

**Briefly transforms global news into actionable,
AI-powered insights, empowering professionals
to make informed, strategic decisions every day.**

The news industry today is ripe for disruption

Overwhelming



Static



Top-Down



Briefly leverages AI to re-imagine news consumption

Briefly Read

News Summaries and Briefs



~~Overwhelming~~

~~Static~~



Briefly Chat

News Analysis Chatbot

Briefly Discuss

Key Opinion Leader Forums



~~Top-Down~~

Our freemium model serves every budget and need

	Free	Sign-In	Paid
Briefly Discuss	✓	✓	✓
Briefly Read	✗	✓	✓
Briefly Chat	✗	✗	✓

The potential upside of doing so is vast

**US\$930
Trillion**

Global Revenue
in 2022

**SG\$500
Million**

Revenue in
Singapore Alone

We outperform our competitors in many ways

Timely



\$29.90

Deep

**The
Economist**

\$22.90

13% Margin

Dynamic



Interactive

 **reddit**

Low Cost

 **Briefly**

\$9.99

>90% Margin

Our target audience are busy business professionals

**Business
Professionals**

**Highly
Driven**

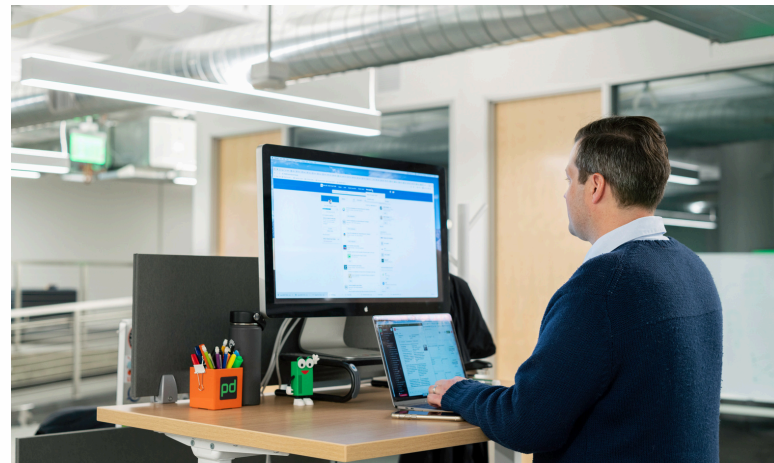


**Mid to Senior
Level**

Global

We will harness Social Media for viral, exponential growth at low cost

We will focus on driving organic growth by posting on these four main social media channels to leverage network effects, boosted by content sharing, word of mouth, and referrals.



