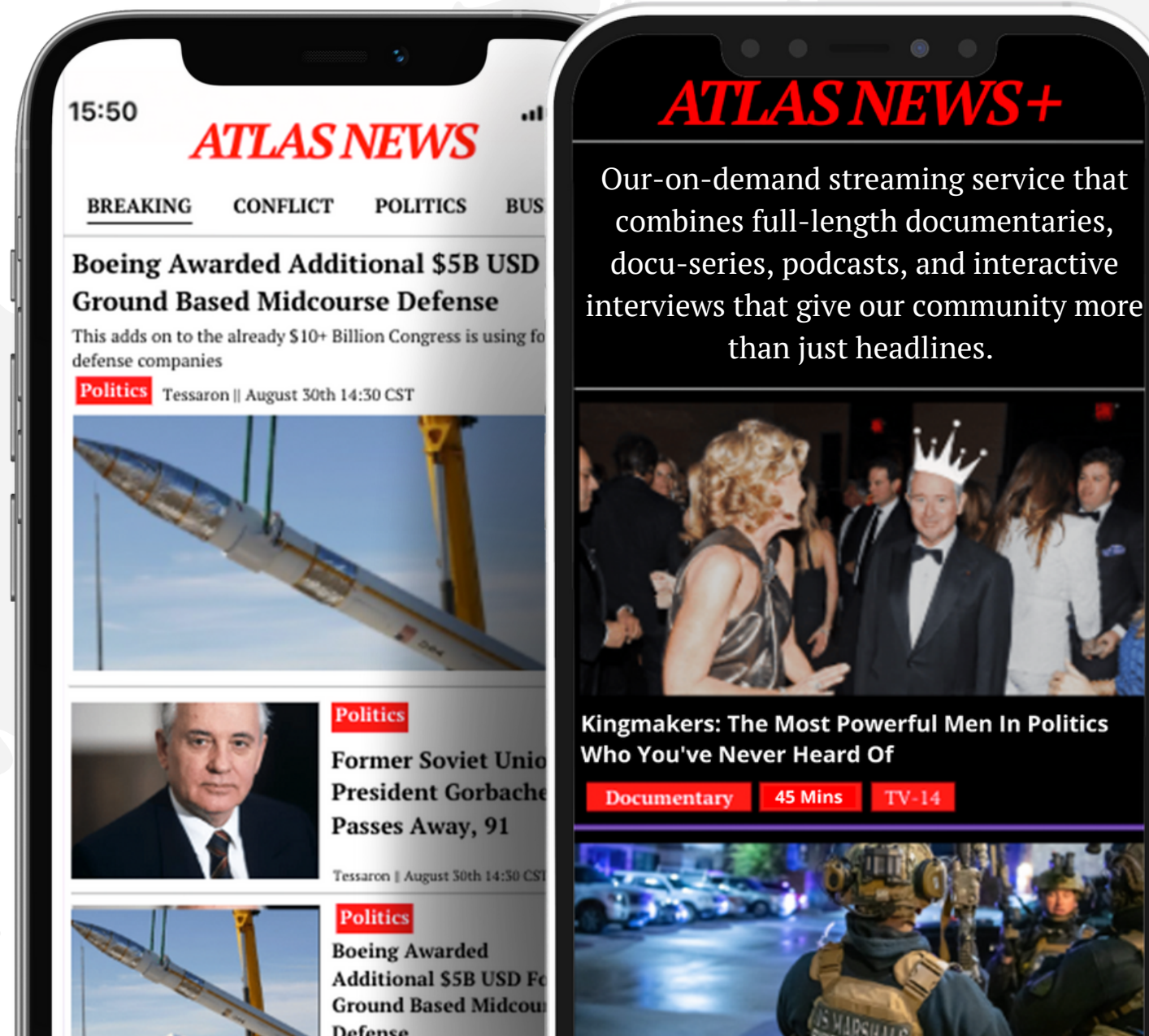


# ATLAS NEWS

*Unbiased & Unfiltered News*



**Stephen Nix**  
Founder & Chief Executive Officer  
Stephen@theatlasnews.co  
214.250.3628

TheAtlasNews.co  
Atlas News On App Stores

# ***MISSION***

We are getting the younger generations to care about the world they live in.

We do this by bridging the gap between the intelligence community and the general public, through tech-enabled journalism and machine learning to report on needle-moving news and create original stories.

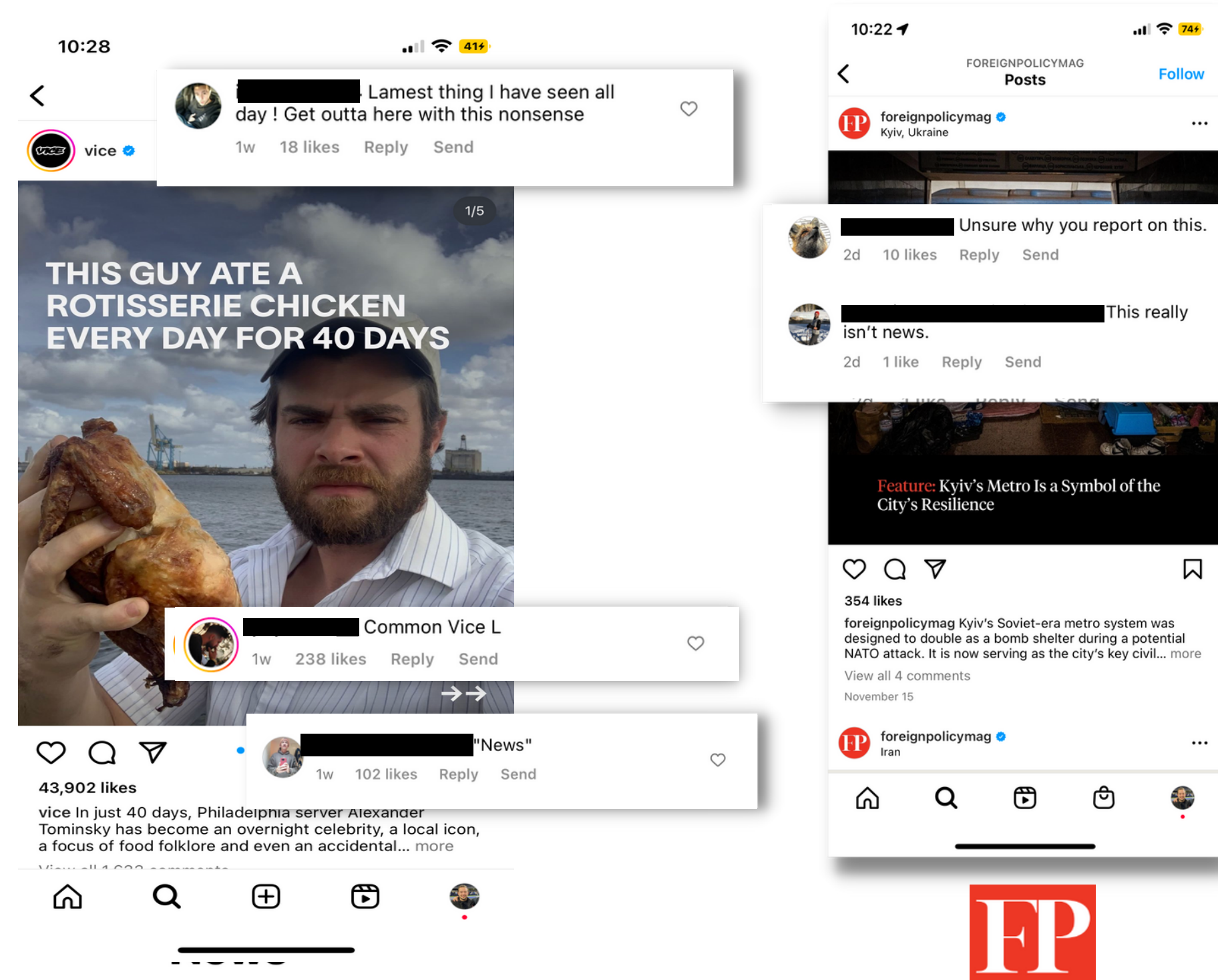
***We are the next generation news company.***



