

THE GRAY AREA

Objective news summaries and multiple perspectives delivered to busy decision-makers daily via email.

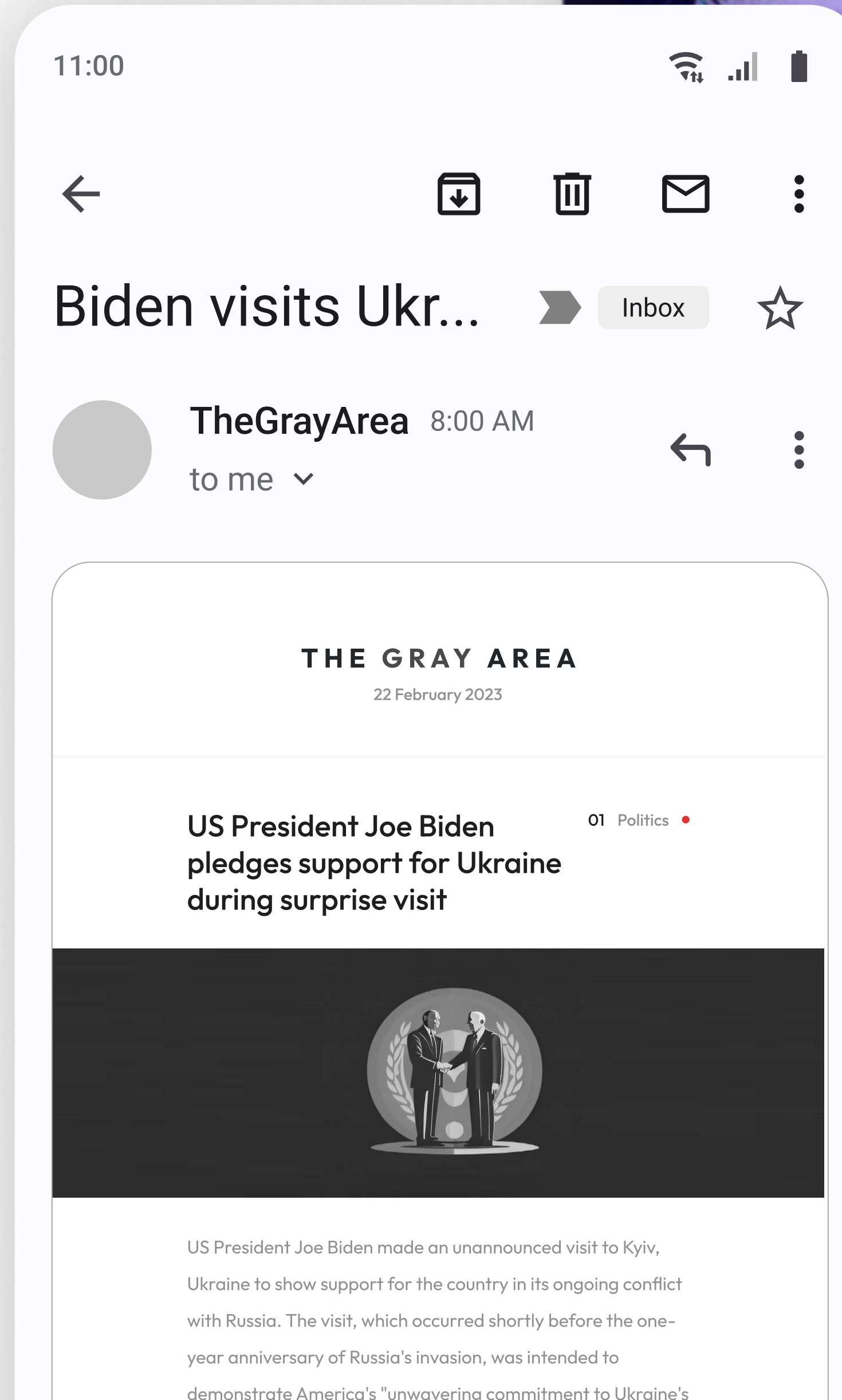
[Try out MVP \(Demo\)!](#)

[Watch Video](#)

*Click to view the code behind it (GitHub)

US Supreme Court Hears Two Lawsuits Related to Social Media Companies

02 Law



preme Court has heard two appeals under the US Justice Against of Terrorism Act. In one, the family of a Jordanian man killed in a in Istanbul accused Twitter of aiding and abetting the Daesh which claimed responsibility for the attack, by failing to police the for its accounts or posts. The other involved a similar lawsuit oogle in connection with the 2015 Paris attacks. The Supreme pressed skepticism and pointed out that there was no evidence itter, Facebook, and Google directly to the attacks. If the court awsuits, it could avoid a major ruling on the companies' legal , but it also leaves open the possibility that the justices could take ve again in a later case.




freedom of speech!

