

@kwhen.

know when

01

the problem...



For Publishers...

Most publishers have undergone multiple round of cost cuts...



To survive, they need to attract and retain users by publishing high quality content.



They also need to find more avenues to generate incremental revenues.



All while maintaining sustainably low **OPEX** by not hiring net new journalists.



For Consumers...

Consumers now value **EXPERIENCES** more than **MATERIAL** goods and are shifting their expenditures...



But they don't know what they want to do...



And they don't want to go through the pain of searching and finding the best things to do...



But current solutions are either too onerous on the user or are too expensive to scale.

The publisher landscape...

PublishingINSIDER

COMMENTARY

Publishers Predicted To See 'Biggest Wave Of Layoffs In Years'

by Rob Williams , January 15, 2019

This year, traditional and digital publishers will see “the biggest wave of journalistic layoffs in years” as they struggle to replace ad revenue lost to tech giants like Google, Facebook and Amazon. That’s one prediction from a Reuters Institute worldwide survey that also found about **one-third of publishers will “get no help from anyone else”** in paying for their journalism.

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The Rundown: Wave of layoffs has publishers concerned

JANUARY 31, 2019 by Shareen Faibak

DIGITAL

Digital Publisher Mic Announces Mass Layoffs Amid Sales Talks

It's not known exactly how many staffers were let go

By Sara Jerde | November 29, 2018 **PREMIUM**

MARKETING CHANNELS | DIRECT MAIL | LAYOFFS ROCK PUBLISHING WORLD

Layoffs rock publishing world

Newspapers and magazines have taken a huge hit in this economic downturn as the industry continues to wane with new layoffs.

BY DIANNA DILWORTH — NOVEMBER 2, 2008

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Newspapers and magazines have taken a huge hit in this economic downturn as the industry continues to wane with new layoffs.

Last week, The Christian Science Monitor; The Los Angeles Times; Gannett Co., publisher of USA Today; Time Inc.; American Express Publishing and Condé Nast Publications announced layoffs due to budget cuts. In addition, other publications will cut frequency and focus more heavily on Web products.

‘They Raised Too Much Money’: Digital Media Heads Reflect On Layoffs At Peer Companies

by Sarah Sluis // Tuesday, February 5th, 2019 – 8:06 am

Share:    

Condé Nast to announce layoffs after facing ‘terrible year’

7,800 people have lost their jobs so far this year in a media landslide

Benjamin Goggin Dec 10, 2019, 5:05 PM

f  

Publishers know **technology** is a major part of the solution...

“ The work of journalism is creative, it’s about curiosity, it’s about storytelling, it’s about digging and holding governments accountable, it’s critical thinking, it’s judgment — and that is where we want our journalists spending their energy,”

- Lisa Gibbs, Director of news partnerships for The A.P.

“ Maybe a few years ago A.I. was this new shiny technology used by high tech companies, but now it’s actually becoming a necessity. I think a lot of the tools in journalism will soon be powered by artificial intelligence.”

- Francesco Marconi, the head of research and development at The Journal

“ We've seen a greater acceptance of the potential for artificial intelligence, or robo-journalism, in newsrooms around the world. These systems can offer speed and accuracy and potentially support the realities of smaller newsrooms and the time pressures of journalists.”

- Damian Radcliffe, a University of Oregon professor

Publishers know **technology** is a major part of the solution...

“ The Post has an incredible team of reporters and editors and we didn't want to replace them. Our bot can deliver and update stories more quickly as they develop, allowing reporters to concentrate on other tasks, and reaction has been generally positive. A lot of people came up and said, 'I do this story every week; is this something we can automate?' These weren't stories that anyone wanted to do.”

- Jeremy Gilbert, director of strategic initiatives at The Washington Post

“ Studies appear to indicate consumers accept computer-generated stories, which are mostly labeled as such. A report prepared by researcher Andreas Graefe for Columbia University's Tow Center said one study of Dutch readers found that the label of computer-generated 'had no effect on people's perceptions of quality.' A second study of German readers, Professor Graefe said, found that 'automated articles were rated as more credible,' although human-written news scored higher for 'readability.’”

- Yuan Ren, AFP

But efforts to-date have not been transformative...

Efforts to leverage technology for automation have been...

