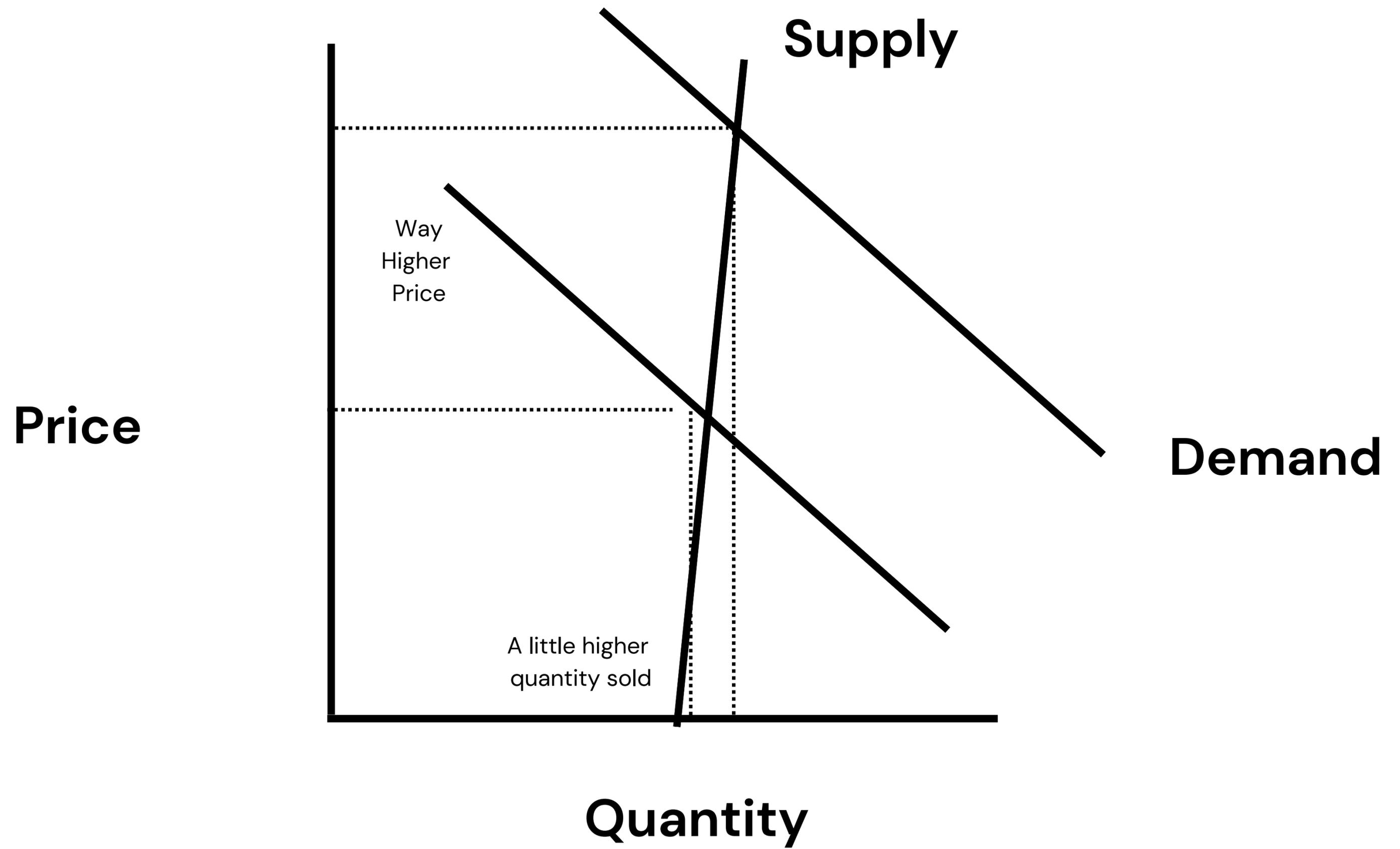


Supply

Demand

Quantity





THE WALL STREET JOURNAL.