Push to moderate content!

of Speech is important in dia is that it allows for diverse expression of opinions, which can lead r understanding and By giving people a to share their thoughts ge in public discourse,

Moderating social media can help prevent the spread of harmful or false information that can cause real-world harm. Unregulated social media can be a breeding ground for hate speech, misinformation, and propaganda, which can incite violence, stoke

Problem

-  Making bad decisions can lead to significant financial and reputational damage. [1][2][3]
-  Industry-irrelevant news block opportunities and identification of emerging trends. [1][2]
-  Time is money. Searching the web to learn more about an issue wastes time. [1] [2]

Solution

An email newsletter where subscribers can read about daily headlines that helps them:

- 1. Make holistic decisions** in their industry
- 2. Learn about the different perspectives** when evaluating an issue
- 3. Save time** and bring more value to work instead of going down the search rabbit hole

THE GRAY AREA
22 February 2023

Title + Category

US President Joe Biden pledges support for Ukraine during surprise visit 01 Politics •

AI-Generated Thumbnail

Objective Summary

US President Joe Biden made an unannounced visit to Kyiv, Ukraine to show support for the country in its ongoing conflict with Russia. The visit, which occurred shortly before the one-year anniversary of Russia's invasion, was intended to demonstrate America's "unwavering commitment to Ukraine's democracy, sovereignty, and territorial integrity." The President announced a \$450 million package of security assistance for Ukraine, as well as an additional \$10 million in emergency aid to maintain the country's energy infrastructure.

Why this is good	Why this is bad
President Biden's visit to Ukraine and the provision of additional aid is that it shows a continued commitment to supporting Ukraine's sovereignty and territorial integrity in the face of ongoing Russian aggression. This can help bolster Ukraine's ability to defend itself and resist Russian encroachment.	There is a risk that increased military aid and support could be interpreted as aggressive by Russia and further destabilize the situation in the region. Additionally, some may argue that the focus on military aid detracts from efforts to address the underlying political and economic issues that contribute to the conflict.

Two perspectives

Sapienta Critica
Empowering busy decision-makers by delivering concise, objective summaries of daily headlines while articulating the opposing viewpoints on

Target Users



Rachel Government Official

Finds it hard to choose data source because of known biases and motives, which could impact approved laws.
Relies on coworker's research.



John CTO of Tech Company

Always in meetings. No free time.
Has 50,000 employees. Needs to ensure company is innovating responsibly.



Emily Fresh Grad

No work experience. Wants to use critical knowledge to stand out and make a positive impact. Wants to understand quickly without jargon.

Why now? (Market Trends)

Reuter’s 2022 digital news reports reveals insights we take advantage of [1][2]

1. Trust in news sharply declined, with 71% expressing distrust due to bias.
Our format presents two opposing arguments, allowing independent analysis.
2. Many younger and less educated individuals prefer simple-worded news.
GPT-3 has the capability to dynamically re-word while keeping the essence of an article.
3. 73% folks worldwide access news with smartphones — especially in mornings.
Many users check email first thing in the morning, so we know we are using the right channel —we even plan to integrate The Gray Area audio after morning alarms.

Customer Acquisition Strategy



Influencer Marketing

Collaborate with productivity thought leaders/ influencers to amplify our brand and expand reach to their followers.



Social Media Content Marketing

Convert newsletter to a short video and publish on Tiktok / IG / FB + use as ads



Partnerships

Host in-campus/in-company events featuring industry experts to give talks related to our mission.

Competitive Advantage



Worldwide Coverage

Common phrase = More share of mind



Personalizable

Tech, politics, finance, and few daily headlines for holistic knowledge.



Critical Thinking

We train readers to look at both sides first before making a judgement



Easier-to-Consume

Convenient & short-form

Market Validation

7 Million Subscribers for news summaries

The Daily Skimm focuses on a short news marketed to urban women aged 22–34.

\$60 Million raised for news summaries

Axios is a newsletter based off Smart Brevity®. Their mission is to provide subscribers with more efficient coverage of the topics shaping the fast-changing world.

1 Million Subscribers for unbiased news

AllSides compares stories from the left, center, and right, side-by-side so you can get diverse perspectives, spot media bias, and think for yourself.