01

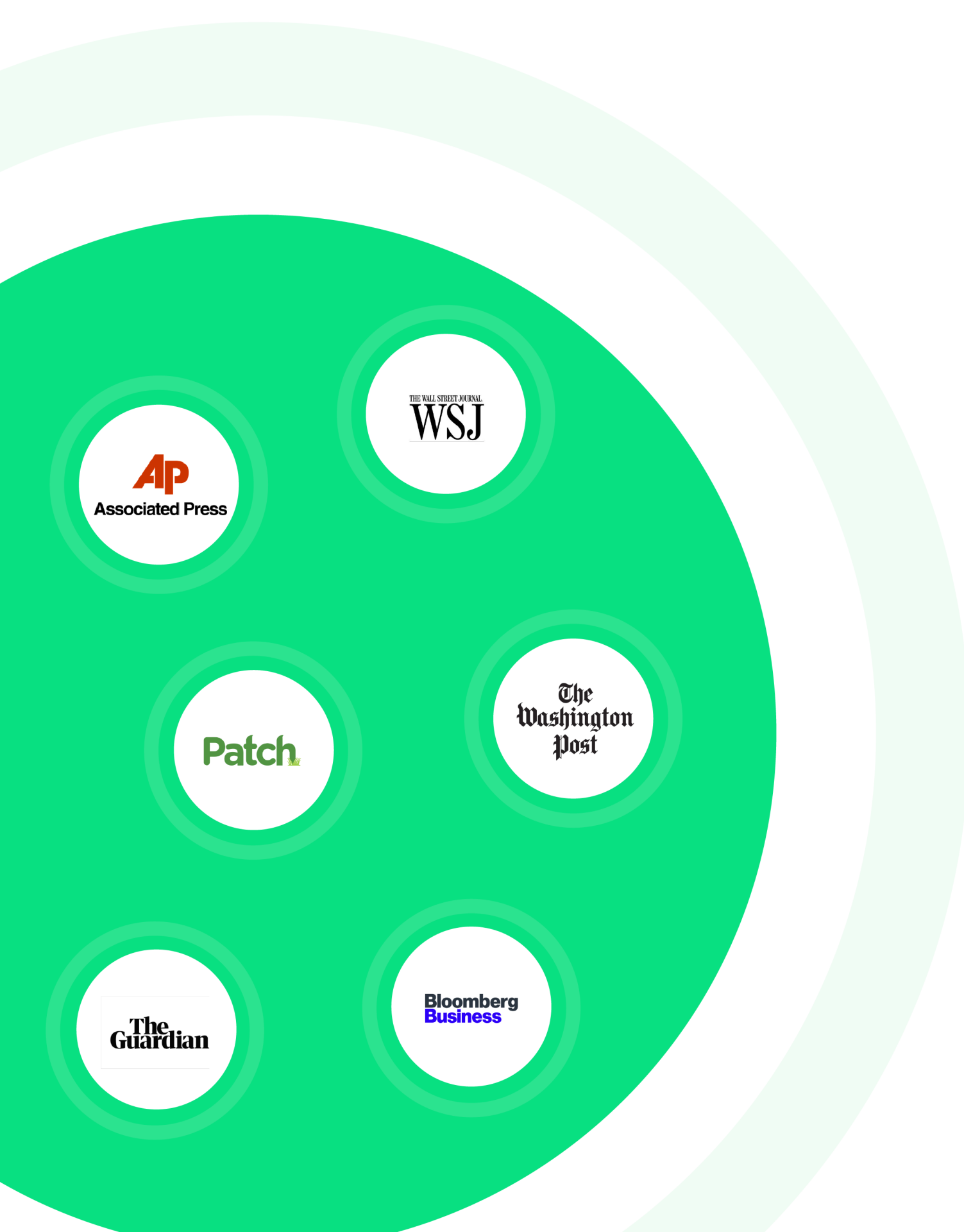
Siloed within a few resource-rich orgs

02

Largely experimental in nature

03

Confined to subject areas that have highly structured quantitative data (i.e. earnings, sports, polls)



Meanwhile the **consumer** is left with a dizzying array of choices...

Social Media Platforms

Scale: High
Curation: Low



Content Curators

Scale: Low
Curation: High



Travel Platforms

Scale: High
Curation: Low



General Search Engines

Scale: High
Curation: Low



Event Ticketing Platforms

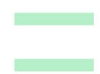
Scale: High
Curation: Low



02

the product...

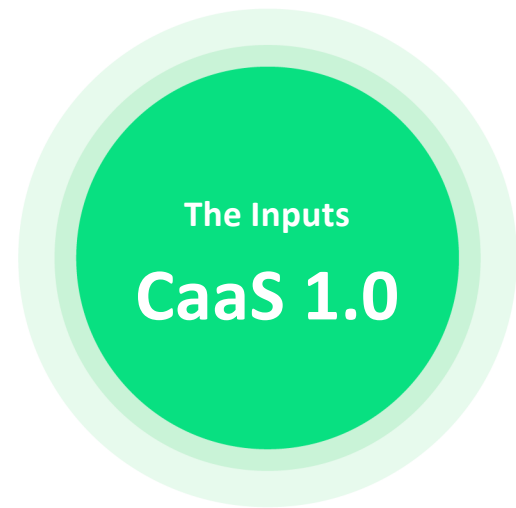
And that's why **Kwhen** exists...



Content as a Service 2.0



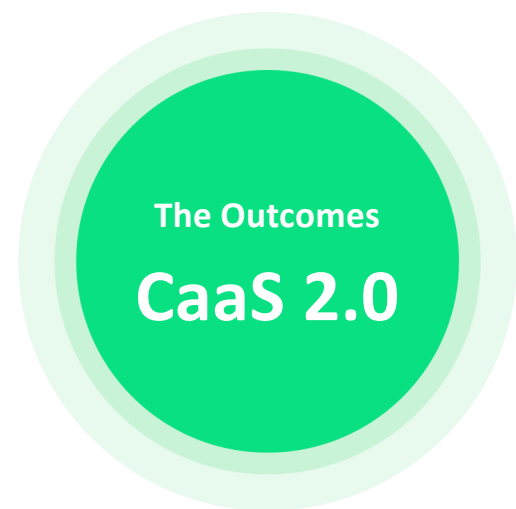
Re-imagining **content** as a service...



The Tools & Raw Materials

- Headless CMS
- Collaboration & Workflow
- Structured Content
- Content Infrastructure
- Access to Content
- Content Model
- Centralized Authoring
- Centralized Storage
- Metadata Definitions

