

AI-Powered, Digital News Platform

TFT Media Ventures Inc.





WHO WE ARE



TFT was founded to create a modern, AI-powered news platform in response to the **3 digital news disconnects.**

"TFT is in a competitive position to attract more news viewers and readers who prefer to consume compact, but data-filled news."

MarketWatch



Traditional News Hasn't Evolved

The incumbents don't meet the need of today's young news consumers.

AVERAGE VIEWER AGE



67

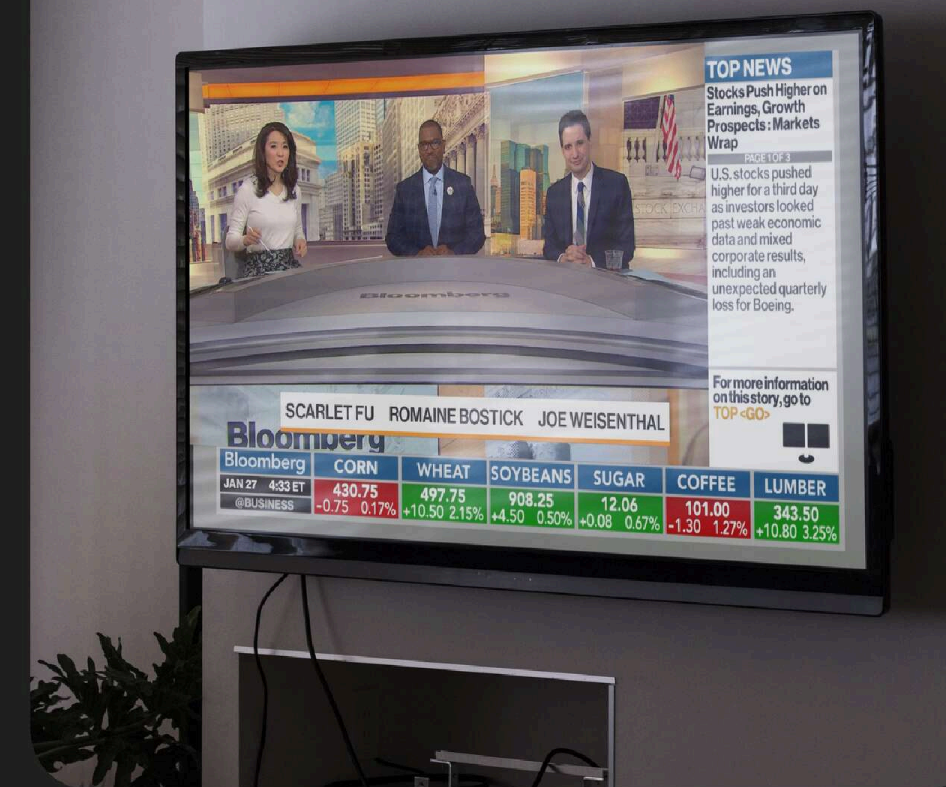


60



65

SOURCE: NEILSEN

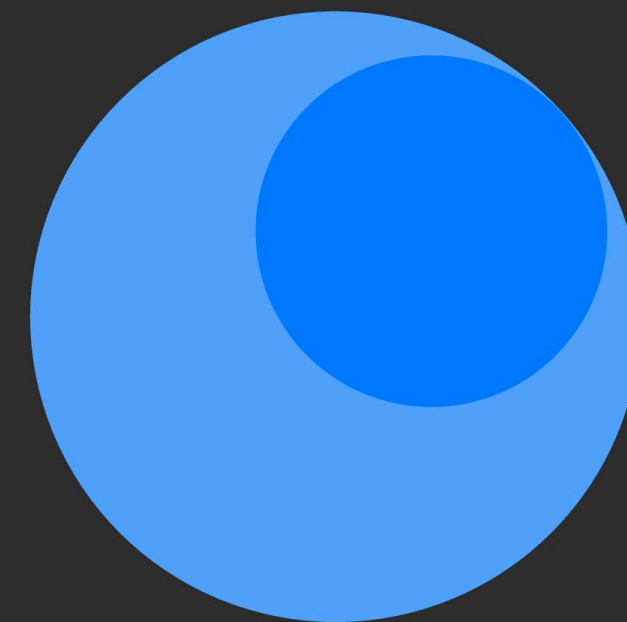




Less Time For News

Annual News Consumption Time Spent

Adults 38+
30,103 mins
502 hours
20.9 days



Adults 21-37
8,766 mins
146 hours
6.1 days

Broken & Outdated Business Models

Low Profit Margins

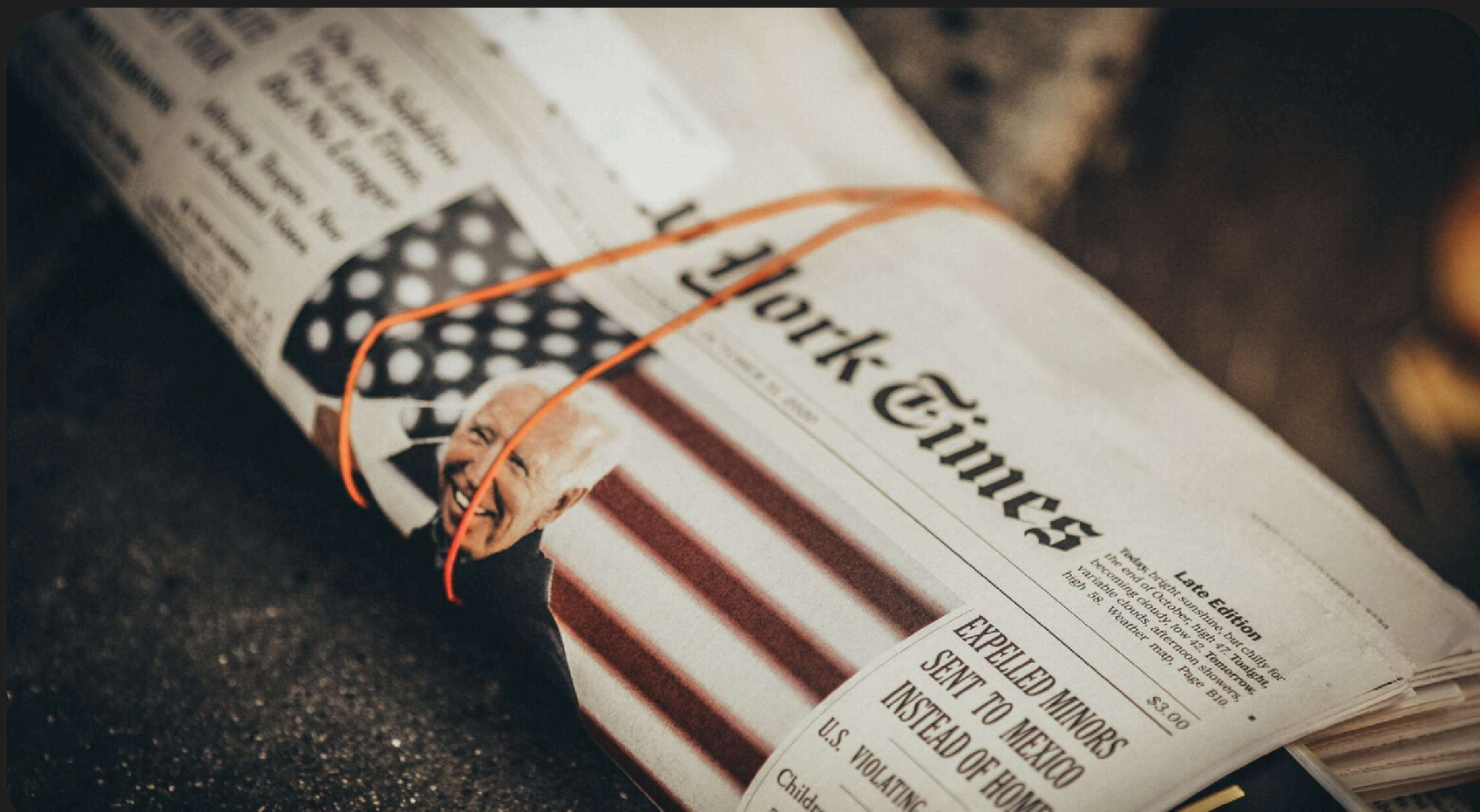
According to Ernst & Young, the average operating profit margin of a media company is at 23%.

