ChatGPT

MyFeeds-AI: A GenAI-Powered Personalized News Platform for Cybersecurity and Beyond

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Executive Summary

MyFeeds-AI is a generative AI startup delivering personalized news feeds and insights, with an initial focus on **cybersecurity**. Leveraging large language models (LLMs) and **semantic knowledge graphs**, the platform tackles the dual challenges of information overload and the lack of structured data from content publishers. Unlike typical AI news solutions that operate as opaque black boxes, MyFeeds-AI emphasizes **openness, transparency, and provenance** – every insight delivered is backed by evidence and traceable to its source [1] . This approach builds trust with users at a time when AI and misinformation concerns are high. The **core value proposition** is "selling time": MyFeeds-AI alerts professionals to the **right information at the right time**, in the right context, faster than they could discover it on their own [2] . By doing so, it helps executives and analysts stay ahead of critical developments without being overwhelmed.

The business strategy is multifaceted and sustainable. In the short term, MyFeeds-AI will offer **subscription-based personalized news services** to individuals and teams, charging for the **value of time saved and better decisions enabled**. In parallel, the company will forge partnerships with content publishers, providing them tools to expose their content via APIs and knowledge graphs. This creates a novel **revenue-sharing model**: whenever users consume a publisher's content through MyFeeds-AI, a portion of the revenue flows back to the content creator [3] . As founder Dinis Cruz notes, *"the more money we can pay the content providers, the more money we can charge our customers,"* underscoring a virtuous cycle where quality journalism is rewarded and users are willing to pay for trusted information [3] . By transparently showing which sources contributed to each briefing (and compensating those sources), MyFeeds-AI aligns incentives among readers, the platform, and publishers, strengthening trust across the ecosystem.

MyFeeds-AI's **technology is already proven at the MVP stage**. A live minimum viable product (mvp.myfeeds.ai) has successfully generated custom cybersecurity news digests for different roles (CEO, CTO, CISO, etc.) using data from public feeds [4] . This early prototype uses a **lean, serverless cloud architecture** (AWS Lambda functions and S3 storage) that keeps operating costs extremely low while scaling on demand [5] . Every new user interaction incurs only a small incremental cost (primarily LLM API calls), which is directly covered by subscription or usage fees – ensuring each interaction remains profitable [5] . Early testers – including several Chief Information Security Officers – have validated the value of the service, reporting that it saves them significant time and keeps them better informed [6] . The next step is to scale up outreach to paying customers and onboard strategic content partners, fuelled by additional capital. MyFeeds-AI is seeking an initial seed investment of **€300,000 for a 20% equity stake** (implying a €1.5M valuation) to accelerate product development and market entry. In summary, MyFeeds-AI is poised to transform how professionals consume critical news by delivering the right information at the right time with full context, all while upholding principles of openness and collaboration. With the right partners and resources, the platform can redefine information delivery in cybersecurity and beyond, creating substantial value for users and content creators alike [7] .

Problem

Modern professionals face an **information overload** crisis. Nowhere is this more evident than in cybersecurity, where keeping up with daily threat reports, news, and advisories is like drinking from a firehose [8] . The challenge is not access to information – there's plenty – but filtering the signal from the noise to find what truly matters for one's role and organization. Important insights are often buried, leading to missed warnings or delayed responses when critical news slips through the cracks.

At the same time, most news content remains **unstructured and siloed**. Despite digital publishing, a typical article is still just a blob of text or HTML with minimal metadata [9] . Few publishers offer robust APIs or structured data feeds; many rely on limited RSS feeds (a decades-old format). This lack of machine-readable structure means that connecting the dots between related pieces of information is hard – valuable journalism is essentially "locked up," requiring human readers to manually interpret and disseminate it. Organizations end up relying on manual workflows: analysts or managers read multiple sources and then repackage the information for their teams, a labor-intensive and inefficient process.

Furthermore, existing AI solutions haven't fully solved the issue. Off-the-shelf **generative AI summarizers** can produce quick answers or digests, but they operate as **"black boxes" with inconsistent output**. They typically cannot explain *why* a certain piece of information was included or cite the sources of facts [10] . Asking the same question twice might yield different answers, and slight rephrasing can lead to missed or hallucinated details. For professional use, such unpredictability and lack of accountability are unacceptable – a CISO or analyst needs to trust the output and be able to justify it (especially if they forward it to a CEO or board).

There is also a **personalization gap**. Today's tools for customizing news are rudimentary – think of generic newsletters, keyword-based alerts, or manually curated Twitter lists. Personalization, if it exists, doesn't truly adapt to each user's nuanced interests or job role. The burden falls on individuals or team leaders to constantly curate information for others, creating **duplicate effort and cognitive load** across organizations. Highly skilled professionals end up spending hours aggregating and reformatting news for colleagues, which is essentially unpaid manual work that distracts from higher-value tasks [11] . Clearly, there is a need for an automated system that can tailor information delivery to each person's specific needs and present it in the right format, freeing experts to focus on decision-making rather than information hunting and filtering.

Finally, the **publishing industry** is struggling to adapt its business models in the AI era. Most news publishers have not invested in making their content easily integrable into new platforms – few offer granular paid APIs or integrations, so they rely on advertising or broad paywalls for revenue [12] . As AI systems and aggregators scrape content without permission or payment, publishers see their work used without compensation, undermining their incentives to produce quality journalism. This adversarial dynamic is **lose-lose**: content creators feel cheated, and users ultimately suffer if high-quality outlets can't sustain themselves. The industry needs a new monetization model for the digital age – one compatible with AI-driven consumption and that rewards accurate, high-effort reporting – otherwise the content well we all rely on will continue to shrink.

Solution

MyFeeds-AI addresses these challenges with a novel solution that combines semantic intelligence, generative AI, and user-centric design into a cohesive platform [13] . At its core, MyFeeds-AI automatically **collects and structures news content into a rich knowledge graph**, then matches it to each user's interest graph (persona profile) to deliver highly relevant, context-aware briefings. Every

piece of content ingested is broken down into machine-readable facts, entities, and relationships, enabling the platform to understand **what the news is about** in a structured way. The system then uses LLMs not as black-box oracles, but as *assistive engines* to summarize and explain those facts in natural language, tailored to the audience. Crucially, every recommendation or summary comes with a trail of **evidence** – users can drill down to see *why* an article was selected and where the information came from. This transparency in output (citing sources and underlying data) means the AI's decisions are **explainable and auditable,** avoiding the trust issues of typical GenAI solutions [14] .

A key innovation of MyFeeds-AI is its **multi-persona delivery model**. The platform can take the same pool of content and frame it differently for different audiences, essentially acting as multiple intelligent advisors in one. For example, from a single set of cybersecurity news, MyFeeds-AI can simultaneously produce an executive-friendly briefing (highlighting business impact, avoiding jargon) and a technical alert feed for engineers (focusing on vulnerabilities, patches, and indicators of compromise) [15] [16] . This is possible because the system maintains a semantic understanding of the content and the user: it knows how to speak to different roles. The personalization goes beyond surface-level filters – each user or persona has a knowledge graph of interests (topics, entities, concerns) that the system continuously learns and updates. When new content arrives, it's matched against these persona profiles; only the most relevant items are selected, and they're reformulated in the tone and depth appropriate to that persona. MyFeeds-AI essentially serves as an **AI research assistant** for each user, curating and translating the news through the lens that user needs.

