



## What do they HEAR?

what friends say  
what boss say  
what influencers say

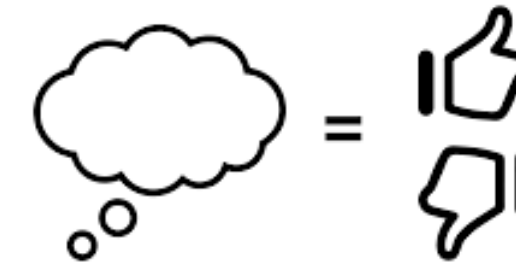
Confused about the reliability of news.

Fast Updates.



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Confused with Different Perspective of the same news.

Gain more Knowledge

News according to the interests.

Stock market updates.

Local and Global news.

Weather reports

## What do they SEE?

environment  
friends  
what the market offers

Articles and reviews on Entertainment.



## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

share with others

comment on the news

report fake news

share opinions

check for the incident or news

To know current Affairs Quickly



## PAIN

fears  
frustrations  
obstacles



unwanted Ads

Delayed Delivery of news

Fake news

Unable to find Time to Look at the news.



## GAIN

"wants" / needs  
measures of success  
obstacles



Access to both Global and Local news

Free access

Personalized news

24/7 Availability and cost efficient

Tracking of Past incidents.