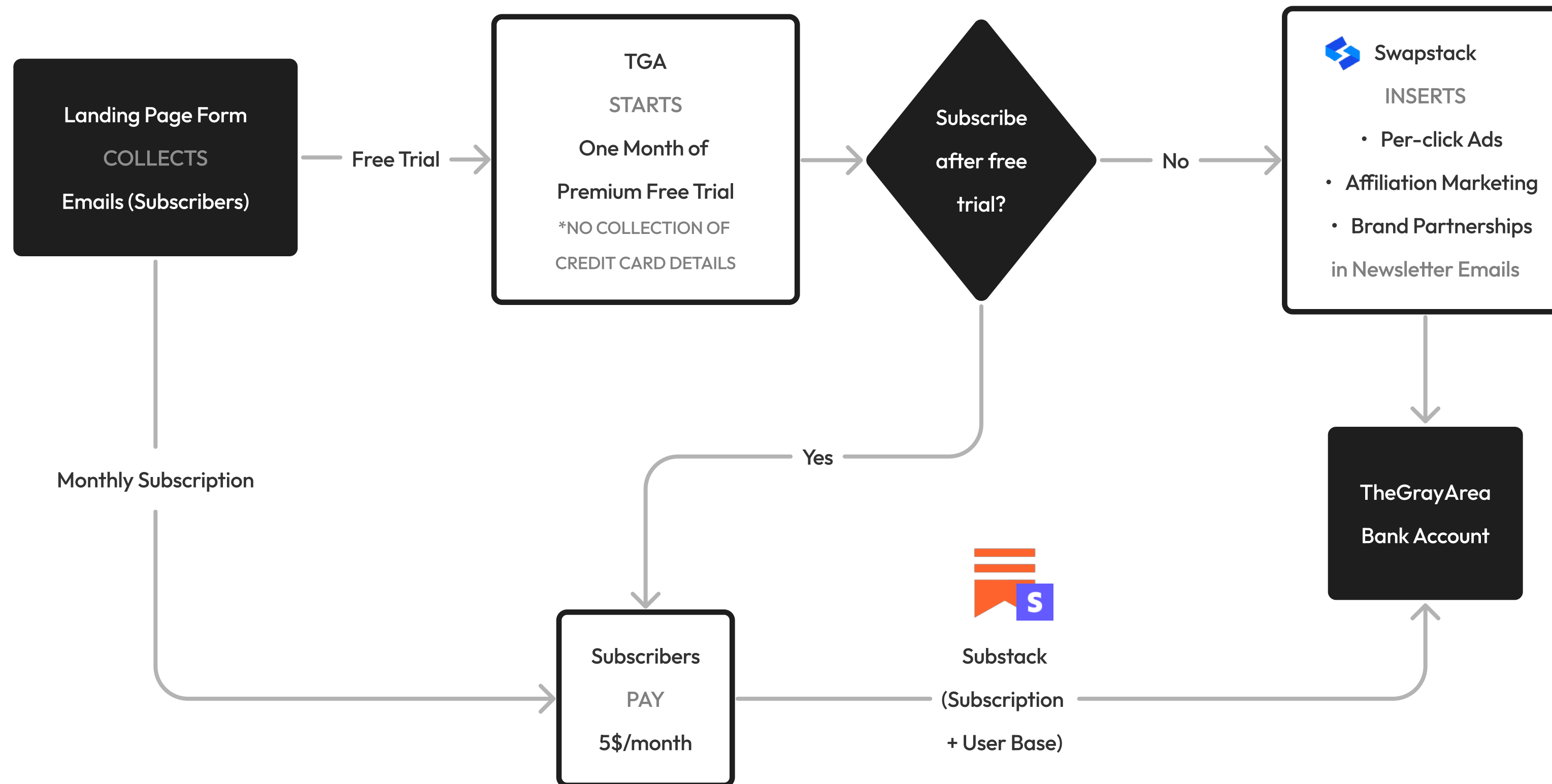
Business Model

We are pursuing a **B2C freemium** pricing model with quality ads.

