CrowdTrust

Our users

Jayson and Alessandro

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

alessandro

Luxury bedroom in resort setting

Phoenix, AZ, United States ★★★★★ (10)

Alessandro

Entire home/apt | 2 Guests | 1 Bedroom | 1 Bed

$89 ⚡ Per Night

Check in
mm/dd/yyyy

Check out
mm/dd/yyyy

Guests
1

⚡ **Instant Book**

About this listing

New private bedroom and bath overlooking the garden and swimming pool with a back patio entrance

♡ Save to Wish List

Summary

Accuracy	★★★★★	**Location**	★★★★★
Communication	★★★★★	**Check In**	★★★★★
Cleanliness	★★★★★	**Value**	★★★★★

Loyal

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   👍 **Helpful**

Bryan

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.

February 2016   👍 **Helpful**

Jd

"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 resevation 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

👍 Helpful

What they want is <u>three</u> 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
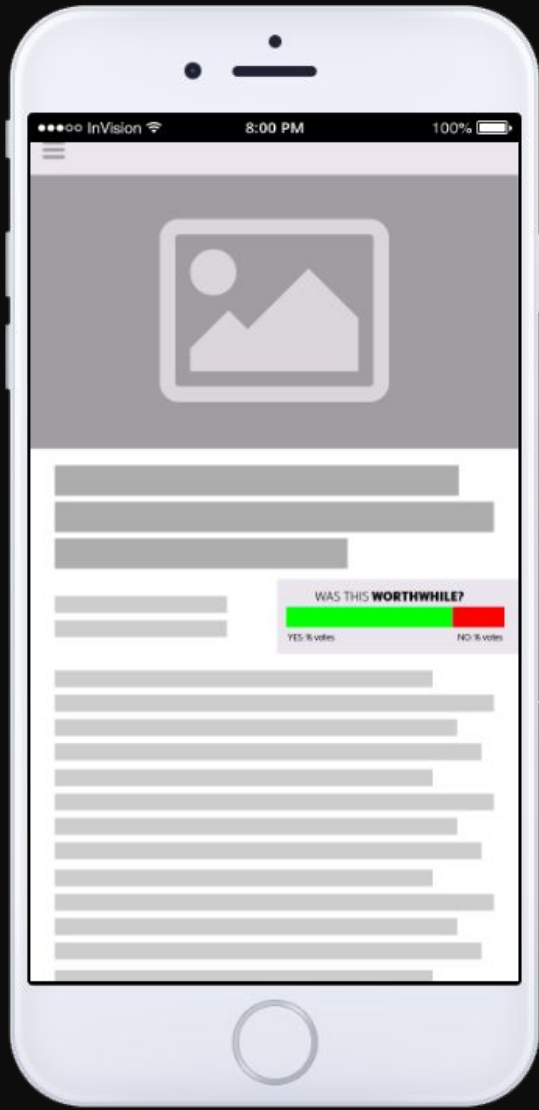- Noise insulation
- Let's them have a stake

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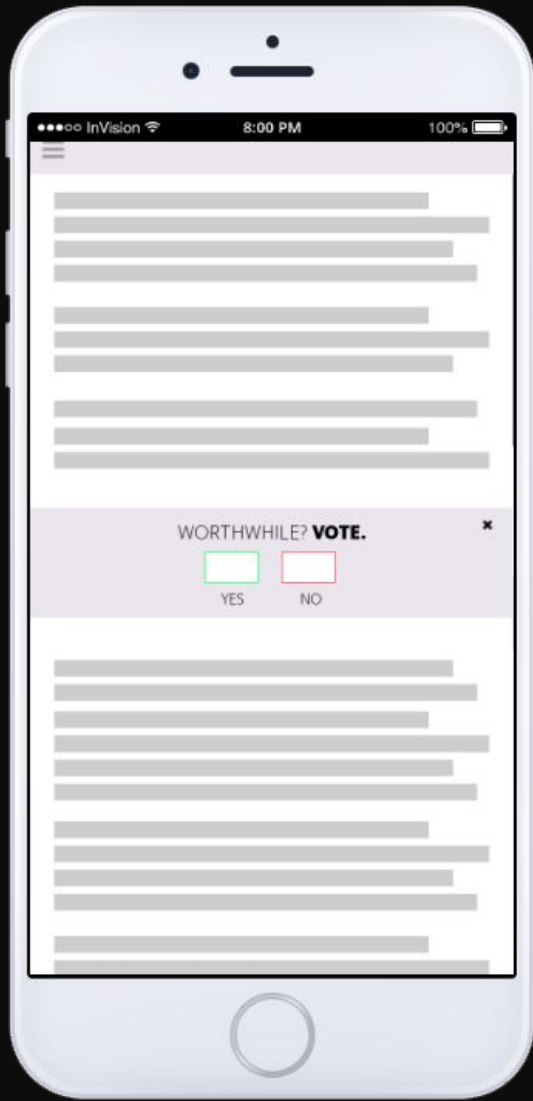
What we're proposing is…

