

Trustify.

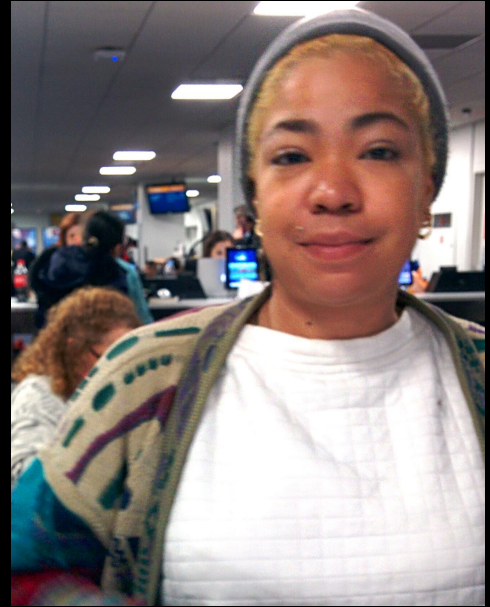


CONNECT

Welcome to Trustify
Playlists of authenticated
and curated news, your way.

Meet Alexandria.

- She's a 29-year-old activated news user. She's a DJ of her own news.
- She cares deeply about understanding where her information comes from.
- She wants to make up her own mind about the world, based on having consumed a lot of facts.
- She gets a lot of news from Twitter, and she follows more musicians than she does journalists.



What does Alexandria trust?



- Local reporting.
- Original reporting.
- News that has been verified or fact-checked.
- News not funded by advertising.
- News that's important to her network.
- News from diverse perspectives.

(Others might prefer indicators of watchdog journalism, a clear corrections policy, etc.)

Finding news that fits is a lot of work.

- Alexandria dedicates time to creating her own feed, actively adding and deleting people on Twitter based on whether they're serving her needs.
- But that's inefficient. She has to vett each new source herself, and she relies only on herself to curate her news.

Trustify delivers.

Your personal playlist for news, without all the crap.

- It gives Alexandria only the news she herself has helped label as trustworthy.
- It gives readers of a website visual indicators of a publication's commitment to earning trust, and of the trust indicators available for a particular story.
- It invites a constant feedback loop.

Let's take a look.

Problems solved.

- Publishers join a network that sets them apart as trusted sources, delivering their news to people who value their credibility.
- Publishers and search engines get data about what users consider trustworthy.
- Alexandria is continually exposed to new news sources that meet her personal criteria.
- As she navigates the world of news, even outside the tool, she can easily see which publishers have made a commitment to earning trust.

To be determined ...

- A business plan. Ad displays within Trustify? A premium membership with no ads and offline reading?
- Definitions for each trust indicator. What does “local” mean? What is required by way of financial disclosures?
- A method to vett publishers who want to be included.
- A follow-up procedure for flagged articles.

Even our server agrees ...



Server at 'Russ and Daughters' last night asked for Spotify for news. He said — without prompting — that he'd pay for it.

Trust us on that.