

INVEST IN **ZETTE**

Journalism: accessible to all

zette.com San Francisco, CA



Featured Investors



Regina Ryan

Syndicate Lead

President of Harvard Alumni Entrepreneurs. Entrepreneur, avid investor, startup mentor.

Follow

"I am thrilled to be investing in Zette. Led by Yehong, their team embodies excellence and potential that is rare to find. Their clinching 1st place at the Harvard Alumni Entrepreneurs Accelerator's Demo Day speaks volumes about their ingenuity and hard work. Moreover, their success in acquiring significant publisher contracts and attracting thousands of readers underscores their strong market appeal and innovative approach. With their forward-thinking application of AI, I am confident that they are set to revolutionize the industry.

The potential for growth and innovation that Zette possesses is immense. My reason for investing goes beyond the anticipation of growth, it aligns with the promises of reshaping – if not democratizing – our access to information within the digital world."

Invested \$10,000 this round

Highlights

- 1 50k beta readers signed up to the platform.
 - 2 Offering seamless integration with a wide variety of publishers through long-term partnerships.
 - 3 Won Fast Companies 2023 "World Changing Ideas" Award.
 - 4 30-50% expected future margins based on revenue share deals with publisher
-

Our Team



Yehong Zhu Founder & CEO

Harvard philosophy B.A., Forbes journalist, Twitter PM on consumer teams in London & SF (launched consumer software to 300M+ users). Top Woman in Media & Adtech Entrepreneur, Forbes 30 under 30. 1st gen immigrant daughter of a journalist and engineer.



Mo Samsami Zette AI Co-Founder | Head of AI Research

MILA AI Institute M.A., ServiceNow Researcher (reinforcement learning), Top 1% of papers at ICLR '24. Leading LLM project, past work in autonomous driving & crypto trading. Silver medalist, Iranian Informatics Olympiad; B.S. from Sharif Uni (MIT of Iran).



Axel Bobee Partnerships | Head of Business Development

University of Paris I: Panthéon-Sorbonne International Affairs, former Business Development Manager at Dailymotion, former Director at Digital Trends Media Group and Tigersun Media Group



Alexander Deeb Engineering | Chief Technology Officer

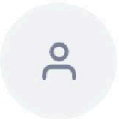


Babson College B.S. in Entrepreneurship, Co-Founder and CEO of ClassHook (used in 25,000 schools), 2x startup founder, top-performing senior software engineer at VC-backed startups like Entelo (Series C) and MiraclePlus (formerly Y-Combinator China).



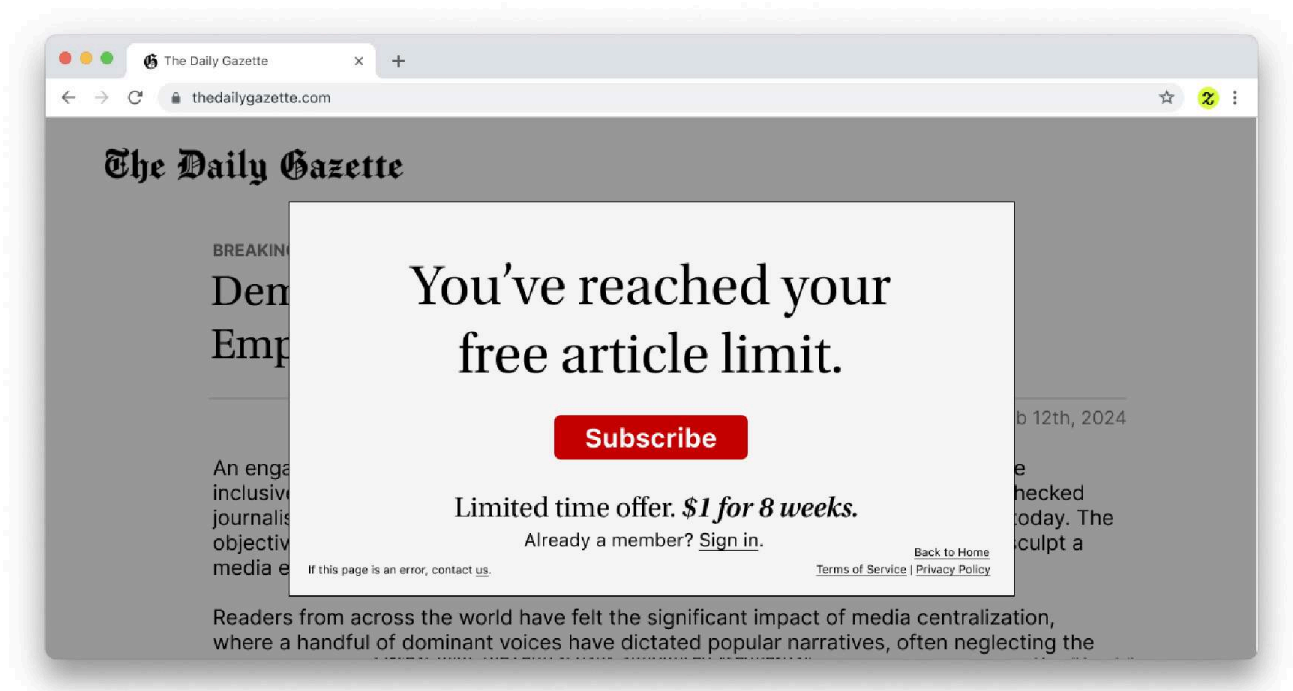
Vivian Diep Engineering | Co-founder of Below the Fold (Acquired)

