Can I have your attention?

Is what the news wants. And I don't trust the news.

And I'm not alone.

85% of 18-54-year-olds believe there is a bias.

A Deloitte survey shows that roughly half of the millennials think that the mass media hurts the world.

Furthermore, around a quarter of them have zero trust in the press as reliable or accurate information sources.

Hence, our target demographic.

This is a problem.

And not just in the English speaking world - it's a worldwide pandemic.

We asked people in the 18-54 demographic about what they feel when they read the news.

People feel frustrated and even angry that they are unsure if they can distinguish whether the information they are provided is biased or captures the whole picture.

This further convinced us we needed to take action against this social problem.

There is clearly a need to empower people and help them navigate through the clutter of information that news has transformed into today.

So what's the solution?

We call it The Source. TheSource.press

More concretely, we provide a website that relays information directly from a source, be it a government’s press release or company’s, so there is only one layer of bias (the source's bias).

No intermediary opinions or profit driven motives to have to sift through.

You want to know about the latest covid mask requirements? Read it from TheSource.

All the information from the sources of a topic, aggregated in one place.

Free. For you and for me.

For those who want to explore secondary opinions through a critical lens, once clicking on a topic, you’ll find the sources as well as a full landscape of the news coverage on the topic with our proprietary Machine Learning algorithm that will rank its biases before you click.

We want to start by focusing on a specific target market.

18 to 54-year-olds in the US that actively read news on global topics, politics, economics, tech and activism.

Through communicating with those in this demographic, we have found that our early adopters will most likely be millennials strongly concerned with activism who look for multiple sources of information with minimal bias. You know the type.

They’ve been begging for a platform that aggregates source information.

We distinguish ourselves from the competition because we draw from many news platforms, not just the one media conglomerate.

We also have very few employees since we don’t have any writers ourselves.

Finally, we have a machine learning algorithm that ranks the biases of other platforms which provides a value added to users so you can have the resources to form your own opinions and be critical of other opinions.

As such, our revenue model is simple. Consists of three streams. A memo (once a month), ad revenue (non intrusive) and tips (from the ambassadors of free speech around the world).

In all this makes us roughly $40,000 USD in year 0, as opposed to the $31,000 in business expenses.

If you want more information about how we calculated this, feel free to ask us later and we’ll give you *the source*.

Just note that the business expenses won't grow by much, we’ll just need website maintenance and a business developer. Could even be the same volunteer.

Yet the ceiling for revenue income is undefined.

It can only grow as we expand to local languages and local news sources.

Thank you for your time, you can visit us at TheSource.Press or via the QR code behind me.

Questions and Answers:

We chose the US since it's known to be a bastion of free speech and our research showed that the level of concern regarding news bias is quite significant. The website will still be available on the internet for everyone to use.

Our revenue model consists of three streams.

The first is our Insights Reports, which we provide to users for $10 (because it's less expensive than the $11 industry average, yet we provide more information than average), businesses for $X, and educational institutions for $X. Using market research from AP Institute and FT, roughly 5-10% subscribe to a paid newsletter, which would generate $25,000.

The second is ad revenue. We estimated using google adsense, we can generate roughly $2,500 for 50,000 visitors.

The third is tips. Much like The Guardian, we believe that our community would contribute to the rising movement of free speech and thought. Drawing from the conversion rate of wikipedia, we can expect an average $0.15 per visitor, which at 50,000 visitors earns $7,500.

In total, for year 0, we have an estimated $35,000 in revenue, and $31,000 in expenses including company registration and employee salaries. For a more detailed balance sheet, you can contact us afterwards.

1. First and foremost, a weekly memo. Individual users can subscribe for $10 – less than market average. Business and Education institutions will have to pay a larger fee depending on the size of their institution. We estimate roughly $25,000 in revenue for 50,000 website visitors, much more if we have institutional clients.
2. The second is ad revenue. Through non-intrusive ads, we can estimate $2,500 in ad revenue per 50,000 website visitors.
3. Finally, tips. We have seen that much like The Guardian or Wikipedia, our users are willing to give small tips to thank the platform for providing information clearly. $7,500.