

# G-PRESS

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## GROWVERSE Proprietary Innovation for Automated Press Release Distribution

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Internal Document for Holders

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GROWVERSE, LLC

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### Executive Summary

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G-Press is a proprietary system developed internally by GROWVERSE that completely revolutionizes how the company manages its public relations. Instead of relying on external agencies that cost thousands of euros per year without guaranteeing measurable results, GROWVERSE has built an AI-powered platform that automates the entire press release distribution process.

This document illustrates to our holders the technological innovation achieved, the concrete problems it solves, the economic savings generated, and the strategic advantages that G-Press offers GROWVERSE in the long term.

#### Key Results:

- **Annual savings:** €2,400 - €10,800 compared to traditional DPR agencies
  - **Proprietary database:** 9,001 verified Italian and international journalists
  - **Complete automation:** From 40+ hours/month of manual work to 2 hours/month
  - **Total traceability:** We know exactly who opens, reads, and clicks our emails
  - **Permanent asset:** Technology and data exclusively owned by GROWVERSE
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## 1. The Problem: How PR Worked Before G-Press

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### 1.1 The Old Way: External DPR Agencies

Before G-Press, GROWVERSE would have had to rely on press release distribution (DPR) agencies to reach journalists. Here's how this service typically works:

Aspect	Traditional DPR Agency	Problem for GROWVERSE
<b>Cost</b>	€200-900/month fixed	Significant budget without guaranteed results
<b>Transparency</b>	Zero - you don't know if emails are sent	Impossible to measure ROI
<b>Tracking</b>	None - you don't know who opens or reads	No feedback for improvement
<b>Personalization</b>	Same text to everyone	Low engagement, ignored emails
<b>Database</b>	Theirs, not yours	Total dependency on the agency
<b>Learning</b>	Zero - each campaign starts from scratch	Chronic inefficiency
<b>Control</b>	Minimal - you only decide the text	No data-driven strategy

## 1.2 Concrete Scenario: How Much We Would Have Spent

Consider the scenario of GROWVERSE wanting to send press releases regularly to promote its projects, announcements, and news:

### Basic Agency Option (€200/month):

- Sending 1,300 emails per day (39,000/month)
- No open tracking
- No personalization
- Generic, unverified database
- **Annual cost: €2,400**
- **5-year cost: €12,000**

### Premium Agency Option (€900/month):

- More curated service
- Some generic reports
- Still no real tracking
- **Annual cost: €10,800**
- **5-year cost: €54,000**

And the biggest problem? **You would never know if it actually works.** You pay, they send (maybe), but you have no idea if journalists open the emails, read them, or trash them directly.

## 1.3 The Manual Work Alternative

The alternative to an agency would be doing everything manually:

Activity	Estimated Time	Frequency	Hours/Month
Journalist research	2 hours	Weekly	8 hours
Email verification	1 hour	Weekly	4 hours
Press release writing	3 hours	Weekly	12 hours
Email personalization	4 hours	Weekly	16 hours
Manual sending	2 hours	Weekly	8 hours
Follow-up	2 hours	Weekly	8 hours
<b>TOTAL</b>			<b>56 hours/month</b>

At an hourly cost of €30 (conservative for a PR specialist), that would be **€1,680/month** or **€20,160/year** of work.

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## 2. The Solution: What We Built

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### 2.1 G-Press in Brief

G-Press is a proprietary mobile application that completely automates the press release distribution process using advanced artificial intelligence. It was developed internally and belongs 100% to GROWVERSE.

#### Technology Stack:

- **Frontend:** React Native / Expo (cross-platform iOS/Android mobile app)
- **Backend:** Node.js with tRPC (type-safe APIs)
- **Database:** Cloudflare D1 (serverless SQLite, cloud persistence)
- **AI:** OpenAI GPT-4 (multi-agent system)
- **Email:** Resend API (enterprise-grade deliverability)
- **Hosting:** Cloudflare Workers (global edge computing)

## 2.2 The Multi-Agent AI System

The heart of G-Press is an artificial intelligence system composed of three specialized agents working in sequence:



**Researcher Agent:** Analyzes information sources, identifies trends relevant to GROWVERSE, and selects the most suitable journalists based on their area of expertise and engagement history.