MIT Media Lab M.S., Boston College Finance and Computer Science B.S., Co-Founder and CTO of Below the Fold (curated news stories using AI & NLP)



Sarah Lynch Team Member

Zette is making high-quality journalism accessible.

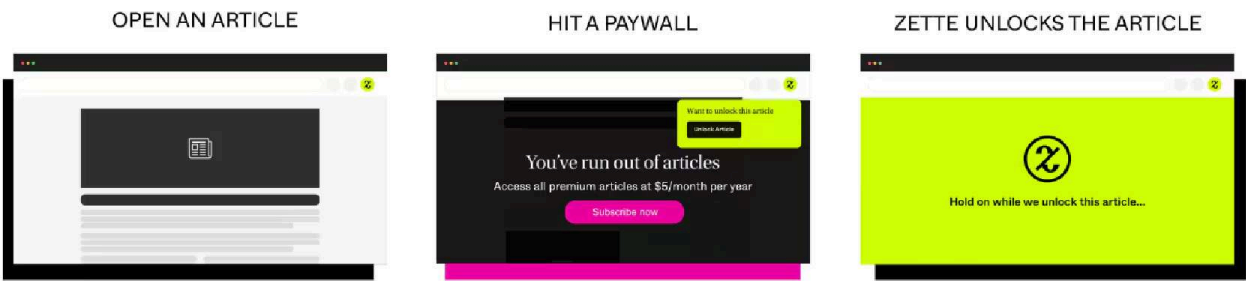


This is a paywall.

If you recognize this, you're one of a billion people who hit paywalls every day. Paywalls have a 99.7% bounce rate, leading to a global epidemic of misinformation, fake news, and sensationalism.

Here's what we're doing about it.

With Zette, paywalls disappear with a click. Our revolutionary pay-per-article model enables readers to legally read paywalled news, accessing over 100 publishers with one subscription.



Our world-class team.

We're experts in media, tech and AI research out of Harvard, MIT and the Quebec AI Institute.

YEHONG ZHU Product	AXEL BOBEE Partnerships	ALEX DEEB Engineering	MO SAMSAMI AI Research	VIVIAN DIEP AI Engineering

With experience from media (Forbes, Digital Trends, Daily Motion)

with experience from media (Forbes, Digital Trends, Daily Motion), technology (Twitter, Entelo) entrepreneurship (Classhook, Below the Fold) and AI research (ServiceNow, MILA), we're well-positioned to build the future of content consumption.

Our underlying competitive advantage is our network of publishers.

We've secured 110 publishers, ranging from magazines like Forbes to Pulitzer-Prize-winning local news outlets like the Miami Herald.



By partnering directly with premium content providers, we are able to give our readers _____. We are one of the only companies in the world to close this caliber of deals with publishers, giving us a massive competitive advantage in the market.

Each unlocked article saves readers money, pays accredited journalists, and generates revenue.

PRICING STARTS AT

\$10 Per Month

OUR MARGINS:

50%

Based on publisher revenue share deals & breakage

We are the first movers in an untapped market.

Our beta readers have grown exponentially and are on track to reach 1 million people by 2025.

We have raised from top venture capital firms and refined our model through multiple accelerators.

OUR PRE-SEED

\$1.7M Raised

VC FIRMS



ACCELERATORS



We have also received coverage and accolades across the internet.