LIFESTYLE

Matcha Lovers Are Turning Against Each Other Over Global Shortage

Dedicated tea drinkers are rationing, squabbling—and hating on hoarders; ‘Bro is responsible for the shortage’

By [Krystal Hur](#) [Follow](#)

July 9, 2025 5:30 am ET



The New York Times



Shortages, Smoothies and Fraud: The Matcha Market Cracks Under Pressure

Shading



Steaming



**Cooling
drying
De-veining**

Grinding







2000: 54k tea farms in Japan
2024: 12k (-78%)

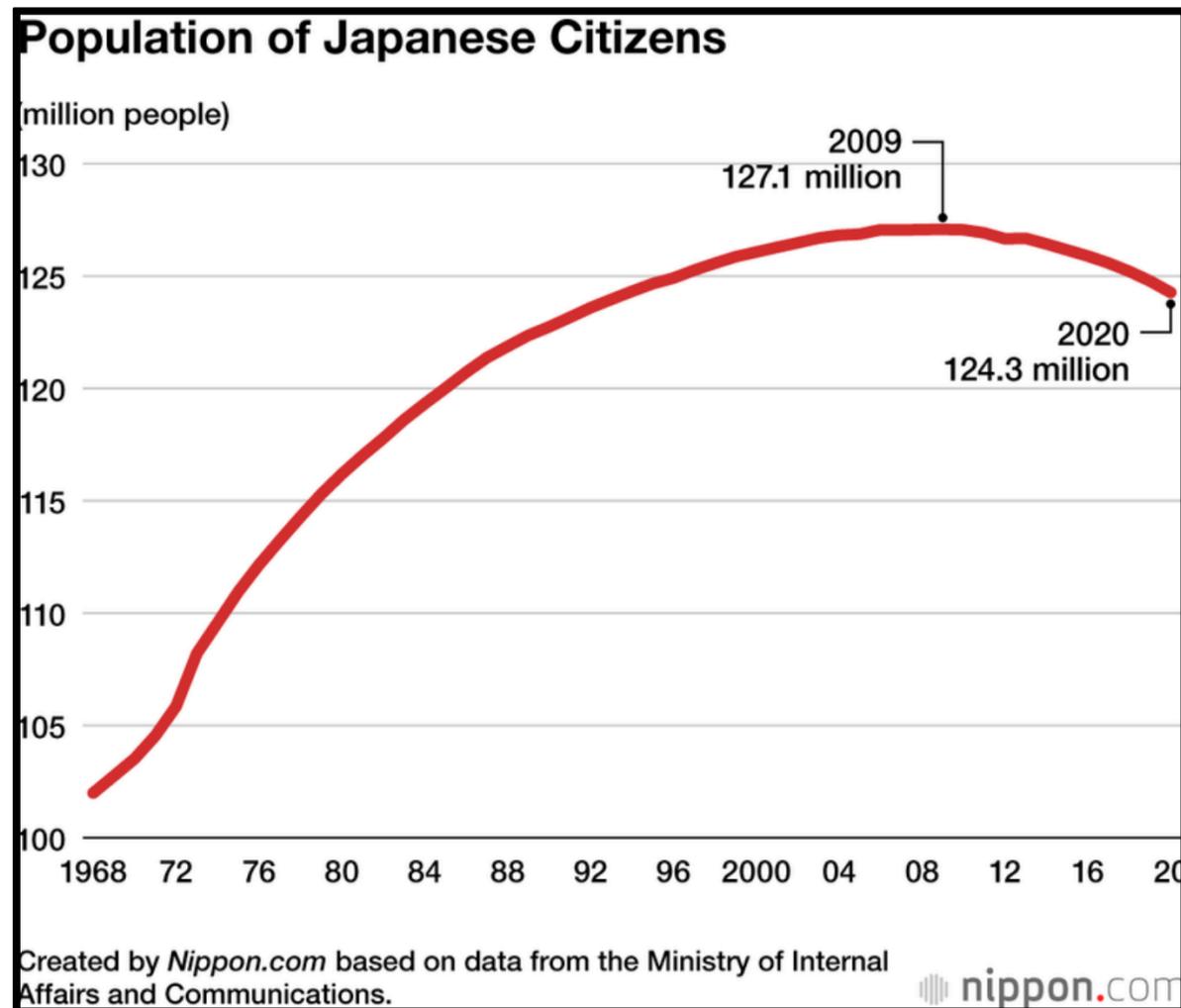
**Average age of Japanese
farmers: almost 70 years old**

