NEWS PIE

FRESHLY BAKED NEWS

NEWS PIE:
Democratized News Making

NEWS PIE:
Mutualised
Journalism

READ NEWS OR MAKE NEWS

NEWS PIE

Decentralized News Platform
Road to Devcon - Reinventing the News Economy

Just casually browsing news feeds

Take me to the news room

The problem

Independent journalists face an uphill battle.

Local news can't compete with media **molochs**.

Clickbait and **Fake** news are displacing **real journalism**

Algorithms instead of **you** decide on the news you see

The solution

FREE place to **publish** *(as in speech and as in beer)*!

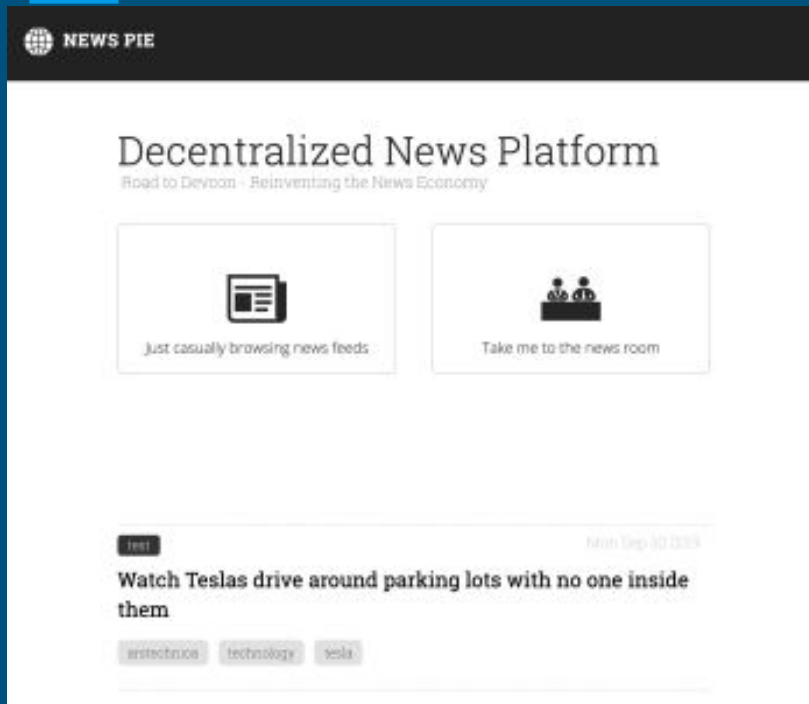**Let** journalists **self-organize** into teams! **NewsDAO?**

Read only the news **you** select, not the **algorithm**.

Enabling journalists to earn from reader revenues.

Add a subscription model as easy as substack.

The analogies

Substack for **News Teams**

Uber for **Journalists**

HackerNews-lite for readers
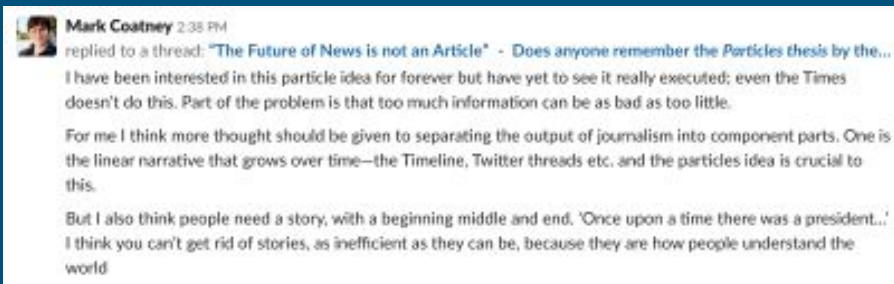
MUTUALISED NARRATIVE

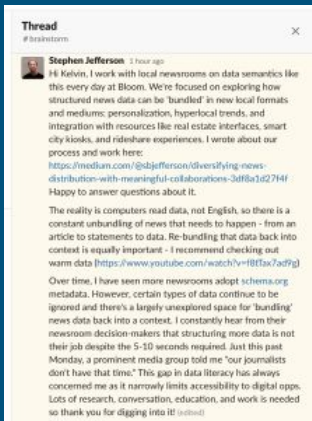Everyone can publish

Everyone can make news

Everyone can read for free

Research

*We started a discussion within community of journalists on slack. While initially focused on idea of **PARTICLES** we quickly realized it is not-technically feasible within scope of the hackathon so we **pivoted** towards building a user-friendly crypto-enabled **decentralized publishing platform** allowing one to easily publish and subscribe to the news.*

Stephen Jefferson (CEO Bloom Labs) kindly provided us with advice based on his current insights.

