



MEDIA VENTURES

## Who We Are

AI-Powered Digital News & Media Startup



**TFT** started as **The Financial Today**, a business news startup that utilizes Artificial Intelligence to publish & broadcast business & financial news.

Today, we implement the same AI-powered journalism & business model in different news & media verticals like sports.

# Slow Growth in Business News Sector

A huge gap between traders and business news subscribers.



## Top 5 Online Trading Platforms

- Charles Schwab: 29.2 Million
- Robinhood: 13 Million
- eToro: 13 Million
- TD Ameritrade: 11 Million
- E-Trade: 5.2 Million



## Top 4 Business News Companies

- WSJ: 2 Million
- The Economist: 790,000
- Financial Times: 750,000
- Bloomberg: "Tens of Thousands"

# Problem



Old Journalism Model + Technology = Still Inefficient Model



**Newsgathering**

Still relies on thousands of journalists & hundreds of news bureaus

**Production**

Implements technology to automate parts of their content production

**Distribution**

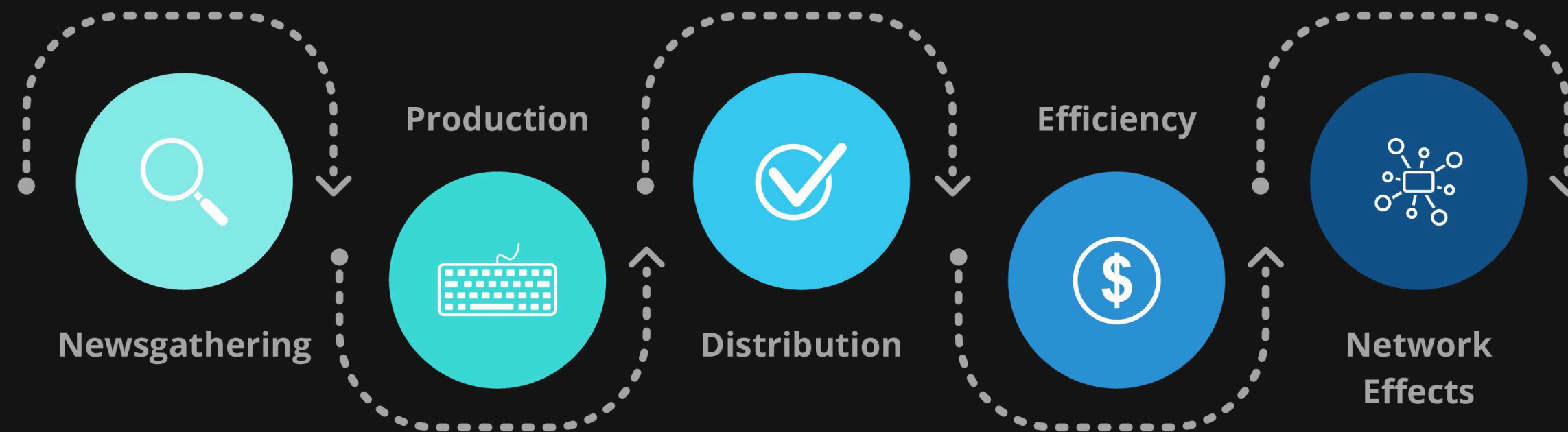
Still serves a market that relies on print with a combination of digital content

This makes business news expensive, with annual subscription fees between **\$119 to \$415.**

# Solution



New Journalism Model + Technology = Highly Efficient Model



## Newsgathering

Work with agencies & data sources to gather factual & timely news.

## Production

Use AI to automate production and create news anchor avatars.

## Distribution

Distribute digital-only content and disregard the print market.

## Efficiency

Low costs mean high margin that we'll use as an advantage.

## Network Effects

Low entry barrier means service is accessible by many.

# Product

AI-Powered News Content



## News Articles

In-depth, factual, timely business & financial news.

## Daily & Nightly

News shows hosted by our AI-powered news anchors.

## Digital Magazine

Weekly magazine that features soft business & financial news.

## Podcast (Soon)

Audio-based shows that inform and entertain our listeners.

## Digital TV (Soon)

Original digital shows that cover a wide range of business topics.

# Traction

Our 4-Month Progress



**23,000+**  
Registered Subscribers



# Engagement

Past 90-Days



## Daily Pageview per Visitor



**11+**  
Pageviews

## Daily Time Spent per Visitor

**40+**  
Minutes

## Bounce Rate

**26%**  
Bounce Rate

WSJ, Bloomberg,  
Financial Times,  
The Economist

**2**  
Pageviews

**3**  
Minutes

**60%+**  
Bounce Rate

As of December 28, 2020



# Initial Market: APAC

Digital News & Magazine Subscription Market



## Users



2020 Subscribers



2025 Subscribers

ANNUAL GROWTH RATE: 6.02%

## Revenue



2020 Revenue



2025 Revenue

ANNUAL GROWTH RATE: 8.78%

Source: [Statista](#)

# Business Model

The National Basketball Association Model



# Unit Economics

Subscription-Based Revenue



$$\begin{aligned} & \text{\$4.99} \text{ Annual Subscription} - \text{\$0.10} \text{ CAC} - \text{\$0.36} \text{ Article Cost per Subscriber (ACS)} - \text{\$0.13} \text{ Episode Cost per Subscriber (ECS)} \\ & = \text{\$4.40} \text{ Gross Profit} \text{ or } \text{88\%} \text{ Gross Margin} \end{aligned}$$

The cost figures and gross margin projections may change and are not guaranteed.

