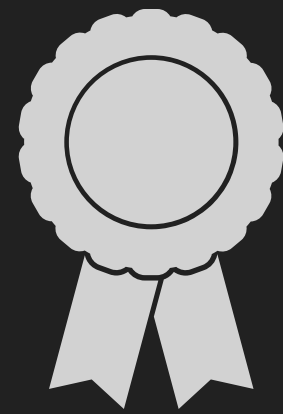


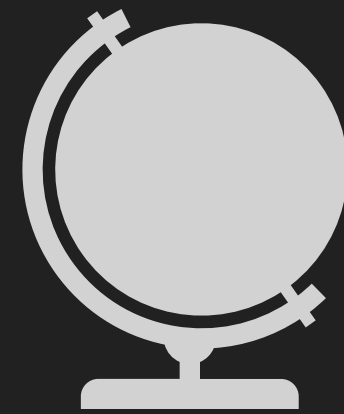
VettNews

*A centralized corrections tool by
journalists and technologists for
publishers and readers*

The Problem



*Trust in the media is at an
all time low*



*There is no clear method
for credibility on the web
for readers*



*Brand trust is increasingly
labor intensive and
complicated for publishers*

Corrections

How it is now

Manual / Editor Interaction

Collect

receive corrections requests from email, social media and article comments

Filter

remove spam, filters corrections requests and take requests to the right editor

Edit

adjudicate and writes corrected text

Publish

corrected articles are published with editors notes added

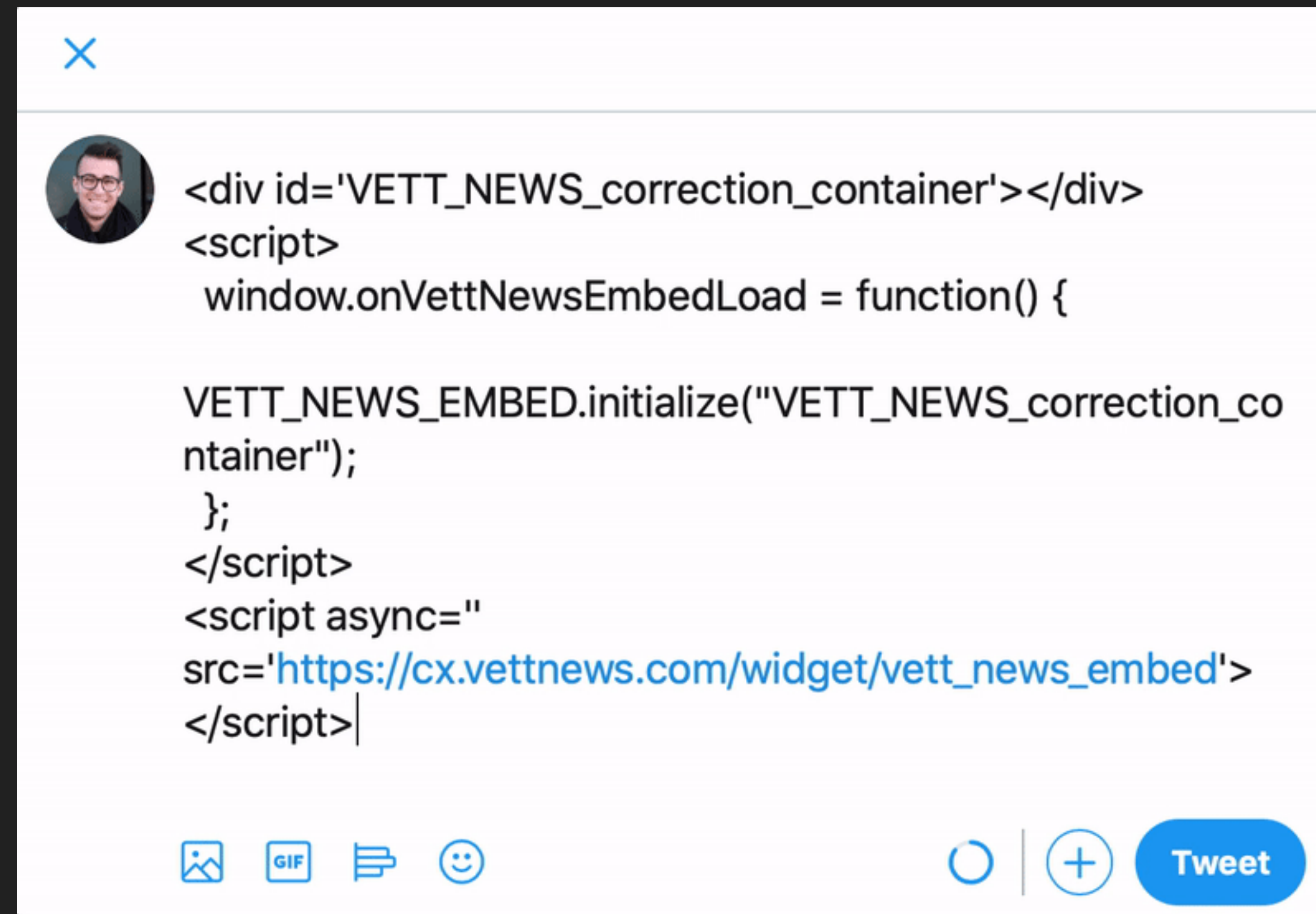
Missed

Opportunity:
corrections are rarely communicated to the reader

The solution:

