

# Times Munch



# Mission Statement:

## All the news that's fit for you



# The problem

Currently the news is delivered to readers in overwhelming bulk with no customization

The customization options that exist are effortful to set and constrain user individuality and preferences

# Experience the Problem



# The New York Times







Friday, March 4, 2016 | Today's Paper | Video | 37°F | Nasdaq +0.20% ↑


World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

# BuzzFeed



LOL win omg cute fail wtf



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U.S. | World | Politics | Money | Opinion | Health | Entertainment | Style | Travel | Sports | Video

Live TV  U.S. Edition +  menu 

 election 2016 US world opinion sports soccer tech arts lifestyle fashion business travel environment  browse all sections

# Feeling overwhelmed?

## You're not alone



A close-up photograph of a person's hand holding a stylus, poised to write on a tablet. The background is blurred, showing bokeh light effects. The text 'The solution' is overlaid in white on the left side of the image.

# The solution

Times Munch

A custom solution, by  
personalizing content, and  
pushing you personalized  
news selected by you!



# The Team

*Diverse tech backgrounds that have a passion for digital media*



Adityo Sagir

Co-founder

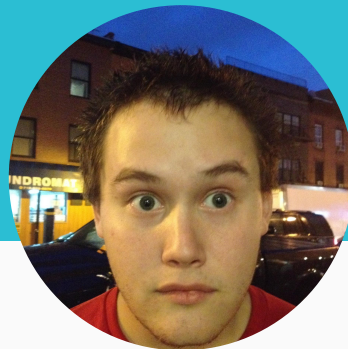
Retired NBA Player



Faraz Fazli

Co-founder

Android & Go Engineer



Ben Rosenthal

Co-founder

Android Engineer



Simon Babba

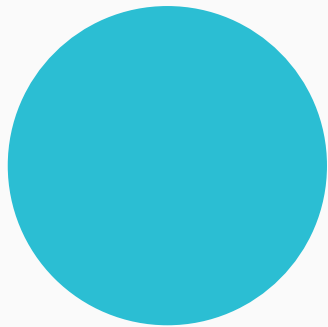
Co-founder

Former Arsenal Forward

# How it works

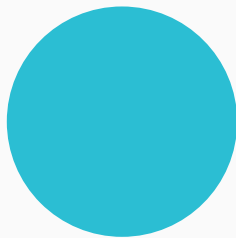
## Step 1

User selects his preferred sections



## Step 2

User selects his preferred topics within section



## Step 3

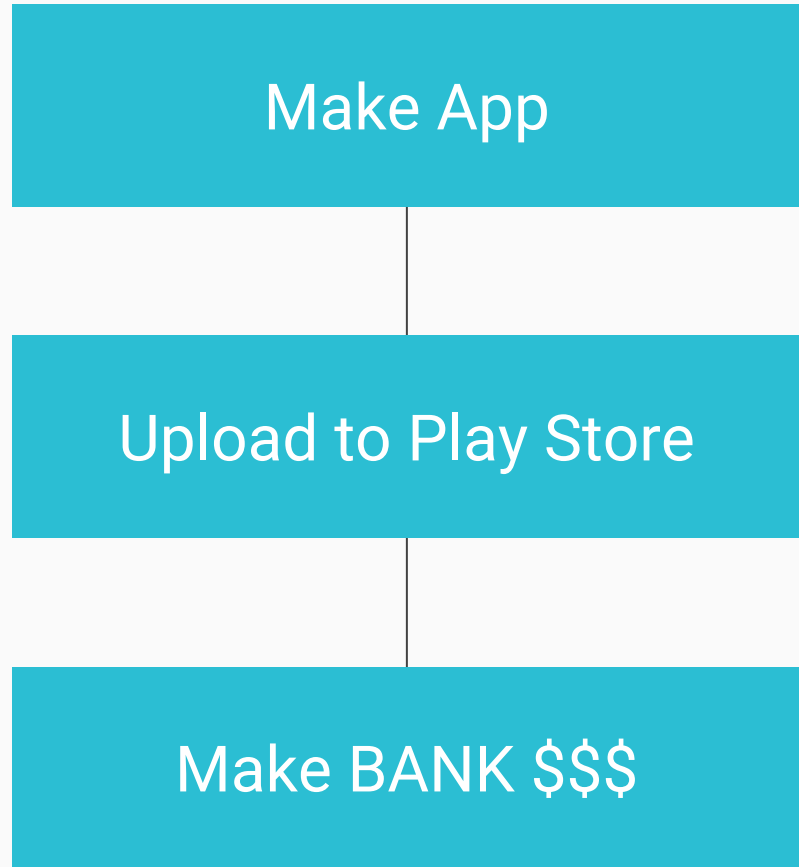
User gets customized, tailored news pushed to their device