Zette's Subscription Solution Helps Readers Avoid Fake News

The media tech startup partners with several publications to connect readers with credible journalism.

Written by Ashley Bowden

August 18, 2022 • Updated: August 18, 2022



Forbes

FORBES > INNOVATION > ENTERPRISE TECH

Media Tech Platform Zette Raises \$1.7M To Provide Access To Paywalled Articles



About Pricing Distribution Press Releases Newsletters Knowledge Base News Search

Harvard Accelerator Winner Zette

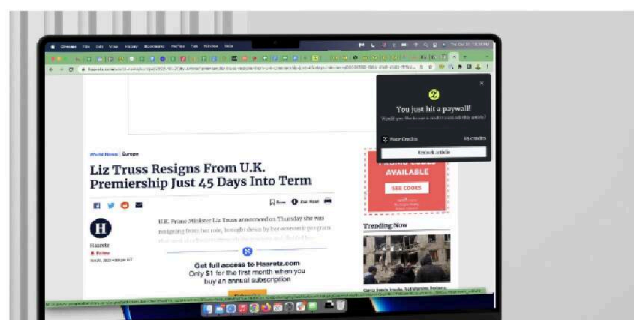
TC TechCrunch

TechCrunch Disrupt 2022

How Zette plans to let people access paywalled news with a single monthly subscription

Paul Sawers @psawers / 2:31 PM PDT • October 21, 2022

Comment





Next, we're leveraging AI to redefine the way we consume media.

Zette has begun work to integrate Acciyo's budding AI technology this year, which will help to bridge the widening gap between getting news and understanding it.

As readers go through a story on Zette, they'll be provided an interactive timeline of articles on the same topic. Readers will get a sense of how the events and conversations have unfolded, how different publishers treated the story, and how much media attention the story got over time. The timeline not only allows readers to view the journey of a story, it also gives publishers' "dead" content new life, purpose, and eyeballs.

To provide a relevant, quick, and navigable timeline, Acciyo continuously builds upon its database of content. It crawls hundreds of news sites for both archival and current content and processes it using natural language processing and machine learning techniques to extract topical information, important entities, and helpful metadata. That data is then used by the AI-powered timeline creator to generate structured story timelines.

With the processed topical data, Acciyo also provides one-click deep dives into related topics, people, and organizations for a well-rounded news experience that makes it simple and quick for readers to see the nuances and historical complexities of our current events.

Zette's integration of Acciyo technology is a major step in simplifying and expanding the news reader's experience.

The media space has endless growth

opportunities for our business model.

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The death of print and the compressed margins of online advertising has shuttered newsrooms across the country, forcing most premium outlets to use paywalls. But subscriptions are a restrictive and relatively zero-sum game; statistically, the average paying news reader will only pay for one outlet. Paying for dozens of subscriptions to read the occasional article is unsustainable for readers and publishers alike.



**Zette unlocks paywalled content
with a single subscription.**

AS SEEN IN

Forbes

ENPRESSWIRE

TC TechCrunch

builtinLA

**SAN FRANCISCO
BUSINESS TIMES**

Poynter.

US

VENTURE CAPITAL GROUPS

AFORE
CAPITAL

HYPHEN
CAPITAL

HALOGEN

MGV | CAPITAL
GROUP

**THE
COMMUNITY
FUND**

ANGEL INVESTORS

Google

airbnb

coinbase

PLAID

POSHMARK

Stanford

MIT

Wharton

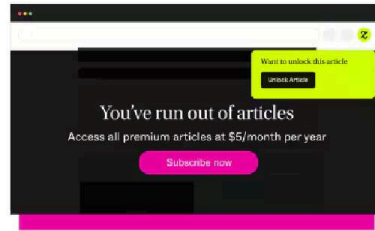
Harvard

Similar to Netflix or Spotify, we partner with publishers via revenue-share agreements so we can license content directly to readers. We give readers the ability to unlock articles on an a la carte basis across news sites, rather than paying a hefty price for unlimited access to a single news source. This allows for more flexibility to browse across sites, rather than entering into a long-term subscriber relationship with just one or two publishers.

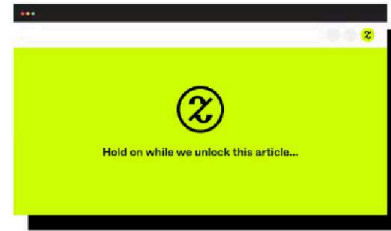
OPEN AN ARTICLE



HIT A PAYWALL



ZETTE UNLOCKS THE ARTICLE



Pricing starts at \$9.99 per month for 30 articles, and it scales up from there. For every article unlocked, a portion goes back to newsrooms—so every time you read, a journalist gets paid.