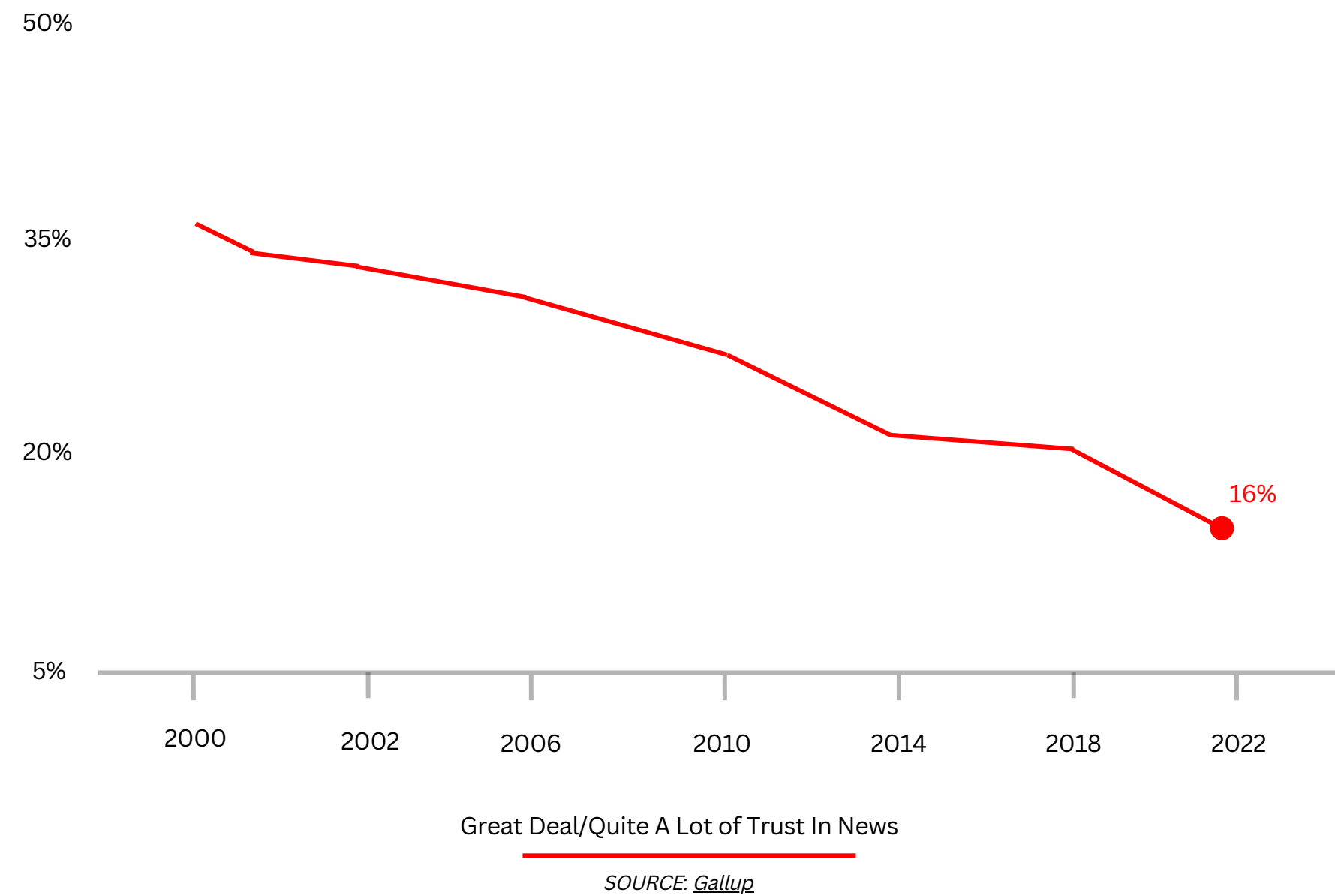


# PROBLEM

Large media companies are losing readership from terrible stories, notable bias, no content diversity, and a complete lack of trust in what they publish to their readers.