VS

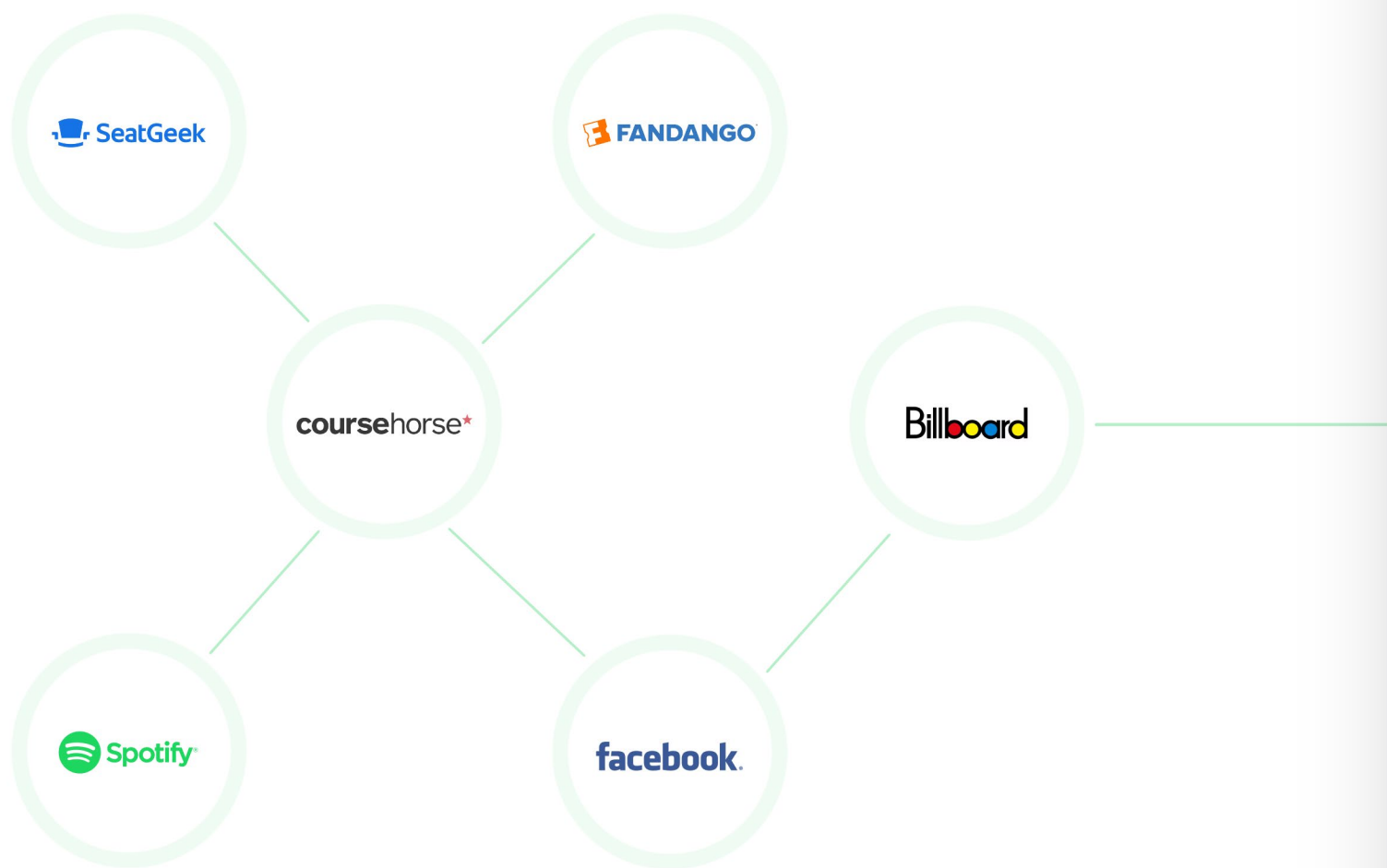


The Finished Product

- High Quality Content
- Highly Engaged Readers
- Incremental Revenue
- Complements core offering

How do **we make** this happen?

Raw Data + Algorithmic Signals + NLG = High Quality Content



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GUIDESEVENTSPERFORMERS

4 Best Miami Rock Concerts this week

© Jan 6, 2020 by Kwhen Contributors

If you're looking for fantastic Rock concerts to attend this week, look no further than our Miami concert calendar and guide. From *The Bronx Wanderers* and *Air Supply with Poco*, to *Grace Potter & The Nocturnals* and *Billy Joel*, find all the best concerts in Miami with our guides. This list of the best concerts in Miami is designed to help with your last-minute showgoing plans. Get your tickets now!



1



The Bronx Wanderers

POP, ROCK, CONCERTS

Date: Jan 10, 2020
Time: 8:00pm
Venue Name: Aventura Arts & Cultural Center

Fort Apache, The Bronx is a 1981 American crime drama film directed by Daniel Petrie. The film is about a hard-drinking, lonely veteran cop, Murphy, and his young partner Corelli, who work in a crime-ridden precinct in The Bronx. Although Murphy's life takes a good turn when he falls in love with Isabella, a young nurse, the...



2



Billy Joel

POP, ROCK, CLASSIC ROCK, HARD ROCK, CONCERTS

Date: Jan 10, 2020
Time: 8:00pm
Venue Name: Seminole Hard Rock Hotel and Casino

William Martin Joel is an American singer-songwriter, composer and pianist. Commonly nicknamed the "Piano Man" after his signature song of the same name, he has led a commercially successful career as a solo artist since the 70s, having released twelve studio albums from 1971 to 1993. He is one of the best-selling music...



3



Air Supply with Poco

COUNTRY, POP, ROCK, FOLK, CONCERTS

Date: Jan 11, 2020
Time: 7:00pm
Venue Name: Magic City Casino

Poco is an American country rock band originally formed by Richie Furay, Jim Messina and Rusty Young. Formed following the demise of Buffalo Springfield in 1968, Poco was part of the first wave of the West Coast country rock genre. The title of their first album, Pickin' Up the Pieces, is a reference to the break-up of Buffa...



4



Grace Potter & The Nocturnals

POP, ROCK, CONCERTS

Date: Jan 11, 2020
Time: 7:00pm
Venue Name: Revolution Live

Grace Evelyn Potter is an American singer, songwriter, multi-instrumentalist and actress who formed Grace Potter and the Nocturnals in 2002. Potter released her debut solo record Original Soul on 2004 via Grace Potter Music. In 2011, Potter and Kimber/ground founded Grand Belief North music festival in Burlington...

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Curated, hyper-local event guides...

PERFORMERS

The Best Philadelphia Comedy Shows this week (Week of 12/30/2019)

© Dec 30, 2019 by Kwhen Contributors

Some of the best comedy shows in Philadelphia are happening this this week. From *Countdown Show with Robert Kelly* and *Colin Mochrie with Asad Meccî*, to *Robert Kelly* and *Dina Martina*, find all the best comedy shows in Philadelphia with our guides. Don't miss these stellar stand-up, improv and talk shows from your favorite big-name and rising comedians.



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GUIDES EVENTS PERFORMERS

7 Wonderful Things to Do in Edmonton this week (Week of 12/30/2019)

© Dec 30, 2019 by Kwhen Contributors

Are you frantically searching for the best things to do in Edmonton this week? We totally have you covered. From *Brandon Wheat Kings* at *Moose Jaw Warriors* and *New York Rangers* at *Edmonton Oilers*, to *Bee Gees Gold* and *NYE: The Material Girls Tribute Show*, don't miss any of the best in Edmonton with our guides.



