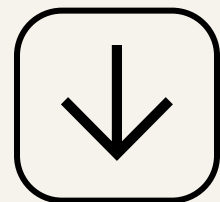




VeNews



www.jamescardonall.com



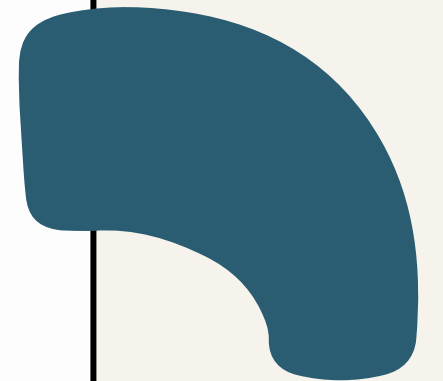
What is The Problem?

Staying informed daily is very difficult, and reading is becoming increasingly tedious.



We Offer Solutions

Stop reading and rest by creating daily news audio summaries.





Problem

Information Overload

In today's digital age, there is an overwhelming amount of news and information available from various sources

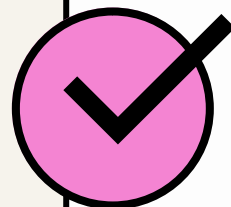
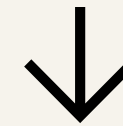
Time Constraints

Many individuals lead busy lives and struggle to find dedicated time for reading and staying updated with current events

Lack of Engagement

For some, reading news articles might feel like a tedious task, leading to disengagement and eventually missing out on important stories and developments

Solution



News Aggregation

Collecting and curating the **top news stories** from a wide array of reputable online media sources



AI-powered Audio Summaries

Leveraging cutting-edge AI, our app takes news **consumption** to the next level



Enhanced Accessibility

Our app caters to the modern lifestyle, enabling users to consume news on the go and able to use **multi-language**