Empower publishers to control credibility with a CMS tool that manages corrections requests in a centralized dashboard

Vett News: Cx



A screenshot of a tweet interface. At the top left is a blue 'X' close button. Below it is a circular profile picture of a man with glasses. To the right of the profile picture is the tweet text, which is HTML and JavaScript code. At the bottom of the tweet area are icons for adding media, GIFs, links, and emojis. On the right side of the bottom area are a retweet icon, a plus sign icon, and a blue 'Tweet' button.

```
<div id='VETT_NEWS_correction_container'></div>  
<script>  
  window.onVettNewsEmbedLoad = function() {  
  
    VETT_NEWS_EMBED.initialize("VETT_NEWS_correction_co  
ntainer");  
  };  
</script>  
<script async="  
src='https://cx.vettnews.com/widget/vett_news_embed'>  
</script>|
```

Installation the size of a tweet.

Vett News: Cx

How it works for readers

Suggest

Submit a corrections request with a button easily available at the bottom of every article.

Expect

receive an immediate automatic email with an expected wait time for the correction.

Contact

An editor's email details the request & whether the article was changed.

Vett News: Cx

How it works for publishers

Collect

Correction requests flow into the CX dashboard through the form at the bottom of every article.

Filter

Similar requests for the same story group together so you don't look at the same thing twice.

Publish

Stories are corrected in a redundancy free view with details needed to the make right call.

Engage

Helpful readers are sent a prewritten email with quick personalized customizations.

Update

Trolls are sent an automatic personalized email that their feedback was dismissed.

Vett News: Cx

What it looks like: Check out our video demo at VettNews.com

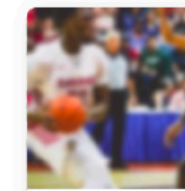
Top Readers	
Surprise Players Emerge Early in College Basketball Factual • Submitted yesterday by Rhiannon Noris	11/25/19
Hut Skiing in the Dolomites: Storybook Scenery and Grappa... Factual • Submitted yesterday by Rhiannon Noris	11/25/19 2 >
Why Does Rage Define 'Parasite' and Other Popular East Asian Movies? Factual • Submitted yesterday by Rhiannon Noris	11/25/19
Sort By Date Submitted ^	
Air Pollution May Damage the Brain Factual • Submitted yesterday by Rhiannon Noris	11/25/19
Luxury Giant LVMH to Buy Tiffany for \$16.2 Billion Factual • Submitted yesterday by Rhiannon Noris	11/25/19
Niners' Dominance Is Creating Lore for a New Era Factual • Submitted today by Alex Jones	11/25/19
Dorothy Seiberling, Influential Arts Editor, Dies at 97 Factual • Submitted today by Alex Jones	11/25/19
University to Students on Medicaid: Buy Private Coverage, or Drop Out Factual • Submitted today by Alex Jones	11/25/19
Student Sets Himself on Fire, Highlighting Broader Distress in... Factual • Submitted today by Alex Jones	11/25/19
Internet Companies Prepare to Fight the 'Deepfake' Future Factual • Submitted today by Alex Jones	11/25/19

Factual

Problem Description
Minnesota is hosting DePaul on Friday, not Saturday

Proposed Rewording
DePaul travels to Minnesota on Friday and then hosts Texas Tech in Chicago on Dec. 4.

Evidence



NCAA →

Surprise Players Emerge Early in College Basketball

A group of early season tournaments has given some newcomers high-profile chances to showcase themselves for fans.

Baylor Guard Jared Butler has been one of the players to break out this season.Credit...

One thing that's very clear right now in college basketball: New faces are starting to emerge.

With November tournaments creating key early season showdowns, many players are taking advantage of fresh opportunities to produce. That should continue from now until the start of conference play in early January.

What We Learned

Jared Butler showed again why he's one of the sport's best guards. The 6-foot-3 sophomore shined with 22 points in Baylor's win over Villanova on Sunday in Myrtle Beach. Baylor should threaten Kansas in the Big 12 once the veteran forward Tristan Clark fully recovers from a knee injury he suffered last season. Baylor Coach Scott Drew said Clark probably would not be fully healthy until conference play begins.

