



- Over the years, China's economy got integrated with the world more and more whereas it remained informationally disconnected for various reasons.
- Language barriers and translation difficulties prevented easy access to Chinese domestic information.
- With China centric events having a disproportionate global impact, recent examples being Covid-19, abrupt regulatory and policy changes etc. a real-time and easy access to what China reads is of immense importance to the markets, governments and people.

World and China: Interconnected Economy, Disconnected Information



About the Company

At core Platform Nine and Three-Quarters Private Limited is a deep tech company that extracts articles, data and content from non-English media eco-system, translate them to English and make it accessible to the world in real-time on a click.

Extracted Data is programmatically categorised, summarised and indexed, making it a searchable, well laid out, sector-wise data bank.

What China Reads is our first product focused entirely on China.

Problems



World is informationally disconnected with China

Lack of Historic data hampers decision making process of businesses and organisations.

Missing crucial policy signals on various sectors leads to increased risk and uncertainty.



1

A one stop solution for understanding news and information across any medium in China.

2

Translating all kinds of content published across different platforms from Chinese to English.

3

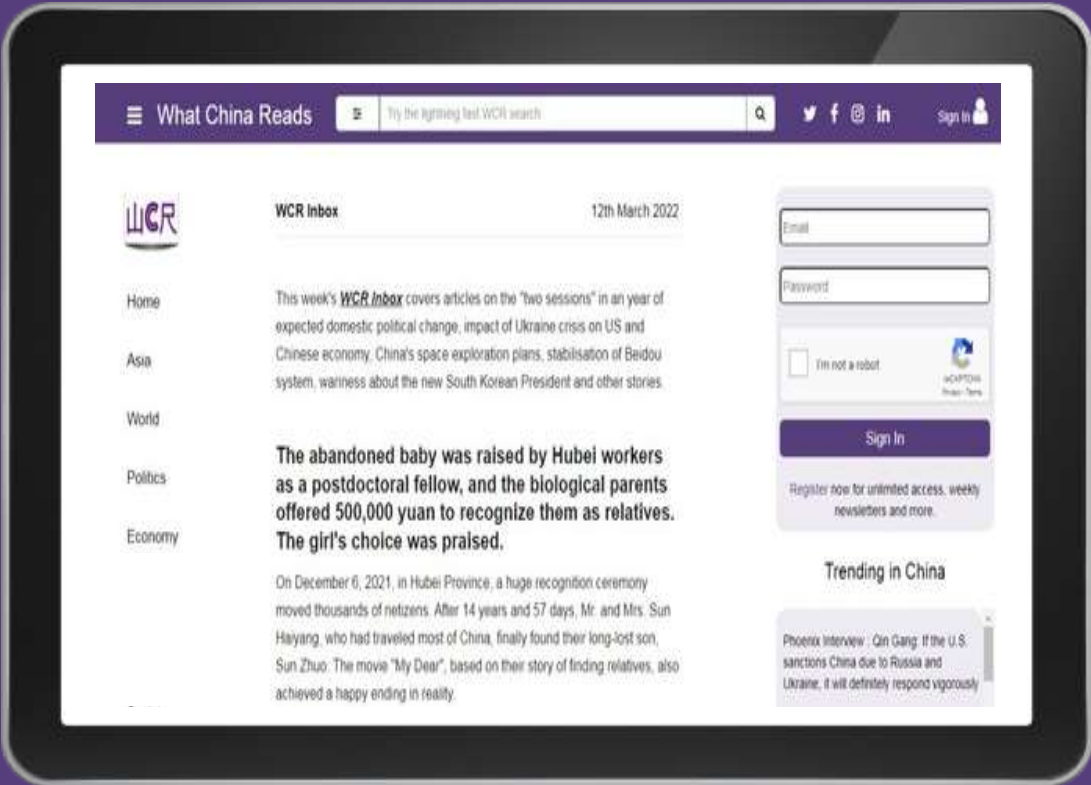
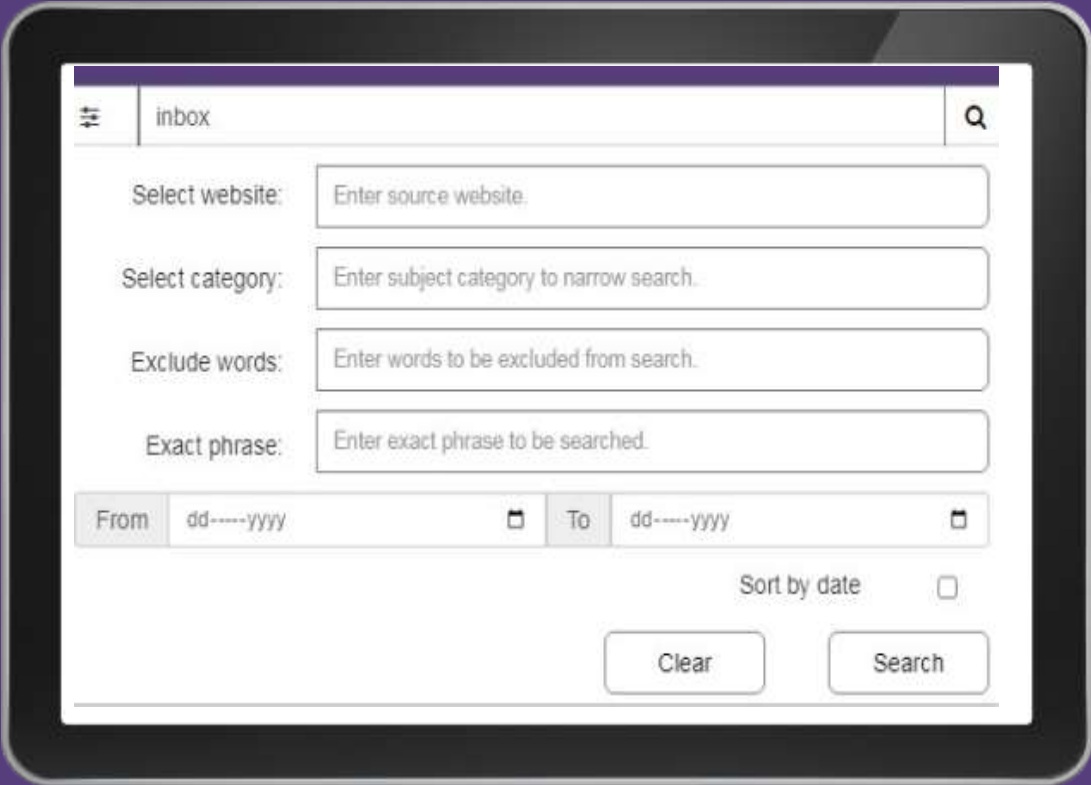
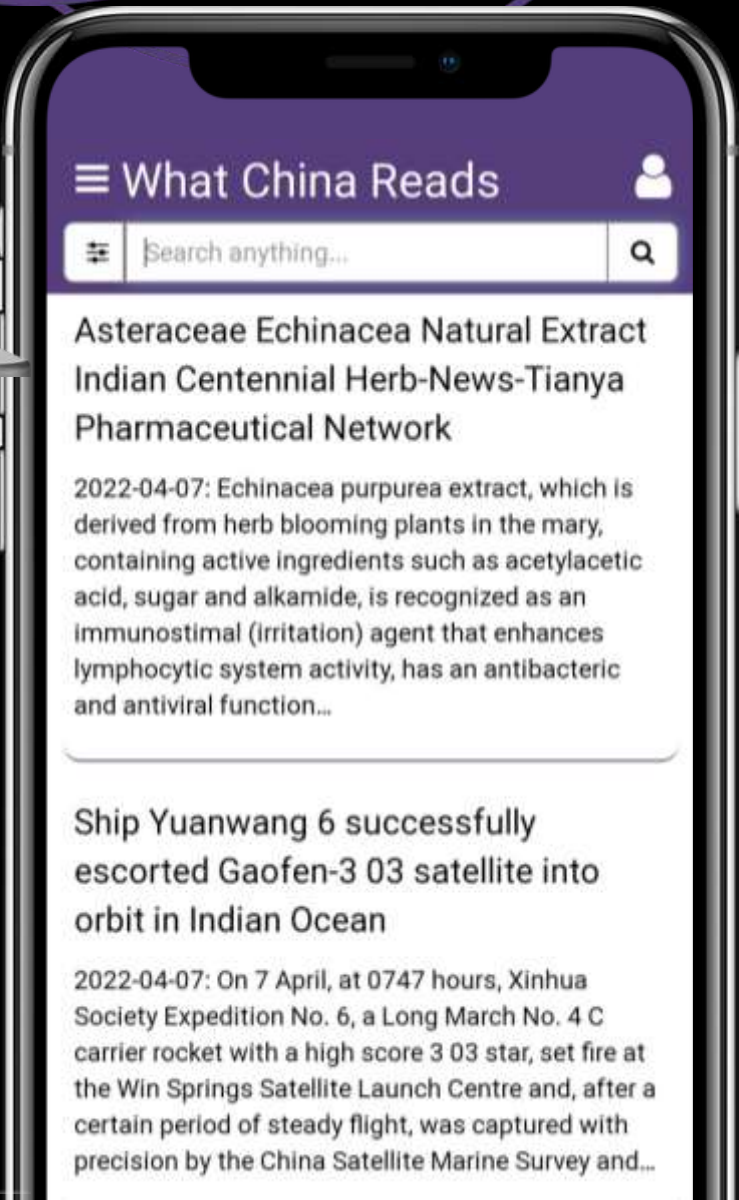
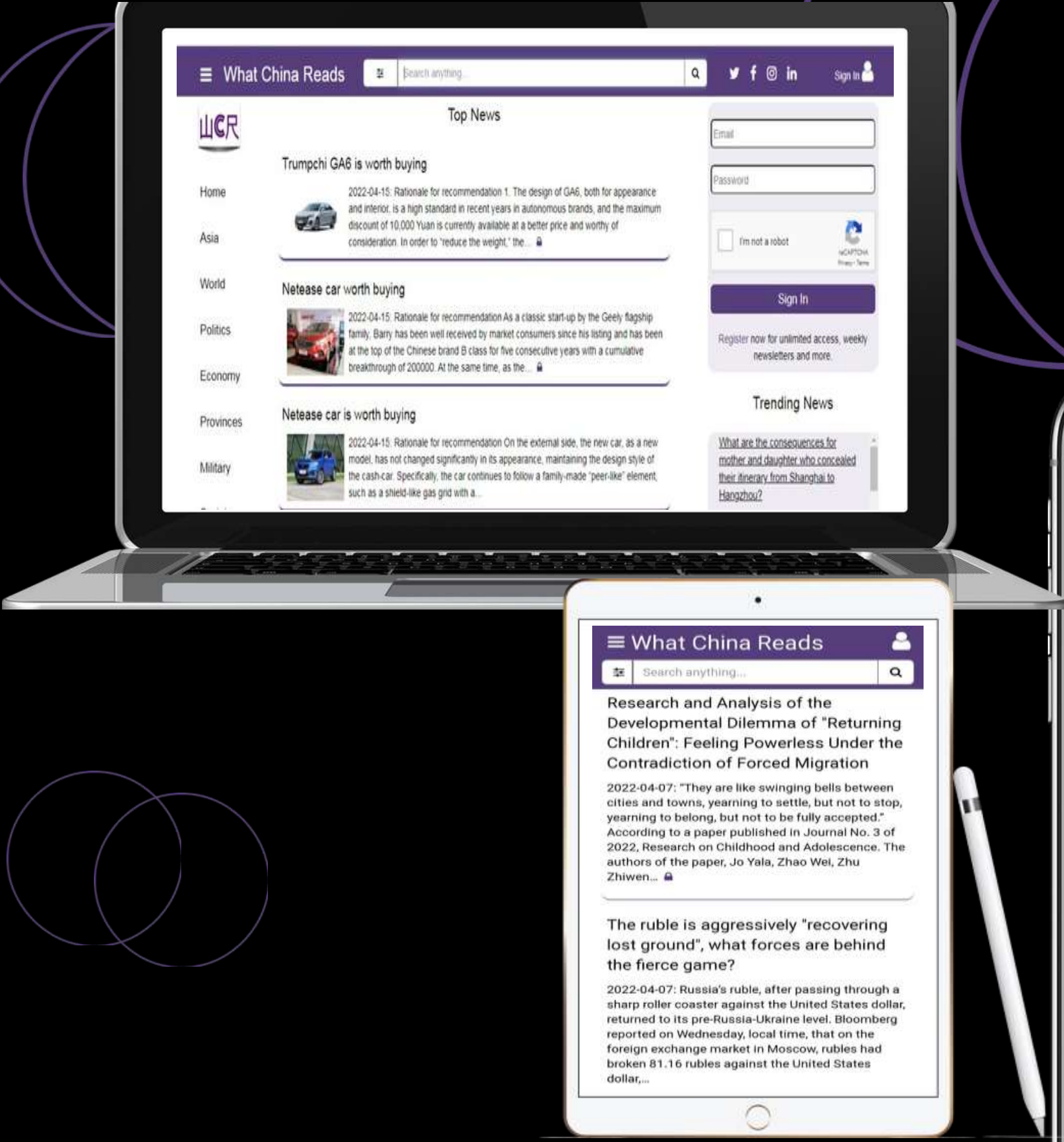
Researching, compiling and analysing the data to enable better decision making.

