

Can + or "con summaries" that
trace inner-circle conversation
of content Equitable, for captions,
and easily-deletable

quizzes/teasers

What role can
the author play in
co-reading/consumption
experiences

People works
that readers
context & informed

What community or
genre already creates
content for curated
student submissions?

Value prop of having
high quality/integrity
curators (ex: NYT, home videos)

Value prop for selected
→ Content
→ Student

Cross-promotion

Facilitate cross-promotion

of broad
categories of news
consumed weekly

Vanity metrics to encourage & reward
not just active & bi-directional consumption
but elicit peer-review that can foster diverse
context and in-line activity on each article more

New insights that help
expand audience pool w/
sust-in-time/line deep-dives

Depth of sources

Time series segmentation
(what else was going on?)
→ "This time last [X date]"
(not automated)

New discovery
dimensions

Stale vs. relevant
freebies from
aggregations

"X # were following this topic"
Timeline based topic or event
"scrubbing" (like audio/video controls)

Heading streak on developing
topics & current events

Spawns new
expert on the topic
as journalist chases
down new leads

Flywheel effect for
reader participation
→ Annotations create
circular definition
Participants can aid
in curation/sourcing
→ Media review that gets smarter
→ Market senses

Trail blazing new
collection, lineage maps,
and content remixing (collage-like)
data sets, profile metadata, and
intra-network (reader) intersections
for social recommendation, and
content creation (forks on content)
tools & experiences

Turn 15 minutes
or an event into
opportunities for new
that makes it
multi-player

Incentive to enroll in
Profile

Private

Path to insight

Habits or vanity
metrics that can't
be sustained

Nominate moderators, sources, & annotations
To connect w/ others

Next out
→ Complete
→ Inspiration
→ Rooms

For or author
→ or readers
→ or opinion

Showcase in
credibility

New
Volab

Public

Show case how
informed I am

Matchmaking
by interest
affinity

Exposure bias ex [lifetime]

Topic based peer

Review

Controlled
opinion

Local
battered
contradictions

or
32