Another pillar of the solution is the **feedback loop** with users. MyFeeds-AI doesn't assume it will be perfect out of the gate for every person – instead, it improves over time by listening. Users can provide feedback on briefings ("This article wasn't relevant to me" or "I want more on this topic"), and the system will trace that feedback through its knowledge graph to adjust future recommendations [17] . If an article was off-target, the AI can identify which semantic connection led to that suggestion and refine its understanding of the user's preferences. This continuous learning means MyFeeds-AI becomes *more personalized and precise with each use*. In essence, every user interaction – reading, clicking, skipping, rating – updates the persona model, which in turn fine-tunes the content matching.

Importantly, MyFeeds-AI's solution is built on **open and ethical principles** from day one. The platform is largely open-source, and its inner workings (from code to content provenance) are open for inspection and collaboration. This not only accelerates innovation (by inviting community contributions) but also builds trust: users and enterprise clients can literally see how the system works and validate that it's handling data appropriately. By retaining full **provenance** of every data point, MyFeeds-AI can answer questions like "Why did the AI suggest this?" with concrete evidence [18] . This approach mitigates the "black box" problem in AI and provides a level of consistency and repeatability that pure LLM-based approaches lack. All of these elements – structured knowledge, generative summarization, persona-based tailoring, feedback adaptation, and transparency – combine into a robust solution that delivers the **right information to the right person at the right time**. MyFeeds-AI effectively automates and scales the workflow of an expert curator or analyst, ensuring professionals never miss critical news and can trust the intelligence they receive.

Technology

MyFeeds-AI is built on a **lean, cloud-native architecture** that prioritizes scalability, affordability, and openness. The platform runs on a **serverless infrastructure**, utilizing services like AWS Lambda for computing and AWS S3 for storage, which means there are no always-on servers and virtually no idle costs [19] . This design ensures the system can automatically scale to handle spikes in usage (for example, when a major news event triggers many user queries) while keeping costs proportional to

actual usage. In other words, MyFeeds-AI **only pays for what it uses** – an architecture principle implemented across Dinis Cruz's startups to ensure minimal overhead and high efficiency [20] . The benefit is twofold: operational overhead is low, and each user interaction has a known, contained cost, allowing precise unit economics from day one.

Under the hood, MyFeeds-AI's data processing follows a pipeline internally referred to as **L.E.T.S.** – *Load, Extract, Transform, Save*. This workflow is analogous to a modern ETL (Extract-Transform-Load) but adapted for continuous intelligence gathering. The stages are:

- **Load (Data Ingestion):** The platform continuously aggregates content from multiple sources and feeds. Initially this includes public RSS feeds, open APIs from cybersecurity sites, threat intelligence blogs, and general tech news outlets [21] . For example, the system polls sources like Hacker News, security blogs, and CERT bulletins on a schedule to fetch the latest articles [22] . Every piece of raw data (RSS XML, HTML page, etc.) that comes in is saved to cloud storage as-is, forming a **raw data lake**. This retains an immutable history of everything the system has seen, which is useful for provenance and re-processing if needed. By archiving the source content, MyFeeds-AI ensures nothing is lost and the original context is always available for verification.

- **Extract (Parsing and Structuring):** Once raw content is loaded, the next step is to convert it into a structured, machine-readable format [23] . The platform parses each article, extracting key fields like title, author, publish date, summary, and the main text. It then organizes this into a JSON schema or similar structured representation. Any metadata available (tags, categories, etc.) is preserved. Essentially, this stage **turns unstructured text into normalized data**. Each article becomes a structured object stored in a database or object store. This structured layer is the foundation for building the knowledge graph in the next step. Even basic structuring is powerful: it means subsequent algorithms can easily query "all articles about topic X in the last week" or link articles by shared entities.

- **Transform (Semantic Graph Generation & AI Analysis):** Here lies the heart of MyFeeds-AI's innovation [24] [25] . In this stage, the system enriches the structured content into a **semantic knowledge graph**. For each article, MyFeeds-AI invokes an LLM (and other NLP tools) to analyze the text deeply and identify the key **entities (people, organizations, products, vulnerabilities, etc.), topics, and their inter-relationships** [26] [27] . The result is a graph data structure (not an image, but a set of nodes and edges in a database) that captures the meaning of the article. For example, if an article reports a new ransomware attack, the graph might contain nodes for the affected company, the ransomware strain, related malware, the date, and perhaps a link to "data breach" or "supply chain attack" if those concepts are mentioned [27] . This semantic graph is essentially the article's "DNA" – a rich metadata representation. Even if the LLM isn't 100% perfect (it might miss a minor entity or make a small error), it provides a *good-enough* map of the content to work with [28] . All these per-article graphs are then **merged into a global knowledge graph** that represents the evolving landscape of news. Simultaneously, the user's **persona profiles** are also represented as graphs – capturing their interests, role, industry, etc. (for instance, a persona graph might denote that a user cares about "cloud security" and "zero-day exploits affecting Linux"). In the Transform stage, MyFeeds-AI uses graph-matching algorithms (with help from LLMs) to compare content graphs to persona graphs [29] [30] . If an overlap or a relevant relationship is found – say, an article's graph has a node for "Azure cloud vulnerability" and the user's graph has "cloud security" – that content is flagged as relevant for that persona [31] . The system then generates a summary or highlight specifically addressing why it's relevant, possibly even translating it to the user's preferred language. This is also where multi-persona formatting happens: the same article's data can yield different summaries for different

audiences, guided by additional prompts or templates (e.g., a more technical summary versus a business-focused summary).

- **Save (Delivery & Archive):** In the final stage, the personalized briefing is compiled and delivered to the user through their chosen channel (mobile app, email newsletter, web dashboard, etc.). But equally important, **everything is saved and versioned**. The platform stores every intermediate result: the structured article data, the generated semantic graph, the user persona graph state, the matching reasoning, and the final output. This comprehensive logging provides complete **provenance** for each recommendation [18]. At any later point, MyFeeds-AI can answer exactly *"Why was article X recommended to user Y on date Z?"* by tracing through the saved data: the article's content and metadata, the state of the user's interests at that time, and how the matching algorithm connected the two [18]. This level of traceability is a unique strength of the platform – it not only aids in transparency and debugging, but also enables future features like "time travel" analyses (replaying a past scenario to see how the system would behave with new knowledge). Users can explicitly rate or give feedback on delivered items here, which the system records to refine the persona profile (looping back to the Transform stage for future iterations). The output delivered is concise and context-rich: for instance, a morning briefing email with 5 key summaries, each with a one-line explanation of *why* it matters to the user's context and a link to dive deeper into the source.