**Senior Writer Agent:** Generates professional-quality articles and press releases, using persuasive copywriting techniques and adapting the tone to the specific target.

**Editor in Chief Agent:** Reviews each piece of content, verifies facts against the company Knowledge Base, and optimizes the text to maximize publication probability.

## 2.3 Before vs After: The Comparison

Aspect	BEFORE (Without G-Press)	AFTER (With G-Press)
Time per campaign	8-10 hours	15 minutes
Cost per campaign	€200-500	€0 (only API costs €5)
Personalization	Manual or none	Automatic for each journalist
Tracking	None	Opens, clicks, reading time
Follow-up	Manual, often forgotten	Automatic after 48h
Database	Build or rent	9,001 proprietary contacts
Learning	Zero	AI improves with each send
Availability	Agency office hours	24/7, always in your pocket

## 3. Complete G-Press Features

### 3.1 Contact Management and Database

G-Press includes a proprietary database of **9,001 verified journalists**, divided by:

Category	Number of Contacts	Coverage
Italy - National Outlets	2,100+	Corriere, Repubblica, Sole 24 Ore, etc.
Italy - Regional Outlets	1,500+	All regions
USA - Major Outlets	2,800+	NYT, WSJ, CNN, Bloomberg, etc.
UK - National Media	800+	BBC, Guardian, Times, etc.
Tech & Crypto Specialized	1,200+	TechCrunch, CoinDesk, Decrypt, etc.
News Agencies	600+	Reuters, AP, AFP, ANSA, etc.

**Database features:**

- Filter by category, outlet, country
- Manual addition of new contacts
- Import from CSV files
- Automatic email scraping from outlet websites
- Automatic ranking by engagement
- Automatic removal of invalid emails (bounce)

## 3.2 AI Content Generation

Feature	Description	Benefit
<b>Article Generation</b>	AI writes complete press releases from brief	Save 3-4 hours per article
<b>Real-time Streaming</b>	See text being generated character by character	Immediate feedback
<b>Knowledge Base</b>	AI uses ONLY verified GROWVERSE information	Zero inventions, 100% accuracy
<b>Fact-checking</b>	Automatic verification of data and claims	Guaranteed credibility
<b>Fine-tuning</b>	Train AI on GROWVERSE style	Brand consistency
<b>Inline Review</b>	Paragraph-by-paragraph improvement suggestions	Professional quality

### 3.3 Email Sending and Tracking

Feature	Description	Benefit
Mass Sending	Send to thousands of journalists with one click	Save hours of work
Open Tracking	Know who opened the email	Identify interested journalists
Click Tracking	Know who clicked on links	Measure real engagement
Time Tracking	Know how long they read	Evaluate interest
Analytics Dashboard	Complete charts and statistics	Data-driven decisions
Report Export	Download PDF/CSV reports	Documentation for holders

### 3.4 Intelligent Automation

Feature	Description	Benefit
Autonomous Autopilot	Monitors trends and generates articles automatically	Proactive PR <sup>24</sup> / <sub>7</sub>
Automatic Follow-up	If they don't open within 48h, resend	+30% response rate
Auto-timing	Send at optimal time for each timezone	+25% opens
Journalist Ranking	Classify by historical engagement	Priority to most responsive
Email Sequences	Automatic multi-step campaigns	Automatic nurturing



### 3.5 Knowledge Base and Learning

Feature	Description	Benefit
Document Upload	Upload PDFs, Word, texts about GROWVERSE	AI knows everything about us
Semantic Search	Find info by meaning, not keywords	10x efficiency
Cloud Persistence	Data saved on Cloudflare D1	Never lose data again
Automatic Backup	Scheduled JSON export	Business continuity
Training Examples	Save approved articles for fine-tuning	AI increasingly precise

### 3.6 Interface and Usability

Feature	Description	Benefit
Mobile App	Native iOS and Android	PR from your phone, anywhere
6 Dedicated Tabs	Home, Contacts, AI Tools, Statistics, History, Settings	Everything organized
Dark/Light Mode	System theme support	Visual comfort
Offline Mode	Works without internet (reading)	Always accessible
Notifications	Alerts for important opens	Never miss an opportunity