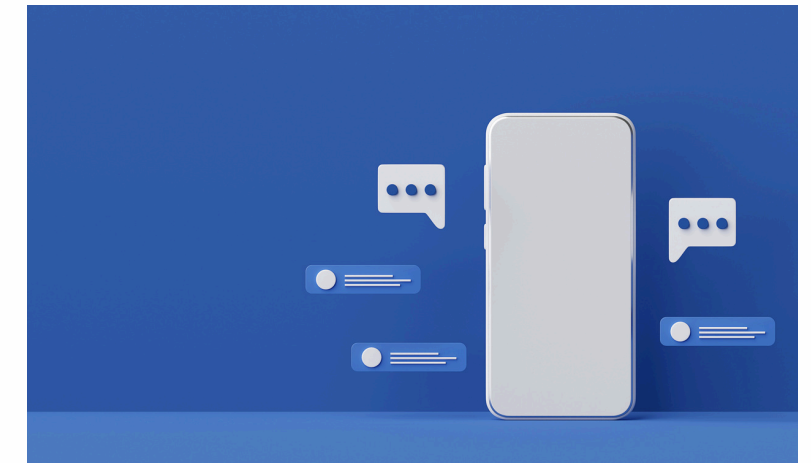
LinkedIn



Instagram



Telegram



Facebook

We aim to reach 28k subscribers in 3 years



1.4 Million
SG LinkedIn
Premium Users



28k Subscribers
2%
Penetration

This will give an operating profit of \$2.76 mil annually

\$120
ARPU

28k
Subscribers

\$3.36 Million
Annual Revenue

30k
Articles Per Year

\$20
Per Article

\$600,000
Operating costs

\$2.76 Million
Operating Profit

We have many potential areas of future growth, as the capabilities of AI grows



Briefly Personal

Curated Personal
News, Briefs and
Podcasts Lists



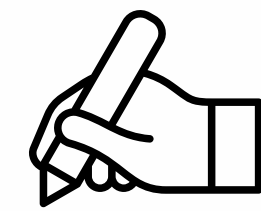
Briefly Listen

AI Generated
Podcasts and
News Briefs



Briefly Watch

AI Generated
News Videos and
Broadcasts



Briefly Write

AI Assisted
Commentary
Writing Tool

Our Team



**YOHANES
WIGUNA**

Co-Founder
Regional Product
Marketing
SMU MBA



**NATHAN
TANG**

Co-Founder
HR Deputy Director
SMU MBA
UCL MPA



**STEPHANIE
LIEW**

Co-Founder
Strategy and Ops
Assistant Director
Cambridge MPhil



**WENQI
LIU**

Intern
Fudan University
SMU Information
Systems

We hope to raise 150k to drive development and targeted marketing

App

\$45k



Ads

\$30k



AI

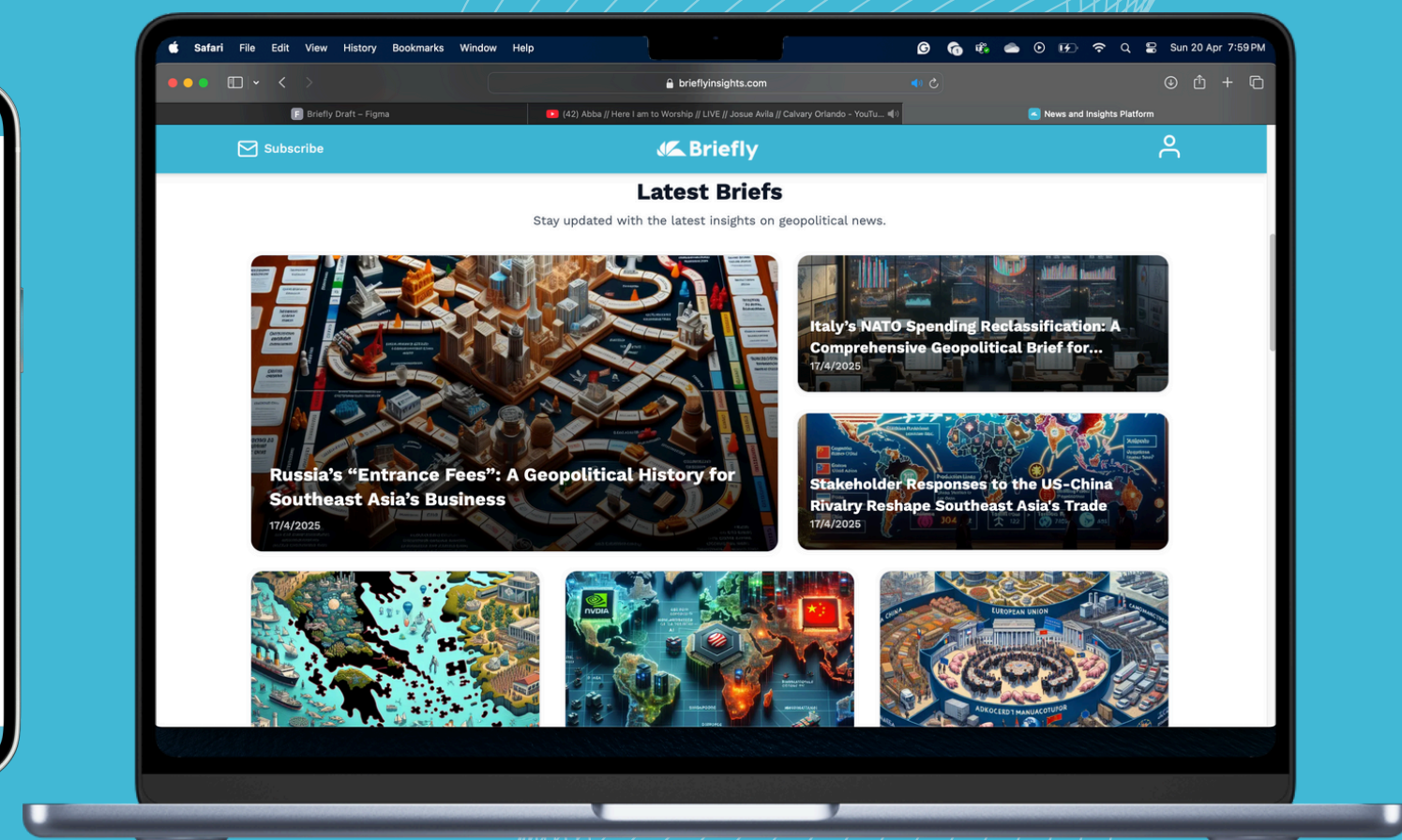
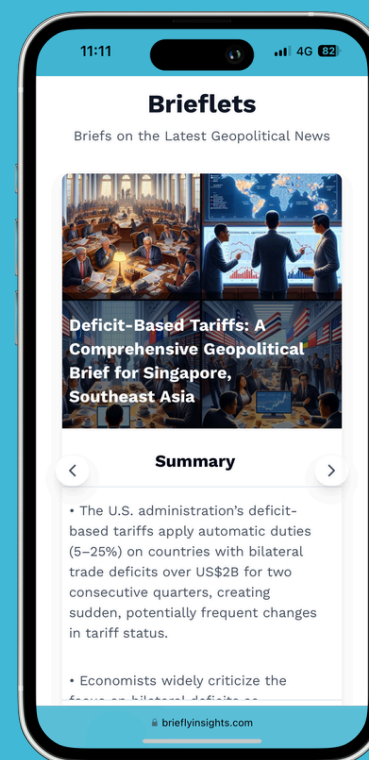
\$75k





A Smarter Way to Understand the World

www.brieflyinsights.com



Pitch 2025

Subscription Tier

☐ Subscription

	No Sign In (Free)	Sign In (Free)	Premium User
News Summary	✓	✓	✓
Brieflets	5 Brieflets / Day	10 Brieflets / Day	Unlimited Access
Full Brief	2 Brief / Day	5 Brief / Day	Unlimited Access
Chatbot	✗	Limited Tokens	Unlimited Tokens
Forum	Read	Read + Write	Read + Write
Personalize	✗	✓	✓
Podcast	✗	45 Sec Preview	Unlimited Access
Advertisement	✓	✓	Ads Free
	\$0	\$0	\$10 / Month