**CAC:** \$690 4-Mo Ad Spend / 23,000 Freemium Sub = 30% Conversion Rate = 6,900 Paying Sub = \$0.10

**ACS:** \$8,400 Annual Rights Spend / 23,000 Subs = \$0.36

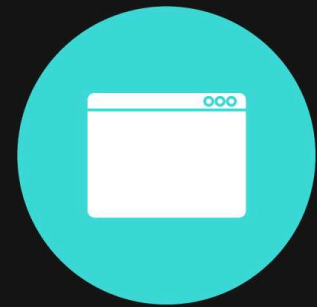
**ECS:** \$3,000 Annual AI News Anchor Spend / 23,000 Subs = \$0.13

Current Phase

TFT



Ideation



MVP



Traction



Monetization



Growth

# Our AI-Powered News & Media Brands

From Business to eSports



Launched



Just Launched



Up Next

# Founder

Experienced Startup Founder & CEO

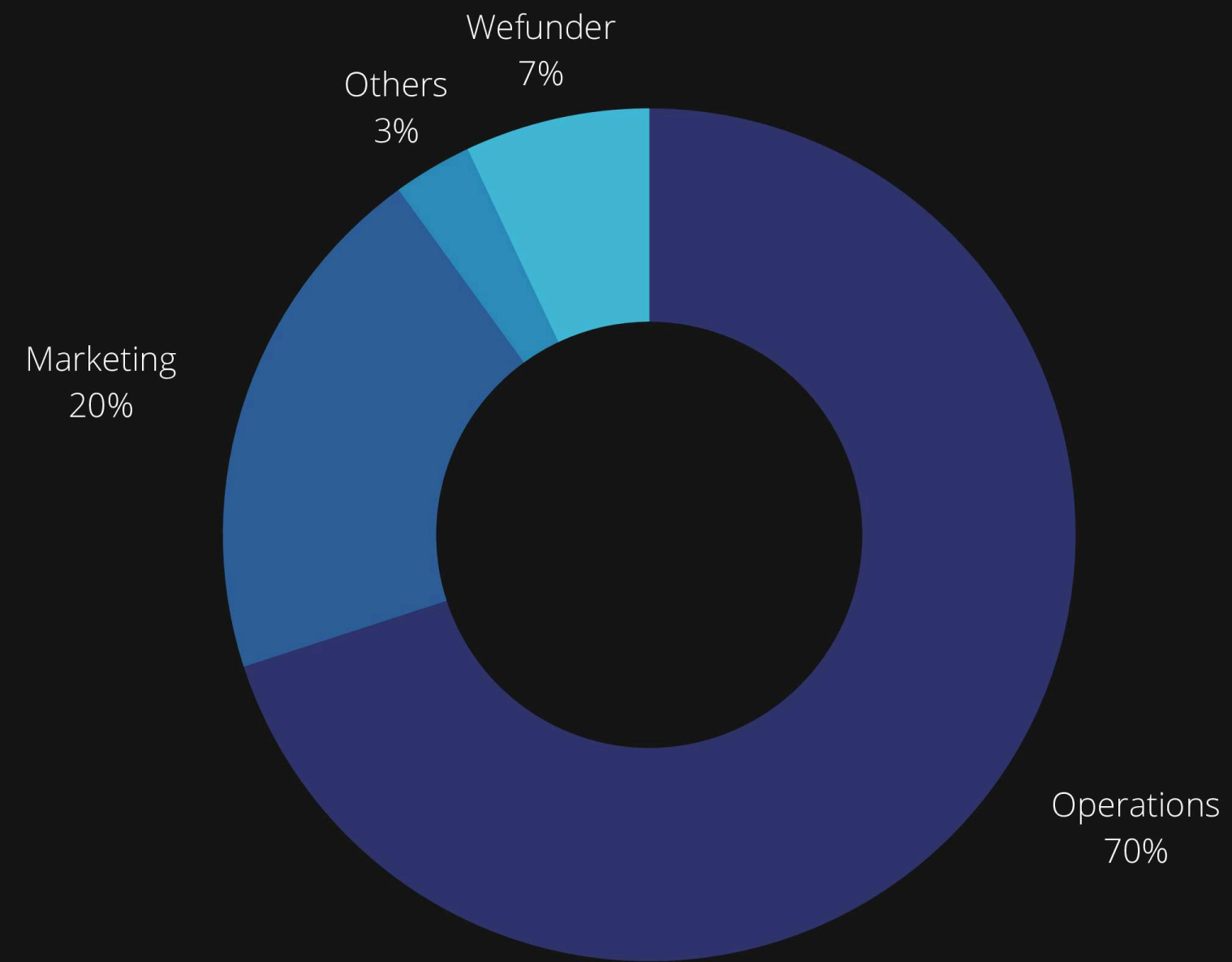


## Alfred Cardenas

- Founder & Former CEO of Jungle.
- Raised \$125,000 for Jungle from notable investors like the global CEO of DHL.
- Antler Singapore Cohort 3
- University of Geneva, Investment & Financial Management
- Michigan State University, Journalism

# Wefunder

Raising \$107,000 for an 18-Month Runway





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