*Demand and Trust In News Companies*

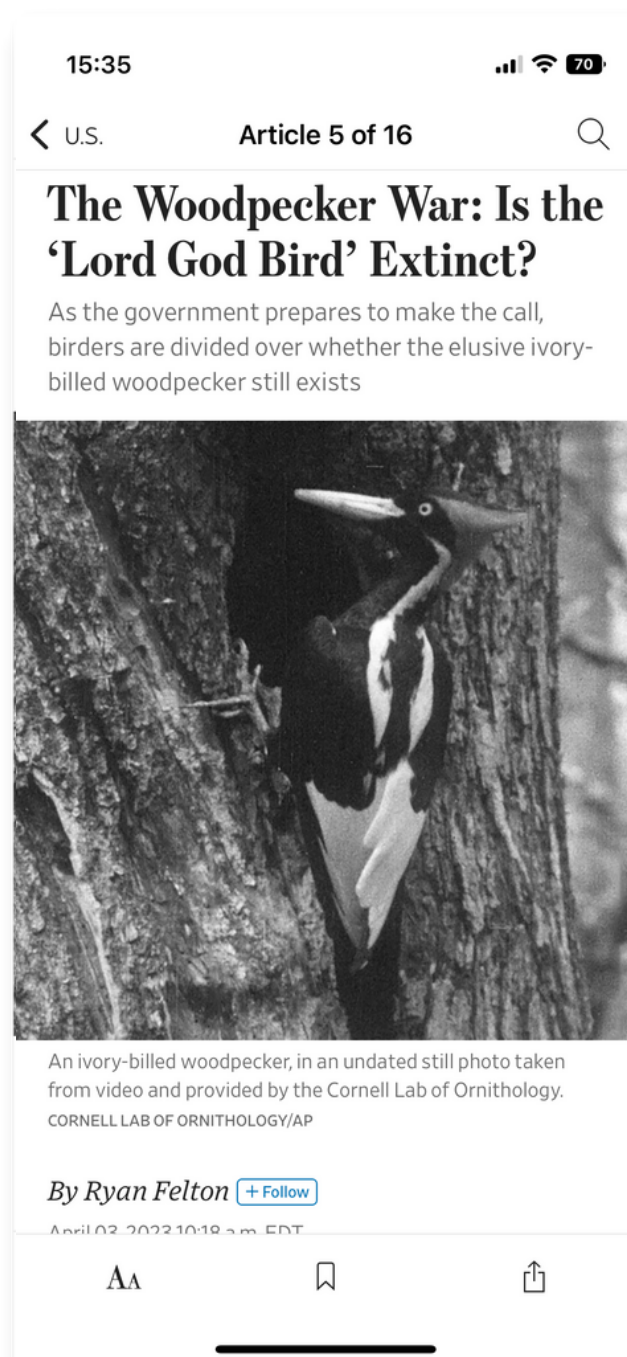


The credibility for most large media outlets has been in a free-fall, while Atlas News has remained reputable across the industry by using tech-enabled tools and journalists trained in open source information processing.

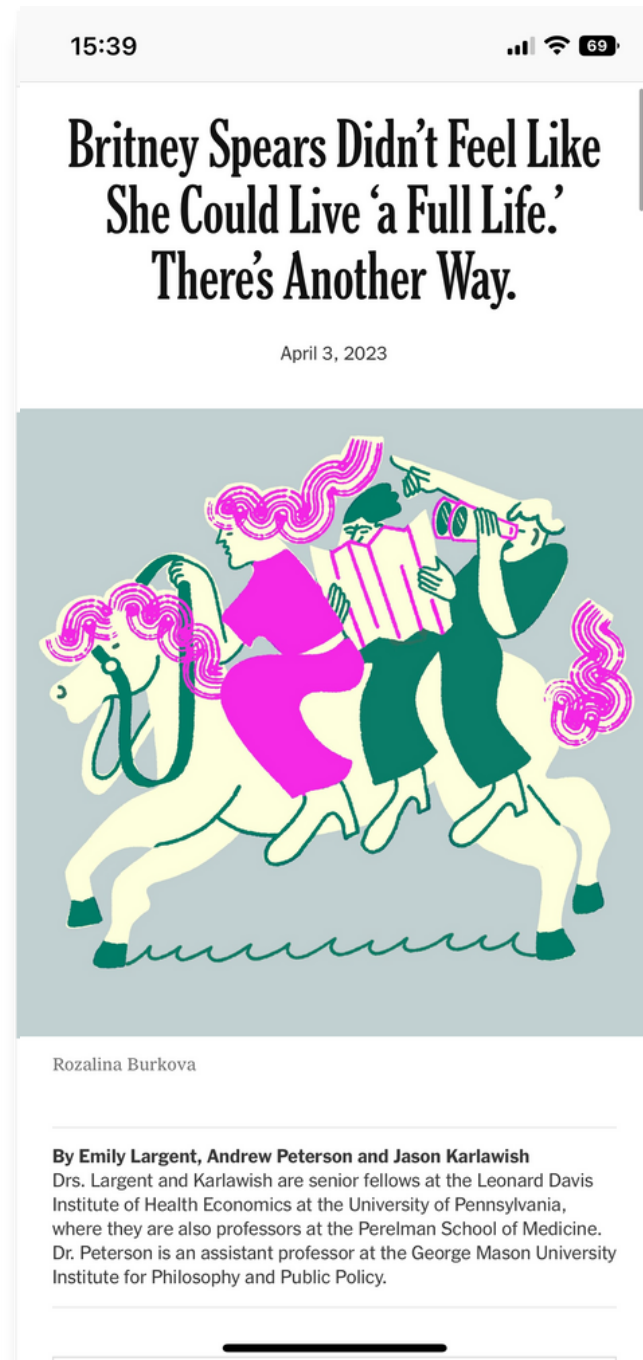


# PROBLEM

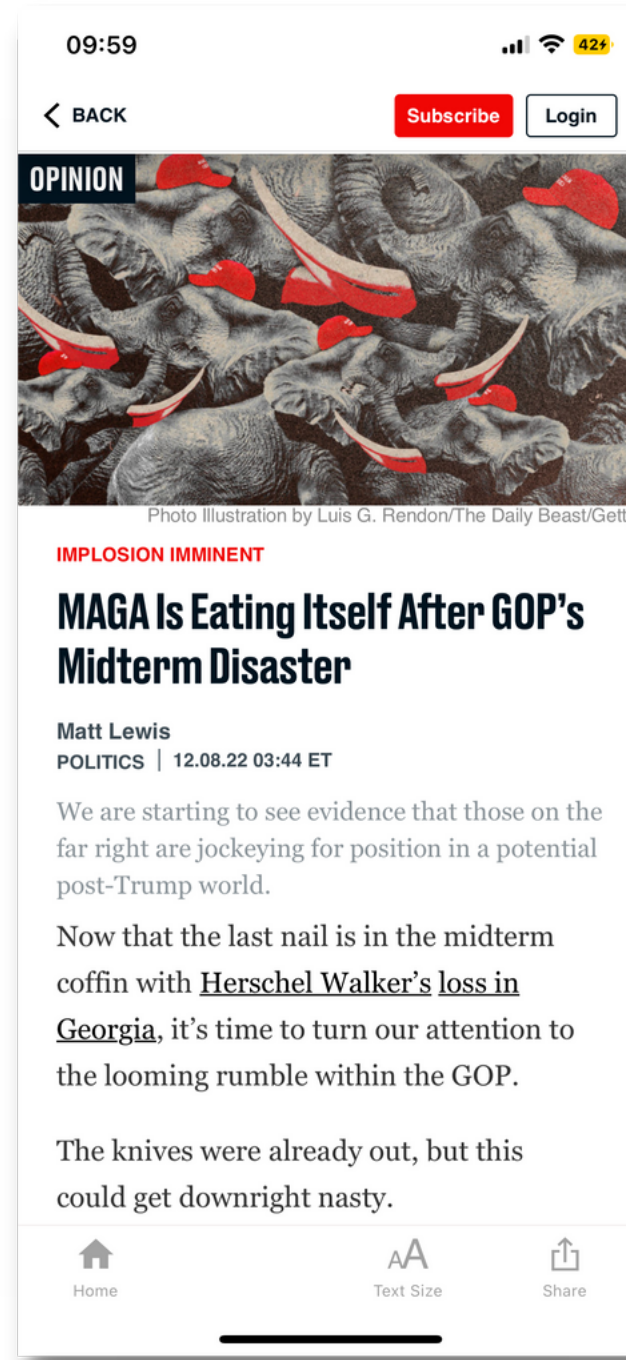
Readers want "**Needle-moving**" journalism. Not opinion pieces, click-bait headlines, or politically influenced stories.



