NEWS PIE

FRESHLY BAKED NEWS





READ NEWS OR MAKE NEWS



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)!

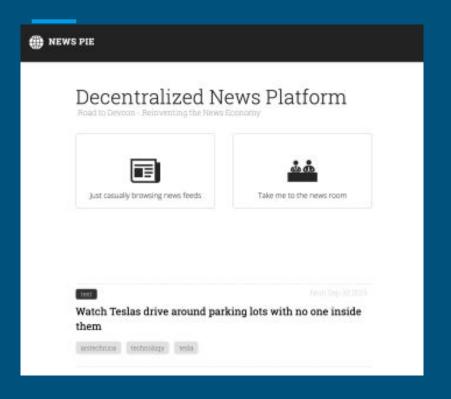
Let journalists self-organize into teams! NewsDAO?

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



Everyone can publish

Everyone can make news

Everyone can read for free



Mark Coatney 2:38 PM

replied to a thread: "The Future of News is not an Article" - Does anyone remember the Particles thesis by the...

I have been interested in this particle idea for forever but have yet to see it really executed; even the Times doesn't do this. Part of the problem is that too much information can be as bad as too little.

For me I think more thought should be given to separating the output of journalism into component parts. One is the linear narrative that grows over time—the Timeline, Twitter threads etc. and the particles idea is crucial to this.

But I also think people need a story, with a beginning middle and end. 'Once upon a time there was a president...'

I think you can't get rid of stories, as inefficient as they can be, because they are how people understand the world

Research

Thread fi Kelvin, I work with local newsrooms on data semantics like this every day at Bloom. We're focused on exploring how structured news data can be 'bundled' in new local formats and mediums: personalization, hyperlocal trends, and integration with resources like real estate interfaces, smart city kiosks, and rideshare experiences. I wrote about our process and work here: https://medium.com/@sbiefferson/diversifying-newsdistribution-with-meaningful-collaborations-3df8a1d27f4f Happy to answer questions about it. The reality is computers read data, not English, so there is a constant unbundling of news that needs to happen - from an article to statements to data. Re-bundling that data back into context is equally important - I recommend checking out warm data (https://www.youtube.com/watch?v=f8fTax?ad?g) Over time, I have seen more newsrooms adopt schema.org metadata. However, certain types of data continue to be ignored and there's a largely unexplored space for 'bundling' news data back into a context. I constantly hear from their newsroom decision-makers that structuring more data is not their job despite the 5-10 seconds required, Just this past Monday, a prominent media group told me "our journalists don't have that time." This gap in data literacy has always concerned me as it narrowly limits accessibility to digital opps. Lots of research, conversation, education, and work is needed so thank you for digging into it! (accord

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**News are both **auditable** and **transparent**News are **censorship resistant**

Cryptocurrency enables global payments

Smart contracts enable trustless payments

Chargeback fraud is no longer possible



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).



Bundle and Unbundle

Context Awareness

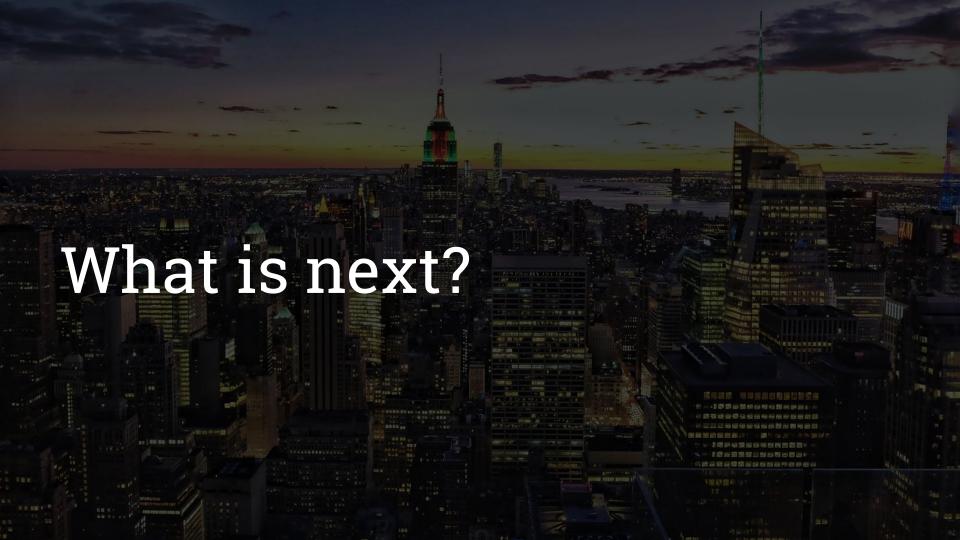
PARTICLES that will shape the news?

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.



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?
- 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

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

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

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

SEGMENTS

List your target customers and users

Profesisonal Journalists Citizen Journalists

Bloggers (pivot?)

CUSTOMER

EXISTING HIGH-LEVEL

List how these problems are solved today

ALTERNATIVES

Blogging platfroms (Medium)

News platforms (Google News)

Linkedin (for networking)

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

of articles published

on path reader->iournalists

of of news teams formed

Gross amount of money flowing

CONCEPT List your X for Y analogy (e.g. YouTube

= Flickr for videos) Uber for journalists

Newsletter for decentralized web

Lightweight patreon

CHANNELS

List your path to customers

Newsletter

PPC advertising Marketing to journalists directly

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

EARLY ADOPTERS List the characteristics of your ideal

customers

Don't need many features to be happy Like minimalistic design

Have estabilished readership they could direct to the product

Tech-savy enough to use and posess 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