



Theodor Kaljo <theodor.kaljo@springcapital.ee>

Invest in Critix: Transforming Media Transparency with Innovative News Solutions1 message

Petter Larsen <petter.larsen@critix.ai>
To: theodor.kaljo@springcapital.ee

Mon, Oct 7, 2024 at 1:27 PM

Dear Theodor,

I hope this message finds you well.

I'm Petter Larsen, Founder and CEO of [Critix](#), an independent Finnish startup founded in 2022. At Critix, we are deeply committed to enhancing media transparency and combating misinformation. Our platform delivers a reliable, diverse, and engaging news experience through a tailored live news feed, top headlines, and news podcasts.

What We Offer:

In addition to our unique news platform, we've developed innovative tools specifically designed to help media outlets boost their revenue by enhancing the quality of their investigative journalism. Through Presspass, we enable media companies to generate additional income without compromising their paywalls. Leveraging advanced AI technology, we also analyze millions of news articles to identify trends and extract valuable data, providing deeper insights into the ever-evolving media landscape. For more information, we invite you to review our teaser [here](#).

Market Opportunity:

The global news and magazines app market is valued at \$5.59 billion, highlighting substantial growth potential. As media organizations look for innovative solutions to address challenges such as polarization and misinformation, Critix is positioned to lead this change.

Traction and Team:

Since our inception, we've made significant strides in user engagement and platform development. Our dedicated team consists of seasoned professionals who are passionate about upholding media integrity and advancing our mission.

Investment Opportunity:

We are seeking a **\$0.5 million** investment to scale our operations and expand our impact on media literacy and transparency. Your support would enable us to further revolutionize the news industry, with a strong focus on credibility and diversity.

I would be happy to discuss this opportunity with you in more detail. Please let me know your availability for a call next week, or feel free to schedule one [here](#).

Thank you for considering Critix. I look forward to the possibility of collaborating.

Best regards,
Petter Larsen
Founder & CEO, Critix