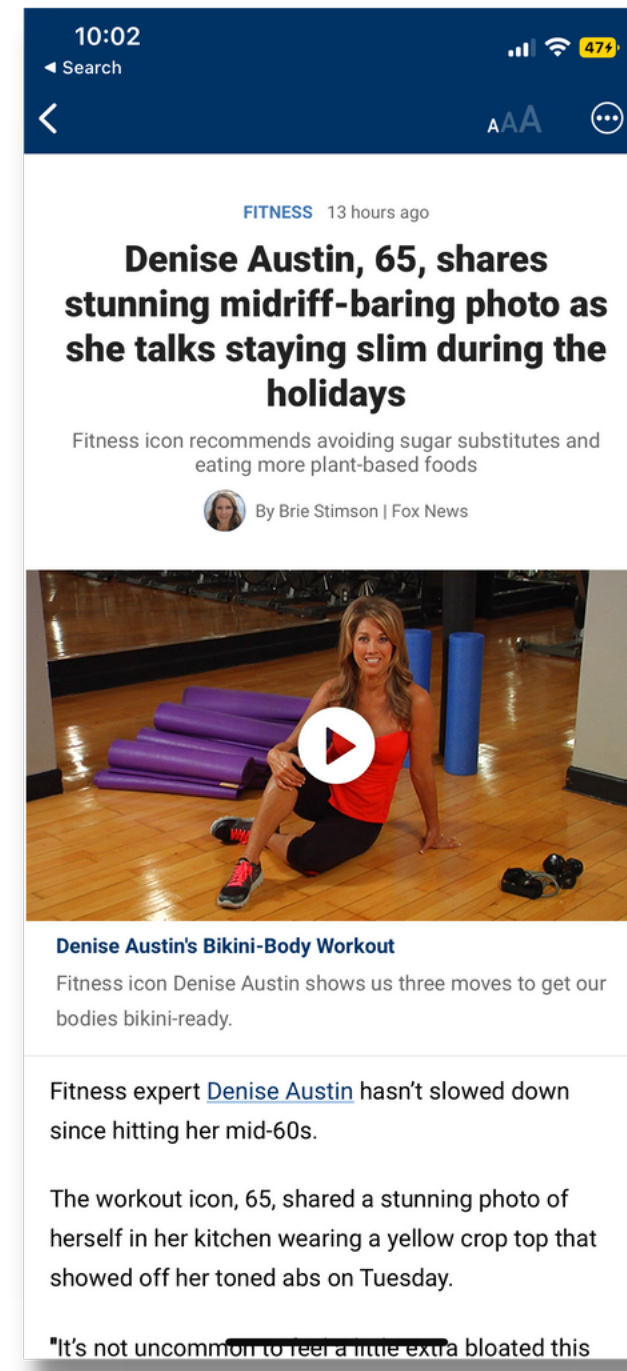
THE WALL STREET JOURNAL  
**WSJ**



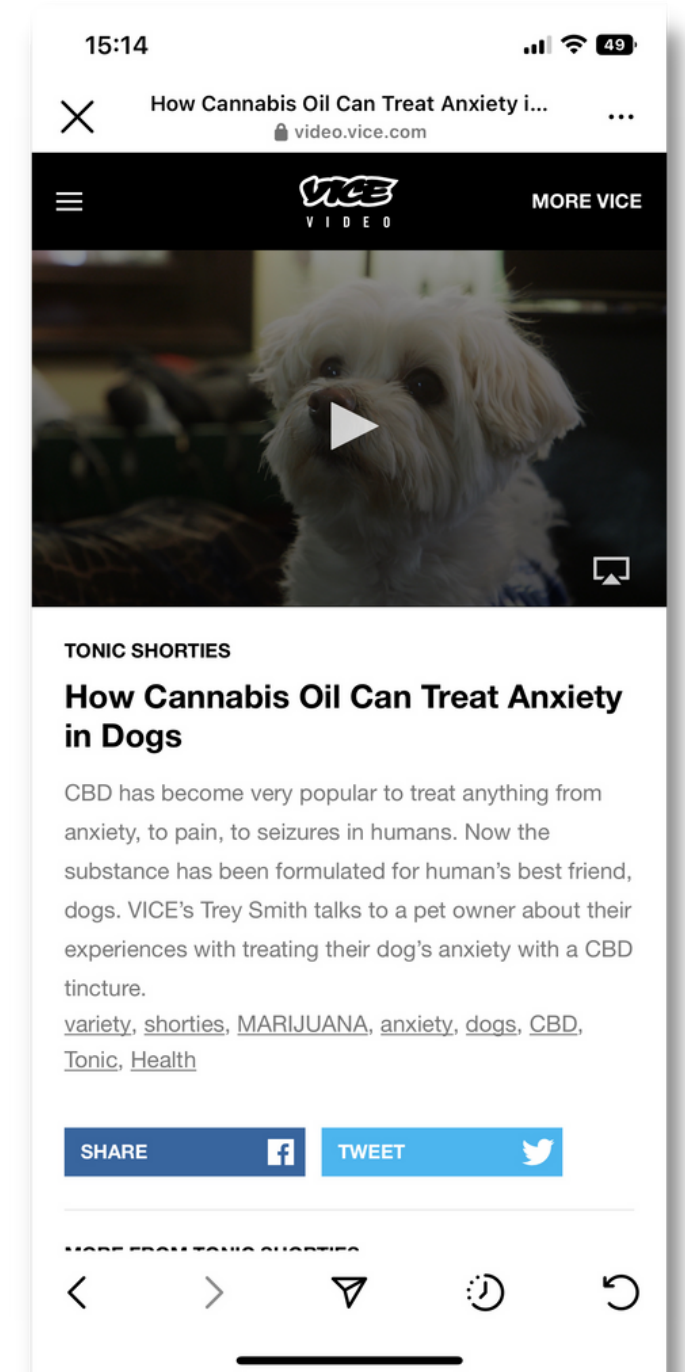
The New York Times



**DAILY BEAST**



**FOX NEWS**  
channel

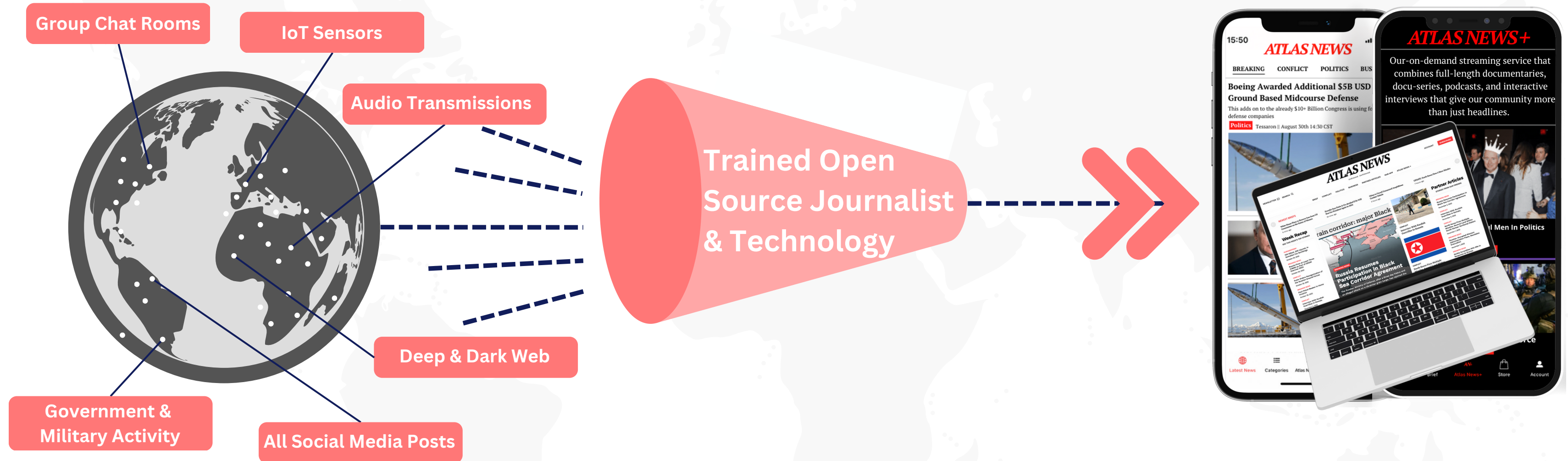


**VICE**  
News



# SOLUTION

Atlas News journalists are trained in open-source intelligence gathering and processing to give the most unfiltered and unbiased reporting possible.



With over 10 Million data points every minute, our journalists know how to read intelligence reports, break down events in real time in regions all over the world, and decipher information to create the most in-depth and original reporting possible.



# PRODUCT

Our content ranges from politics, geopolitical events, conflict & war, foreign policy, and headline business. All directly from the source, raw, and unfiltered.

Original stories and open-source information gathered and created by journalists trained in intelligence gathering.