Solution

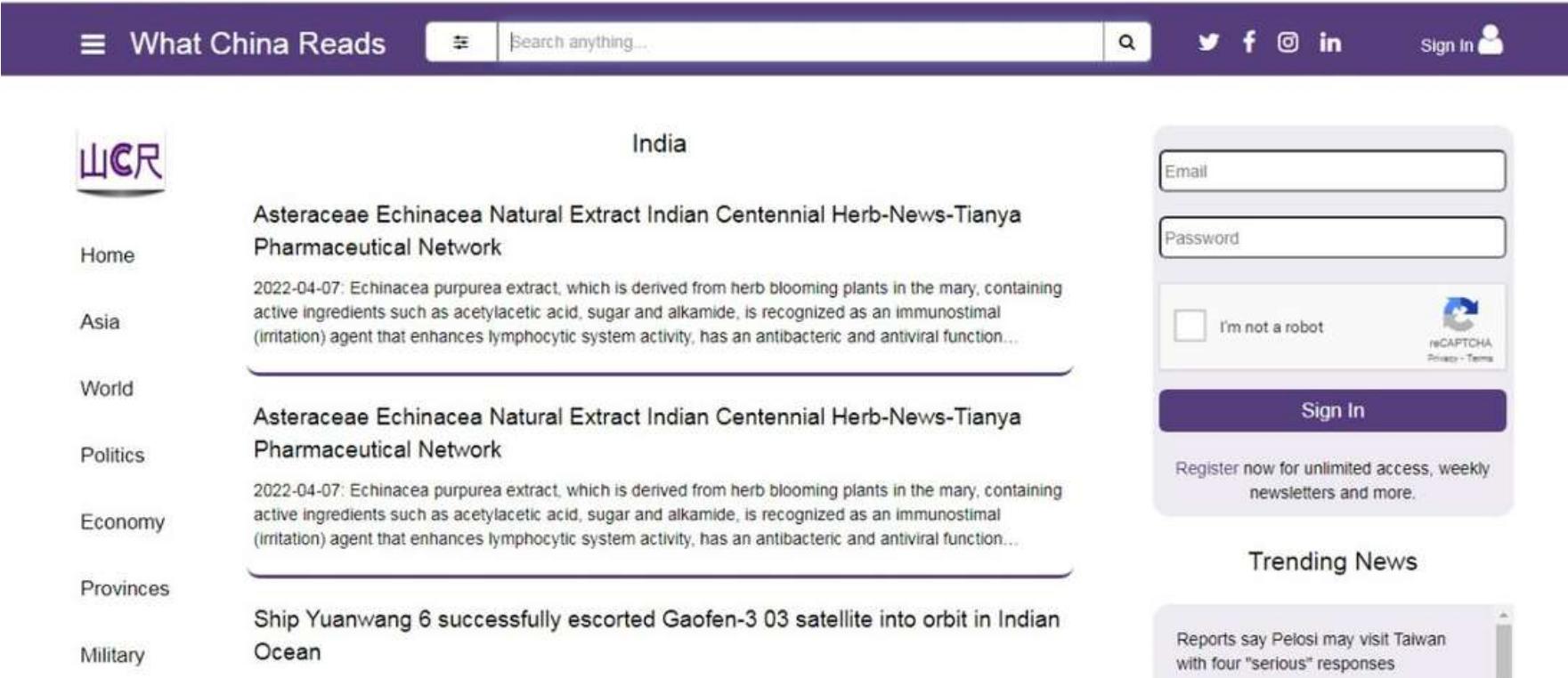
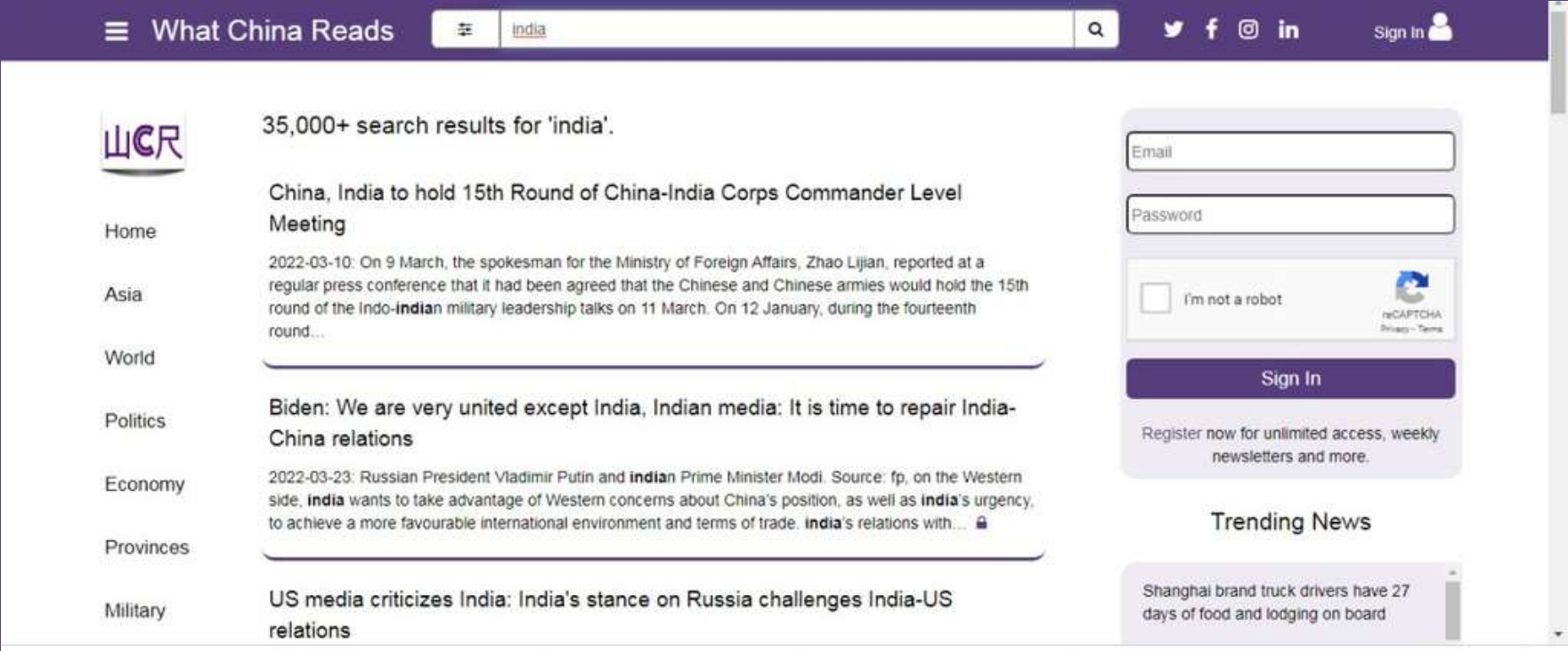
What China Reads



What China Reads



User Journey



What China Reads

Search anything...

Sign In

山CR

[News Highlights] Shanghai is full of chaos and Baoshan residents cry to survive

Home

Asia

World

Politics

Economy

Provinces

Military

2022-04-07: [Article Link]

新聞看點 04.07

Email

Password

☐ I'm not a robot

Sign In

Register now for unlimited access, weekly newsletters and more.