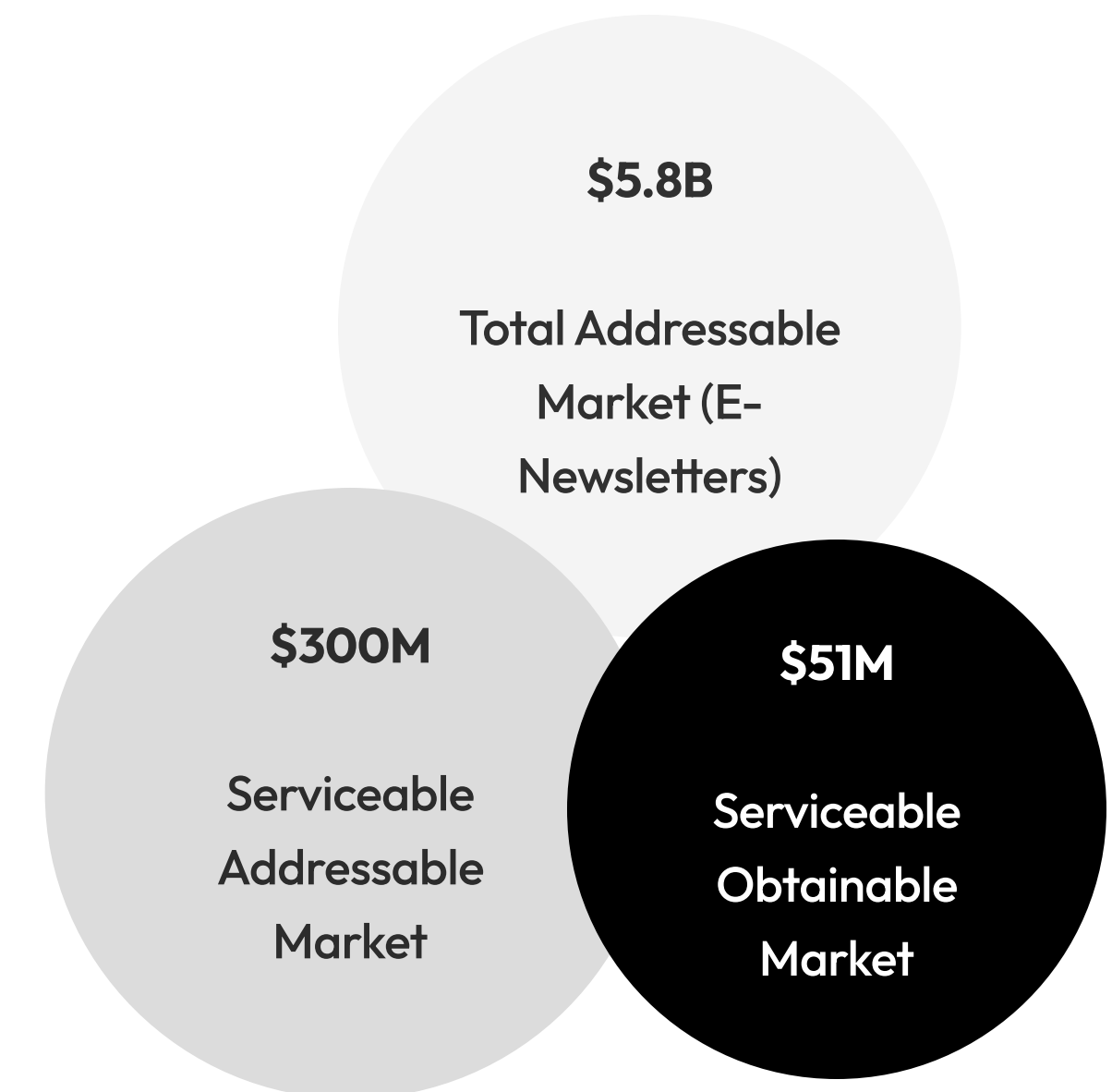
We also offer B2B/B2G solutions to companies who want their employees to think better with a minimum one-year lock-in at a discounted rate of \$4 per user/month.

"Freemium leverages the power of 'free' to acquire new users and drive revenue growth"

- Chris Anderson, author of "Free: The Future of a Radical Price"



Free	Premium
Quality Ads	No Ads
Daily News (3)	More daily news (5)
One point / perspective	Three points / perspective
English only	90 Languages + Simple mode
Free	\$4.99 / month



Professional Feedback

Prof. Jon Wilkins, Ph.D. Multimodal Communications at Minerva University
Text looks good! But, will it work for all subjects or just two sides? Design is clean.

Pawel Czech Co-founder LabLabAI (25k members) and NewNative (worth ~\$30M)
Awesome idea! Relevant and massive market potential across all industries. Manageable front-end improvements. Take it to production!

Jin Tanaka DEEPCORE Director of Investment
Looks great! Interested in the misalignment between traditional news sources and content consumption in 2023.

Thank you for reading — onto the short video!

This video is an earlier iteration (social impact). We hope you consider TGA.