Outdated Business Models

Most still rely on traditional journalism & business models that involve thousands of journalists and full broadcasting studios that bring overhead costs up.

Broken Revenue Models

Publishers & broadcasters charge high subscription fees & rely on intrusive ads to drive revenue, while modern consumers believe news should be freely accessed.

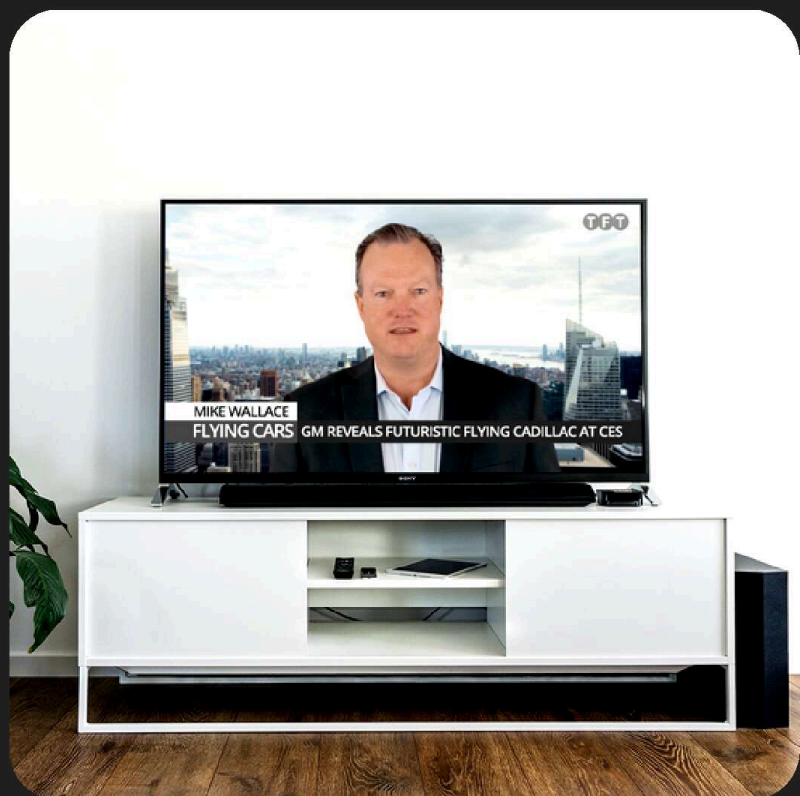


Welcome to the **Future of News**



Click to [Watch](#) TFT's AI-Powered Anchor





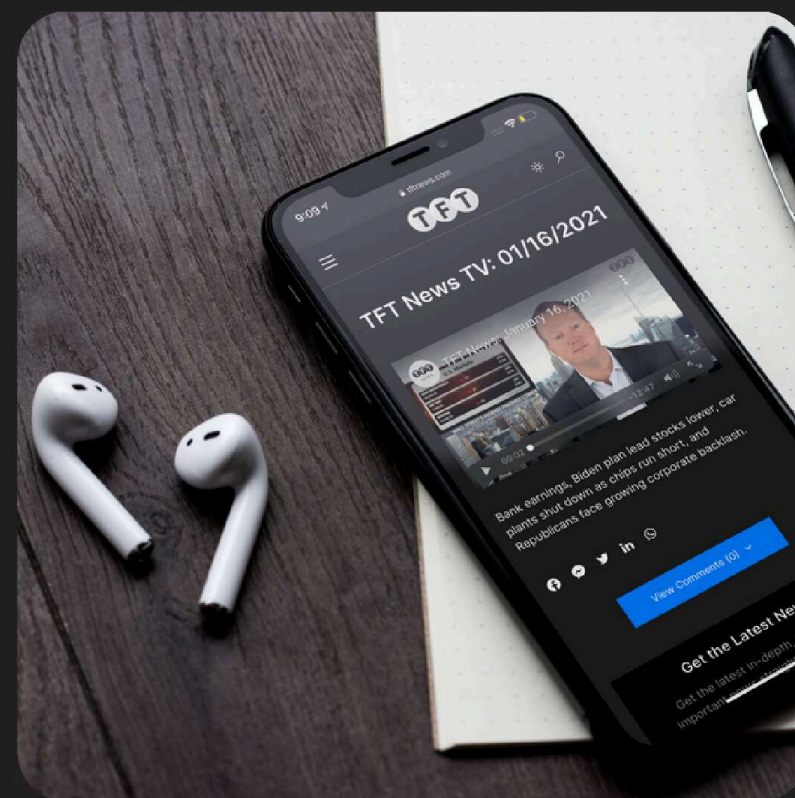
We serve as the bridge that connects news to modern consumers:

Geared For The Young Audience

We do cross-platform journalism that enable us to cater to the news consumption behavior of our young audiences.