Trending News

German media: Russia pays foreign debt in rubles instead of dollars for the first time

STEP 3

The article will be visible in English. To check the authenticity, click on the Article Link URL

大紀元

正体 简体

搜尋

大陆 美国 香港 国际 台湾 | 即时 评论 专题 视频 | 科技 财经 娱乐 文化 | 生活 健康 社区网

首页 > 视频 > 新闻看点 > 正文

【新闻看点】上海乱象百出 宝山居民呐喊要生存

新聞看點 04.07

即時 拜登政府

- 17分钟 上海极端防疫 一市民的柯基犬被活
- 57分钟 【一线采访】上海封城乱象百出 民
- 1小时 受贿逾千万 山东前女副检察长李少
- 1小时 A股逾四千家股票下跌 地产股领跌
- 2小时 中国将在西非建大西洋海军基地？

纪元推荐 更多 >

王赫：中共战狼外交多线受挫

STEP 4

A new site will be opened and the source article will be visible in Mandarin

Competitors

The logo for Deloitte, featuring the word "Deloitte." in a bold, black, sans-serif font.

Deloitte

The logo for McKinsey & Company, featuring the words "McKinsey & Company" in a black, serif font.

McKinsey

The logo for Reuters, featuring an orange circular icon composed of dots to the left of the word "REUTERS" in a black, sans-serif font.

Reuters China

The logo for Bing, featuring a teal icon of a stylized 'b' to the left of the word "Bing" in a teal, sans-serif font.

C.N. Bing



Bloomberg Next
China



South China
Morning Post



Price Water
Coopers

Competitive Advantages

- ▶ First hand data extraction from native media.
- ▶ Comprehensive access to Chinese media and blogs in real-time.
- ▶ Knowledge layer imposition and customised feeds based on topics of interest.
- ▶ Robust and high-speed search features with multiple filters.



JIN SEUB SHIN

International Trade | China,
India, Uzbekistan & Australi...



Vijay Kant Mishra

Chairman at India China
Technology Transfer Centre...



Dr. Ernest "Doc"

Gunasekara-Rockwell

Editor in Chief, Journal of
Indo-Pacific Affairs; &...



**Captain Hugues Canuel,
RCN, PhD**

Canadian Defence Attaché to
Japan / Attaché de la défen...



Oliver Burkhard

Member of the Executive
Board thyssenkrupp AG



~1000 Connections

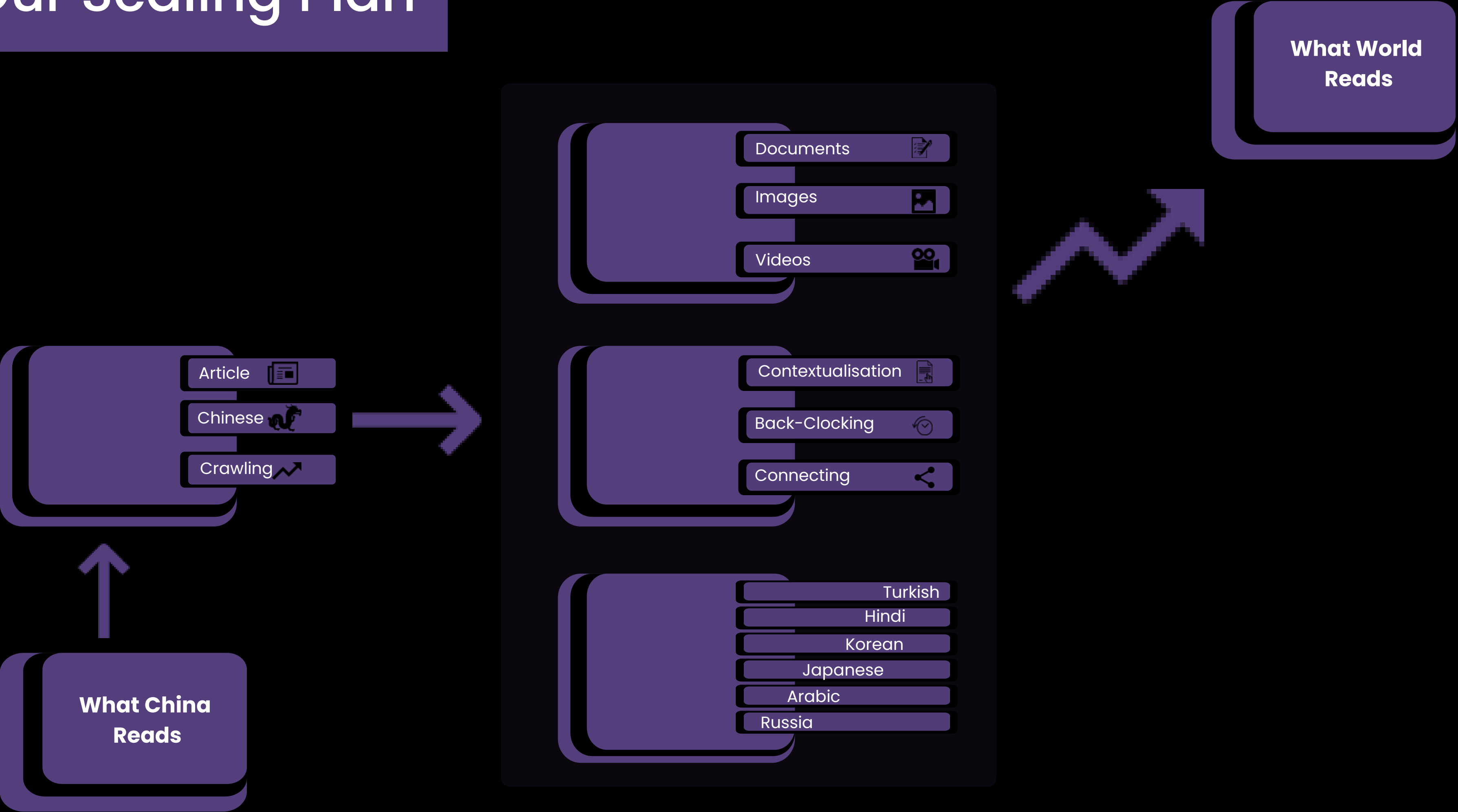
Influencing the Influencers



~5000 Followers



Our Scaling Plan



Revenue Model

B2B

- 🎯 Annual subscription for businesses, B-schools, media houses and financial institutions and bigger organizations like Governments.
- 🎯 VAS- Customised reports for businesses and institutions.
- 🎯 What China Reads Insights
- 🎯 What China Reads Indepth

B2C

- 🎯 Premium membership to direct customers for newsletters and Data bank.
- 🎯 What China Reads inbox
- 🎯 What China Reads Insights
- 🎯 What China Reads Indepth

Other Revenue Streams

- 🎯 Ads on Website
- 🎯 Programmed system leasing to organizations/ governments
- 🎯 Data Analysis Service