# Revenue model

The user gets targeted with relevant ads based on which “sections” they have chosen



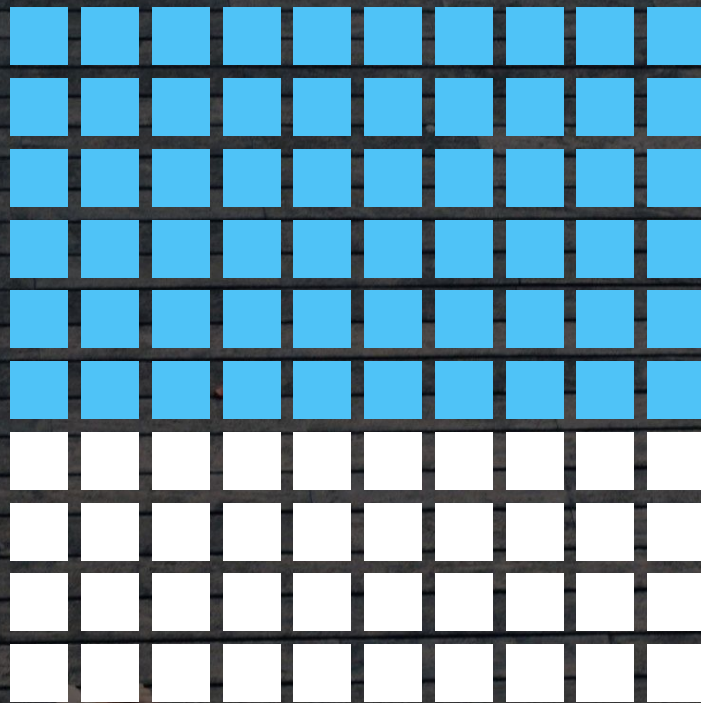
# Timeline

## *Progress of Times Munch*



## Why now?

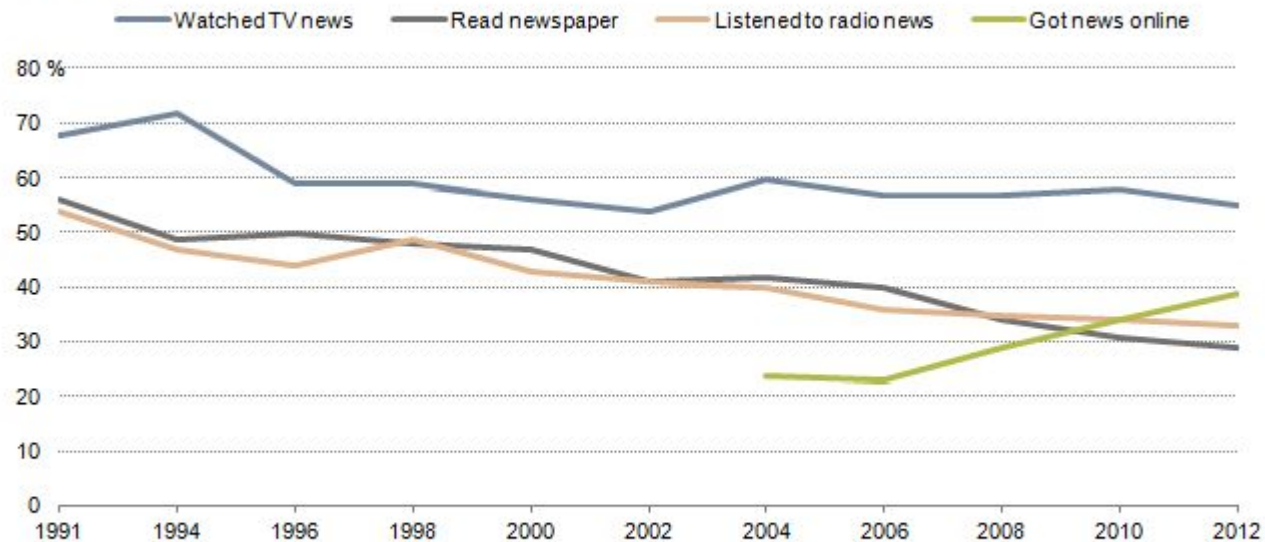
News is being read on online more than ever before. App usage is on the rise, worldwide.



# Print is dead

## Digital News Surpasses Newspapers, Radio

Percent of Adults



Source: Biennial Media Consumption Survey, Pew Research Center