Compact, Info-Filled News

We now live in a fast-paced world and we deliver our news in a compact, but information-filled format.



AI-Powered Journalism Model

We utilize Synthetic Media & Natural Language Generation technologies to broadcast and publish our news without the need for thousands of journalists and a broadcasting studio.



TFT's Pulitzer Automated CMS

AI-Powered CMS

Pulitzer is TFT's internal automated content management system that will automate 90% of our journalism & broadcasting operations.

Pulitzer will gather news from all of our news agency partners, use its Natural Language Generation (NLG) engine to produce original, multilingual text-based content, and use our Synthetic Media engine to produce original, multilingual audio-based and video-based content with AI-powered news anchors without a need for any journalists or broadcasting studio.



We have a **young & engaged** audience.

Multiple Pageviews

Daily Pageview per Visitor: **8+ Pages**

Longer Time Spent on Site

Daily Time Spent per Visitor: **30+ Minutes**

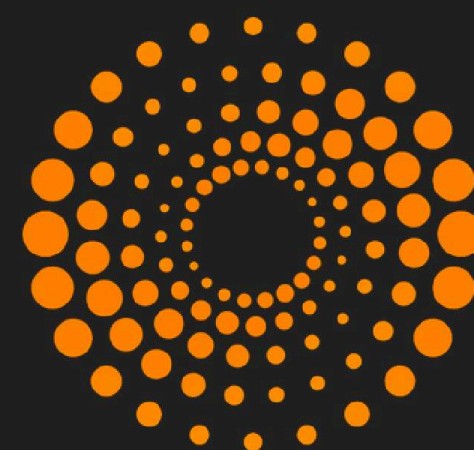
Low Bounce Rate

Daily Bounce Rate: **35%+**

Young Audience Base

48.59% between ages 18-34; **66.1%** are female.

Strong & Reliable Partner Agencies



REUTERS

TFT's AI-Powered News & Media Networks



TFT News

Business, politics,
tech, & global news.