**That was interesting.
Here's why it's important.**

**What's happening in Japan is starting to
happen in Vermont**

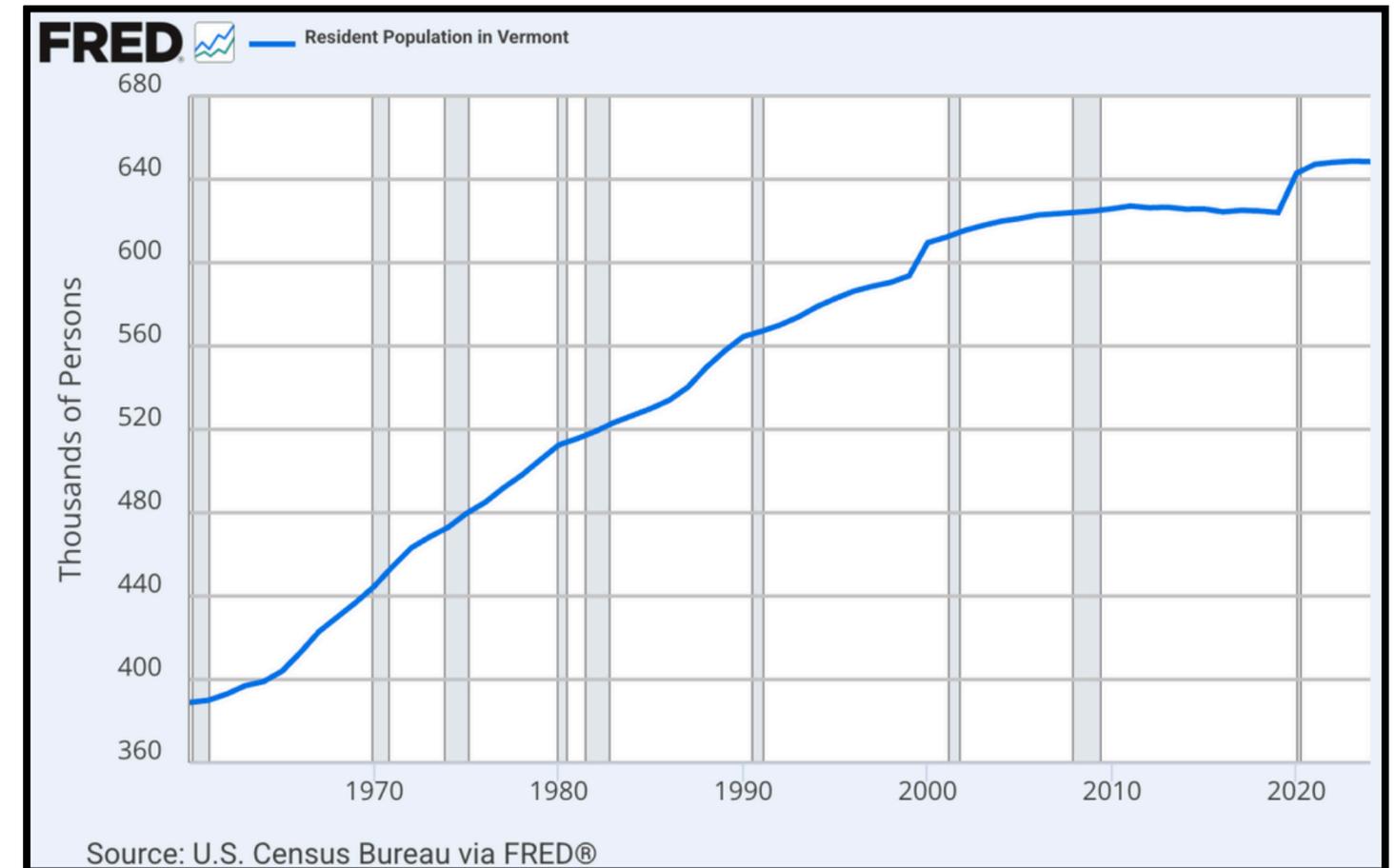
Japan

Lowest birth rate in the World (1.2)
Oldest population in the World (50)



