



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.



71.4M
Online Traders

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

3.59M
Digital Subscribers

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

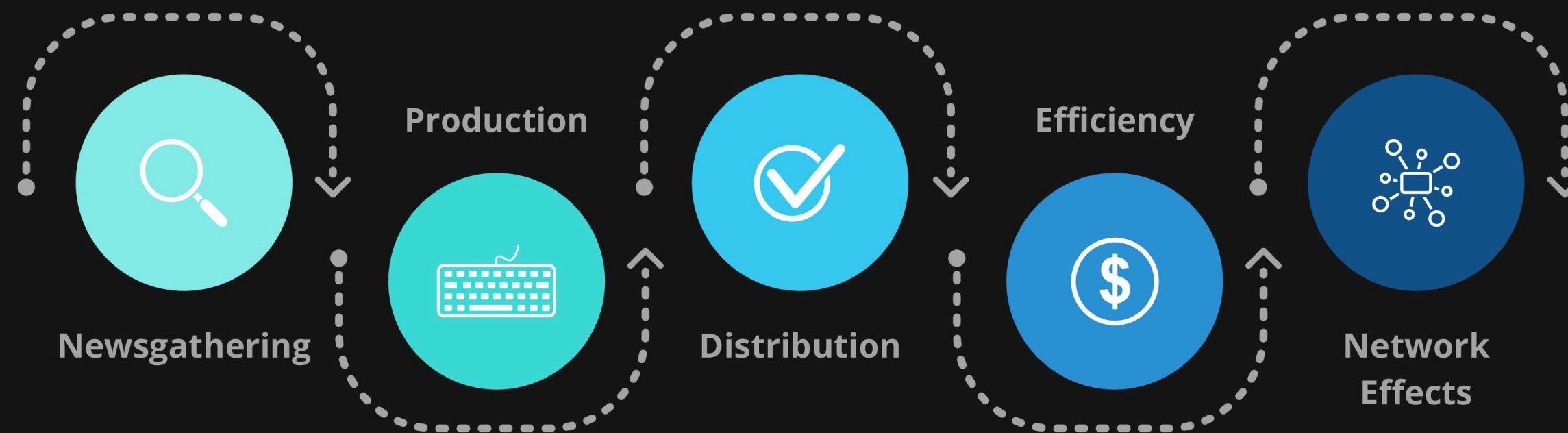


This makes business news expensive, with annual subscription fees between **\$119 to \$415.**