Our Team

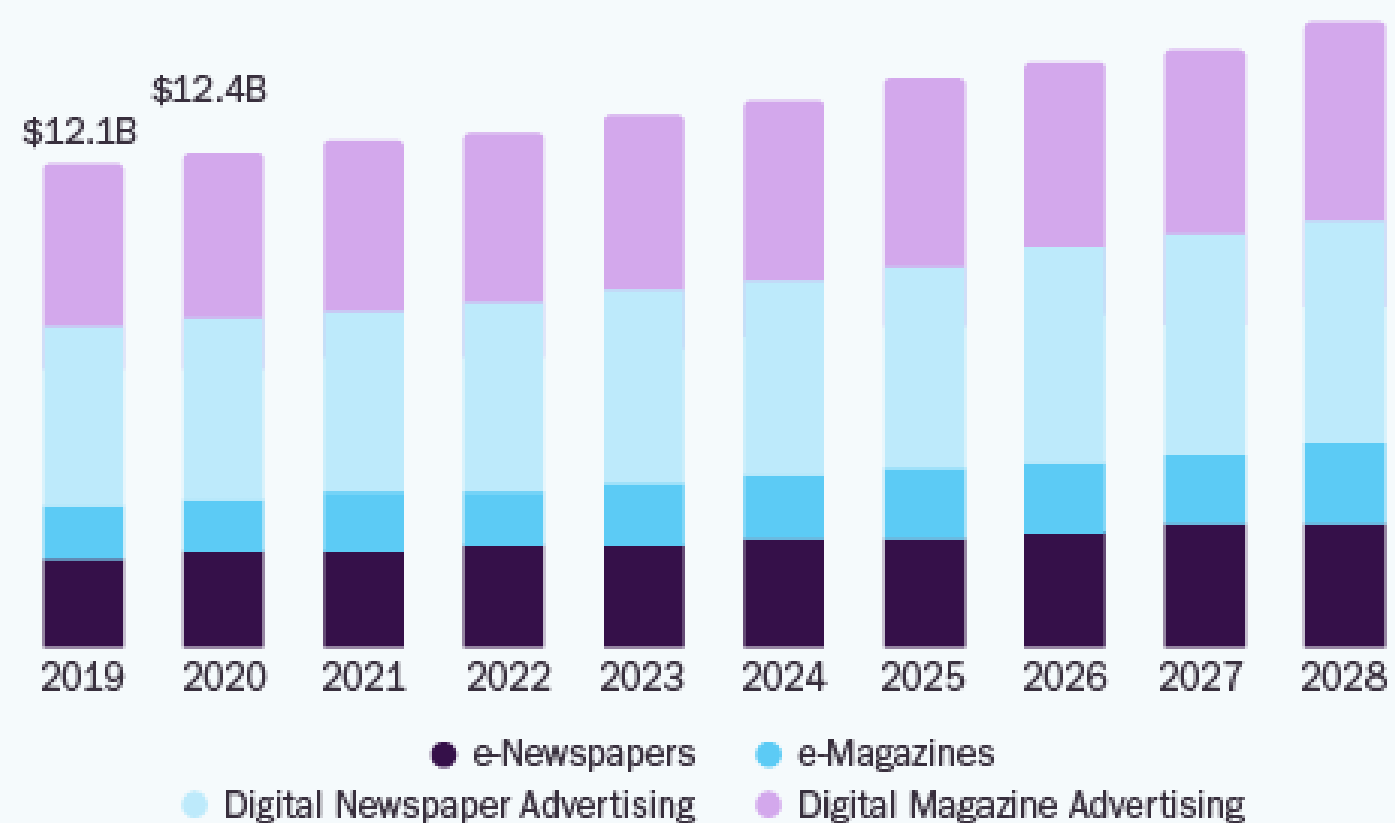


James Cardon Orozco

Chief Technology Officer

U.S. Digital Newspapers & Magazines Market

size, by type, 2019 - 2028 (USD Billion)



2.9%

U.S. Market CAGR,
2022 - 2028

Source:
www.grandviewresearch.com



MARKET

The global digital newspapers & magazines market size was valued at USD 34.24 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 4.2% from 2022 to 2028. The increasing popularity of digital media such as digital publishing across the globe and rising consumers' inclination towards affordable substitute media like online newspapers and magazines are driving the market growth.

TARGET MARKET

1

ANALYZE CUSTOMER BASE

Your target customer base consists of busy individuals with limited time who lead fast-paced lives. These individuals are always on the go, juggling multiple responsibilities and commitments, leaving little time to spare for reading and staying informed about the latest news and events.

2

CONDUCT MARKET RESEARCH

Digital newspaper circulation is gradually increasing and the growing adoption of digital newspapers by a large population across the globe is accelerating the market growth.

3

CREATE BUYER PERSONAS

My ideal buyer persona is a 28 to 35-year-old professional named Sarah. She is a tech-savvy marketing manager or entrepreneur with a strong passion for staying informed about industry trends and world events