## Comment Section

Moderated comment section on all our content with live stream chat capabilities, badges, chat rooms, and featured users, and events.

## ATLAS NEWS

### Latest News

Long-form traditional articles with photos, videos, and detailed information. What you would find at NYT, WSJ, ect.

### Briefs

Twitter-style, short-form articles. Stories that are breaking or headlines, but not full-length articles. A way for our readers to get all of the day's news, quickly.

### Newsletters

Summary news, non-headline related content, and exclusive stories from around the world with sponsorship from our partners.

## ATLAS NEWS+

### Documentaries

Full-length and season-series documentaries. Fully produced and made by us in-house. Led by two previous VICE producers.

### Podcasts & Audio

Traditional and series-based podcasts. Friends of Atlas News, inside journalists, and audio breakdowns of world events.

### Short Form Video

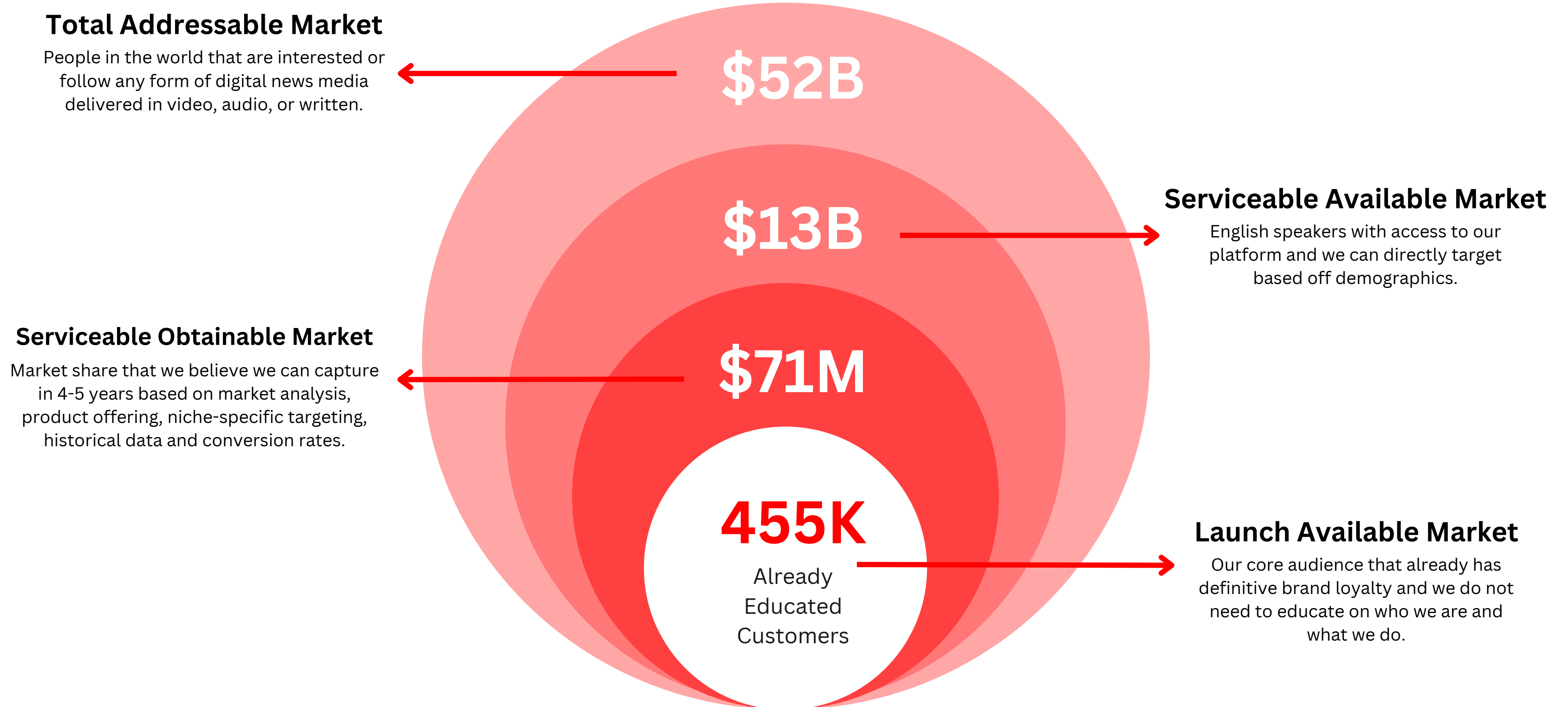
Video updates, quick clips of stories, and non-documentary-style videos showing the worlds events of today.