Future Plans

- Develop a dedicated news website for easy access to past news content.
- Use new algorithms to personalize news without creating filter bubbles, based on user personas.
- Create a search engine for power-users to quickly and efficiently find relevant news content.
- Audio Report on Alarm (After Waking Up)
- Provide personalization by re-wording news content to make it simpler and easier to understand, using information gathered during signup.
- Expand to schools to promote critical thinking skills in young students, similar to the B2B model of YouTube Kids.
- Explore other mediums like TikTok as AI Technology (and TGA) scales.

The Team



Carl Vincent Kho
Research, Design, and GPT-3 Engineer
Granted \$3,600 from Mayor for college w/ Webflow
Previously product designer at Symph (2 years)
CS Major (Software/AI); SS Minor (Neuroscience)



Vlad Kramarenko
Database and Server
Founded startup; won 5 engineering awards worldwide
Prev Developer at SeventyThree Crypto Bank App
CS Major (Software/AI); B Major (Business Ventures)

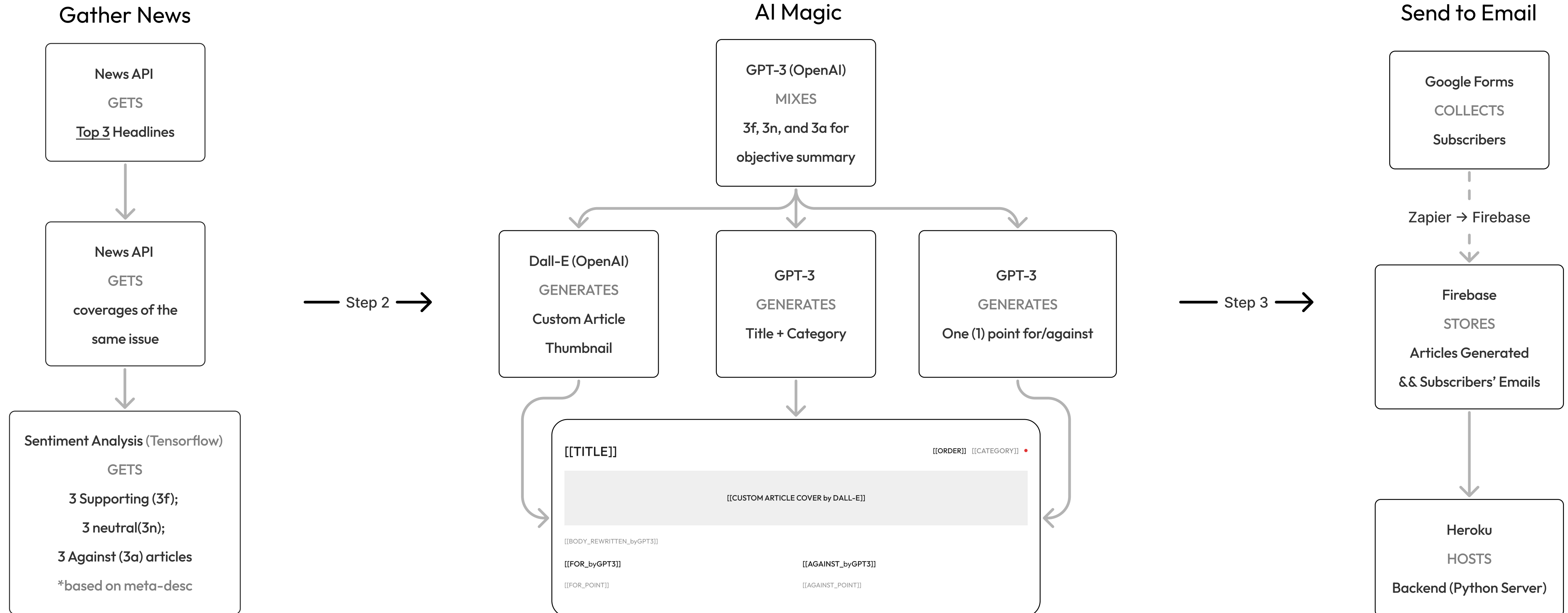


Enes Akyuz
ML/AI & API Engineer
CalHacks 9.0 First Place with PulseBud
Prev start-up founder, OLLA AI Health Software
CS Major (Software/AI); SS Minor (Neuroscience)



Daisuke Fujiwara
Business Strategist
Raised \$15,000 for Cancer Society
Marketing Intern at Pizza 4P's (Pizza startup)
CS Major (Data Science); B Major (Strategic Finance)

Appendix – Technology Architecture



Current Limitations

1. Gmail has a free limit of 500 emails per day

2. Heroku storage is limited to 500mb for free

3. Response generation takes 30-60 seconds