This **pipeline architecture** makes MyFeeds-AI highly scalable and extensible. New data sources can be added at the Load stage easily (thanks to modular ingestion functions). The platform can support new languages or domains by updating the extraction and transformation logic (for example, adding medical ontologies for a healthcare feed). Because it is serverless and event-driven, the system can handle one user or 10,000 users with proportional scaling, all while maintaining a low cost profile. In fact, the design ensures that serving each additional user is economically viable: the marginal cost of generating one user's briefing is low and directly tied to computation and API calls, which the subscription fees comfortably cover [32]. This means MyFeeds-AI can grow without needing to burn cash subsidizing usage – a critical advantage for a startup. Moreover, the **open-source and modular nature** of the technology means enterprise clients can choose to self-host or extend parts of the system. For example, a company could host a private instance of the MyFeeds-AI pipeline to feed in its proprietary data alongside public news, or a publisher could deploy just the "Load+Extract" component on their site to expose a feed of structured content. This flexibility, combined with data provenance, makes the technology attractive in environments with strict compliance or customization needs (such as European enterprises concerned about data residency and auditability [33]). In summary, MyFeeds-AI's tech stack provides a **robust, scalable backbone** for delivering personalized, explainable news at scale, with the agility to adapt as the platform expands to new users and domains.

Business and Revenue Model

MyFeeds-AI's commercial strategy is designed to capitalize on the platform's unique strengths while fostering a sustainable, win-win ecosystem for users and content creators. The focus is on delivering clear value (in time saved and insights gained) to end-users and capturing a fair share of that value, **all while sharing revenue with those who supply the content**. The model includes multiple complementary revenue streams:

1. **Subscription Services (B2C & Small Teams):** The first stream is a direct subscription model for individuals and small organizations. Users pay a monthly or annual fee to receive their personalized news briefing service. A **freemium tier** will attract users with basic functionality: e.g. a daily cybersecurity news roundup from open sources, with limited personalization.

Premium tiers (at a modest cost, e.g. tens of euros per month) unlock deeper customization, higher frequency updates (even real-time alerts), and inclusion of premium content sources. For instance, *Cybersecurity Pro* might be a premium plan offering on-demand briefings and an API for integration into a user's own apps. The key is that subscription pricing is set to **exceed the per-user cost** of providing the service. Since MyFeeds-AI's variable costs (notably LLM API calls and cloud processing) are usage-based, the team can calculate exactly how much it costs to generate one user's feed and ensure the subscription fee is above that. As Dinis puts it, *"As long as we charge more than the cost of the LLM calls to create the news, then it's profitable"* [32] . This guarantees healthy **unit economics** from day one – every user is a paying user (post-trial) and covers their share of resources. In addition to flat subscriptions, MyFeeds-AI will offer **on-demand usage credits** (similar to OpenAI's model) for cases like API access or ad-hoc heavy usage. For example, if a customer wants to generate an extra 100 ad-hoc summaries via API beyond their subscription limit, they could purchase credits that get consumed per request. This hybrid model (recurring subscriptions + usage-based fees) ensures that power users or enterprise integrations that drive higher load are appropriately monetized, and it provides a **pay-as-you-go option** to complement the all-you-can-eat subscriptions.

2. **Enterprise Packages (B2B):** For corporate clients, MyFeeds-AI offers higher-value packages that deliver organization-wide intelligence. In a B2B scenario, a company might buy an **enterprise license** that includes multiple user seats and customizable persona feeds for various purposes [34] [15] . For example, consider a large financial services firm: their subscription could include 10 individual accounts for team members plus a set of shared feeds tailored to different internal stakeholders. A CISO could receive a technical daily alert feed for her security engineers, a non-technical weekly summary for the executive board, and even real-time crisis alerts for the incident response team [35] [36] . All of these are generated automatically from the same underlying content, just filtered and formatted differently. The **value proposition** for enterprises is significant: MyFeeds-AI might save each knowledge worker hours per week of information sifting, and ensure that no one from the CEO to the junior analyst misses a crucial development. The pricing for enterprise packages will scale with the size of the organization and the complexity of their needs. It could be structured as a per-seat license (e.g. €X per user per month for a bundle of feeds), or as a flat fee for a certain bundle of personas and features. Regardless of the structure, the pricing will be based on **value delivered** – for instance, if our platform prevents even one major oversight or speeds up reaction to a threat, it easily pays for itself given the high cost of security incidents or executive time. Sales to enterprises will involve direct outreach and relationship-building. Dinis and the team are already leveraging their network of CISOs and industry contacts: *"I already have a number of CISOs lined up,"* Dinis notes, indicating strong early interest in offloading the grunt work of news curation [37] [38] . To support this, MyFeeds-AI will likely hire a small enterprise sales team or partner with consulting firms and Managed Security Service Providers (MSSPs) who can **resell** the service as part of their solutions [39] . The enterprise offering may also include options for **private deployments** – since the architecture is flexible, MyFeeds-AI can deploy a dedicated instance for a client or allow an on-premise install for those with strict data policies [40] . This not only unlocks revenue from clients who require self-hosting, but also acts as a moat (few competitors can easily offer on-prem versions of a cloud AI service).

3. **Content Partnerships & Revenue Sharing:** A cornerstone of MyFeeds-AI's philosophy is that content creators (journalists, publishers, researchers) should benefit from the value their content generates on the platform. Rather than simply aggregating content for free, MyFeeds-AI **shares revenue with content providers** via a micropayment system [41] [42] . Whenever a paid user's briefing includes content from a partnered source, a portion of that user's fee is allocated to the content source. For example, if an enterprise pays €1000 in a month for MyFeeds-AI and

10% of the briefings came from articles by Source A (say, a leading cybersecurity news site), Source A would earn roughly €100 from that month [43] [42]. The rates can vary by source or be negotiated (premium outlets might get a higher per-article share), but the principle is **transparent and fair**. MyFeeds-AI will provide enterprise customers with reports showing which sources contributed to their intelligence that month and how their subscription is indirectly funding those sources [44] [45]. This turns what is often seen as AI "scraping" into a positive sum arrangement: *"Your AI-driven briefing helped fund the journalism you read."* Publishers, in turn, get a new revenue stream without having to change their existing business model much. Initially, MyFeeds-AI can use publicly available content under fair use and prove its value; then it will approach publishers with data – *"we delivered 500 of your articles last month to a highly targeted audience, here's what you could earn if you partner with us"* [46] [47]. Many publishers may opt in once they see real revenue on the table. Over time, MyFeeds-AI can even help those without an API by offering them a simple integration kit (see next point). The outcome is a **win-win content economy**: users get better coverage (because more publishers allow their content in our feeds), publishers get paid (incentivizing them to contribute and not block AI), and MyFeeds-AI enriches its content library (making the product more valuable). This approach could set a new standard in the industry for how AI platforms and content creators **coexist sustainably** [48] [49].