Vernon Carey has arrived. Carey, a Duke freshman, dominated the Empire Classic last week at Madison Square Garden, averaging 25.5 points and 11 rebounds in the two-game tournament. "He's a focal point in our offense," Duke Coach Mike Krzyzewski said of the 6-10 Carey. "He's not just a big man either. He's versatile." Carey has made three 3-pointers already this season and has the ability to open things up for the Blue Devils offense because of his ability to face the basket. "I think he's potentially a national player of the year candidate," California Coach Mark Fox said after the Golden Bears lost to Duke on Thursday.

Memphis still has reinforcements without James Wiseman. The Tigers are likely to have to wait until Jan. 12 to have Wiseman in the lineup after he was suspended by the N.C.A.A. because Coach Penny Hardaway gave Wiseman's family \$11,500 when he was in high school. Memphis is still capable without Wiseman, with many talented players as shown in Saturday's home win over Mississippi. The first-year forwards Precious Achiuwa and D.J. Jeffries combined for 48 points and 15 rebounds in the victory over the Rebels, thriving in Memphis's high octane approach.

What We're Looking for This Week

Payton Pritchard of Oregon is part of one of the stronger perimeters in college

Oregon plays Seton Hall. Both were picked to win their conferences. The Ducks have one of the deepest perimeters in college basketball headlined by the senior point guard Payton Pritchard. Seton Hall has Myles Powell, who could be an all-American or even the national player of the year. Their game at the Battle 4 Atlantis feels like it could be a round of 16 matchup in the N.C.A.A. tournament.