We Will Rock You - Edmonton

BROADWAY, THEATRE

Date: Dec 30, 2019
Time: 9:30pm

Venue Name: Northern Alberta Jubilee Auditorium

"Rock You" is a hard rock song written by Bob Halligan, Jr., and the first track from Helix's 1984 album *Walkin' the Razor's Edge*. It is best known for its call and response refrain of "Gimme an R, O, C, K." Helix's recording reached number 32 in Canada on the *Billboard* *AR* chart on August 4, 1984. It also came in at number 101 on...



Oklahoma - Sherwood Park

BROADWAY, CLASSICAL, THEATRE

Date: Dec 30, 2019
Time: 9:30pm

Venue Name: Festival Place

Rodgers + Hammerstein's *Cinderella* is a musical in two acts with music by Richard Rodgers, lyrics by Oscar Hammerstein II and a book by Douglas Carter Beane based partly on Hammerstein's 1957 book. The story is based upon the fairy tale *Cinderella*, particularly the French version *Cendrillon*, ou la *Petite Pantoufle de Verr...*



Brandon Wheat Kings at Moose Jaw Warriors

SPORTS, HOCKEY

Date: Dec 31, 2019
Time: 8:00pm

Venue Name: Mosaic Place

The *Moose Jaw Warriors* are a major junior ice hockey team in the *Western Hockey League* based out of *Moose Jaw, Saskatchewan*. The team plays its home games at *Mosaic Place*. The franchise moved to *Moose Jaw* from *Winnipeg* after the 1983–84 season, where they were known as the *Winnipeg Warriors*. The *Warriors* played i...



New York Rangers at Edmonton Oilers

SPORTS, NHL, HOCKEY

Date: Dec 31, 2019



60 Cities

200 Event Types

2M Local Events

2,000 Monthly Guides

Concerts

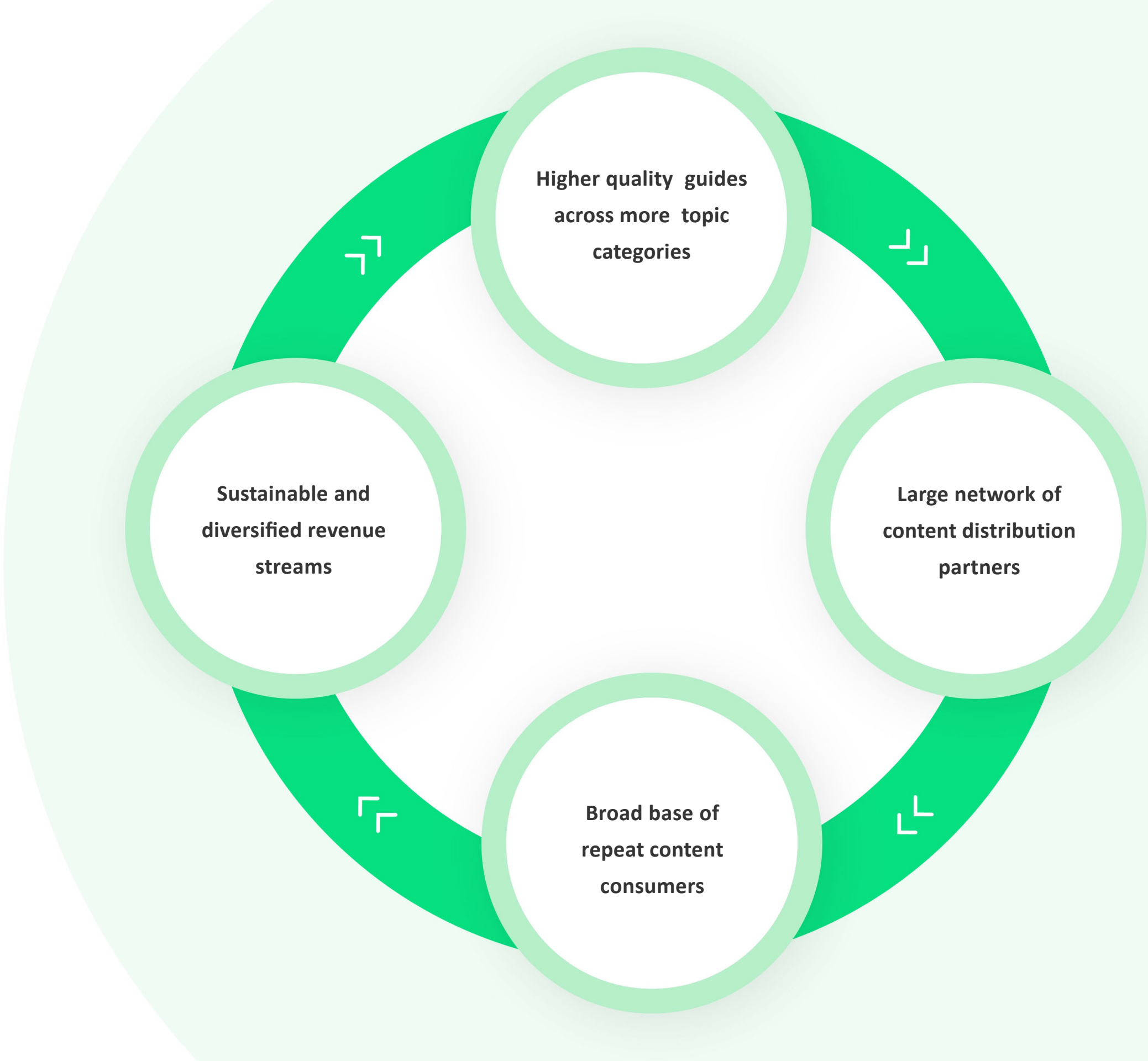
Comedy

Things To Do

03

the business...

The flywheel...



Steps to near-term **growth**...