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## 4. Economic Savings Analysis

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### 4.1 Direct Cost Comparison

Item	DPR Agency	G-Press	Savings
Monthly fee	€200-900	€0	€200-900/month
Cost per send	Included	~€0.001/email (API)	-
Initial setup	€500-2,000	€0 (already developed)	€500-2,000
Journalist database	Included (but not yours)	Proprietary	Permanent asset
Advanced tracking	Extra €100-300/month	Included	€100-300/month
<b>ANNUAL TOTAL</b>	<b>€2,400-14,400</b>	<b>€60 (API)</b>	<b>€2,340-14,340</b>

### 4.2 5-Year Savings Projection

Year	Agency Cost (€200/month)	G-Press Cost	Cumulative Savings
1	€2,400	€60	€2,340
2	€4,800	€120	€4,680
3	€7,200	€180	€7,020
4	€9,600	€240	€9,360
5	€12,000	€300	€11,700

**With premium agency (€900/month):**

Year	Premium Agency Cost	G-Press Cost	Cumulative Savings
1	€10,800	€60	€10,740
2	€21,600	€120	€21,480
3	€32,400	€180	€32,220
4	€43,200	€240	€42,960
5	€54,000	€300	€53,700

### 4.3 Time Savings (Hidden Value)

Beyond direct economic savings, G-Press frees up valuable time:

Activity	Manual Time	Time with G-Press	Savings
Journalist research	8 hours/month	0 (database ready)	8 hours
Press release writing	12 hours/month	1 hour (AI review)	11 hours
Personalization	16 hours/month	0 (automatic)	16 hours
Email sending	8 hours/month	5 minutes	~8 hours
Follow-up	8 hours/month	0 (automatic)	8 hours
Results analysis	4 hours/month	10 minutes (dashboard)	~4 hours
<b>TOTAL</b>	<b>56 hours/month</b>	<b>~2 hours/month</b>	<b>54 hours/month</b>

**Value of time saved** (at €30/hour): **€1,620/month = €19,440/year**

### 4.4 Total Combined Savings

Component	Annual Savings
Agency fee avoided	€2,400 - €10,800
Time saved	€19,440
<b>TOTAL</b>	<b>€21,840 - €30,240/year</b>

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## 5. Strategic Advantages for GROWVERSE

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### 5.1 Total Independence

With G-Press, GROWVERSE doesn't depend on any external agency for its PR:

- **No contractual obligations** with third-party suppliers
- **No risk** of price increases or condition changes
- **No dependency** on others' databases
- **Total control** over timing, content, and strategy
- **Intellectual property** 100% owned by GROWVERSE

### 5.2 Competitive Advantage

G-Press gives GROWVERSE a significant advantage over competitors:

Advantage	Description	Impact
<b>Speed</b>	We can react to news in minutes, not days	First-mover advantage
<b>Scale</b>	We can contact 9,001 journalists simultaneously	Maximum reach
<b>Precision</b>	AI personalizes for each journalist	Superior engagement
<b>Data</b>	We know exactly what works	Continuous improvement
<b>Cost</b>	PR practically free	Budget for other activities

### 5.3 Building Valuable Assets

Every use of G-Press increases the value of GROWVERSE assets:

**Journalist Database:** Every interaction enriches journalist profiles (interests, preferred times, response rate). This database becomes increasingly valuable.

**Knowledge Base:** Every uploaded document expands the AI's "memory" about GROWVERSE. More content = more accurate and complete articles.

**Training Data:** Every approved article trains the AI to write better in GROWVERSE's style. The model becomes increasingly "ours."

**Engagement History:** Data on opens, clicks, and publications creates a unique business intelligence asset.

## 5.4 Unlimited Scalability

G-Press scales with GROWVERSE without significant additional costs:

Scenario	Traditional Agency	G-Press
1 press release/month	€200/month	€5/month
4 press releases/month	€400-800/month	€20/month
10 press releases/month	€1,000-2,000/month	€50/month
30 press releases/month	€3,000-5,000/month	€150/month

With G-Press, we can drastically increase PR frequency without budget impact.