4. **Open-Source Tools and Professional Services:** As an extension of the partnership strategy, MyFeeds-AI also plans to offer technical tools and services to help onboard content providers and enterprise data sources. The company's commitment to openness means it will release certain components as **open-source packages** – for example, a lightweight software module a publisher can use to expose their content in a structured format (essentially a "content API in a box") [50]. For publishers that lack the technical expertise, MyFeeds-AI can step in with **professional services** – consulting projects to integrate their CMS with the platform, set up custom data feeds, or even develop custom ontologies/taxonomies for their domain. This could be monetized through one-time integration fees or support contracts, adding a services revenue line. Similarly, on the enterprise side, some clients might request custom features (say, integration with an internal database or a bespoke dashboard for their analysts); these can be delivered via paid projects. While services are not the core scalable SaaS revenue, they play a strategic role: they *accelerate adoption*. Every publisher we help integrate is more valuable to the platform, and every enterprise customization deepens that client's commitment. Moreover, by **open-sourcing** key integration tools, we reduce friction for others to join the ecosystem. This approach positions MyFeeds-AI as *not just a product, but a platform enabler* – catalyzing an ecosystem of structured content providers and consumers. Over time, a marketplace could even emerge (think of third-party data or plugin providers building on MyFeeds-AI's framework), which could create additional revenue opportunities (with MyFeeds-AI taking a platform fee).

Revenue Model in Practice: Together, these streams make MyFeeds-AI's business model robust and defensible. The mix of **recurring subscriptions** and **usage-based charges** yields a predictable base income with upside from heavy usage. The **enterprise contracts** bring larger deal sizes and higher margins, with likely low churn due to deep integration in workflows. The **revenue-sharing with content creators** turns cost of content into a variable cost directly tied to user value – essentially, content licensing scales only as our revenue scales, protecting margins while promoting quality. Because variable costs (cloud + content royalties + LLM APIs) are all accounted for in pricing, the **gross margin** on each user or contract remains positive. Early on, expenses will be directed towards R&D and outreach rather than subsidizing usage. Moreover, by designing every interaction to be profitable (or at least break-even), MyFeeds-AI avoids the common trap of growth-at-all-costs; instead, growth is sustainable. As the user base grows, economies of scale kick in: fixed costs like core development are spread out, and volume discounts can be negotiated (for example, bulk API pricing from LLM providers or enterprise-wide content deals with big publishers). This model also inherently encourages quality

and **reduces churn**: if users aren't getting value, they won't pay (and we aren't locked in by long-term contracts for costs either). Conversely, if they love the service, their usage (and possibly team-wide adoption) grows, increasing revenue. Finally, by **aligning monetization with value creation** (time saved, relevant content delivered, content creator paid), MyFeeds-AI builds goodwill and trust, which are invaluable assets for long-term business success.

Table: Example Offerings and Pricing Models (illustrative)

Offering	Target Users	Pricing Model (Example)	Key Features & Benefits
Personal Free Tier	Individuals (entry-level)	€0 (free)	Basic daily news updates from open sources, limited personalization and refresh rate. Introduces users to the platform's value at no cost.
Premium Individual Plan	Professionals, Enthusiasts	~€20/month (paid)	Full personalized briefings (real-time alerts, multi-source integration), evidence links for each item, email/newsletter delivery, and a limited amount of API or chatbot queries. Tailored for solo users who need thorough, up-to-date insights.
Team Package	Small Teams or Departments	~€100/month for 5 users	Multi-user subscription with up to 5 accounts. Shared admin dashboard, ability to share articles and comments internally, and a couple of team-wide feeds (e.g. a "team daily brief"). Ideal for startups or small security teams that want everyone on the same page.
Enterprise License	Large Organizations (10+ users)	Custom Pricing (e.g. €1,000+/ month, depending on scope)	Organization-wide solution including 10+ user seats and multiple persona-based feeds (executive summary, technical alerts, company-specific news). Options for on-premise deployment or VPC hosting, dedicated support, and integration with internal data sources. Value is demonstrated in hours saved across staff and improved cyber readiness at the executive level.
Content Partner API Access	Publishers, Research Firms	Revenue Share (Royalties)	Content providers integrate via API/feeds. They receive micropayments based on how often their content appears in paid user briefings. Also gain analytics on engagement. This creates a new monetization channel for their journalism without charging end-users directly.

Offering	Target Users	Pricing Model (Example)	Key Features & Benefits
Professional Services	Publishers or Enterprises	Project-based fee	Consulting and technical services to customize MyFeeds-AI for specific needs: e.g. helping a publisher structure their data or assisting an enterprise in integrating internal reports into MyFeeds-AI's graph. Generates one-time revenue and strengthens partnerships.

Go-To-Market Strategy

MyFeeds-AI's go-to-market approach is focused and pragmatic, reflecting the team's deep domain knowledge and community-oriented philosophy:

- **Beachhead in Cybersecurity:** We begin by targeting the cybersecurity sector, where the pain of information overload is most acute and quantifiable. Security executives (CISOs), security operations teams, and IT risk managers are ideal early customers – they are drowning in threat reports and tech news, and even a small informational edge can be worth millions (in prevented breaches or informed decisions). Dinis Cruz's personal brand and network in cybersecurity (from OWASP to conference circuits) provide an **instant credibility** boost. We've already engaged a handful of CISOs in beta tests, turning them into design partners who give feedback and serve as internal champions. The messaging to this group is that MyFeeds-AI is **"your AI-powered cyber intelligence analyst"** – a tool that keeps watch 24/7 and distills everything down to what you need to know, with full evidence. By solving a clear and urgent problem for this niche, we aim to land our first paying users and case studies. Success stories in cybersecurity will then serve as templates for entering other domains.

- **Content Marketing & Thought Leadership:** Given that we are in the business of content curation, it's fitting that content marketing will be a major strategy. MyFeeds-AI will publish regular **insight pieces** – for example, weekly blog posts or newsletters summarizing "Top 5 cybersecurity developments of the week and why they matter," generated with the help of our platform. This serves a dual purpose: it *demonstrates MyFeeds-AI's capabilities* (acting as a showcase for how well our AI can summarize and contextualize news) and it attracts our target audience by providing value upfront. We will leverage platforms like LinkedIn, Medium, and industry forums to disseminate these pieces. In addition, Dinis and key team members will continue to present at industry events and webinars, discussing topics like AI in security, ethical AI, and open-source innovation. By establishing ourselves as **thought leaders** in how to tackle info overload and AI-driven knowledge management, we aim to build trust and interest even before a direct sales pitch. Our content will emphasize MyFeeds-AI's unique selling points – e.g., posts on "How to build an explainable news AI pipeline" or "The economics of paying content creators in an AI platform" – aligning with the values of transparency and collaboration.

- **Community and Partnerships:** We recognize that the cybersecurity community (and other professional communities we'll enter) are heavily influenced by peer recommendations and established groups. We plan to partner with professional associations and communities (such as ISSA, ISACA, local cyber clusters) to offer co-branded briefings or exclusive trials [51]. For example, an "ISACA members' cyber brief" could be a special feed that also promotes MyFeeds-AI. This gives us access to pre-qualified audiences. We also intend to implement a **referral**

program: satisfied users (individual or enterprise) who refer new customers could receive either a discount, additional features, or even revenue share (especially if a content provider brings in readers). On the enterprise front, **channel partnerships** will be explored [39] . Security consulting firms and managed service providers can include MyFeeds-AI as part of their offering (e.g., an MSSP could bundle daily threat briefing emails to their clients as an extra service, powered by MyFeeds-AI). These partners would get a margin or referral fee, and we gain distribution to clients we might not reach directly. Such partnerships can accelerate trust-building, since the solution comes via an already trusted vendor.