01

Content Coverage Expansion



02

Publisher Partnership Expansion



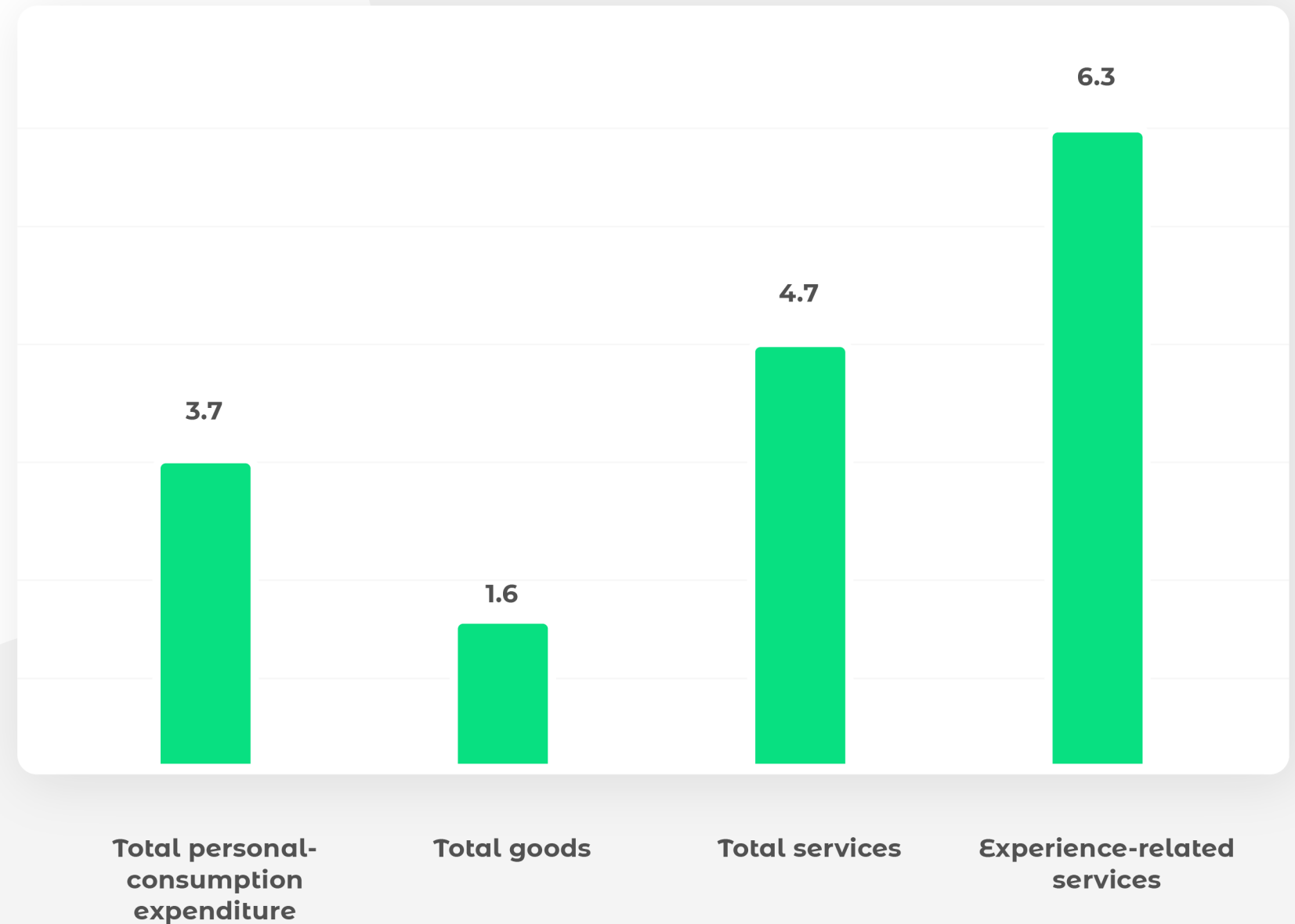
03

Email Newsletters
Subscriber Growth

Why **experiences** are the perfect starting point...

Consumers are shifting spending from goods to experiences.