Jon Rothstein

Reporter

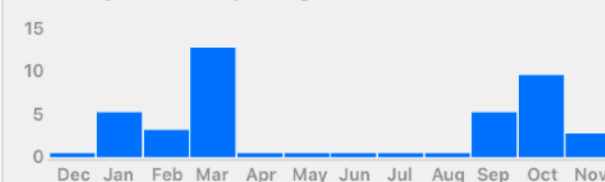


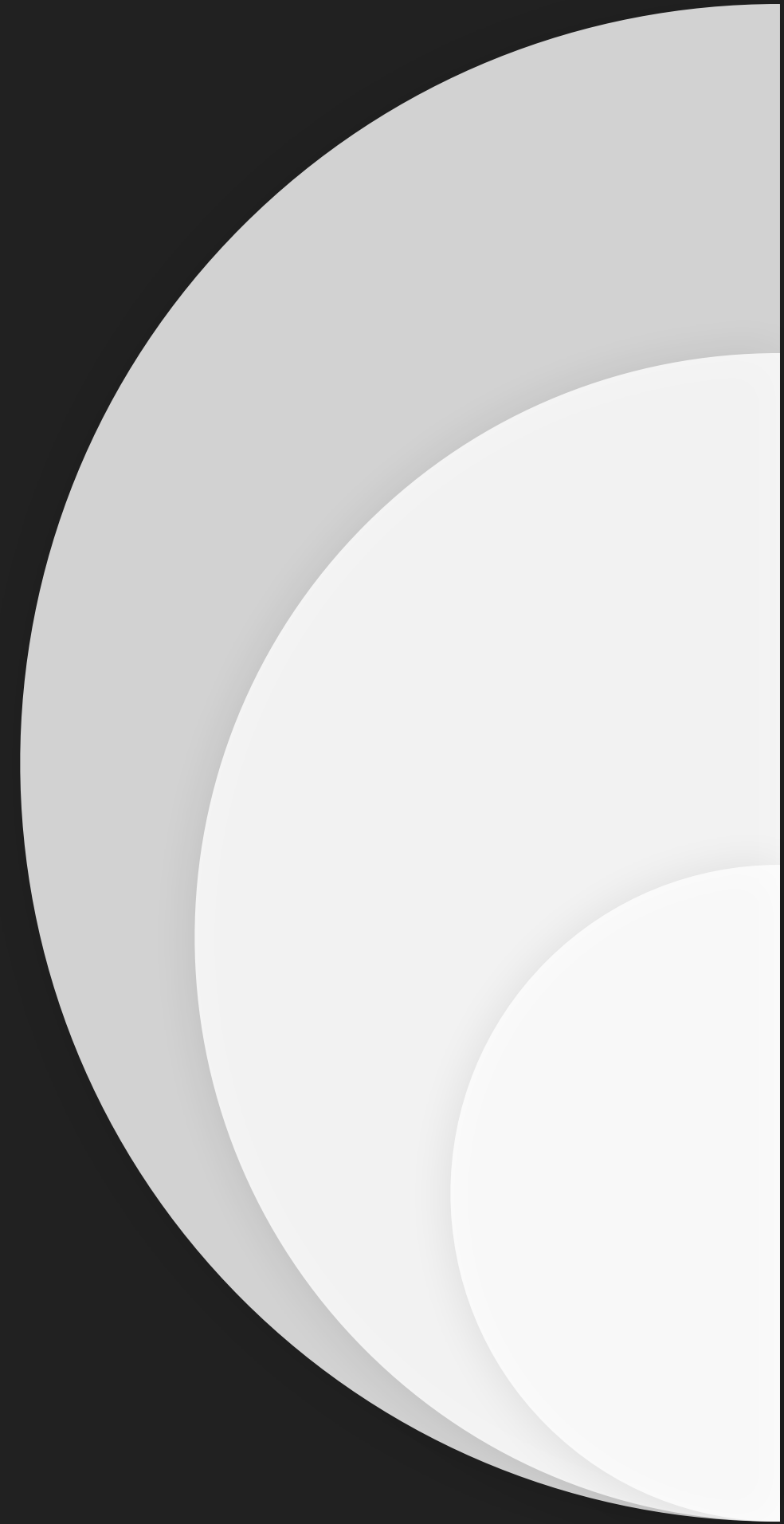
Reader

Rhiannon Noris



Complaint Frequency





news, magazines, digital ads
\$404 billion

newspapers globally
\$109 billion

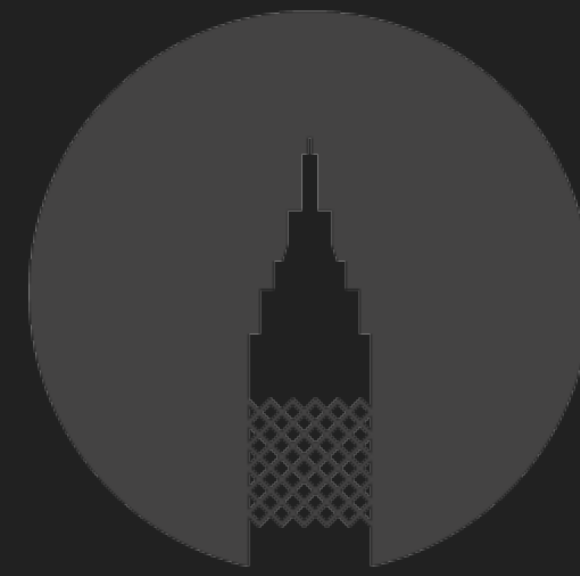
newspapers in the U.S.
\$26 billion

*From McKinsey & Company Wilkofsky Gruen Associates
And Statista*

The Price: *\$15/month for small publishers*
Up to \$1490/month for large publishers

Early Partners

NYC MEDIA LAB/



EMPIRE
STATE
TRIBUNE

Religion Unplugged

THE
SOJOURN

Newsweek

FORTUNE

Momentum

*First
University
Install*

*Minor
Publication
Install*

*Midsized
Publication
Install*

*Major
Publication
Install*

1.5 Release

May

Jun.

Jul.

Aug.

Sep.

Oct.

Nov.

Dec.

Education Sales

Education Installation

Version 1.5 development

Publication Sales

Publication Installation

The Team

Journalists and product makers



Paul Glader
Co-Founder, CEO
Formerly The Wall Street Journal, The Indianapolis Star



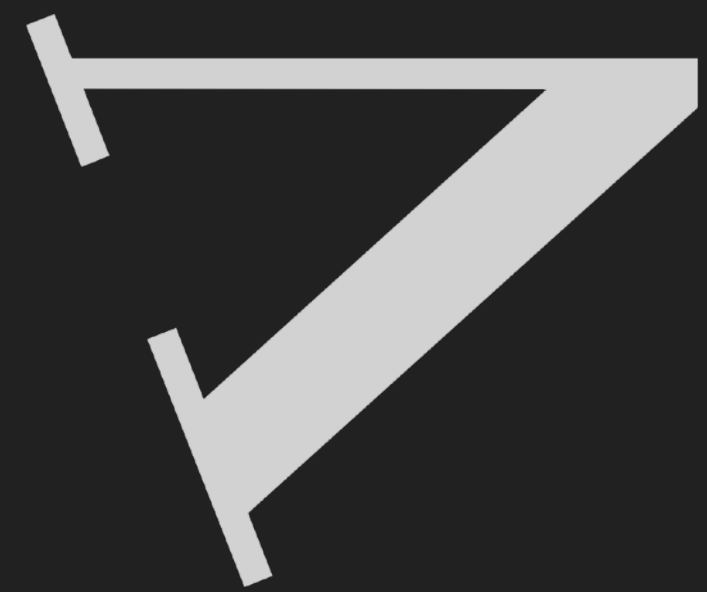
Clemente Lisi
Co-Founder, COO
Formerly New York Daily News, ABC News



Peter Freeby
Co-Founder, Design Director



Nhi Diep
Co-Founder, Developer



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