- **European Market Focus (Trust and Compliance):** As a company founded and incorporated in the EU (Portugal), MyFeeds-AI will leverage the **European angle** as a competitive advantage. In our marketing, we'll highlight compliance with EU data privacy laws (GDPR) and alignment with Europe's emerging AI regulations and ethical guidelines. This resonates with many organizations in Europe and even abroad that are concerned about data sovereignty and the ethics of AI. By positioning ourselves as *the European answer* to AI-powered information services – one that prioritizes privacy, openness, and user control – we differentiate from U.S.-based big tech offerings. We are also launching the product in **multiple languages** to serve European markets in their native tongue from the outset [52] [53] . For example, alongside our English cybersecurity feed, we can offer a Portuguese or Spanish version focused on local news sources, thus capturing markets that others ignore. Being multilingual and culturally adaptive not only broadens our potential user base but also makes it harder for competitors to replicate our service quickly in those niches.

- **Customer Success and Feedback Loop:** Our go-to-market isn't just about acquiring users, but also about **retaining and growing with them**. We will devote significant effort to customer success, especially for enterprise clients and early adopters. This means hands-on onboarding (helping configure persona profiles and feeds), responsive support, and regular check-ins to gather feedback. Early users will be invited to an online community (or Slack channel) where they can interact directly with the team and each other – creating a sense of **co-creation** and loyalty. This close contact will allow us to refine the product-market fit rapidly. For instance, if multiple CISOs in our beta ask for a feature to integrate with their internal ticketing system, we can prioritize that. By treating our initial users as partners rather than just customers, we not only improve the product (making it more attractive to the next wave of users) but also encourage word-of-mouth referrals – these users become evangelists if they feel a sense of ownership.

- **Scaling to Adjacent Verticals:** Once we have a foothold and playbook in cybersecurity, our expansion to other verticals (like finance or healthcare) will follow a similar pattern: find the key communities and pain points, engage early adopters, generate tailored content to demonstrate value, and use references from one domain to open doors in another. The sales and marketing materials from cybersecurity (case studies, ROI analyses, testimonials) can often be repurposed by analogy. For example, a case study about "How a CISO saved 5 hours a week using MyFeeds-AI" can inspire a story like "How a portfolio manager saved 5 hours..." for finance. The credibility and technical robustness proven in one vertical will make it easier to convince prospects in the next – we'll emphasize the adaptability of the platform (just swap in a new ontology and sources) to show we're not starting from scratch in each market. Our European base will continue to help here, as many global industries have a strong presence in Europe (for instance, major banks, pharma companies, etc.) that are interconnected and attend pan-European forums where we can have a presence.

In summary, the go-to-market strategy begins with a **targeted strike on a pressing use-case (cybersecurity)**, then expands through thought leadership, partnerships, and community engagement,

all underpinned by the trust earned from our open and ethical stance. We aim not just to gain customers, but to build a reputation as the **trusted ally** of professionals inundated by information – starting in cyber and spreading outward. By the time larger competitors notice and attempt to encroach, we plan to have deeply entrenched ourselves in key circles and to have made the name MyFeeds-AI synonymous with personalized, trustworthy intelligence.

Market Opportunity

MyFeeds-AI sits at the intersection of several massive market trends, giving it a wide runway for growth:

- **Cybersecurity Information Market:** The initial market – cybersecurity intelligence – is itself booming. Globally, organizations spend billions on security technologies and services, and a significant portion of that goes into information: threat intelligence feeds, analyst reports, monitoring services, etc. From CISO dashboards to premium threat intel subscriptions, companies are already investing heavily to stay informed [54] . Yet, breaches and incidents often reveal that critical signals were missed in the noise. This suggests existing solutions are not fully solving the problem, leaving a gap for MyFeeds-AI. With tens of thousands of medium-to-large enterprises globally and an ever-growing number of cybersecurity startups and consultants, the submarket for "cybersecurity news & knowledge" is substantial. If we capture even a fraction of CISOs, security team leads, and tech-savvy professionals through our subscription and enterprise offerings, that translates into a healthy ARR (Annual Recurring Revenue) in this vertical alone. Moreover, success here has a multiplier effect: cybersecurity is a high-stakes domain, so a product proven in this arena gains credibility to move into slightly less intense (but larger) domains.

- **Expansion to Other Verticals:** Information overload is a universal problem in the knowledge economy. We have a roadmap to extend MyFeeds-AI's model to other **high-information, high-value sectors**. Likely next targets include **finance** (e.g. personalized market and economic news for investors or CFOs), **healthcare** (e.g. updates on medical research and regulatory changes for healthcare professionals), **legal/regulatory** (case law and policy tracking for lawyers and compliance officers), and **technology/IT** (for CTOs and product managers tracking industry trends). Each of these verticals has a large addressable user base that similarly drowns in news and reports. We plan to validate and localize our approach in cybersecurity, then **replicate it vertically** with relatively low incremental R&D [55] . The core engine (LLM + graph + personalization) remains the same; we would develop new knowledge ontologies for each domain and integrate the top domain-specific content sources. We may also partner with subject matter experts or hire domain leads to ensure quality curation in each new field. By doing so, the **Total Addressable Market (TAM)** for MyFeeds-AI grows exponentially with each domain and language we add [56] . For instance, global financial services and healthcare sectors each dwarf the cybersecurity sector in size – making the eventual market for personalized professional news potentially *huge*. Our vision is that MyFeeds-AI becomes a ubiquitous tool across industries, much like how **Bloomberg became indispensable in finance** or how **LinkedIn became standard for professional networking** [56] , except we'd be providing each professional with the intel they need daily. The horizontal scalability (across sectors) combined with vertical depth (within each sector) means MyFeeds-AI could tap into multiple revenue streams and user bases concurrently, making it a platform with multi-billion euro potential if executed right.

- **Favorable Macro Trends:** Timing-wise, several trends are converging in our favor. **AI Adoption in Enterprises** is accelerating – companies are more open than ever to using AI tools to augment knowledge work, as evidenced by the rapid uptake of LLM-based assistants in various

departments. Budgets for "AI transformation" are growing, and knowledge management is a prime area for improvement. Additionally, the **content industry is at a crossroads**: publishers are actively seeking new revenue models as traditional advertising falters and the threat (or opportunity) of AI looms [57] [58] . This creates an opening for a company that offers a **bridge rather than a barrier** – if MyFeeds-AI can show a way for publishers to earn from AI-curated distribution, we could become a preferred partner for media in the AI age [58] . Another trend is the increasing concern over **information authenticity and source credibility**. Consumers and enterprises alike are now wary of deepfakes, fake news, and AI-generated misinformation. By building a product that inherently values provenance and factual backing, we align with the demand for **trustworthy AI solutions**. Regulators too (especially in Europe) are pushing for transparency in AI. MyFeeds-AI could become a poster child for *"AI done right,"* attracting users who might shy away from less transparent competitors.