Average annual personal-consumption-expenditure growth, **2014-16,%**

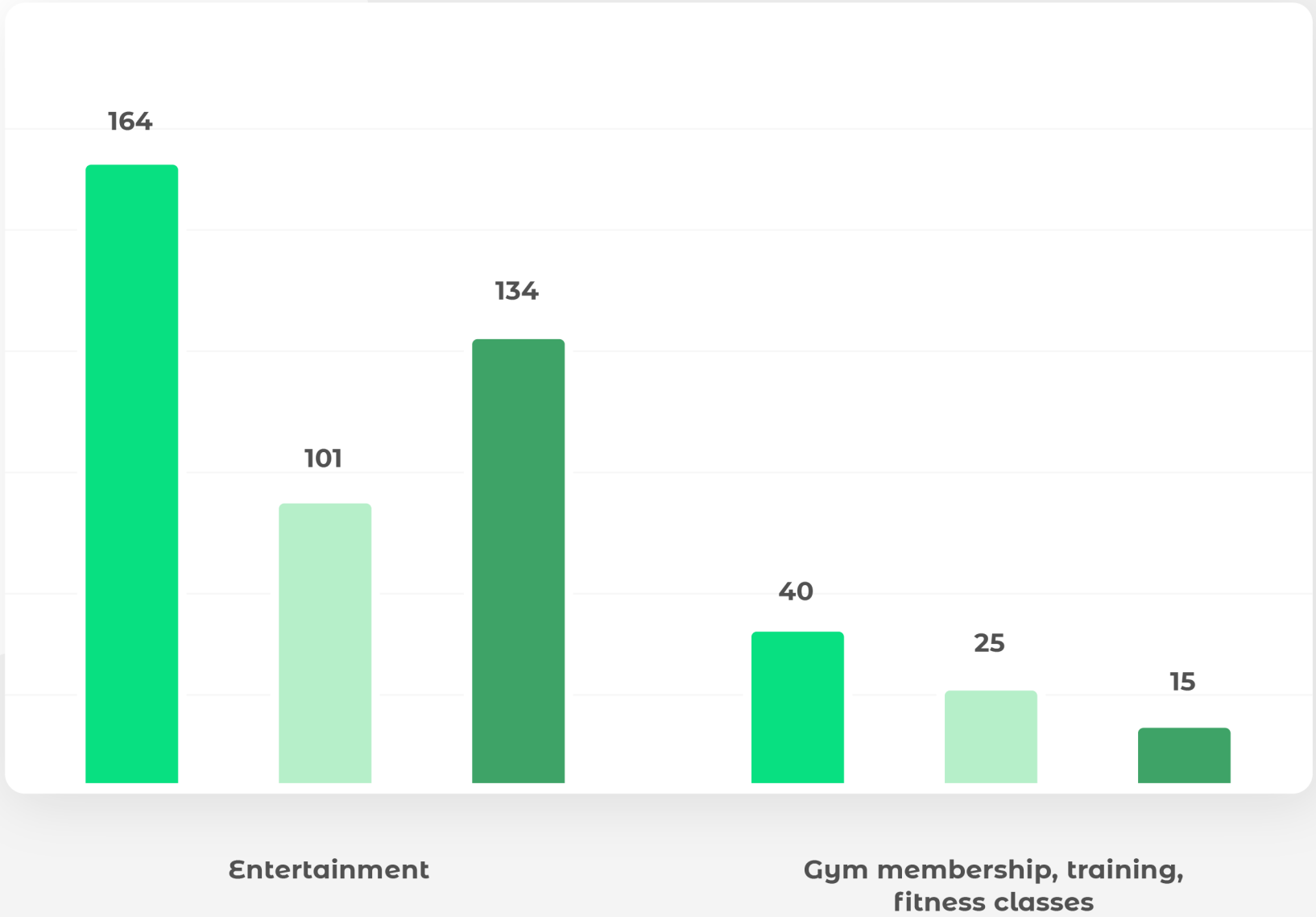


Why **experiences** are the perfect starting point...

Millenials spend more than Gen X and boomers on experiences.

Spending on experiences, \$ reported in the average month

- Millenials
- Gen Xers
- Baby Boomers



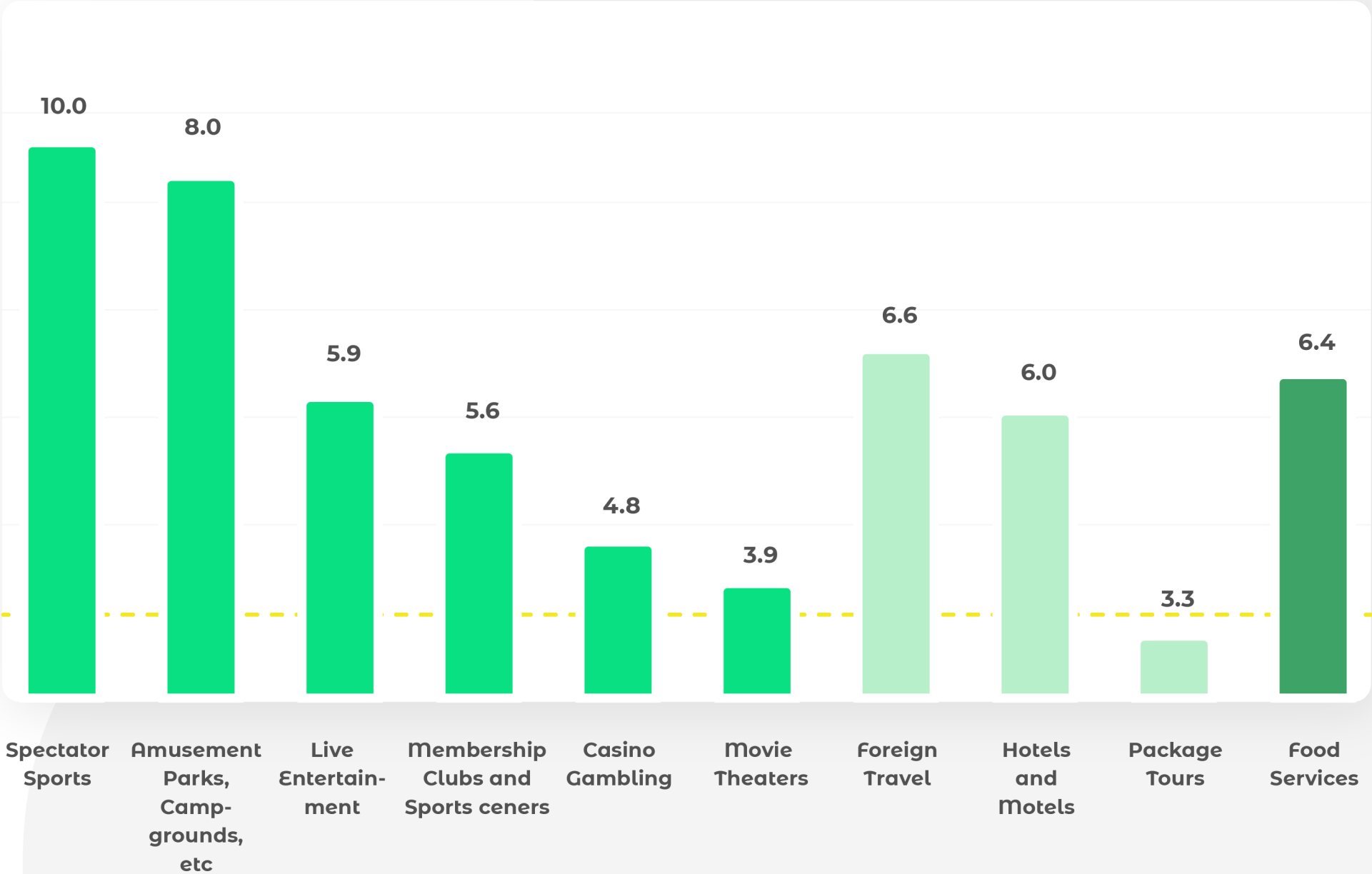
Why **experiences** are the perfect starting point...

Consumer spending on experiences is growing faster than overall expenditures.

Average annual personal-consumption
-expenditure growth, **2014-16,%**

- Events/Activities
- Travel
- Restaurants

Average Annual growth in overall personal-consumption expenditure: 3.7





Guides:



Concerts



Comedy



Things to Do



Sports



Hotels



Movies



Theatre



Classes



Restaurants



Vacation Travel



Tours

Near Term: Incredible pipeline of immediate opportunities in the experiences sector...

High Quality Automated Content:



Experiences



Music



Weather



Finance



Economy



Travel



Politics



Local



Longer Term: Fully automated high quality content across a broad spectrum of verticals...