# MARKET

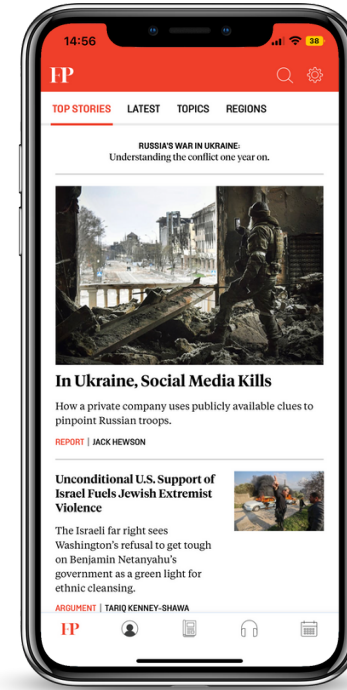
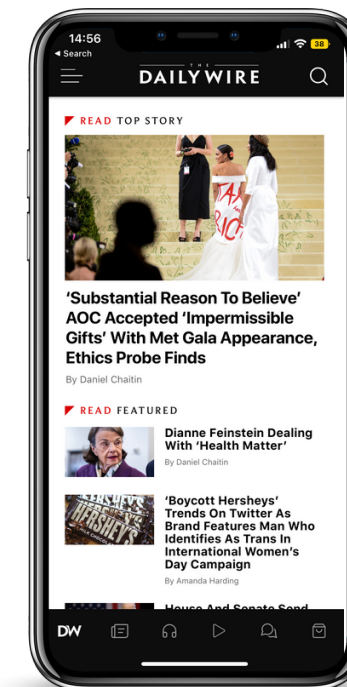
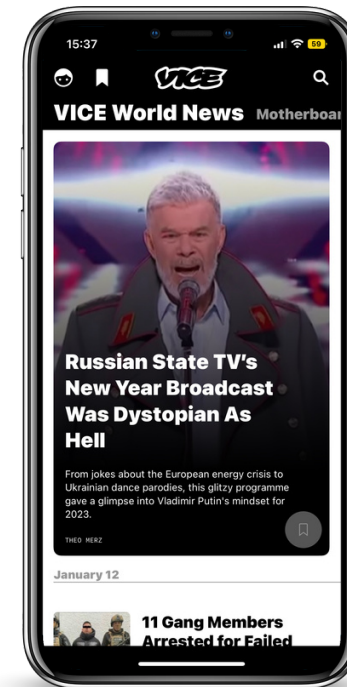
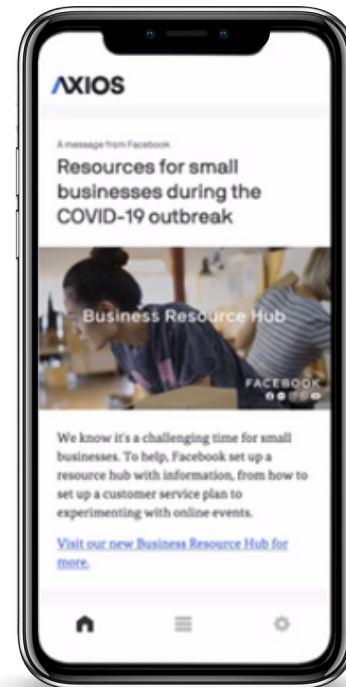
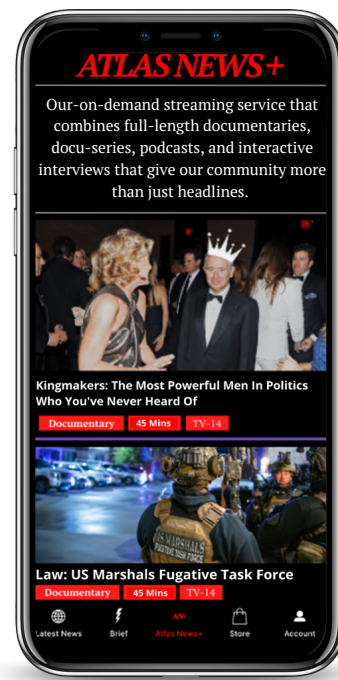
The global media market has grown at an estimated CAGR of 8%-11% since 2016 and is expected to grow 14% by 2027



Source: [Statista](#)



# COMPETITION



**ATLAS NEWS**

**AXIOS**

**VICE**

**DAILY WIRE**

**FP**

**Description**

An unbiased & unfiltered news company covering the world's needle moving events.

Short form based news covering politics, health, tech and world events.

Current affairs channel, producing daily documentary essays and video through its website and YouTube channel.

American conservative news website and media company focused on journalism & video and audio content.

An international relations and geopolitical analysis news company covering current world events.