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

Daily Time Spent per Visitor

Bounce Rate



WSJ, Bloomberg,
Financial Times,
The Economist

11+
Pageviews

40+
Minutes

26%
Bounce Rate

2
Pageviews

3
Minutes

60%+
Bounce Rate

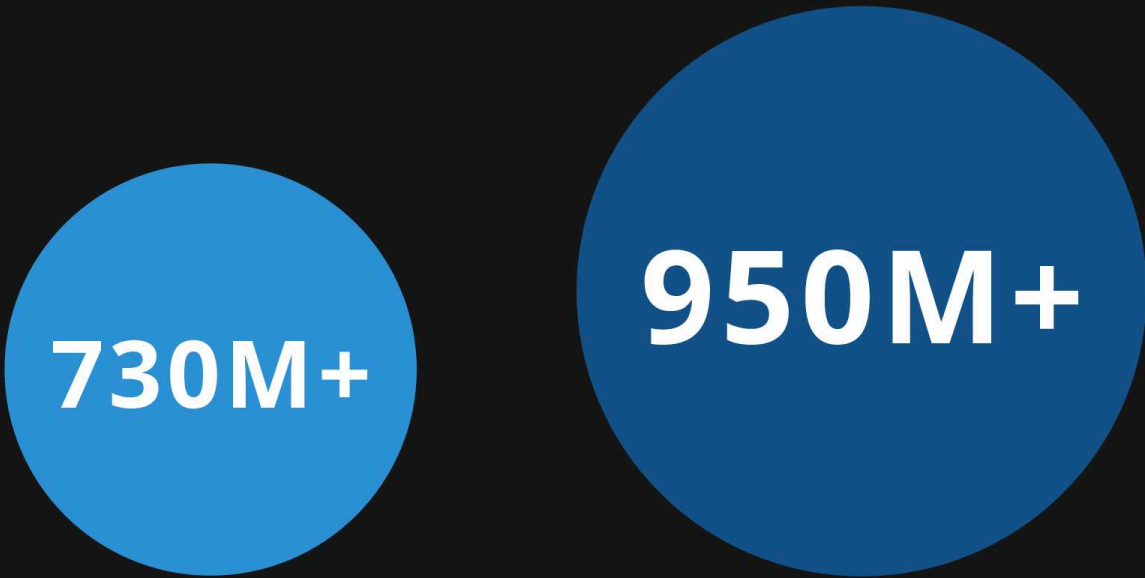
As of December 28, 2020

Initial Market: APAC

Digital News & Magazine Subscription Market



Users

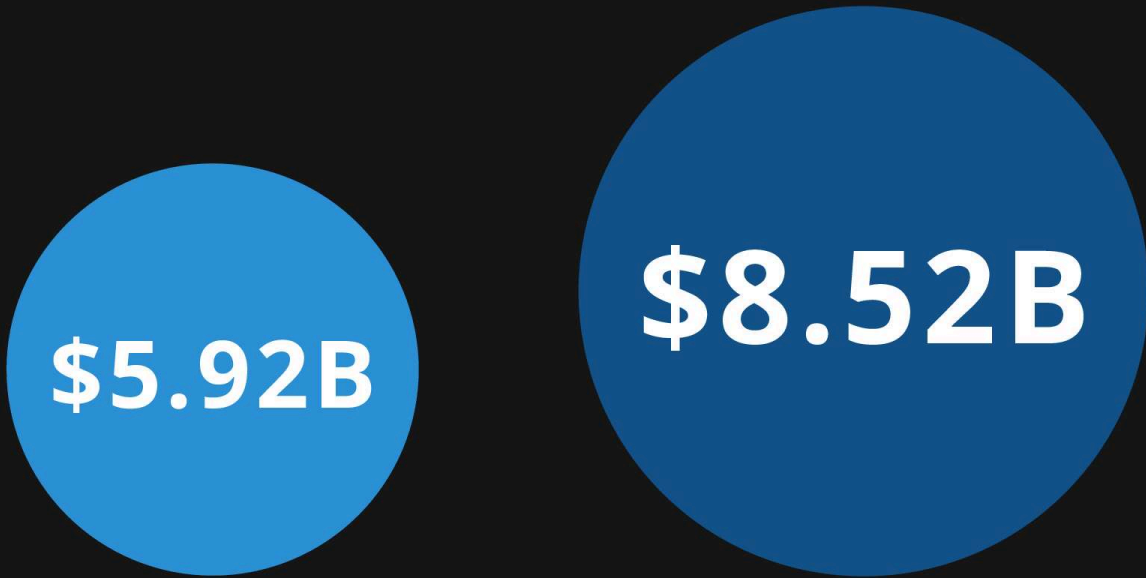


2020 Subscribers

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



\$4.99

Annual Subscription

-

\$0.10

CAC

-

\$0.36

Article Cost per
Subscriber (ACS)

-

\$0.13

Episode Cost
per Subscriber (ECS)

=

\$4.40

Gross Profit

or

88%

Gross Margin

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

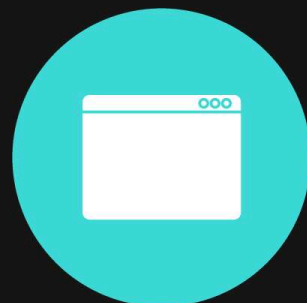
CAC: \$690 4-Mo Ad Spend = 23,000 Freemium Sub = 30% Conversion Rate = 6,900 Paying Sub = \$0.10
ACS: \$8,400 Annual Rights Spend / 23,000 Subs = \$0.36
ECS: \$3,000 Annual AI News Anchor Spend / 23,000 Subs = \$0.13