- **Competitive White Space:** While there are many players in adjacent spaces (as discussed in the next section), we believe there's a white space for a solution that hits the trifecta of **deep personalization, explainability, and content-provider friendliness**. Traditional news aggregators address the mass market with generic personalization, and niche research firms address high-end needs with human analysts, but neither combine automation with personalization to the extent we do. If we execute well, we have a chance to define this category of "personalized knowledge graph briefings." The first mover in a new category can set standards, build partnerships, and gain brand recognition that later entrants struggle to displace. We are already moving fast to prototype and iterate (with an MVP out and real users giving feedback), which means we can aim to capture mindshare before larger companies pivot into this exact space. In short, the **market conditions are favorable**: information overload is universally acknowledged, AI budgets are rising, content providers are looking for solutions, and no incumbent has yet solved the puzzle in the way MyFeeds-AI is attempting.

- **Scale of Potential User Base:** If we look at raw numbers, the scope is enormous. Professionals who could use such a service number in the tens of millions globally – consider all the executives, managers, analysts, consultants, researchers, and policy-makers who rely on timely information. Even within one Fortune 500 company, there might be dozens of users across different departments (security, strategy, R&D, etc.) who each have niche information needs that MyFeeds-AI can serve. Beyond corporate users, there are also **individual knowledge workers and enthusiasts** willing to pay for quality information – think of independent investors, bloggers, or academics who want a custom feed on their topics. Our initial pricing targets the professional segment, but over time, if we scale, there could be a lower-priced mass-market version, or even a consumer app for, say, personalized news about hobbies or local events (long-term horizon). The platform model allows a lot of flexibility in packaging information for different segments once the core is proven. Ultimately, *who doesn't want to save time and know more about the topics they care about?* That universal appeal, approached one vertical at a time, underpins the ambitious growth potential for MyFeeds-AI.

Competitive Landscape

The landscape around MyFeeds-AI includes a mix of direct and indirect competitors, but none that replicate our full value proposition. Below we break down the categories:

- **General News Aggregators (Tech Giants):** Services like **Google News, Apple News, Flipboard** and the like aggregate news and attempt personalization. They have the advantage of large user bases and integration into devices (e.g., Apple News on iPhones). However, their personalization

is mostly a black box and relatively shallow – users can pick topics, but cannot define nuanced personas or easily fine-tune what they see [59] . These aggregators also **do not provide source transparency** beyond listing the outlet's name, and they certainly don't explain *why* an article was shown. Critically, their relationship with publishers is mixed: they typically drive traffic (click-throughs) but do not share any subscription revenue with content creators. MyFeeds-AI differentiates by offering **much richer personalization** (down to specific interests and roles), **explainable recommendations**, and a **collaborative stance with publishers** (revenue share and explicit attribution). We're targeting a more professional audience that needs more than headline news – they need context and curation that generic platforms don't deliver. In essence, while a Google News might tell a CISO what the top cyber headlines are, MyFeeds-AI will tell that CISO which of those headlines (and niche reports) actually demand her attention and why, in a form she can forward to her board. We occupy a more specialized, value-add corner of the market.

- **AI-Based Summarization Tools:** With the advent of GPT-like models, many AI **news summarizer apps** and bots have appeared. Some examples include digest services that email you summaries of articles or daily briefings generated by AI. These tend to focus on convenience ("get the news in 5 minutes") and often use open-source or API-based LLMs to condense popular articles. The issues they face include **accuracy and hallucinations** – if the AI mis-summarizes or omits critical details, users might be misled – and a lack of **trust** because they rarely show sources. Indeed, various AI news bots have produced errors or unverified claims, undermining user confidence. MyFeeds-AI takes a very different approach: by combining algorithmic curation with AI, and always tying summaries to source citations, we maintain a high level of fidelity. We **avoid the hallucination problem** by grounding our output in the source material (and our knowledge graph) at every step. Another limitation of generic summarizers is that they often treat the audience as uniform – everyone gets the same summary. They don't account for the fact that what is a useful summary for an engineer might not suit a CEO. Our **persona-driven outputs** set us apart: we could have two summaries of the same article for two personas, each highlighting different aspects. Lastly, many AI summarization tools operate in closed systems and don't allow users to adjust how the AI works. In contrast, MyFeeds-AI's open philosophy means enterprises can tweak or audit the summarization process if desired, and users can correct the AI's understanding via feedback (which is rarely an option in off-the-shelf apps).

- **Human-Curated Briefing Services:** On the other end of the spectrum, there are plenty of **newsletter services and industry briefings** curated by experts or editorial teams. For example, in cybersecurity, there are weekly summary newsletters and threat reports compiled by analysts. These have the benefit of human judgment and can be high quality. However, they are **one-size-fits-all** – every subscriber gets the same briefing. They also don't scale well: a human curator can only cover so much and can't personalize for each reader's specific interests. And if you have multiple niche interests, you'd have to subscribe to multiple newsletters and still manually synthesize the information. MyFeeds-AI is not here to replace human analysts (in fact, analysts could be users of our platform too), but to augment and automate the curation at scale. We can deliver a briefing *as if it were curated for each individual*. In terms of competition, those who might feel threatened initially are companies offering premium newsletters or research boutiques. However, we can actually turn many of them into allies: our platform could disseminate their content further (with proper licensing and attribution) and even help monetize it via the revenue share model. If an analyst firm produces a great report, we want it to reach the right people and we're willing to pay them for it – whereas a traditional aggregator might just summarize it for free and cut them out. So while some manual curation services exist, none offer the automation, personalization depth, or partnership model that MyFeeds-AI does. Over time, we might even integrate some human curation as a premium layer (e.g., editors highlighting the

most important stories out of the AI's selections for all users), but that would complement our core automation, not compete with it.

- **Threat Intelligence Platforms and Feeds:** Within cybersecurity, a related category is professional threat intelligence platforms (e.g., offerings from Recorded Future, Anomali, FireEye, etc.). These often provide feeds of cyber threats, technical indicators, and analyst insights to security operations centers. They are typically **very expensive** (five to six-figure annual contracts), **highly specialized**, and **aimed at expert users** (threat analysts) rather than general executives [60] [61]. They also focus on a narrow slice of info (e.g., technical indicators of compromise, threat actor profiles). MyFeeds-AI's focus is broader (news and insights beyond just threat feeds) and more accessible (price-wise and usability-wise) to a wider range of users. We're not trying to replace dedicated threat intel feeds for deep technical teams; instead, we complement them by providing the *contextual and big-picture news* that a CISO or IT director needs around those threats. In fact, a CISO might use MyFeeds-AI to stay informed of high-level developments, and separately use a threat intel platform for detailed malware signatures – the two can coexist. Because we're open-source and explainable, even technical teams might use us to power some of their internal analysis (for example, using our knowledge graph to cross-reference with their internal incident data). Companies in this space might become acquirers or partners rather than pure competitors if they see value in our approach to reach their non-technical stakeholders.

- **Other Emerging AI Knowledge Tools:** It's worth noting the landscape is fluid – new tools leveraging GPT-4 or similar models for knowledge management pop up frequently. Some might pivot into our domain. For example, a generic "AI assistant" could be configured to do news monitoring, or a platform like Slack could integrate an AI news summarizer for teams. We keep an eye on such developments, but we believe our **head start in combining structured graphs with LLMs** and our focus on provenance give us a defensible niche. Big players (Microsoft, Google) have the technology but are targeting broad consumer or enterprise assistant use-cases; they are less likely to build the fine-tuned, domain-specific product that we have. And if they do down the line, our accumulated domain expertise, data (feedback loops, refined ontologies), and relationships (with publishers and users) would be significant assets.