**No Political Bias**



**Documentaries and Video Journalism**



**Breaking News**



**Comment Sections & Community**



**Open Source Trained Journalists**



# TRACTION

**\$0 spent on marketing**  
**100% all organic and word of mouth**



**\$0 Raised**

*All bootstrapped and self-funded*



**12 Million+ Page Views**

*Avg. 10,000 visitors per day*



**30,000+ App Downloads**

*All organic & word of mouth*



**4.8 ☆ On App Stores**

*1,200+ organic app reviews*



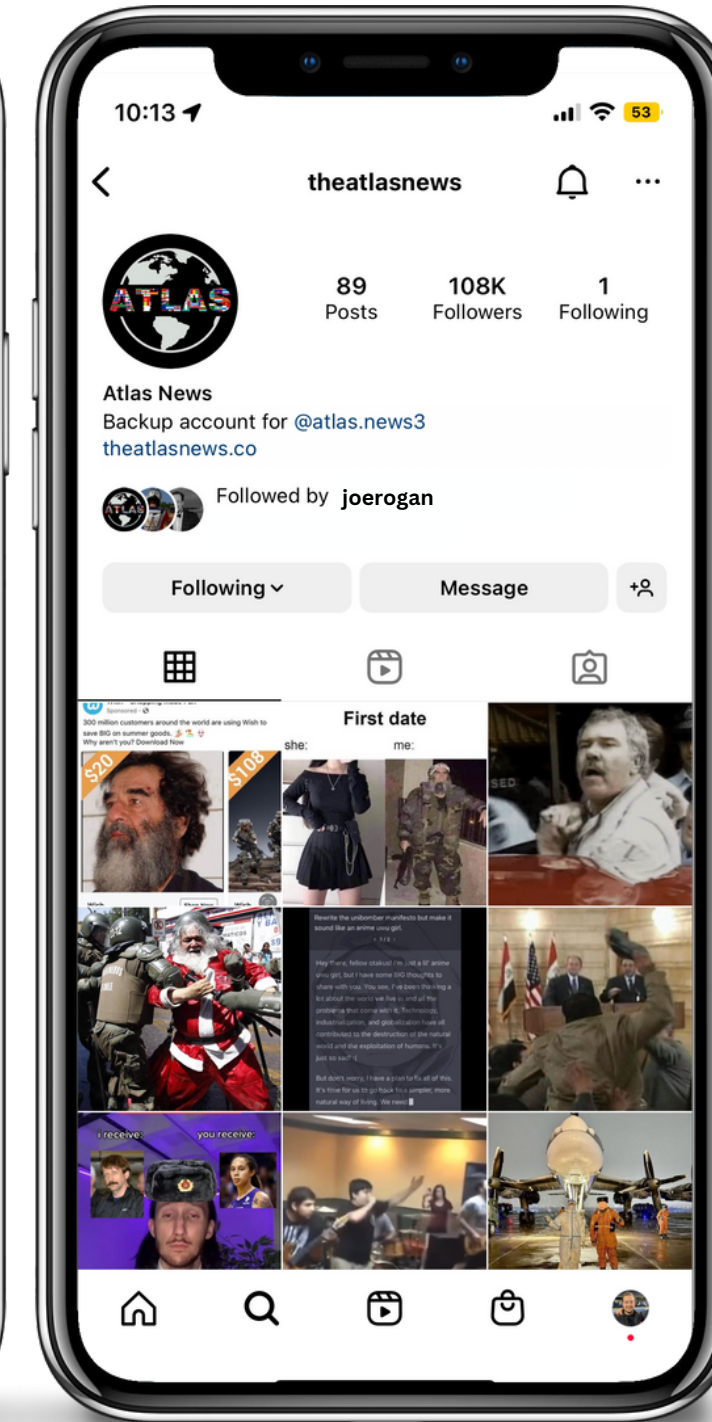
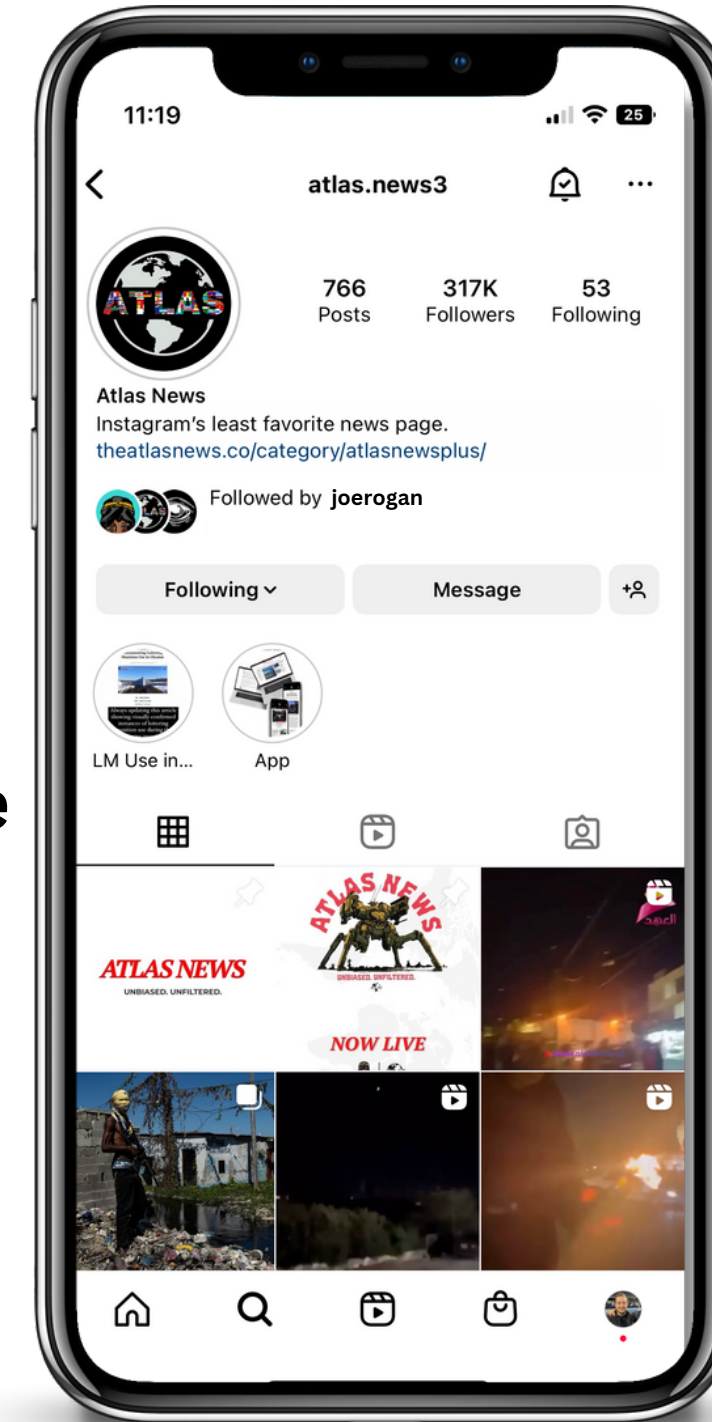
**Launched Full-App & Website**

*MVP launched Nov 14, 2022*



**Joe Rogan Loves Us**

*Featured us on his Podcast and follows all our pages*



**Awesome!**  
★★★★★

Nov 5  
DragonWeener

I never write reviews for Apps, but this one I'll take time for. Fantastic reporting, unbiased and the app works flawlessly. You guys are quickly becoming my number #1 news source and I hope with all the success that follows you guys remain true to yourselves.

