So lets start off with a question, How many of you guys prefer the print news as opposed to online articles.

I personally prefer online. Because the articles are concise, and the internet is more convenient. However, As advised by philosopher Voltaire, In the case of news, we should always wait for sacrament of confirmation. Unfortunately, This is especially true in the case of online articles, where ease and speed of publishing has its downsides. This advice is something that I usually adhere to when reading news.

However, what happens when we can’t wait for news confirmation? In the last 12 months, the nation has experienced many textbook historical events such as the COVID pandemic, racial unrest movements and presidential election events. there was so much polarization in the news, it was hard to know what to trust. Sticking to a single article from a single source would’ve meant you getting an inherently biased perspective. And to gain a holistic understanding of the event, you’d have to manually dig, sort and read a bunch articles from across the web. There has to be a better way.

Since October 2020, I’ve been working on solution and developed what I’d like to introduce as NewsChord. NewsChord aims to change the news article reading experience by emphasizing news reading by headline. Across platforms, Giving you the direct information you want instead of you having to click around, scroll and find it on your own. The overall vision being to ease the News Article reading experience.

In its infancy, NewsChord is a website that acts as a search engine for sensitive news. Upon arriving to the site, this is the page first rendered. Users have the option to digging for a headline via our “explore” menu, select a trending quick search headline or directly search a headline themselves

The output of a search is an organized format depicting various articles from various sources. These articles are organized by political leaning. The darker the color, the stronger the leaning in that respective direction. Allowing users to see the spread of coverage. This is the base layout upon which users can further organize and filter the articles via the filter results dropdown menu.

For each article, User can open up a pop-up menu. The pop-up will provide additional information about the news source and the article. Moreover, Here users can see in-depth stats and ratings of political leaning and reliability. These ratings are an aggregate of news source data created by media research organizations which is combined with slight machine learning analysis of the article itself. Intending to give users a bit of extra information.

Newschord is unique, but If forced to simplify ourselves to look for competitors, NewsChord is a google search bar for news

There actually are no big-players in direct compeititon with NewsChord. The reason being that no one is focused on giving users directly news by headlines. The problem newsChord solves is actually a widely echoed one, however newer organizations create new unbiased content. Rather than working with already available content. Other similar competitors are small-time sites that we have critical shortcomings. Whether it be the UI, UX, intuitiveness or lack of focus. On the contrary, NewsChord tackles those areas head-on. Focusing on easing the news reading experience with an intuitive interface

Going into the specifics, in regards to the User market.

It is worth noting that there are different news consumer groups. They may have different motives for reading the news, different news reading habits, different preferred sections, and different levels of sensitivity to the news. Through research and development, we’ve learnt that the demand or niche for NewsChord is as an educational product. Our ideal users are people that care about where their news comes from and are educated news readers. They won’t read news off of facebook or social media and take it at face value.

~~Which is why our initial users are those that don’t have a specific go-to source, those that have an occupational pressure to use NewsChord, or those that refuse to fall into that comfort zone.~~

Our planned initial users are college students, Academia professors, small-time news analysts or school teachers that give “news reading” assignments.

As this group is set to benefit the most from NewsChord’s functionality.

Bringing everything back around, the fact that an idea must be monetizable cannot be ignored. NewsChord is essentially a software business. This allows not only high scalability but high profitability.  
The base business model is a freemium model. Where users can use basic functionality with ads or use advanced functionality without ads. **Examples of advanced functionality would be access to advanced filters, newsletter subscriptions, or tracking analytics of news consumption**.

The revenue source from free users will be ads. Or more specifically native advertisement AND Corporate and Social responsibility advertisement (CSR) advertisement.  
The revenue sources from paid users obviously be the paid subscription. There will be two divisions of paid users: organizational users and individual users. Organizational users will have the added benefit of bulk pricing, and backend management and analytics.

Speaking numbers, Expected costs are for hosting, domain fee, and additional licensing and data access required. The high-end day one fixed cost per month equates to $50 dollars. While the variable cost per user is expected to $4 per user. The variable cost however, has a lot of room for optimization and efficiency.

Now I hope you can give us a shot at NewsChord.com. NewsChord, we can ease your online news reading.