TFT Sports

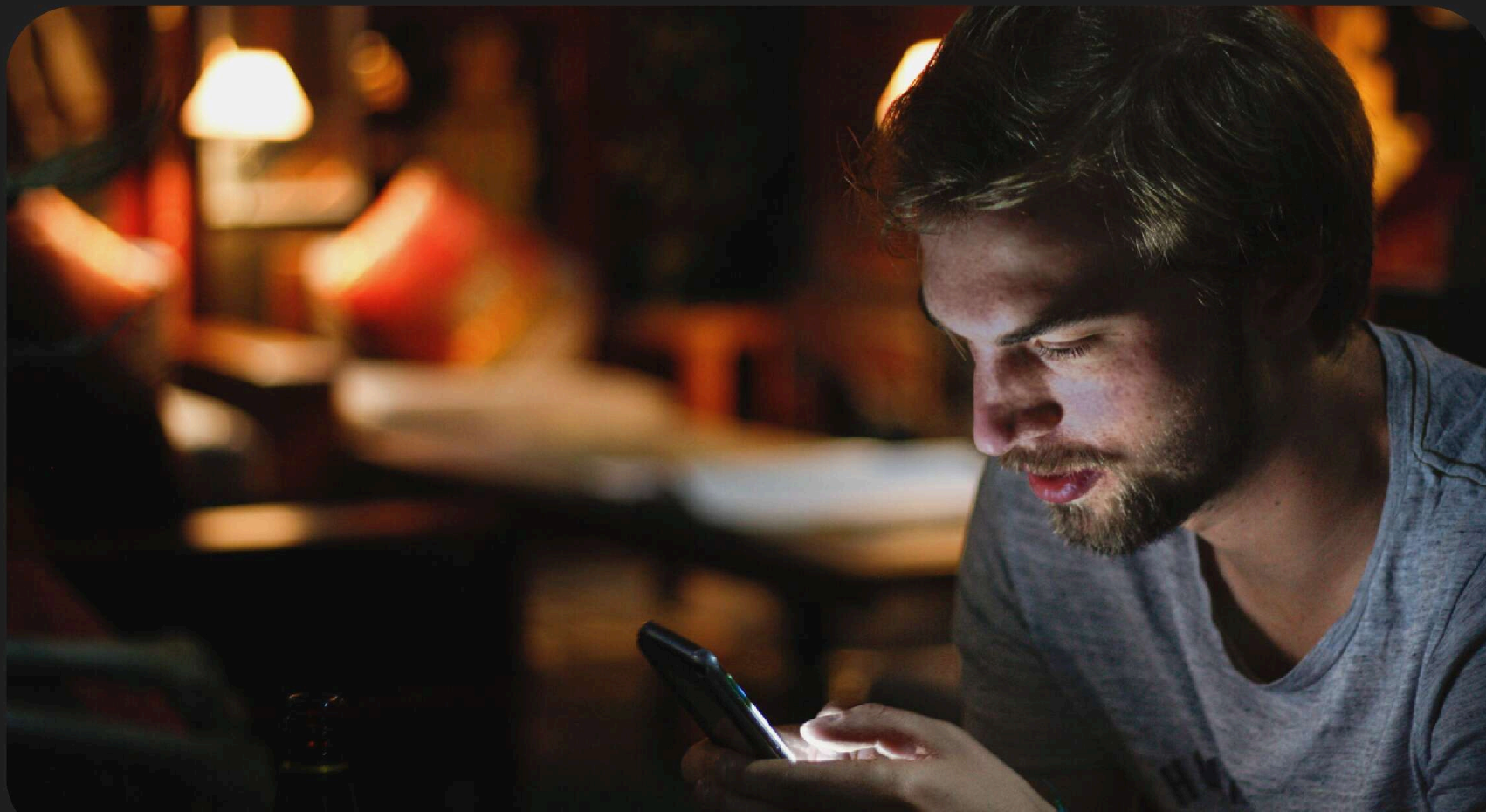
Sporting news from
around the world.



TFT Connect

News Content
Licensing Platform

Revenue Models



Native Sponsorships

Branded news content in text, audio, and video formats.

Subscriptions

Subscription-based model for dedicated news consumers.

Licensing

Licensing of original TFT news & media content to platforms & news outlets.

\$32.5B

Global Digital News

4.5% CAGR

\$7.6B

APAC Digital News

6.8% CAGR

Global & APAC
Digital News

The Team



 Combinator  **ANTLER**

Alfred Cardenas

CEO & Founder

- Founder & Former CEO of Jungle.
- Raised \$125,000 for Jungle from notable investors
- Antler Singapore Cohort 3
- Y Combinator SUS Winter 2020 Graduate
- University of Geneva, Investment Management
- Michigan State University, Journalism



Jared Schwartz

Strategic Advisor

- 15+ years of industry experience
- Producer, NBC News
- Broadcaster, ESPN, Comcast, beIN Media
- Associate, Courtside Ventures

The Next Steps



MVP

- News Portal
- Synthetic Media & NLG Tech
- Partner Agencies
- Market Feedback & Iteration



Audience

- Credibility Building
- Social Following Growth
- Mobile & TV Apps Launch
- Subscriber Growth
- Tech Upgrades



Monetization

- Sponsored Content
- 3rd-Party Ads
- Content Licensing
- Paid Subscription
- Contributions

