CrowdTrust
Our users
Jayson and Alessandro

Late 30s
Well off
Developers
Make things
Mobile / travel
Opinionated
Media savvy
They buy stuff
30% of everyone?
Late 30s
Developers, developers, developers
Make things
Well off
Mobile / travel - worldly
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Consumers
Late 30s  Developers, developers, developers  Make things Well off  Mobile / travel - worldly Opinionated  Media savvy  Consumers

Summary

Accuracy  5 stars  Communication  5 stars  Cleanliness  5 stars  Location  5 stars  Check In  5 stars  Value  5 stars

The house and grounds are beautiful. It is clearly a labor of love for Alessandro and Jayson. As hosts, they are gracious and welcoming. They make their home your home. The bedroom is spacious and the bed is especially comfortable. The room opens up to the garden outside. My only reservation, and it's a small one, is that although the bath is private...

+ More

March 2016

My hosts, Jayson and Ale, were fantastic. I could not ask for a better space or experience. The house was amazing and they made me feel right at home. Highly recommended.

Bryan

February 2016

"A good traveler has no fixed plans, and is not intent on arriving." Lao Tzu That was us. A destination in mind and no real plans on what to do once we got there. When my girlfriend Suzanne discovered the listing on Air BnB her intuition took hold and recommended we stay there. Without hesitation I reached out to Alessandro and booked their

+ More

March 2016

Helpful
Smarter digital conversation around the journalism they consume.

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Bryan

February 2016
What they want is three things:

1. Savvy tools
2. Obvious transparency
3. Less noise, more signal

What our users need
They’re like the rest of us...
Time poor, assailed by noise, and advertising courtesy of Mr. and Mrs. Snake Oil.

And they’re used to apps and services everywhere else that are concise, accurate and flexible.

(Like Evernote, like Spotify, like Instagram)

How it fits into the media Big Picture
Jayson and Alessandro want:

- Free
- Smart
- Cool to use
- Bends with them
- Noise insulation
- Let’s them have a stake

Here’s their heaven...
What we’re proposing is…

- Free  Yes
- Smart  Yes
- Cool to use  Yes
- Bends with them  Yes
- Noise insulation  Yes
- Let’s them have a stake  Yes

Here’s their heaven...
Our product
CrowdTrust
Grouping comments by YES and NO
Users + Product

WILL JAYSON & ALESSANDRO USE IT?

YES  NO
Without our system, you have:
A snowstorm.

With our system, you have:
A stake in media.
Greater personal control.
A more meaningful overview.

Why this works for our guys.
Data inefficacy

A minimally viable user base

Revenue structure
  Pay platforms for API
  Tiered pricing structure for publishers

Publisher territoriality

What’s next? And what about the risks?
Our business pitch
Your comment widgets are valueless today. **We add value to your on-page engagement.**

Your comments are not constructive. **We’ll encourage users to comment purposefully.**

You measure quality through time on page and returning users. **Users will tell you whether or not something is quality.**

How will you pitch to an investor (media organization) that it is valuable to implement?
Crowd Trust

- Disqus
- Facebook
- Chartbeat
- LiveFire
The buildout
Reasons content floats to the top today:
  Clicks
  SEO tricks
  “Engagement”

Better reasons for something to float to the top:
  Trust
  Worth
  Relevancy

Use CrowdTrust’s API to better rank content on your platform.

How will the signal travel back to news distribution platforms (Google, Apple, FB)?