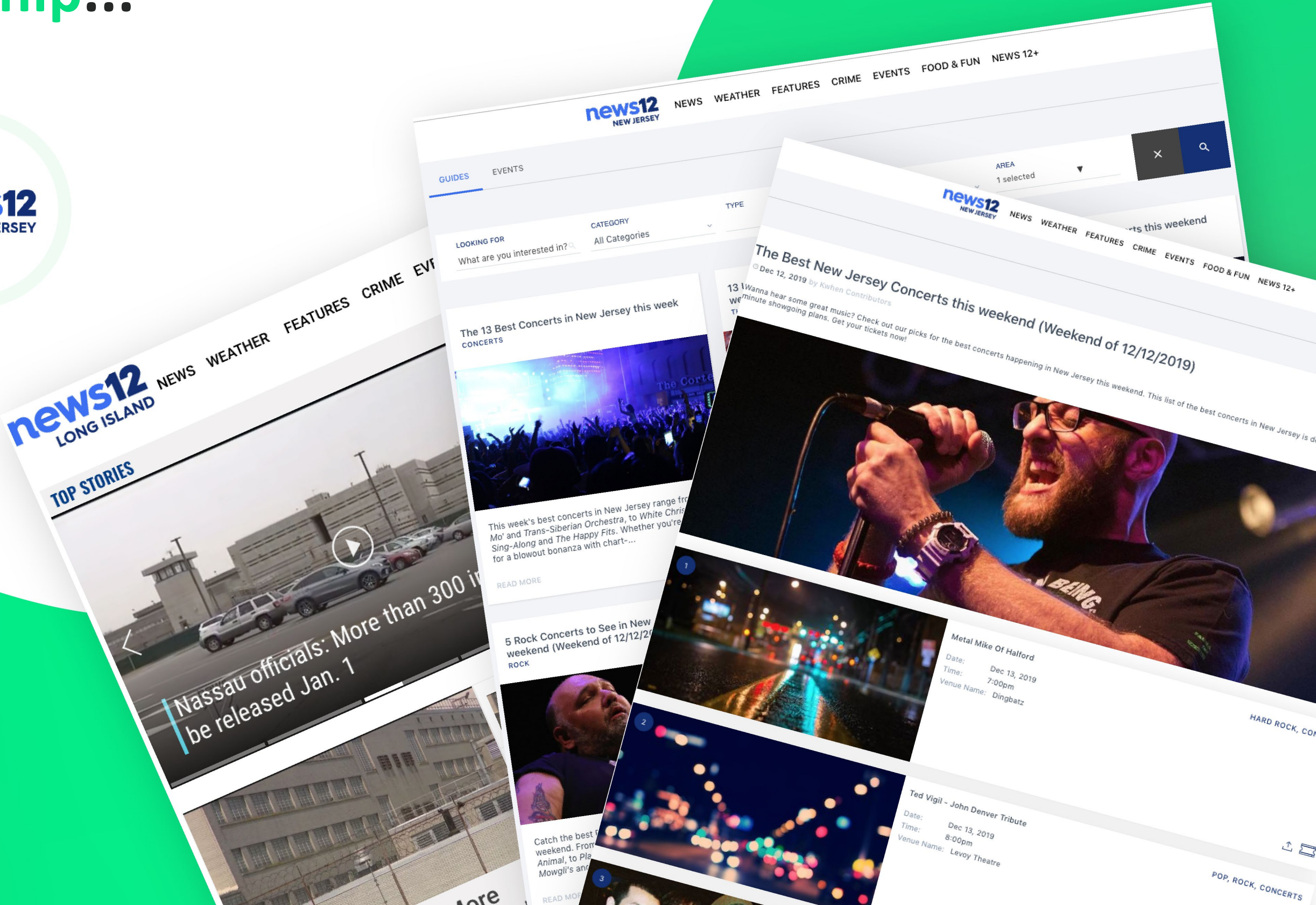
Why **publishers** partner with Kwhen...

- Increased user engagement through targeted content
- Significant user growth through expansion into new vertical
- Scalable, high quality, eCommerce-friendly content
- Significant incremental revenue opportunity

First live partnership...



+



With **more** in the pipeline...

FOX 5
NEW YORK

NewsWeatherGood Day New YorkContestsAbout UsWatch LiveMore

31 Things to Do in NYC this weekend That Are Actually Cool

© Dec 12, 2019 by Kwhen Contributors

Are you frantically searching for the best things to do in NYC this weekend? We totally have you covered. From Kinds of Kings and Bridgeport Sound Tigers at Utica Comets, to Princeton Tigers at Fairleigh Dickinson Knights Basketball and Jerry Seinfeld, don't miss any of the best in NYC with our guides.

THRILLIST

WATCHFOOD & DRINKTRAVELENTERTAINMENTCITIES

The Best Hard Rock Concerts in Chicago

© Jun 1, 2019 by Kwhen Contributors

Some of the best Hard Rock concerts in Chicago are happening next month. From Acid Witch with Against The Grain and Kings of Chaos, to The Rolling Stones and Coheed and Cambria with Every Time I Die and Mastodon, find all the best concerts in Chicago with our guides. Why not take a chance on a new name? Every gig you see below gets the Kwhen stamp of approval. All you need to do is grab your tickets!

BUSINESS INSIDER

TECHFINANCEPOLITICSSTRATEGYLIFEALL

The Best Blues Concerts in NYC

© Jul 1, 2019 by Kwhen Contributors

Catch the best Blues concerts in NYC next month. From The Soul Rebels and Count Basie Orchestra, to Electric Hot Tuna with David Bromberg and Hot Tuna and Ghost-Note with Thumpasaurus, find all the best concerts in NYC with our guides. This list of the best concerts in NYC is designed to help with your last-minute showgoing plans. Get your tickets now!