Vermont

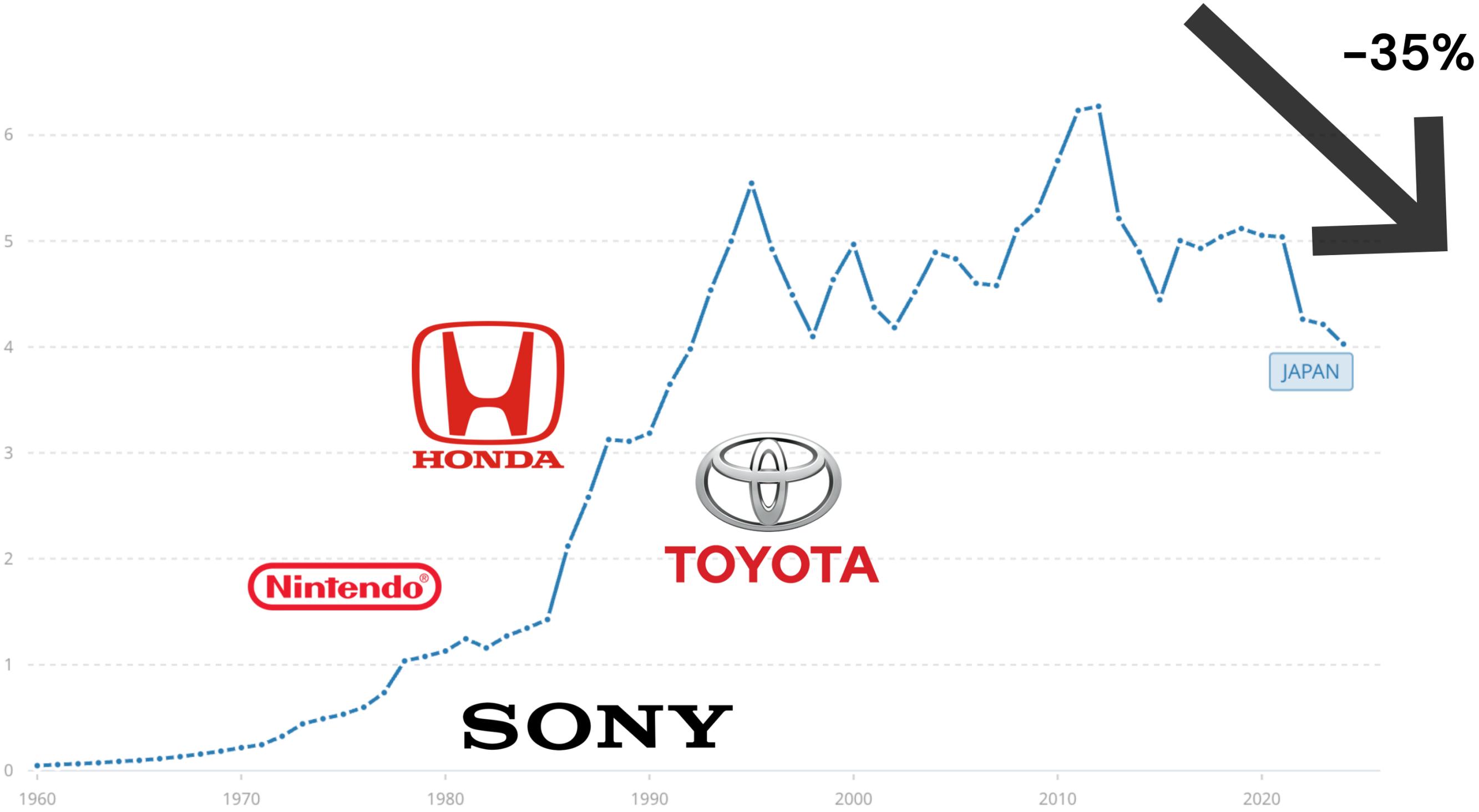
Lowest birth rate in the US (1.4)
2nd oldest population in the US (43)