While 76% of publishers use a paywall,

ONLY 10% REPORT HAVING A THRIVING DIGITAL REVENUE MODEL.

THE NEWS INDUSTRY IS WORTH

\$36 billion

DESPITE A TINY

.36%

PAYWALL CONVERSION RATE



Our product can 10x the paywall conversion rate by simplifying payments, thus creating a brand new revenue category and growing the pie for everyone.

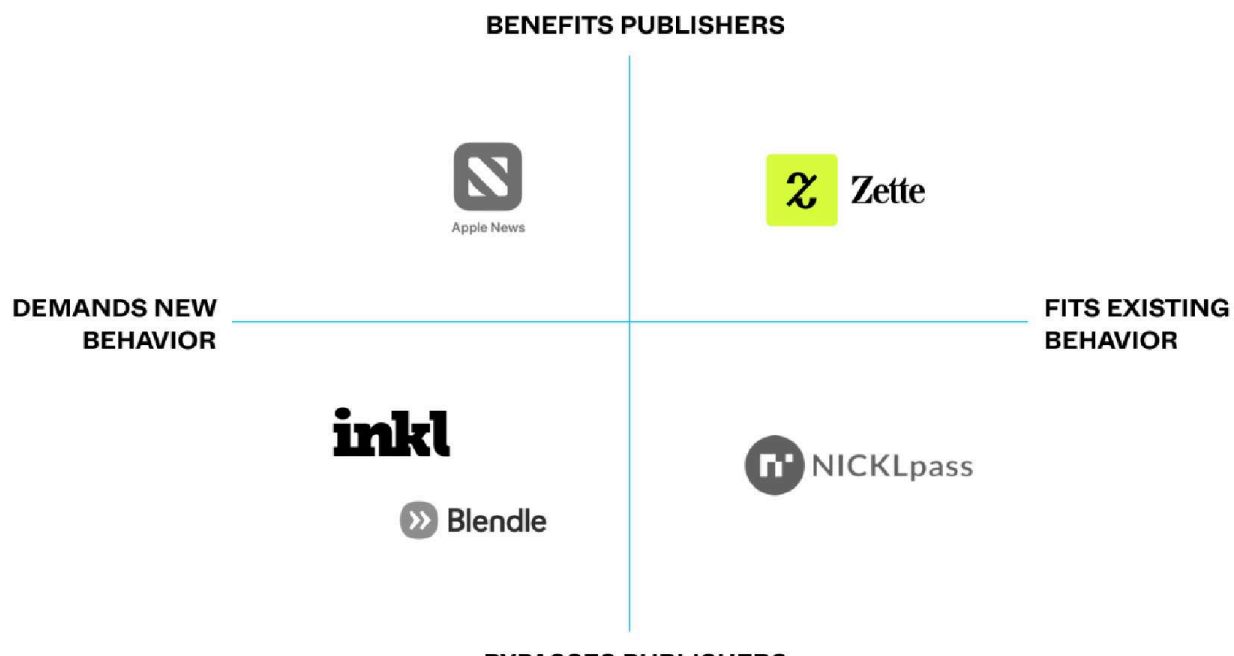
We're one of the only companies in the world
to broker deals with these publishers, and
we're only getting started.



CURRENT PARTNERSHIPS	Forbes	McCLATCHY	Boone Newspapers	NewScientist	HAARETZ
FINALIZING PARTNERSHIPS	CONDÉ NAST	THE NEW YORKER	The Economist	WIRED	VANITY FAIR
	FT FINANCIAL TIMES	USA TODAY	TC TechCrunch	NewStatesman	GANNETT
IN NEGOTIATIONS	Bloomberg	TIME	WSJ	The Washington Post	BUSINESS INSIDER
IN PIPELINE	The New York Times	The Atlantic	Medium	The Information	HEARST

We're one of the first legal pay-per-article solutions on the market that works directly with publishers, and we've closed 110 licensing deals with some of the biggest names in media.

We've built the product, launched it with hundreds of publishers, and with 50,000 registered readers. If our 5x reader growth rate from 2023 continues into the future, then we're on track to grow to a quarter million next year and 1 million by 2025.





