

VYRTEX

Empowering everyone to share
and discover knowledge that
aligns with their passions

A tale of two opportunities

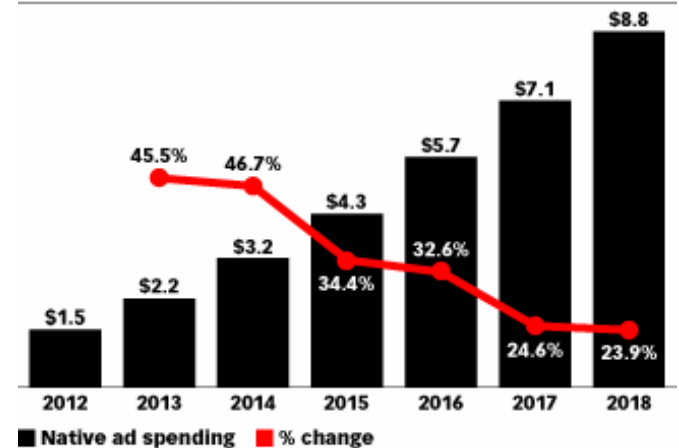
Situation: **Millennials** are drowning in a sea of content. The scale of the internet has become so massive that millennials are unable to cut through the clutter to find and hold on to quality content that interests them.



Opportunity: 63% of millennials want a better way to discover content that interests them. *(internal survey)*

Situation: **Media publishers** are rapidly turning to native advertising to rebuild revenues – their previous revenue streams are drying out in an increasingly digital climate.

US Native Ad Spending, 2012-2018
billions and % change



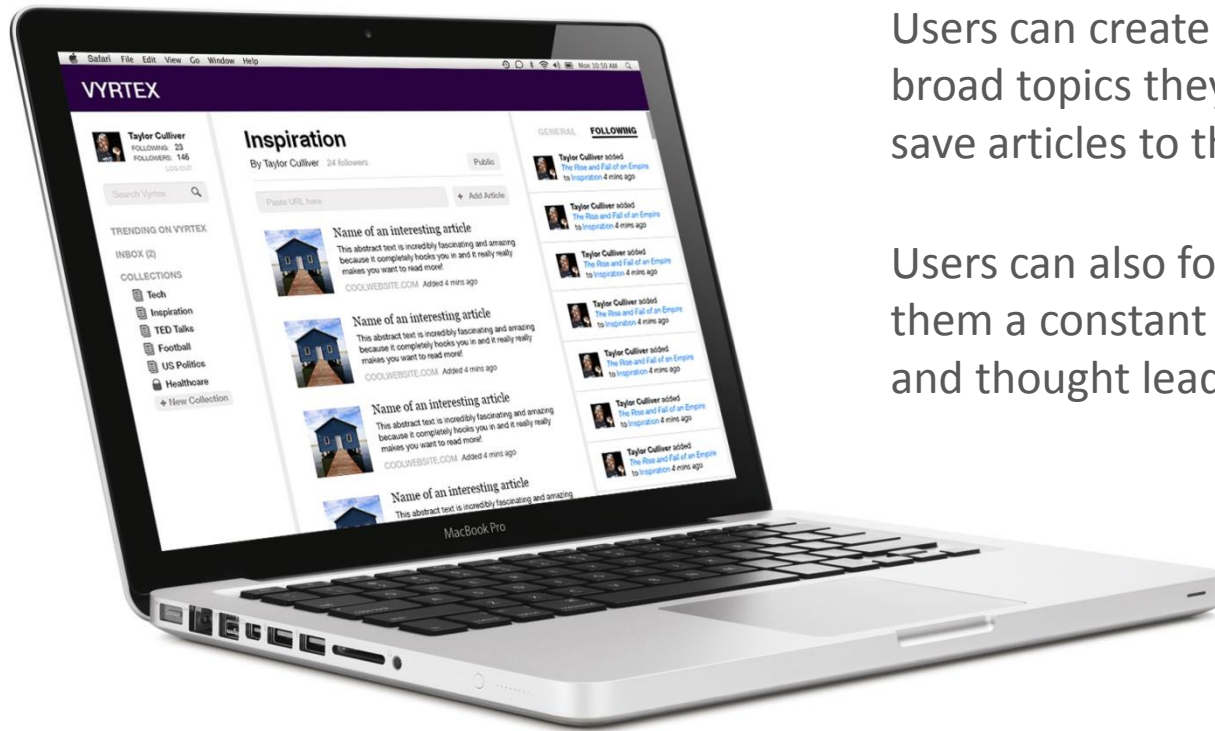
Opportunity: despite the rapid growth of native ads, the methods of targeting and distribution are primitive at best.

Vyrtex is the solution for millennials

Vyrtex is a social platform for content discovery and curation – like Spotify but for content.

Users can create collections (like playlists) for broad topics they are interested in, and then save articles to them.

Users can also follow others' collections, giving them a constant feed of what others— friends and thought leaders — are reading.



[LINK TO MOCKUP](#)

88% of millennials are more likely to read an article shared by a friend. (internal survey)

Vyrtex is also the solution for native advertising

Business Model: we plan to generate revenue by helping publishers with their distribution of native advertising content.

The screenshot displays the Vyrtex application interface. On the left is a sidebar with a user profile for Taylor Culliver (23 following, 146 followers) and a search bar. Below the search bar are sections for 'TRENDING ON VYRTEX', 'INBOX (2)', and 'COLLECTIONS' (listing Tech, Inspiration, TED Talks, Football, US Politics, Healthcare, and a '+ New Collection' button). The main content area features a 'Media Disruption' feed by Dilip Rajan with 56 followers. The feed includes an article titled 'The Rise of New Media' and a sponsored article titled 'Women Inmates' from NYTIMES.COM. A red arrow points to the 'SPONSORED' label and another red arrow points to the '+ Add to your own collection' button. The right sidebar shows a 'FOLLOWING' list with updates from Taylor Culliver, Dilip Rajan, The New York Times (sponsored), Adam Grant, and Mark Zuckerberg.

Based on the detailed data we have on our users' reading habits and topics of interest, we can help publishers target users who their advertisers are interested in reaching.

What we've done and where we're headed

August 2014

Created founding team and conducted user research.

November 2014

Tested an MVP with 40 beta users and gathered useful data insights through user interviews.

October 2014

Joined the Wharton Venture Initiation Program & raised \$2000 in grant money from the Wharton Innovation Fund.

December 2014

Enlisted the help of the former director of the PennApps hackathon to build-out the full version of the product.

February 2015

Launch full version of the product at Penn.

April 2015

Reach 10,000 active users.

July 2015

Sign-on at least 1 premium publishing partner.

March 2015

Iterate on product and expand to 15+ universities.

May 2015

Reach 30,000 users; begin reaching out to publishers to monetize.

December 2015

Sign-on at least 5 premium publishing partners.

The Team



Taylor Culliver, co-founder

- President & Executive Editor of *The Daily Pennsylvanian*
- Planned the Forbes 30 Under 30 conference
- Wharton senior studying marketing and operations
- Passionate about digital content consumption and the shifting media landscape



Dilip Rajan, co-founder

- President of Penn Masala (created and marketed viral content for global brand)
- Previously worked at an e-commerce startup and hedge fund
- Wharton senior studying entrepreneurship and computer science
- Passionate about startups, technology trends, and product design