Market Size

Import

USD
2.05 Trillion



2020

Export

USD
2.6 Trillion



2020

GDP of China

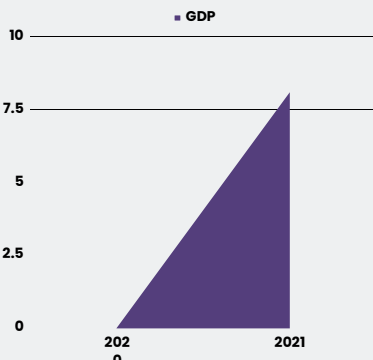
USD
17.7 Trillion



2021

Growth rate of GDP

Rate 8.1%



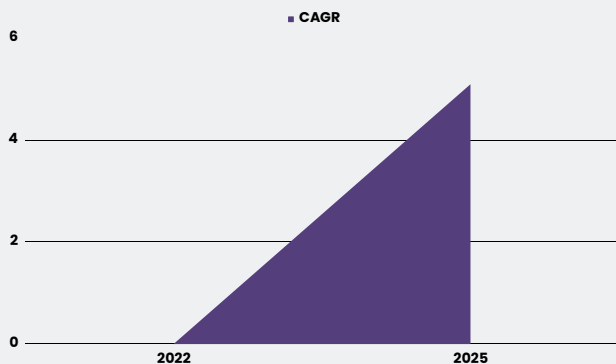
2021



120 Countries
have China their