Traction

Newsletter

https://mutualtimes.substack.com/

We have started a discussion within the journalism community, our weekly newsletter will be a forum for intersection of journalism and the future of work.

*We hope our **solution** confronts some of the big problems that journalism faces (that is why we also applied for **social** grant from Consensys).*

Blockchain? (+IPFS)

Decentralized Backend is inherently **scalable**

N**ews** are both **auditable** and **transparent**

News are **censorship resistant**

Cryptocurrency enables **global payments**

Smart contracts enable **trustless payments**

Chargeback fraud is no longer possible

Proposed Features: IPFS

Censorship resistant

Community Hosted

Peer2Peer News Making?

With IPFS and Blockchain we we could ensure that the news feeds are always available, censorship resistant and that authors can always be clearly identified (if they want to disclose their ETH address) or anonymous (if they are able to keep the address secret).

Product Features: PARTICLES & METADATA

Bundle and Unbundle

Context Awareness

PARTICLES that will shape the news?

With PARTICLES we could rip articles into constituent parts, that make sense and reassemble those parts in any way we please.

We could create **context-aware articles** that tell the story the way reader wants to experience it or we could create **adaptable** articles.

Example: Article that uses Named Entity Recognition to inject link-previews like wikipedia does.

Example: Article that shows as short form on a smartwatch and long form on the web.

What is next?

Revenue model

How to capture **value** flow?

Paid subscriptions? (like Substack)

Donations and **grants?** (like Gitcoin)

JOURNALIST

NEWS PIE

READER

The road ahead

Better name. We really like **MUTUAL**

Marketing would be the key.

1. Find what kind of **features** users would like to add?
2. Funds for further development?
3. Could be a self-hosted tool. Could be a commercial offering.

PROBLEMS

List your customer's top 3 problems

Forming a news team is hard for indepenent journalists

Readers need to find your articles somehow

Getting paid for freelance news writing can also be a hassle

EXISTING ALTERNATIVES

List how these problems are solved today

Blogging platfroms (Medium)

News platforms (Google News)

Linkedin (for networking)

SOLUTIONS

Outline a possible solution for each problem

Platform that allows journalists to organize into news teams

Subscription model when you subscribe to tags and authors you care about

Cryptocurrency donations can be offered towards journalists

KEY METRICS

List the key numbers that tell you how your business is doing

\# of articles published

\# of of news teams formed

Gross amount of money flowing on path reader->journalists

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that turns an unaware visitor into an interested prospect

Form a team of journalists publish your articles so that readers can find them and get paid for your writing in Cryptocurrency

HIGH-LEVEL CONCEPT

List your X for Y analogy (e.g. YouTube = Flickr for videos)

Uber for journalists

Newsletter for decentralized web

Lightweight patreon

UNFAIR ADVANTAGE

Something that can not be easily copied or bought

Domain expertise in both journalism and decentralized technology

Unlike traditional platforms we can scale effortlessly due to decentralized backend

CHANNELS

List your path to customers

Newsletter

PPC advertising

Marketing to jounralists directly in effort to onboard them and their reader base at the same time

CUSTOMER SEGMENTS

List your target customers and users

Profesional Journalists

Citizen Journalists

Bloggers (pivot?)

EARLY ADOPTERS

List the characteristics of your ideal customers

Don't need many features to be happy

Like minimalistic design

Have established readership they could direct to the product

Tech-savy enough to use and possess cryptocurrency

COST STRUCTURE

List your fixed and variable costs

Development (fixed)

Marketing (variable)

Hosting (only landing page since decentralized backend!)

REVENUE

List your sources of revenue

Comission from donations flowing between journalist and reader

Monthly Subscription model for access to private feeds (needs more work)?

OUR NEWSLETTER

https://mutualtimes.substack.com/

OUR TEAM

DJ Rosenbaum

Kelvin Lockwood

Tomasz Sikorski