We've partnered with the best minds in AI research to build the next generation of intelligent news feeds.



Today, users want clean newsfeeds that are personal, intelligent, and fact-checked. Our core technical innovation within the AI field would consist of R&D around a three-part core algorithm:

- News recommendation system
- News summarization system
- Conversational interface

In creating and implementing these three novel systems into a single digital news platform, our goal is to commercialize and scale this proprietary technology to become the best newsfeed in the world.



The world's largest academic deep learning research center, MILA hosts 1,000+ Machine Learning researchers

As a MILA AI startup, our MILA partnership grants us access to:

- Funding
- Talent

- AI Mentorship

Future AI Development

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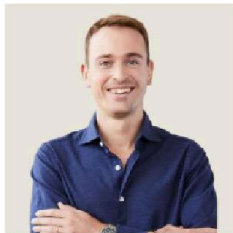
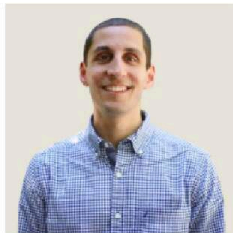


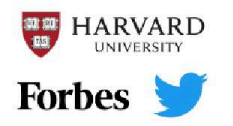




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We're experts in media, tech and AI research out of Harvard, MIT and the Quebec AI Institute.

With experience from media (Forbes, Digital Trends, Daily Motion), technology (Twitter, Entelo) entrepreneurship (Classhook, Below the Fold) and AI (ServiceNow, MILA), we're well-positioned to build the future of content consumption.

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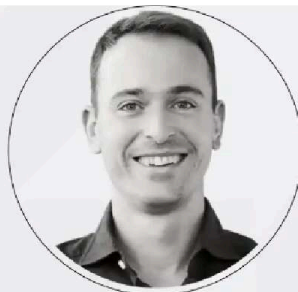
Our team is made up of veterans in media and technology, and together we are well-equipped to build the new frontier of publishing.





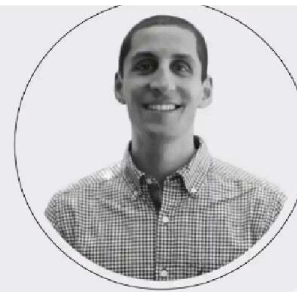
YEHONG ZHU

Founder & CEO



AXEL BOBEE

Partnerships



ALEX DEEB

Engineering



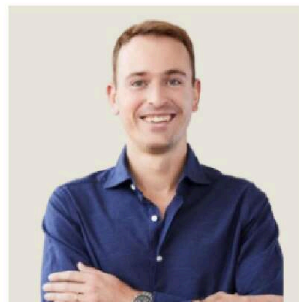
YEHONG ZHU

Product



AXEL BOBEE

Partnerships



ALEX DEEB

Engineering



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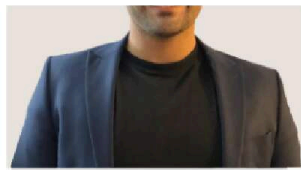
AI Research



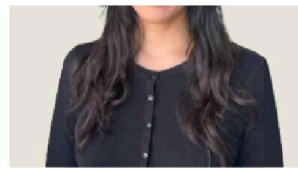
VIVIAN DIEP

AI Engineering





 Mila 
servicenow



 
 Below The Fold

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 CAPITAL GROUP    

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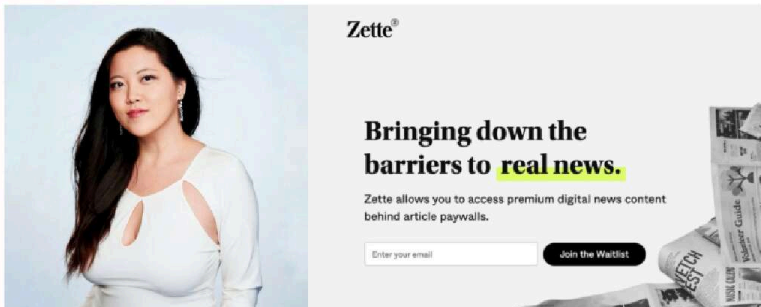
Written by Ashley Bowden

August 18, 2022 - Updated: August 18, 2022



Business & Work Reporting & Editing

A 26-year-old entrepreneur takes a fresh shot at selling news one story at a time



Forbes

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TC TechCrunch

TechCrunch Disrupt 2022

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Paul Sawers @psawers / 2:31 PM PDT • October 21, 2022

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