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

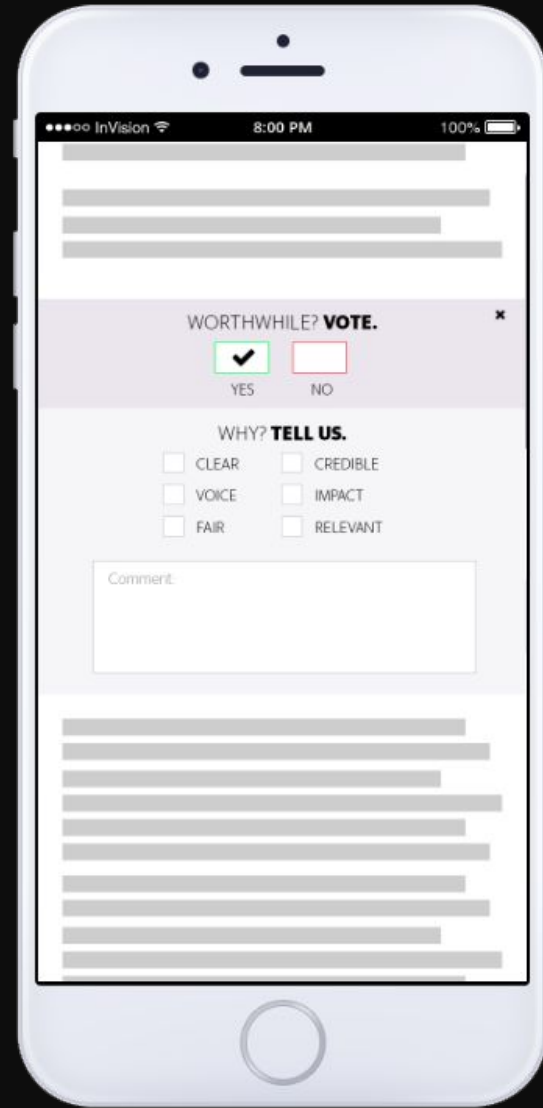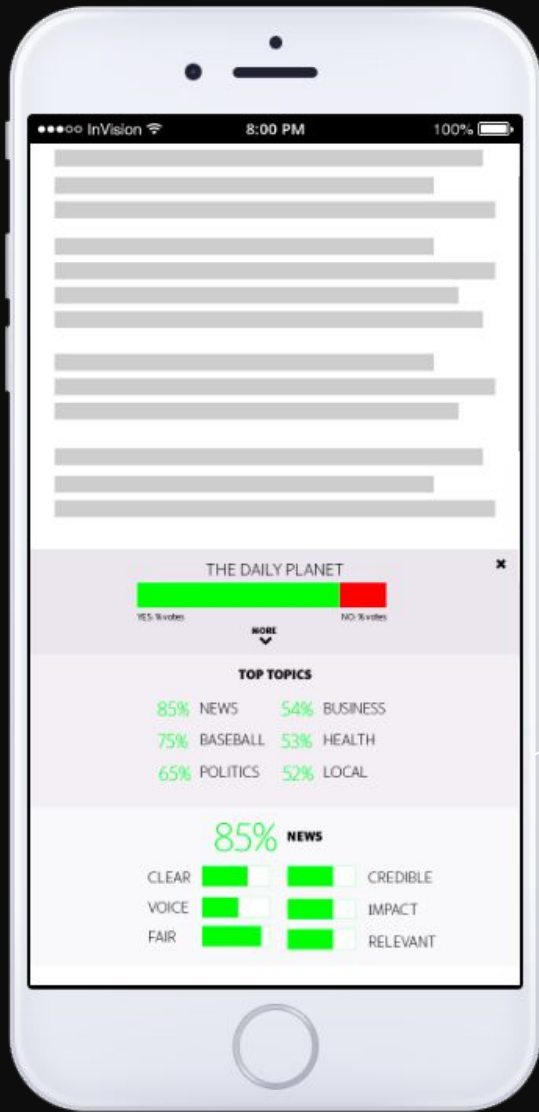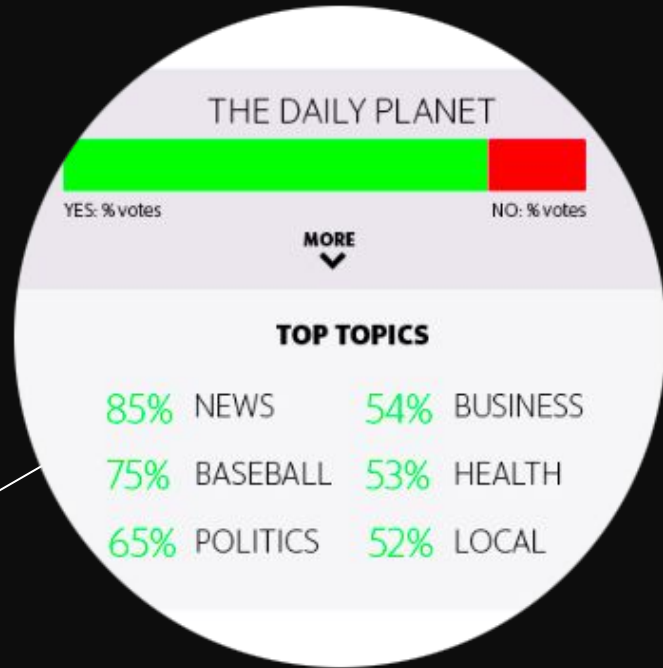Here's their heaven…