largest trading
partner



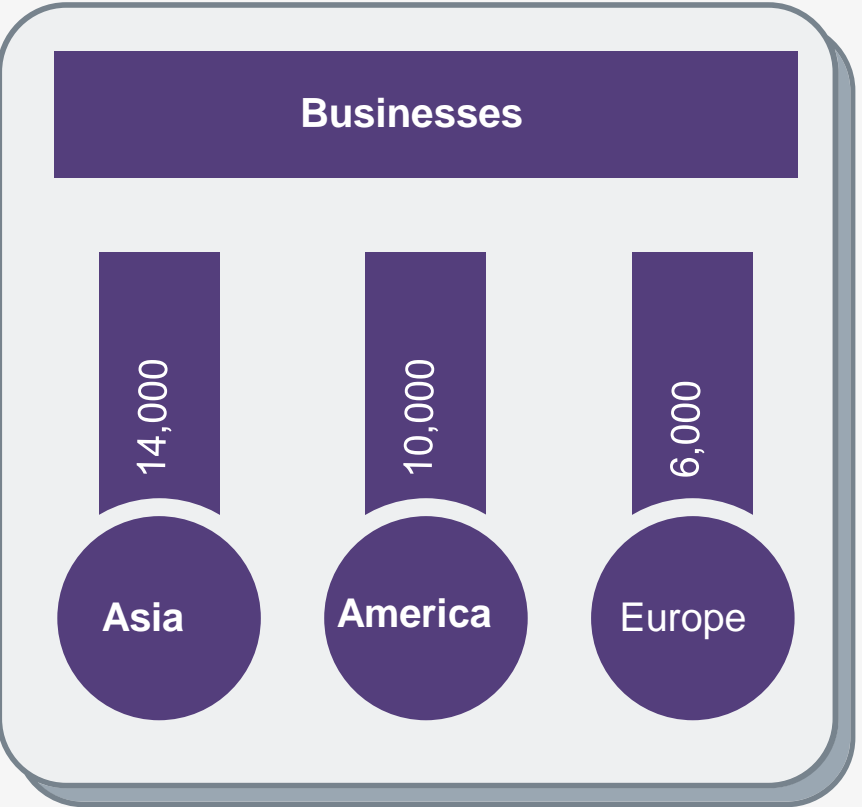
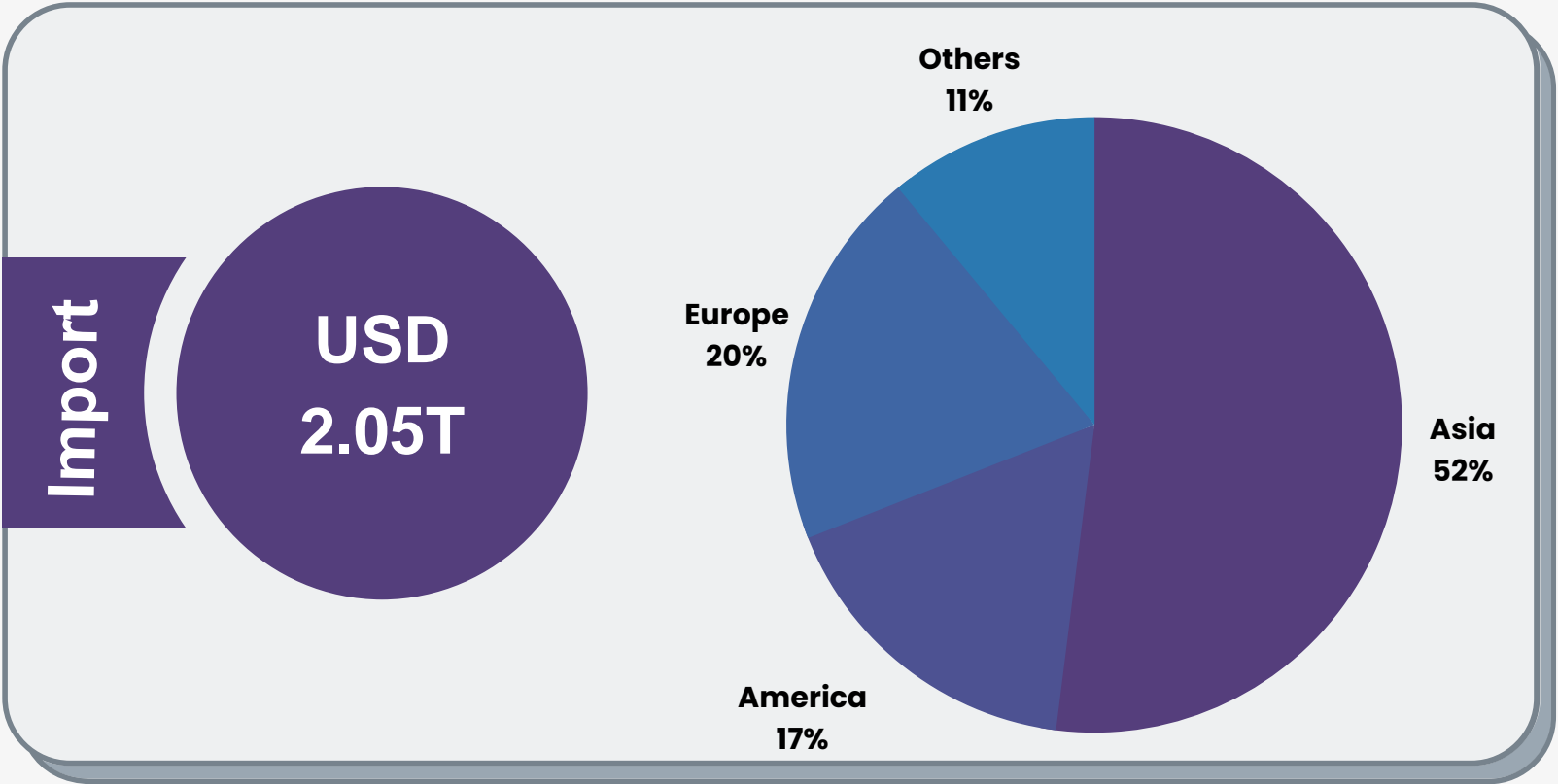
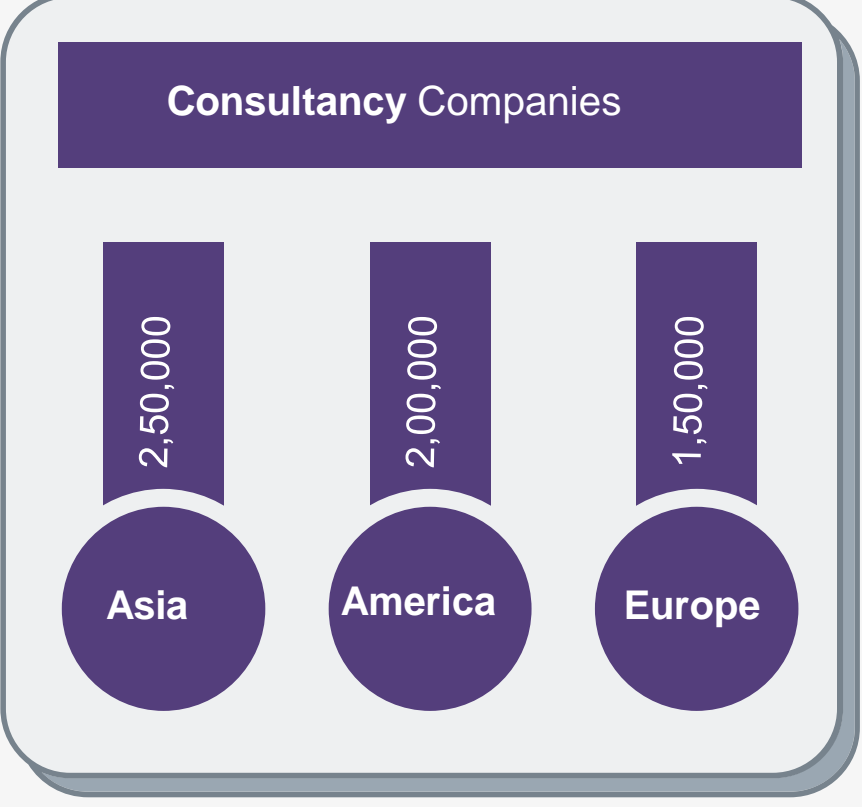
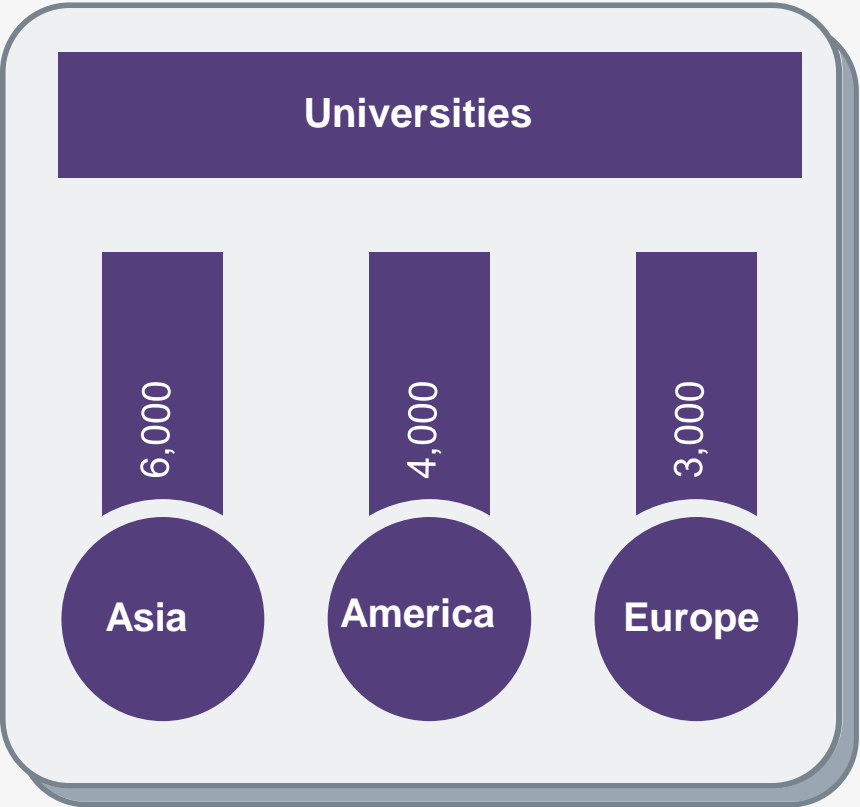
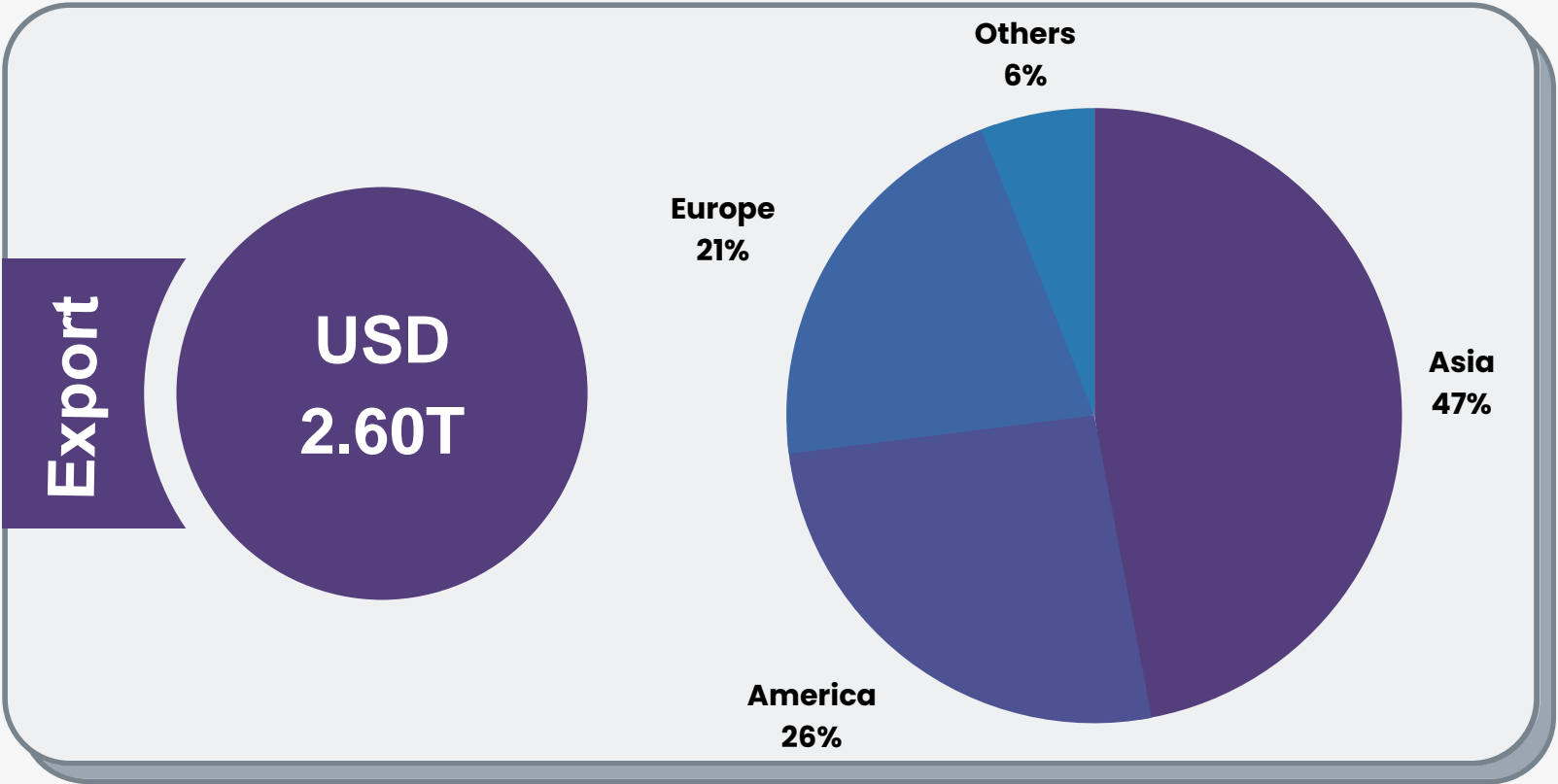
Estimated CAGR of
Media Industry by
2025 -5.1%

