**Mission:**

To provide personalized, bias-calibrated news summaries tailored to professional audiences across Europe, Asia, and North America.

**Target Users:**

* Policy analysts, diplomats, global operations execs, financial professionals.

**Product Offering:**

* A daily briefing app combining machine summarization with “perspective dials” to show coverage across ideological and geographic lines.
* Language-native editioning (English, French, Mandarin, Arabic).
* Cross-border alerting system for trending regulatory issues.

**Differentiation:**

* The only product offering *multi-source consensus + bias transparency.*
* Trains on regional publications, not just Anglosphere wire feeds.
* Use of AI *only as augmentation* — all summaries reviewed by multilingual editors.

**Business Model:**

* Freemium app with premium tiers for team use and historical archive access.
* White-label platform for enterprise clients with compliance needs.

**Current Status:**

* MVP launched in Canada, Germany, UAE.
* Partnering with 6 newsrooms for licensed ingest feeds.
* 5K early access users with 30% daily active use.

**Next Steps:**

* Expand editorial footprint to APAC.
* Finalize EU compliance audit for AI editorial workflow.
* Begin outbound to 30 global enterprise targets.