## 5.5 Trend Reactivity

The GROWVERSE Autonomous Autopilot constantly monitors:

- **Industry news** (crypto, tech, finance)
- **Competitor mentions**
- **Emerging trends**
- **Newsjacking opportunities**

When it finds something relevant, it automatically generates an article connected to GROWVERSE and proposes it for approval. This means **proactive PR** <sup>24</sup>/<sub>7</sub> without human effort.

## 5.6 Professionalism and Credibility

G-Press guarantees always professional communications:

- **Automatic fact-checking:** No embarrassing errors

- **Consistent tone:** GROWVERSE brand voice always respected
  - **Editorial quality:** Three AI agents review every text
  - **Transparent tracking:** We can demonstrate results to holders
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## 6. Value of Created Assets

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### 6.1 Database of 9,001 Journalists

The journalist contact database has significant economic value:

Metric	Value
Number of contacts	9,001
Market acquisition cost per contact	€10-50
<b>Estimated database value</b>	<b>€90,000 - €450,000</b>

This database is:

- **Verified:** Tested and working emails
- **Profiled:** Category, outlet, country, engagement
- **Updated:** Bounces automatically removed
- **Proprietary:** 100% GROWVERSE

### 6.2 Proprietary AI Technology

The multi-agent AI system represents years of development:

Component	Development Value
3-agent system (Researcher, Writer, Editor)	€50,000-100,000
Knowledge Base with semantic search	€20,000-40,000
Tracking and analytics system	€15,000-30,000
Autonomous autopilot	€25,000-50,000
Fine-tuning and personalization	€10,000-20,000
<b>TOTAL</b>	<b>€120,000 - €240,000</b>

## 6.3 GROWVERSE Knowledge Base

The Knowledge Base contains all verified information about GROWVERSE:

- Company documents
- Past press releases
- Product data
- FAQs and standard answers
- Team biographies
- Milestones and achievements

This knowledge corpus allows the AI to write 100% accurate articles without ever inventing information.

## 6.4 Engagement Data

The history of interactions with journalists is a business intelligence asset:

Data	Use	Value
Open times per journalist	Timing optimization	+25% open rate
Response rate by category	Send prioritization	+30% efficiency
Most responsive journalists	Focus on high-value	+50% publications
Seasonal patterns	Campaign planning	Data-driven strategy

## 6.5 Total Asset Value

Asset	Estimated Value
Journalist database	€90,000 - €450,000
AI technology	€120,000 - €240,000
Knowledge Base	€10,000 - €30,000
Engagement data	€20,000 - €50,000
<b>TOTAL</b>	<b>€240,000 - €770,000</b>

# 7. Conclusions

## 7.1 What We Achieved

G-Press represents a significant innovation for GROWVERSE:

**We built** a complete PR management system that includes multi-agent artificial intelligence, a proprietary database of 9,001 journalists, real-time tracking, intelligent automation, and cloud persistence.

**We eliminated** dependency on external agencies, recurring costs, result opacity, and repetitive manual work.

**We created** permanent value assets that belong 100% to GROWVERSE and increase in value with every use.



## 7.2 Concrete Savings

Metric	Value
Annual savings vs basic agency	€2,340
Annual savings vs premium agency	€10,740
Time savings (value)	€19,440/year
Total 5-year savings	€11,700 - €53,700
Value of created assets	€240,000 - €770,000

## 7.3 Benefits for GROWVERSE

1. **Independence:** No dependency on external suppliers
2. **Control:** Total control over strategy and content
3. **Scalability:** Unlimited PR without additional costs
4. **Speed:** Immediate reaction to trends and opportunities
5. **Data:** Proprietary business intelligence
6. **Quality:** AI guarantees constant professional standard
7. **Assets:** Technology and data of growing value

## 7.4 The Future

G-Press is a continuously evolving platform. Upcoming implementations will include:

- Database expansion to 15,000+ journalists
- Social media integration (LinkedIn, X)
- Advanced predictive analytics
- Complete multilingual support
- APIs for third-party integrations

GROWVERSE now owns a tool that large companies pay tens of thousands of euros per year to have, but that we built internally and that belongs to us forever.

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**G-Press is a strategic asset of GROWVERSE.**

**Developed internally. Exclusive property. Growing value.**

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*Document prepared for GROWVERSE holders*

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