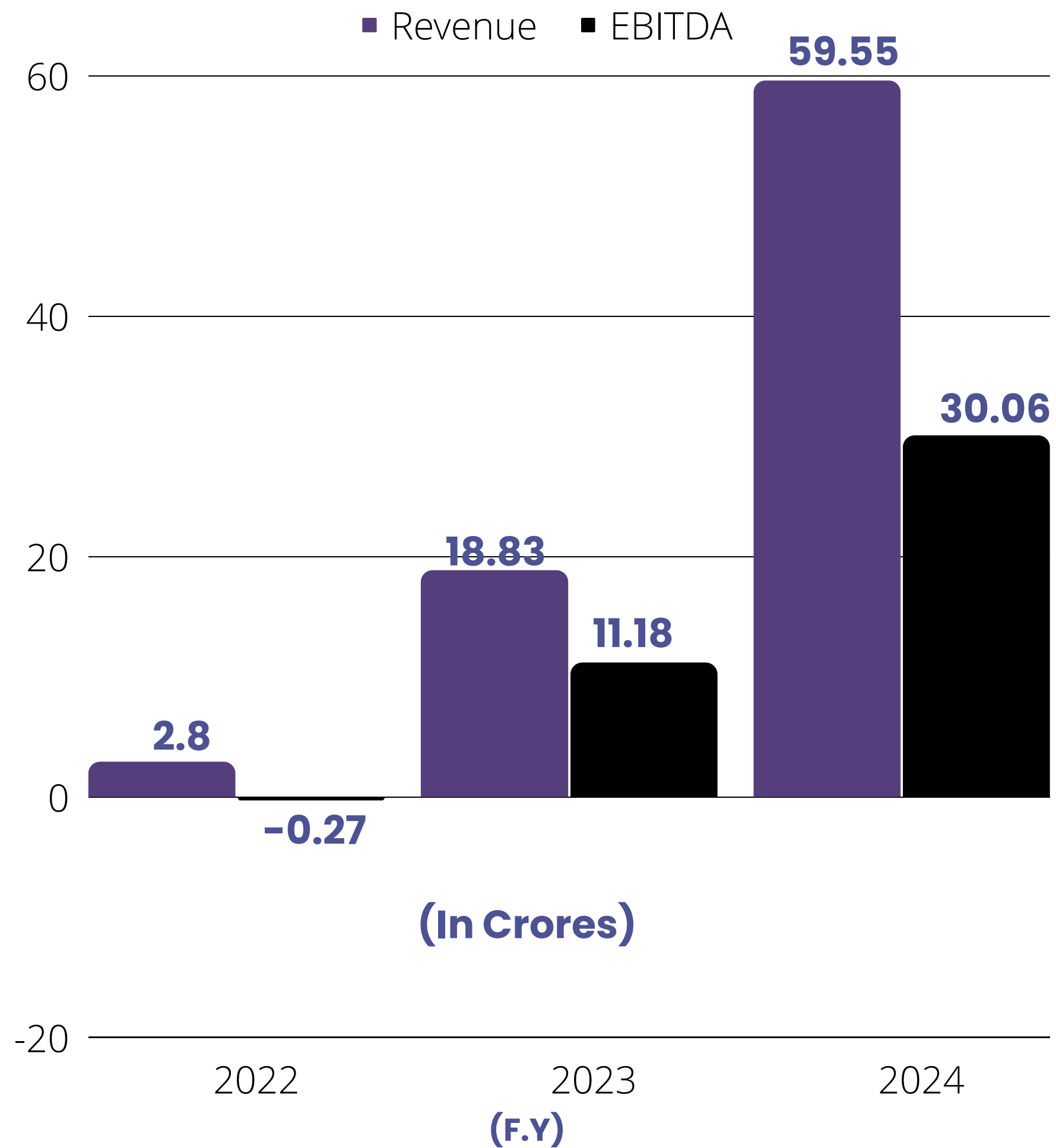


Chinese Media was
estimated at
USD 359 billion in
2021

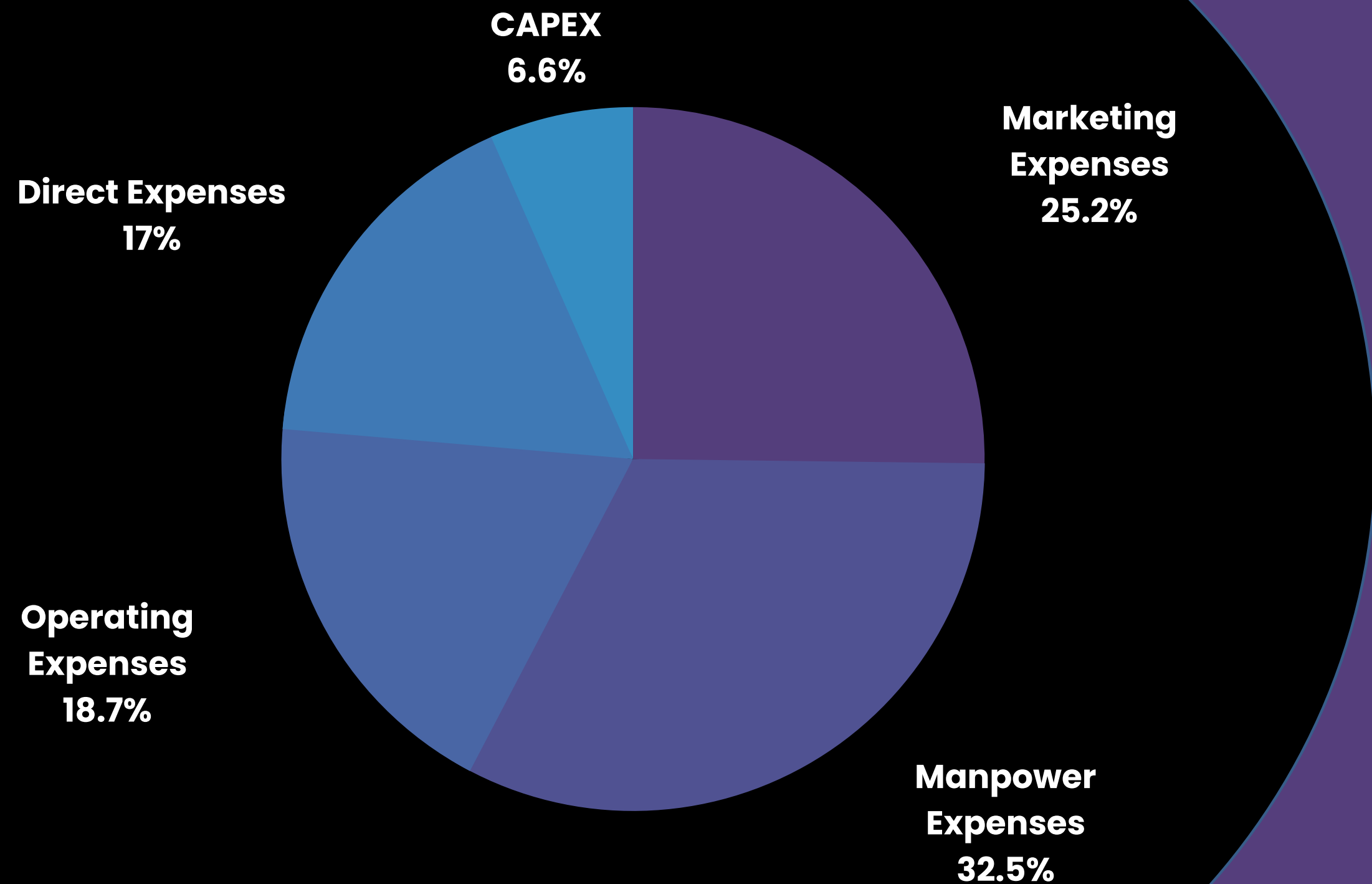


Market Opportunity





Financial Projection



The Ask

Funding Required
USD 440 K (3.22 Cr)

Time Period : 12 Months

Investment History
USD 36 K – Friends and Family
Date of Closure – February 2022

Journey So Far....



700+ Sources



10000+ Keyword
searches



2 Million + Articles
translated so far



135 + Countries
Visitors



400+
Registrations on
our website

Journey So Far....

Our newsletter is already subscribed by who is who of Government Departments, Global News Media, Universities, Think – Tanks, Investors ,Consultants etc...



