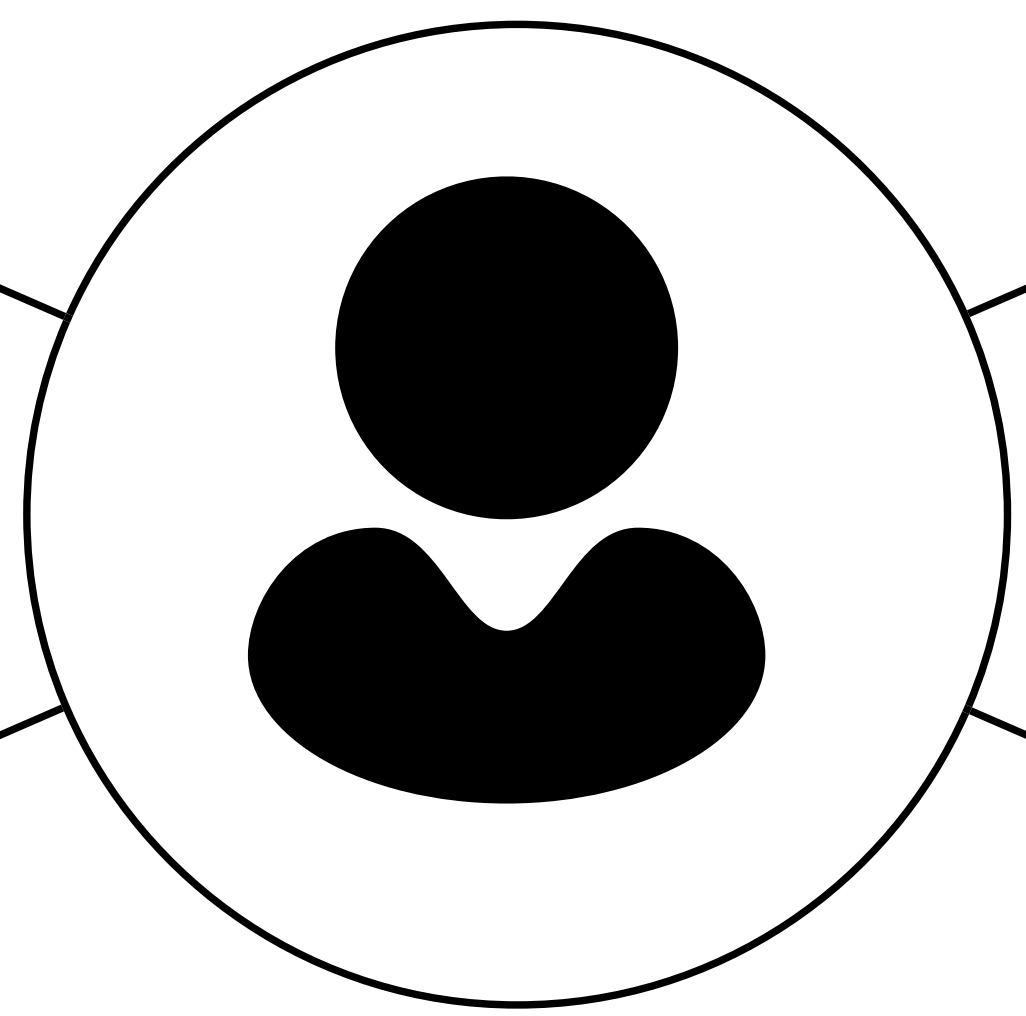


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Available in all languages
- Categorized news available
- Can share via other application

- Easily accessible application
- Good User Interface
- Provides relevant images

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

- Can also read previous day stories
- Subscribe to selective source
- Can unsubscribe to irrelevant topics

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Provide news from various source
- Worldwide news in one place
- Summarized story

PAIN

fears
frustrations
obstacles

- May or May not be true
- Many Sources to choose from
- Lots of Irrelevant news maybe available

GAIN

"wants" / needs
measures of success
obstacles

- All the news at one place
- Short summary saves time
- Frequent updates