The Star Edition

CHANGE LOCATION

LOCALCANADAPOLITICSWORLDOPINIONLIFESPORTSENTERTAINMENTBUSINESSSTAR INVESTIGATIONS

TelevisionMusicBooksMoviesStageVisual ArtsFun & GamesComicsTV Listings

16 Wonderful Concerts in Toronto this weekend

© Nov 7, 2019 by Kwhen Contributors

This weekend's best concerts in Toronto range from Hollerado with Tokyo Police Club and Charly Bliss and The Furious Bongos - Frank Zappa Tribute (21+ Event), to Geowulf and Rock The Rink. Whether you're looking for a blowout bonanza with chart-topping songs at one of its big live-music venues or low-key concerts in Toronto, we've got you covered. Checkout our guide and buy your tickets!

Geowulf

Date: Nov 8, 2019

Time: 7:00pm

Venue Name: The Drake Hotel

CONCERTS

BLUES, SOUL, JAZZ, RNB, CONCERTS

POP, ROCK, HARD ROCK, CONCERTS

BLUES, JAZZ, CONCERTS

COUNTRY, POP, ROCK, ALTERNATIVE, BLUES, JAZZ, ROCK, CONCERTS

POP, ROCK, CLASSIC ROCK, HARD ROCK, CONCERTS

POP, ROCK, HARD ROCK, CONCERTS

POP, ROCK, HARD ROCK, CONCERTS

POP, ROCK, CLASSIC ROCK, HARD ROCK, CONCERTS

COMEDY, THEATRE

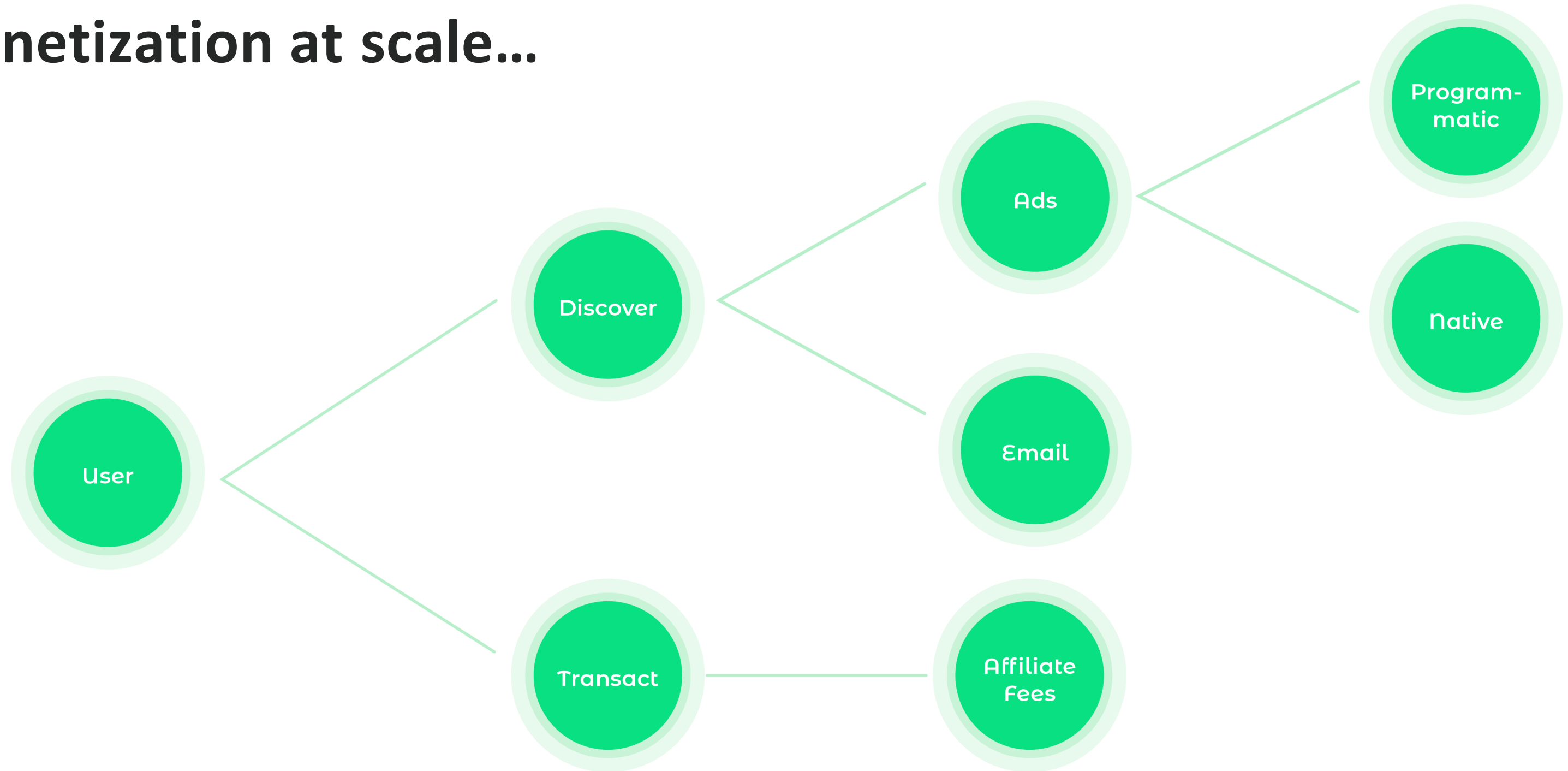
SPORTS, HOCKEY, MINOR LEAGUE HOCKEY

CONCERTS

Clear growth trajectory...



And lots of **desirable options** for
monetization at scale...



A **unique team** with deep experience in technology, media, and financial markets...



Iyan Adewuya

Founder

- Currently head of product management at Blackrock (Aladdin Product Group)
- Previously head of at Bloomberg (founded news automation initiative)
- 15 years of product management experience



Chris Yeung

Product & Technology

- Currently founder and CTO at Vimby Group
- Leads technology strategy for 9 business units of the group
- Previous roles at BlackRock and Goldman Sachs building portfolio management systems



Eric Stern

Strategy & Partnerships

- Currently senior technology strategist at Goldman Sachs
- Previously head of platform technology at Blackrock Alternative Investors
- 15 years of experience in financial markets



Justin Maimain

Strategy & Partnerships

- Currently President at Cochrane Media
- Previous roles at Bloomberg, Yahoo News, Business Insider, etc
- 20 years of experience across print, TV, and digital media



thank you