**Demographically, what's happening in Japan
is already happening in Vermont**

Economically, not yet

Japan's real GDP, 1960 to 2024



Nintendo®



HONDA



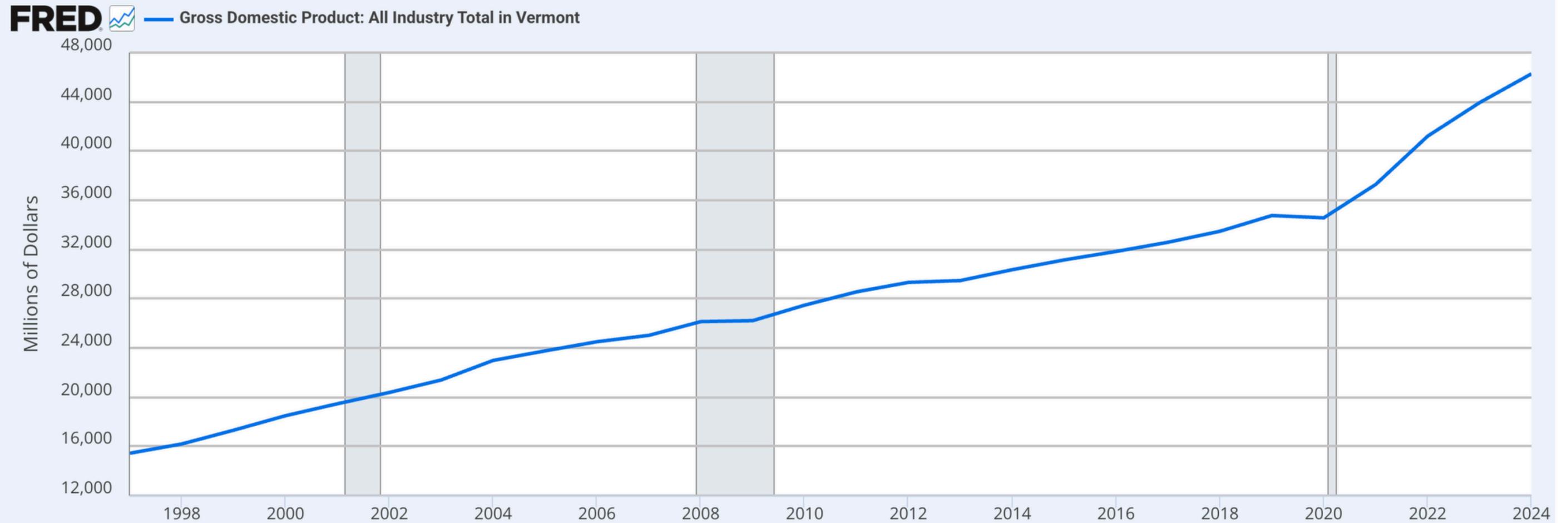
TOYOTA

SONY

JAPAN

-35%

Vermont's GDP, 1997 to 2024



Source: U.S. Bureau of Economic Analysis via FRED®

Shaded areas indicate U.S. recessions.