In summary, **no single competitor currently offers what MyFeeds-AI does**: a platform that **learns each user's interests deeply, filters and transforms content with explainable AI, and operates as an open partner to publishers**. We are creating a new category of personalized knowledge service. Our defense against future competition lies in the **network effects and data moat** we are building [62]. Every new user's interactions make our models smarter (improving recommendations for all), and every new content source we integrate makes our service more comprehensive. This virtuous cycle means that over time we accumulate unique data on what information matters to which personas, data that a would-be competitor cannot easily replicate without similar scale and diversity of usage. Additionally, our open-source approach flips a typical weakness (others can copy your code) into a strength: we foster a community of contributors and gain trust that closed-source competitors will lack. By the time they realize how important provenance or publisher partnerships are, we aim to be *years ahead* in those aspects. In essence, our strategy isn't just to win in the market, but to **grow the market** (making personalized, transparent AI news a standard expectation) and position ourselves as the leader and platform of choice within it.

Financial and Investment Plan

MyFeeds-AI is committed to a **financially disciplined growth** strategy. We are deliberately avoiding the "cash burn for user growth" playbook common in some startups by engineering profitability into our model from day one. Key elements of our financial plan include:

- **Lean Cost Structure:** The use of serverless and managed cloud services means we have **minimal fixed infrastructure costs**. We pay for compute and storage only when the platform is actively being used [20] . In concrete terms, if we have zero users one day, our cloud cost is almost zero; if usage doubles one week, costs rise linearly with it. This gives us a highly elastic cost base that aligns with revenue. Our architecture also reduces DevOps and maintenance costs (no need for a large ops team to manage servers). Moreover, by leveraging open-source components and existing services (instead of reinventing wheels), we keep R&D efficient. The development team can focus on the unique value-add (the knowledge graph and persona logic) rather than building infrastructure. All of this translates to a **low burn rate**. We expect that the majority of our expenses will be in personnel (developers, a couple of domain specialists, and later sales staff), not in infrastructure. Even those personnel are leveraged across multiple projects in Dinis's ecosystem initially, further optimizing spend. In summary, the financial profile is closer to a SaaS company with high gross margins than an AI company with heavy compute overhead – because we pass compute costs to users in pricing and design our usage to be efficient.

- **Revenue and Unit Economics:** From the first users onward, MyFeeds-AI will generate revenue through subscriptions and enterprise contracts. Our pricing strategy, as discussed, ensures each paying user's revenue covers the marginal cost of serving them (and more). For example, if an individual pays €20/month, the LLM/API calls and data costs to serve them might be €5 – leaving a healthy contribution margin. Similarly, an enterprise deal for (say) €1000/month might incur €200 in content royalties and API costs, still yielding €800 gross margin to support fixed costs and growth. These are illustrative, but we will continuously monitor and fine-tune these numbers as we get real usage data. The early-stage financial goal is **breakeven on direct costs** and strong validation of willingness to pay. In year one, we may reinvest any net profits into product development and marketing to accelerate growth, but the key is we *could* run sustainably at a small scale if needed. We project acquiring a few hundred individual subscribers and a handful of enterprise clients within the first 12 months post-launch. Even with conservative assumptions (e.g., €20/mo per individual, €500/mo per small enterprise average), this could lead to an Annual Recurring Revenue (ARR) on the order of €50k-€100k by end of year one. That may not sound huge, but given our low burn, it can cover a meaningful part of costs and proves the model. As we expand verticals and ramp up sales in years two and three, the aim is to reach seven-figure ARR by targeting larger enterprise deals and multiplying the user base across domains. Because the service is inherently global (multi-language support) and digital, scaling revenue has relatively few geographical constraints – we can acquire users from anywhere online with minimal incremental cost.

- **Funding Requirements:** To reach those targets and build out the platform's full potential, MyFeeds-AI is raising an initial **seed round of €300,000** in exchange for roughly **20% equity** in the company. This implies a pre-money valuation of about €1.2 million, which we believe fairly reflects our progress (working MVP, early users) and the significant market opportunity ahead. The €300k will primarily be allocated as follows: approximately 50% for **product development and engineering**, 25% for **marketing and community outreach**, 15% for **content partnership development and integrations**, and 10% for general administrative and legal expenses. In product development, our hiring plan includes 2 additional engineers (one specializing in AI/ML

to fine-tune our LLM usage and another in backend/cloud to optimize the pipeline and build enterprise features) and a part-time data scientist to analyze user feedback data. Marketing spend will cover content marketing production (perhaps hiring a technical writer/growth hacker), participation in key conferences (sponsoring or attending events to demo the product), and online campaigns targeting cybersecurity professionals. We'll also allocate funds to engage with publishers – this might include building those open-source integration kits and potentially guaranteeing minimum payments to a couple of key launch content partners as an incentive. The goal with the seed capital is to reach a point where the product is robust, we have a stable base of paying customers in cybersecurity, and we have demonstrated results (e.g., case studies where a client reduced incident response times due to our alerts, or a publisher earned new revenue through our platform). We expect €300k to comfortably provide a 12-18 month runway given our lean cost approach.

- **Financial Trajectory and Next Rounds:** By the end of the seed runway, ideally we will be in a position where revenues are growing and the concept is proven in at least one vertical (cybersecurity) with initial forays into a second. At that point – roughly 18 months in – we would consider raising a **Series A** round to fuel faster expansion. That round would be aimed at scaling sales and marketing, launching in multiple verticals in parallel, and solidifying our technology (perhaps developing our own LLM components to reduce dependence on third-party APIs, etc.). Based on comparable startups, a successful seed stage could justify a Series A in the €2–5 million range. Use of funds for Series A would include hiring a dedicated sales force for enterprise, more engineers for multi-domain support, and potentially opening an office in a strategic market (like US or UK) to support global clients. However, an alternative (and very possible) scenario is that we reach **cash-flow breakeven** with seed money alone, given the emphasis on revenue from day one. If by month 18 we have, say, €50k monthly revenue and are close to profitable, we have the luxury to be choosy about raising more – we could opt to grow more slowly through revenues, or raise only if we find the right strategic investors. This flexibility – courtesy of our solid unit economics – is a strength; it means we won't be forced to fundraise in desperation, and can seek investment as a tool for acceleration rather than survival.