Marketing Strategy

20

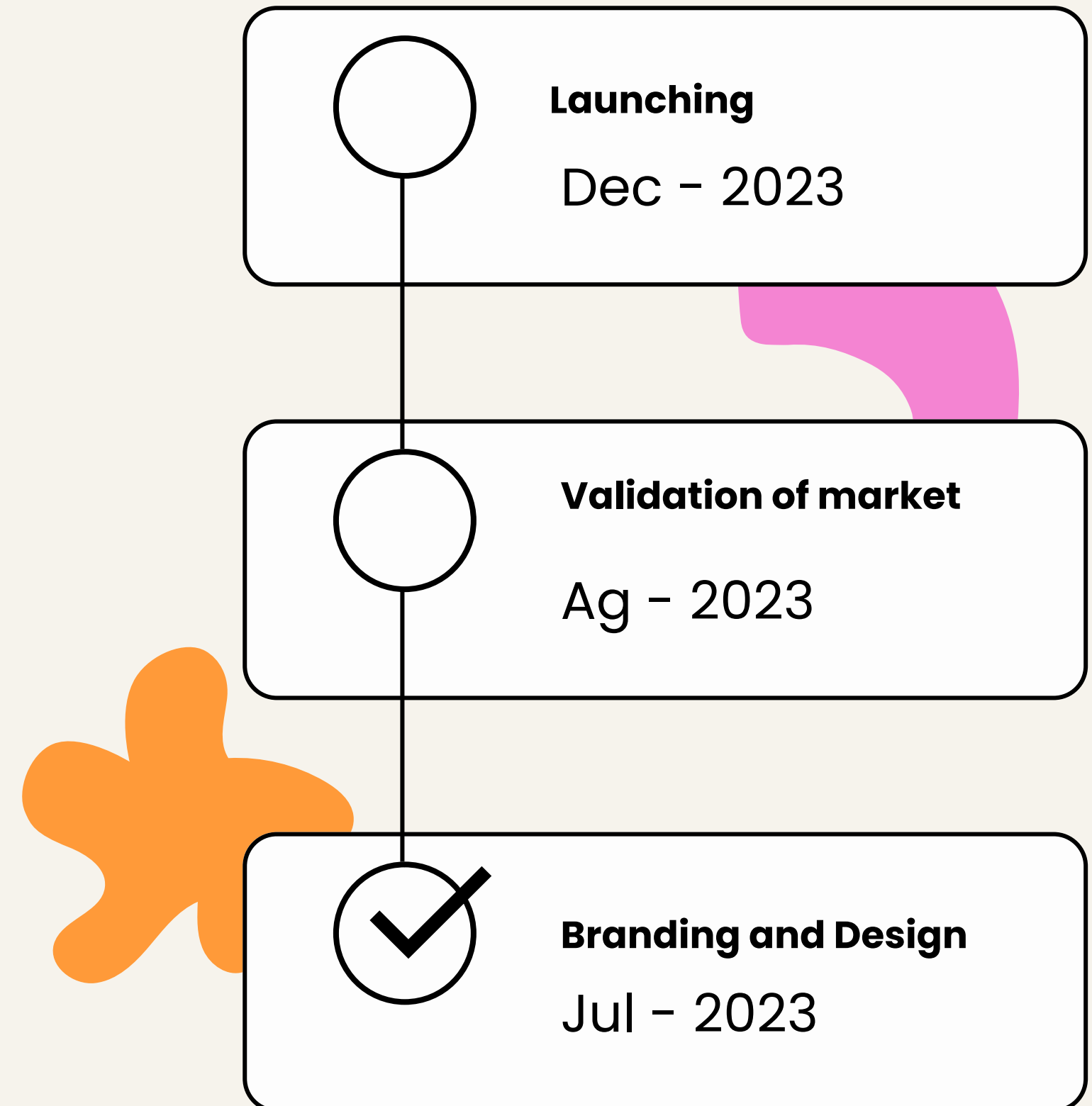
23

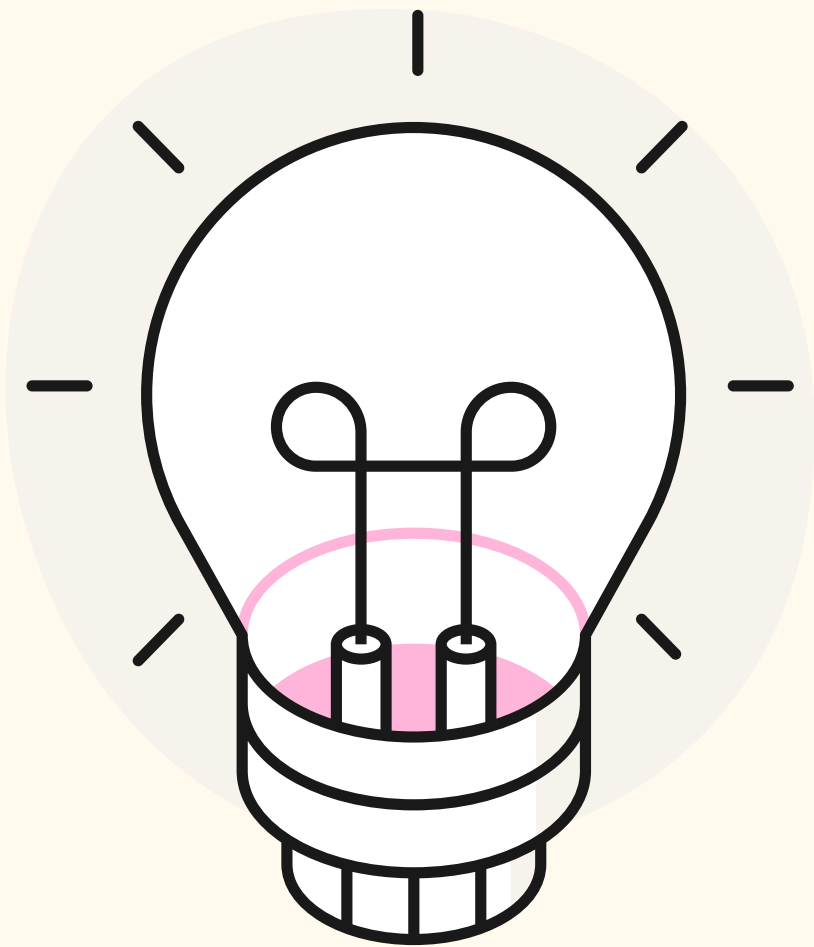
The idea would be to reach those people from third-world countries who want to know more about what is happening in the world but need more time and language barriers.

The idea would be to promote the app on platforms like LinkedIn and advertise on YouTube.

Birth of Product or Service

The idea is to do a quick validation that helps me get quick feedback to have an application ready for production and with a customer base by the end of the year.



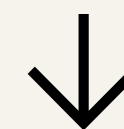


APP DEMO

Landing: <https://venews.co>

Appstore: <https://testflight.apple.com/join/L3llOnDV>

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**THANK
YOU**



Have the fresh
news