fred.stlouisfed.org

Fullscreen

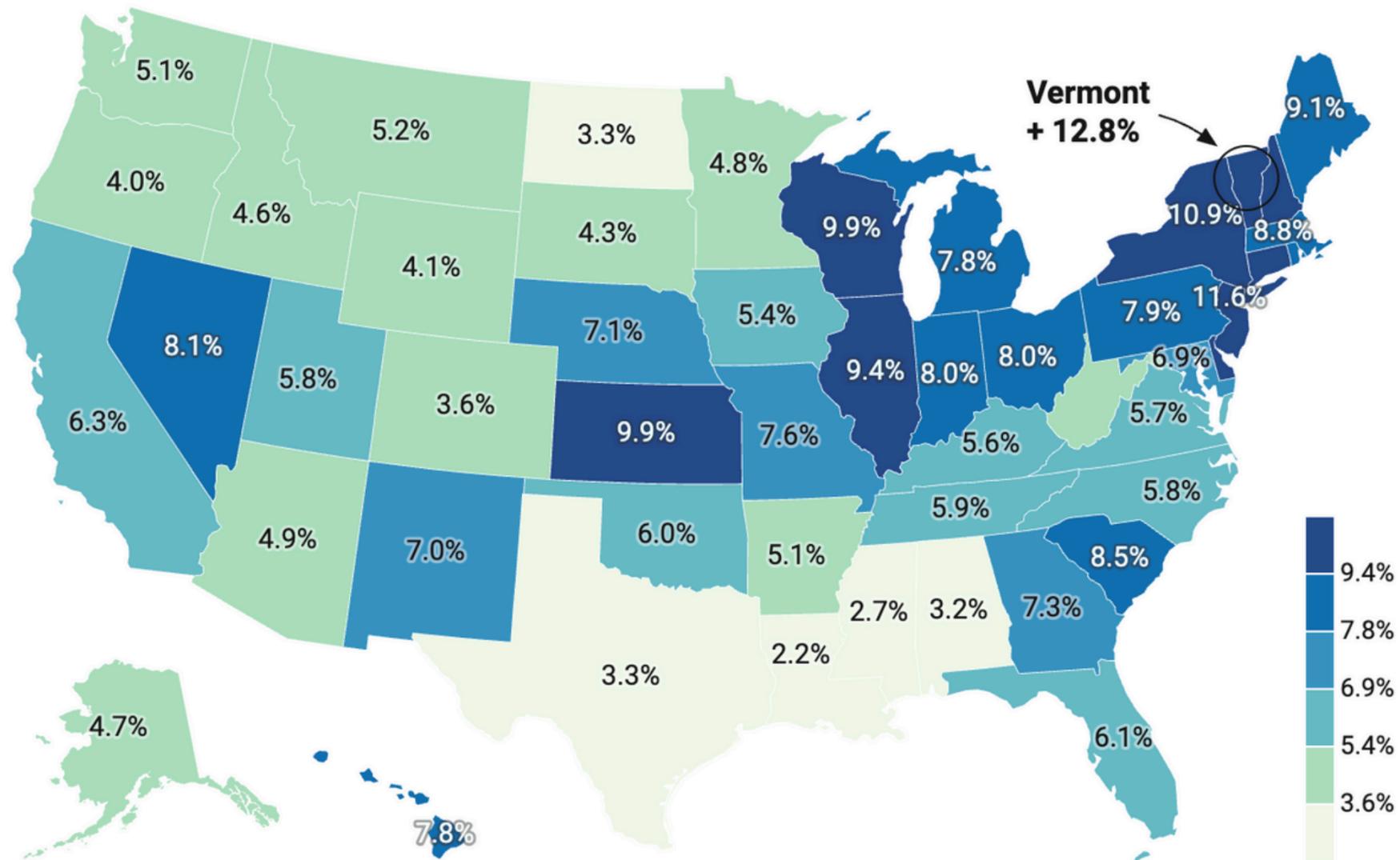
Vermont's advantages over Japan

**Immigration
Desire for children**

Fool's Gold Data

Home Price Index Change from 2023 to 2024

A nationwide analysis by the Federal Housing Finance Agency found that Vermont experienced the highest year-over-year home price index appreciation rate of any state in the country. The national average was 6.6%.



Map adapted from VTDigger story by Carly Berlin with data visualizations created by Erin Petenko.

Map: Vermont Futures Project • Source: [Federal Housing Finance Agency](#) • [Get the data](#) • [Embed](#) • [Download image](#) • Created with [Datawrapper](#)

**That was interesting about Japan.
And important for Vermont.**