Current Phase

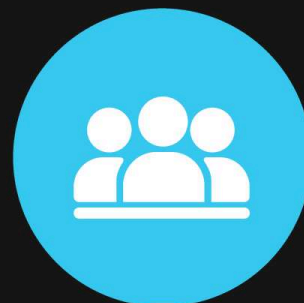
TFT



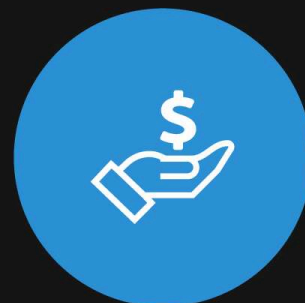
Ideation



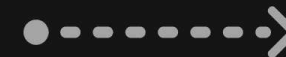
MVP



Traction



Monetization



Growth

Our AI-Powered News & Media Brands

From Business to eSports



Launched



Just Launched



Up Next

Founder

Experienced Startup Founder & CEO

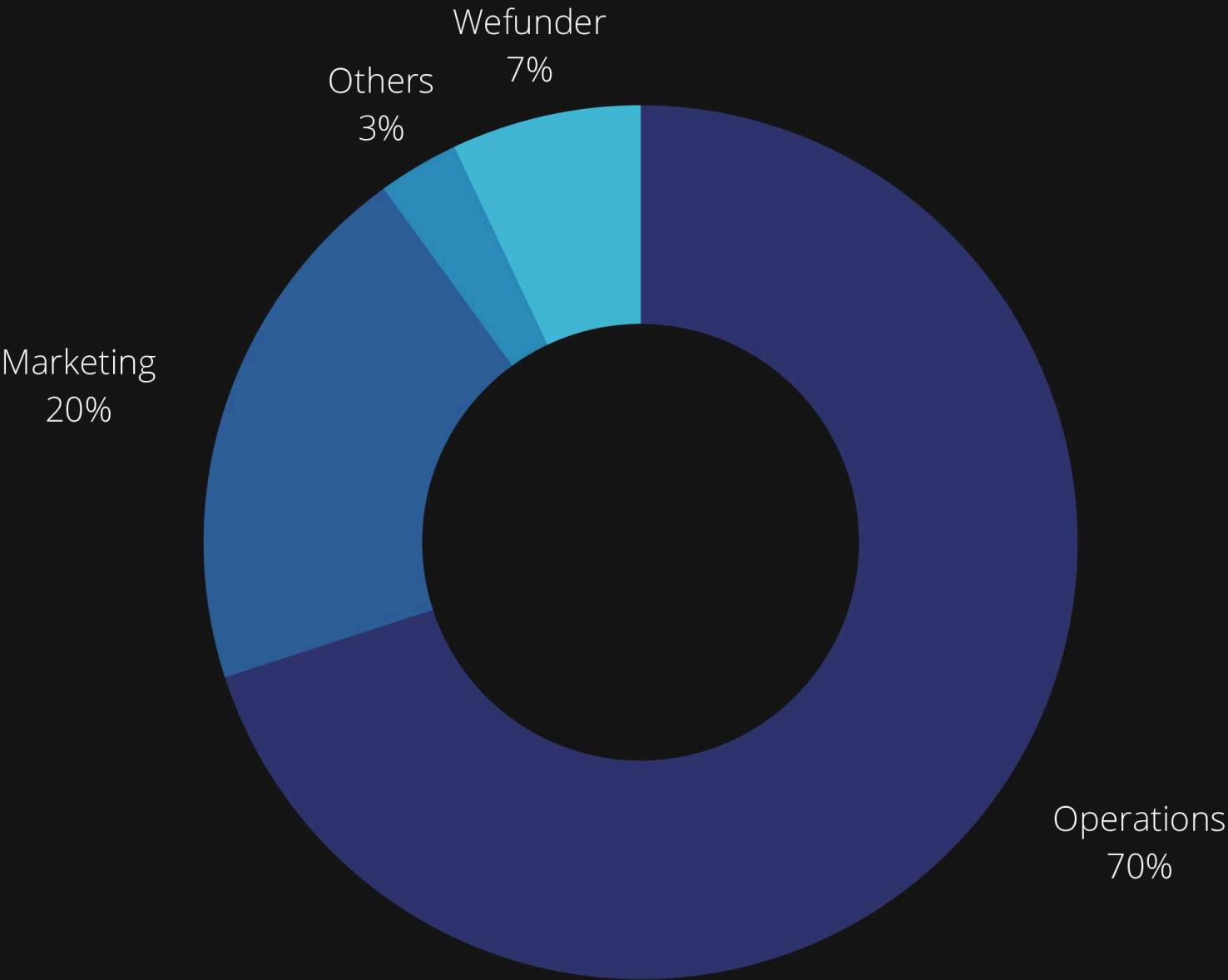


Alfred Cardenas

- 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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