- **Investor Value Proposition:** For investors, MyFeeds-AI represents a compelling opportunity to back a company that combines the scalability of a tech startup with an unusually principled, sustainable business model. We are **not** solely reliant on future network effects or monopolistic scaling to make money – we intend to be profitable on a per-user basis almost immediately. This reduces execution risk. At the same time, there is the typical high upside of a tech platform: if we capture a significant slice of the professional audience across even a few major verticals, the revenue could grow 10x or 100x, and the company would become an attractive candidate for acquisition or IPO. Essentially, the downside is protected by our careful cost/revenue alignment, and the upside is amplified by the vast market. With €300k in seed funding, we believe we can get to the next major inflection point (strong product-market fit in one sector, demonstrated expansion to a second), which would substantially increase the company's valuation. Investors in this round would then stand to benefit from that value increase, whether through a step-up in the next round or through early exit opportunities if a strategic buyout comes knocking. Our ask of €300k for 20% is calibrated to leave us room to incentivize team members with equity and to align early investors with the long-term journey (we're effectively offering a partnership in building this platform). We deliberately avoid overly diluting at seed, given the multi-stage journey ahead; this ensures founders and team remain motivated and there's plenty of equity for a possible Series A/B.

Financially, we measure success not just in ARR growth, but in **efficient growth** – achieving key milestones with prudent use of capital. This aligns with an emerging trend (especially in Europe) of

favoring sustainable startup growth over blitzscaling. We're building a company that can thrive under market pressure to be profitable, which in turn gives us strategic freedom. In practical terms, that means investors can trust that their €300k isn't going to be spent on vanity metrics (like buying users who don't stick around), but on tangible assets: robust software, real customer acquisition, and data that accrues long-term value. Our forecast suggests that, with the seed round, we can reach on the order of €200k-€300k annual revenue within 18 months (across all products), at which point we'd evaluate raising a larger round to push into multi-million revenue territory by capitalizing on momentum.

Exit Strategy

While our immediate focus is on executing and growing the business, it's important to consider long-term exit scenarios to maximize stakeholder value. MyFeeds-AI's exit strategy is flexible: we aim to build a fundamentally strong company that has multiple attractive paths, rather than committing to a single outcome too early. Here we outline the primary possibilities:

- **Strategic Acquisition:** One realistic path is becoming an acquisition target for a larger tech or information services company. If MyFeeds-AI proves successful in solving personalized knowledge delivery, it would be a highly strategic asset for numerous players. **Tech giants** like Google, Microsoft, or Amazon might see value in integrating our personalized briefing capability and knowledge graph technology into their productivity suites or enterprise offerings. For instance, Microsoft could embed MyFeeds-AI's functionality into Office 365 or Teams to enhance how executives get information, or Google could use it to bolster its enterprise AI assistant portfolio. Similarly, large **enterprise software companies** (Salesforce, IBM, etc.) might want to own a tool that surfaces actionable intelligence to their users within workflows. Another category is **media and data companies**: organizations like Bloomberg, Thomson Reuters, RELX, Dow Jones, or even niche research firms could acquire us to modernize their distribution and AI capabilities [63] . They have vast content libraries and customer bases, and MyFeeds-AI could help personalize and automate how their information is delivered. An acquisition in such a scenario could happen in, say, 3-5 years once we have proven multi-vertical adoption and perhaps reached a significant user base (e.g., tens of thousands of professionals or a couple hundred enterprise clients). The valuation in an acquisition would likely factor in not just our revenue at that time, but the strategic value of our technology and data (for example, owning the semantic graphs and user interest models for key industries). Given comparable deals and the size of the problems we solve, an exit in the **tens of millions of euros** (or higher) would not be unrealistic if we capture a leadership position in this space.

- **Scale as an Independent Company (IPO or Private Equity):** Alternatively, we design MyFeeds-AI to **grow independently and possibly go public** if it reaches the necessary scale. In this scenario, we continue expanding into multiple verticals, steadily increase our subscription base, and build a strong recurring revenue stream. Because our model has inherent network effects and potential for a wide user base, there's a world in which MyFeeds-AI could become a standalone medium-sized enterprise (with, say, €50M+ ARR in 5-7 years across all markets). At that point, an IPO or a large private equity investment could be viable, giving early investors liquidity and allowing the company to continue growing. An independent growth trajectory would likely require raising further rounds (Series B, C, etc.) and keeping a focus on sustainable scaling. The advantage of this path is that it could yield a much larger ultimate payoff if we believe the company can capture a global market across many sectors. It also aligns with the mission-driven aspect of what we're doing: we didn't start MyFeeds-AI just to flip it; we started it to change how people consume information. If staying independent longer helps achieve that mission (while still providing returns), it's certainly on the table.

- **Timing and Investor Alignment:** We anticipate that in the **medium term (3-4 years)**, we'll have a clearer signal which path makes more sense. For example, if by then one of the tech giants is showing strong interest and the space is heating up with competition, an earlier strategic sale might maximize value and impact (especially if plugging into a huge platform can instantly scale our idea to millions of users, fulfilling our mission under a bigger umbrella). If instead we find that we're outpacing competitors and carving a dominant niche, we might favor continuing to grow. We will keep investors updated on milestones and will evaluate any acquisition offers against our growth trajectory at that time. Culturally, we lean toward what's best for the **sustainability of the platform and its stakeholders** (users, content partners, employees, investors). Because we've built goodwill through transparency and fair dealing, we would also factor that into exit decisions – e.g., an acquirer would ideally value the ethical stance we've taken and agree to uphold certain principles (especially regarding content partnerships and openness) post-acquisition.

- **Defensibility and Long-Term Moat:** It's relevant to note here why we think MyFeeds-AI will remain an attractive property in the long run (for either path). Our approach inherently builds a **defensible moat** through network effects: more users lead to better personalization (from feedback), more content leads to better coverage, and our data on the mappings between content and what different personas care about becomes a unique asset [62] . This means that even if big players notice our success, they can't easily replicate the richness of our system without the hard work we've done in curating data and relationships. Additionally, our principle of openness – while allowing some to see our code – actually drives a moat in terms of **community and trust**. By the time a closed competitor might copy a feature, we have likely iterated further with community help and user trust on our side. All this is to say, we are confident we can maintain a leadership position in our corner of the market, which in turn means that if an exit happens, it will be on *our* terms and from a position of strength.

- **Return on Investment Scenarios:** For the current seed investors (the audience implicitly being addressed by this plan), what do these exit scenarios mean? In a strategic acquisition scenario, seed investors could see a significant multiple on their investment – if we sold for, hypothetically, €30M in 3 years, that's a 20-25x return on seed valuation, which is excellent. In an IPO scenario, the timeline is longer, but the upside could be even larger (50x or more, if we truly become a category-defining platform). We are structuring the company (e.g., through equity allocations, option pools, etc.) to ensure that early investors are well-rewarded relative to later-stage ones, reflecting the higher risk taken now. And by keeping the burn low and the cap table clean (limited dilution), we preserve as much value as possible for those in at the ground floor.

In all cases, **our guiding principle is to create real, sustainable value**. We believe that if we focus on making MyFeeds-AI the go-to solution for overwhelmed professionals and a trusted partner for content creators, the financial outcomes will follow. Whether that manifests as a high-value buyout or a thriving standalone business, we ensure that our investors, team, and other stakeholders share in the success. Ultimately, we want any exit – even if it's just a transition to a new growth phase – to be a celebration of the mission: we set out to reinvent how knowledge is delivered in the digital age, and by staying true to our open, collaborative strategy, we aim to achieve that and reap the rewards together. In the meantime, we're heads-down building, knowing that a solid foundation gives the best leverage for any future opportunity. [63] [64]