

# Personalized Content Curator

Presented by Ryan Supawarapong

# Teams

1. Ryan Supawarapong

# The Problem

- Rapid information overload in today's fast-paced world.
- Difficulty keeping up with latest updates across topics
- efficient way to stay informed.
- Discover new things.



# Project vision and mission

01.

To provide a user-friendly platform that simplifies staying updated on recent developments in chosen topics.

02.

To fill the information gap for users who struggle to keep pace with the constant influx of news.

# Market Size

# Total Addressable Market (TAM)

All individuals needing quick updates on diverse topics, potentially reaching billions globally who access digital news.



# Serviceable Available Market (SAM)

- Targets non-tech-savvy users seeking simplified news consumption, particularly in English-speaking regions or those with high internet penetration.



# Service Obtainable Market (TOM)

- Focuses on users within SAM who prioritize convenience and efficiency in news updates, likely to adopt new solutions for information management.





# Revenue Stream

This would be through subscription-based. Where the user would pay monthly or one-time use.

# Future Plans

These are the potential next steps:

1. A mobile app
2. Email feed
3. Flesh out the web app.
4. A Vector database to filter out repetitive news.



# Thank you very much!

<https://personalized-content-curator.streamlit.app/>