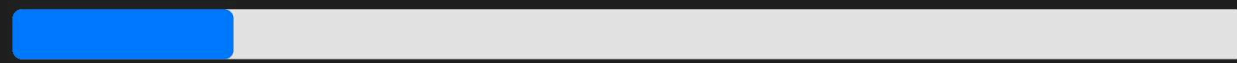


Growth

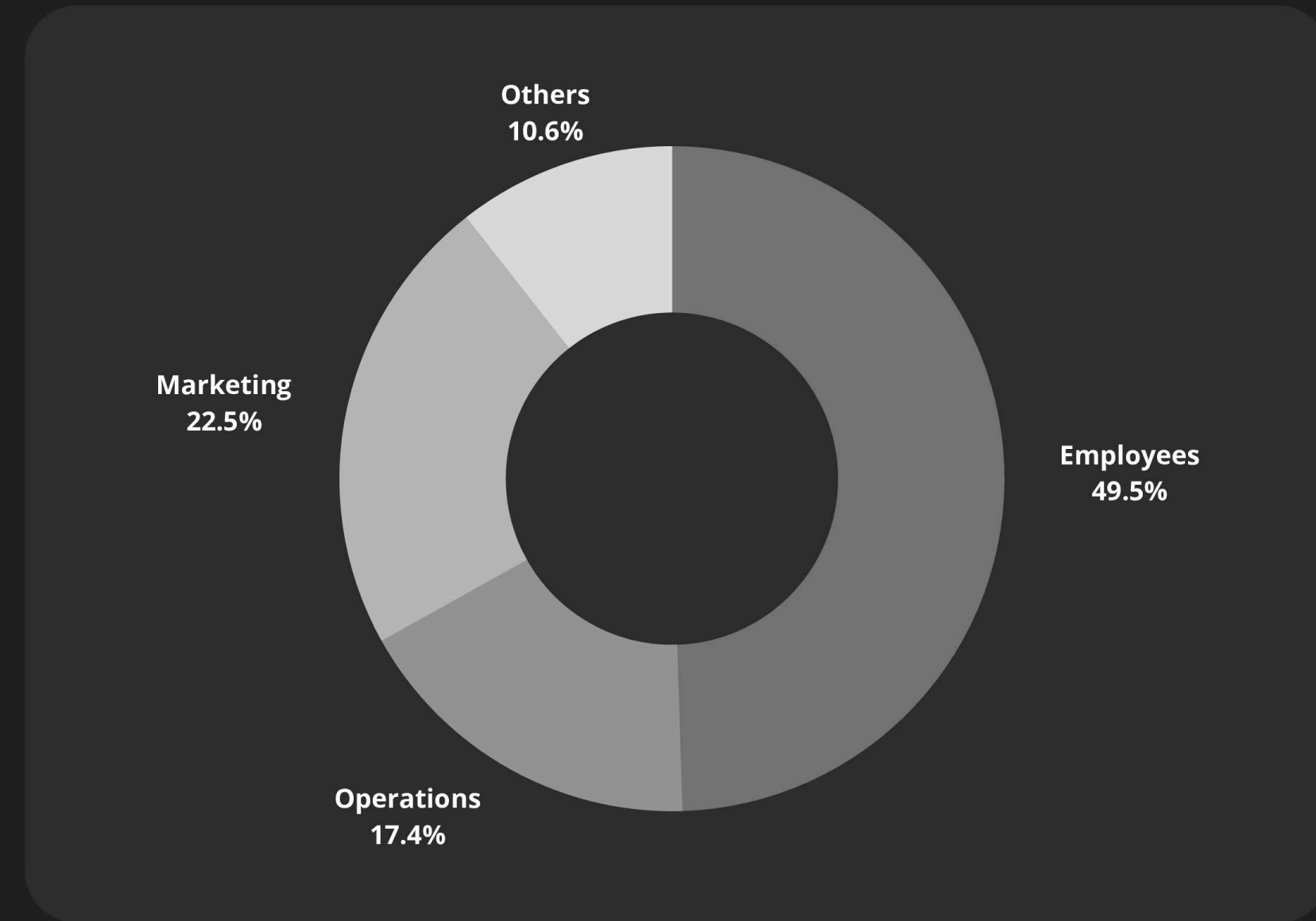
- Local Markets
- New Markets
- New Content Verticals
- Exit Planning

\$200K

SAFE, \$800K Pre-Money, 10% Discount



\$8,000 / \$200,000



Investment Pointers

Technology

Next-generation publishing
& broadcasting technology.

Efficiency

Operational excellence &
efficiency through
technology.

Competency

Low overhead costs means
the ability to undercut
competition.

Profitability

High gross margins + efficiency
= profitability

Team

Experienced founder &
Advisory Board.

Potential

Abundant exit options
through public offering or
acquisition

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