SOMAIYA VIDYAVIHAR UNIVERSITY

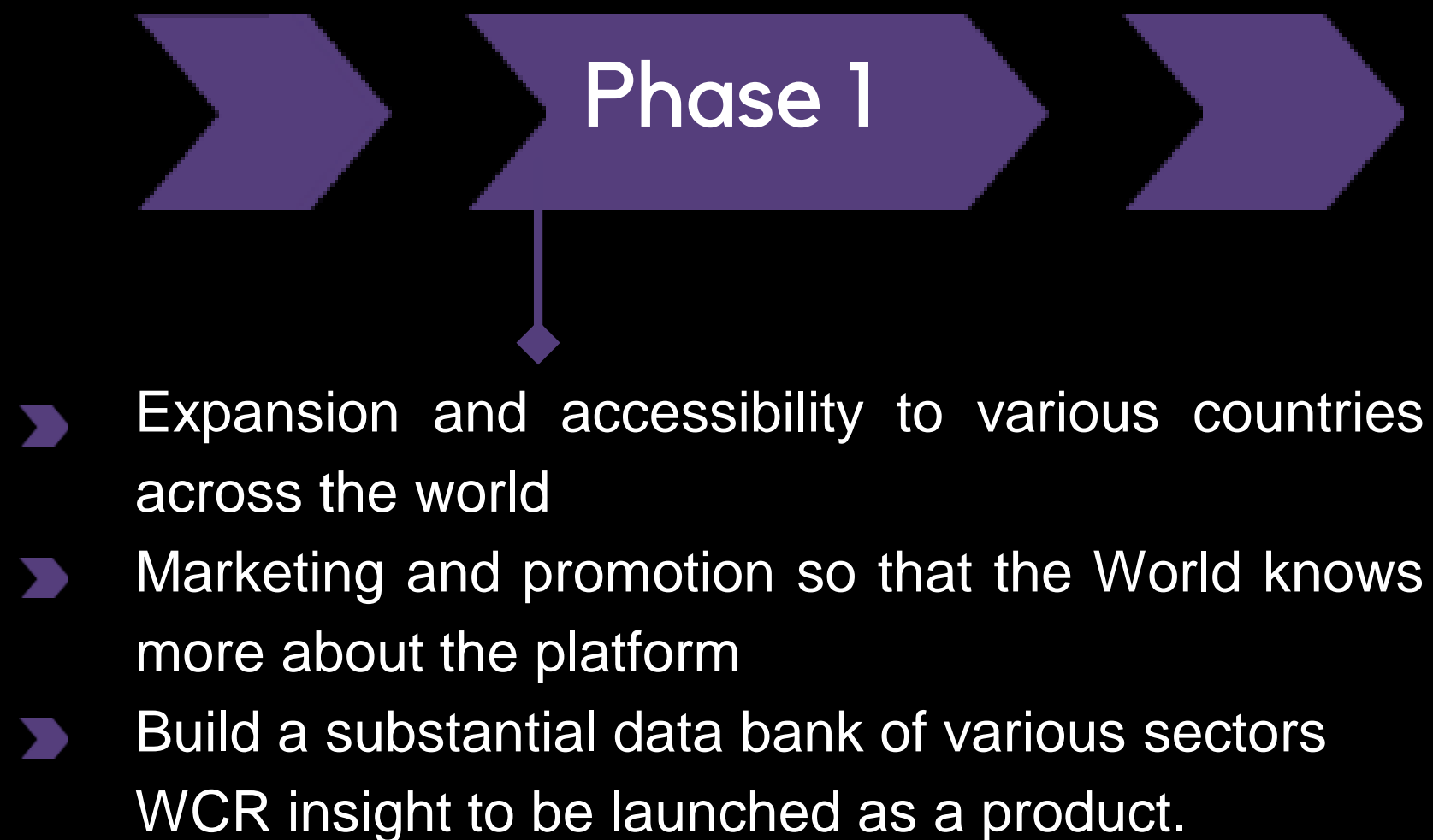
Bloomberg



Ministry of External Affairs
Government of India



Future Road Map



- Launch of What World Reads to convert any Non English language content/article across world to English and any chosen language.



Our Team



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Economic Relations;
China Inc.: Between State Capitalism and
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Semiconductors Pvt Ltd
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Thank You

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