Our product

WAS THIS **WORTHWHILE?**

YES: % votes   NO: % votes

CrowdTrust

Vote.

Tell us.

THE DAILY PLANET

YES: % votes   NO: % votes

MORE

TOP TOPICS

85% NEWS   54% BUSINESS

75% BASEBALL   53% HEALTH
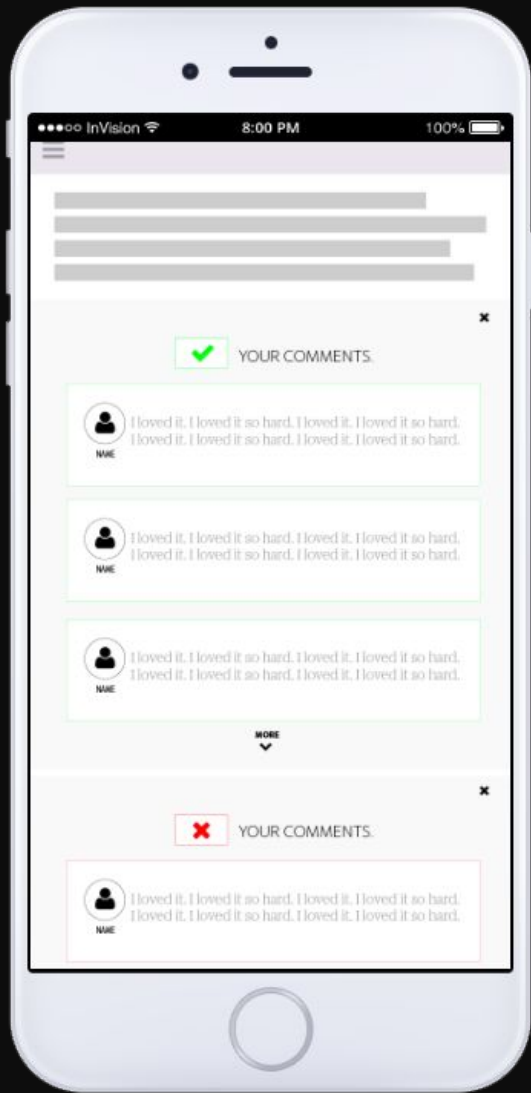
65% POLITICS   52% LOCAL

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?

Disqus

Chartbeat

Facebook

Live Fire

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)?