**Best source of news period**  
★★★★★

Nov 4  
If duchy

Do not walk, SPRINT and download the app. The team over at Atlas keeps us up to date on important worldly news without any of the political bias that is currently plaguing every news channel. This is what real news is supposed to be like, enjoy.

**Awesome News Service**  
★★★★★

Jul 17  
Banished Bill

If you like supporting independent journalists and people who are really working the indie-conflict journalism scene, this is the place to be. I've followed Atlas News on Instagram for years and have been immensely pleased with the app, the unbiased reporting, and the analysis and contributions from other independent people. You can tell a lot of passion goes into what they do and I really appreciate it!

**Highly recommend**  
★★★★★

May 29  
McCleerey777

An amazing app with constant updates into global news that's happening at every moment. Ran by highly intelligent, dedicated, and humble people. The best news app I've ever used.

**Unbiased, Unfiltered**  
★★★★★

May 23  
Tap Busting McGoo

In this goofy modern world, it is so refreshing to have a source for news that is not filtered through the sift of corporate sponsorships, politically charged ideologies or state backed propaganda. I sincerely appreciate the work these folks are doing.



# TRACTION KPI'S



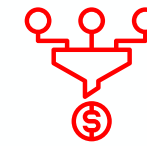
**1M**

Average Monthly Page Views



**32k+**

App Downloads



**2.15%**

Exposed Conversion Rate



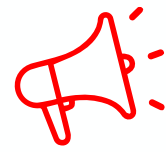
**2,300+**

Active Subscribers



**\$137.50**

LTV Calculated



**\$0**

Spent on Marketing

**CANCELLED**

**3.64%**

Cancelled Churn %



**98%**

Convert from Trail to Subscriber

3000

Subscribers

2250

1500

750

0

**Subs**

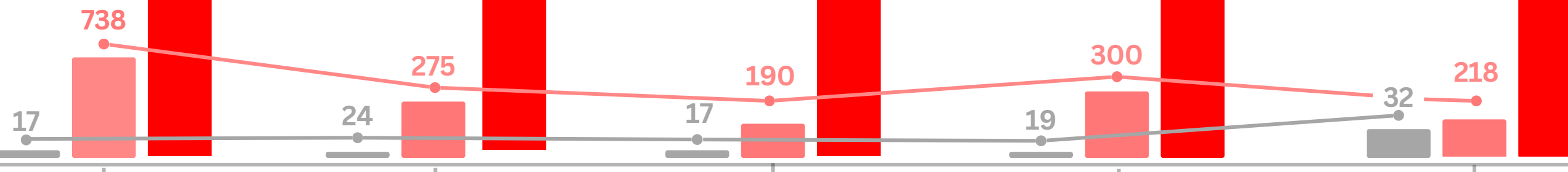
Nov 22

Dec 22

Jan 23

Feb 23

March 23



Cancelled Churned Subs

Gained Subs

Total Subs

# BUSINESS MODEL

We use a Freemium Dynamic Paywall Model.

*Our goal is to have less than 5% viewable area of ads. Strictly subscription supported.*

## Subscription Includes:

- Unlimited articles
- Subscriber-exclusive comment section
- Subscriber-exclusive digital events
- Subscriber-exclusive merch and products
- End of Year Atlas Event (planned)
- More to come

**If it happens out there, you can read about it here.**

Unbiased & Unfiltered Reporting. Premium Atlas News Content, App Access, Documentary Extras & Podcasts.

Monthly	Annual	Two Years
<b>\$1</b> first month, renews at \$8	<b>\$69</b> billed yearly (30% Off)	<b>\$125</b> billed every two years
SUBSCRIBE	SUBSCRIBE	SUBSCRIBE

## Model Details

- Freemium model with a consistent 3% conversion rate, with 40% of those being yearly
- 1.9% churn equates to an average LTV of \$275
- (LTV= ARPU / Churn)

## Freemium

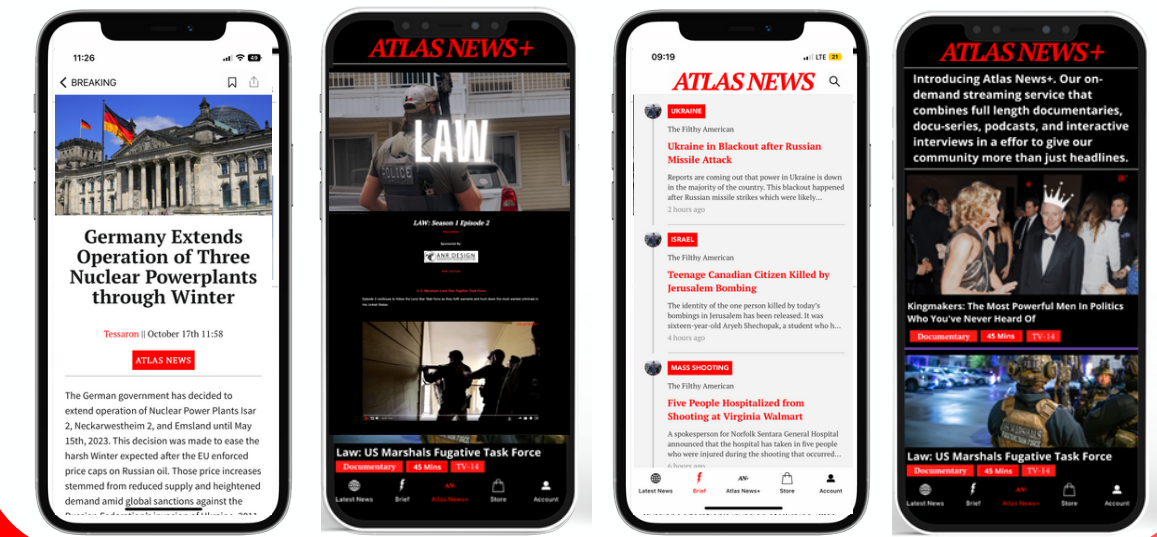
Certain articles are locked, all AN+ content locked, no comment sections, no member-exclusive access.



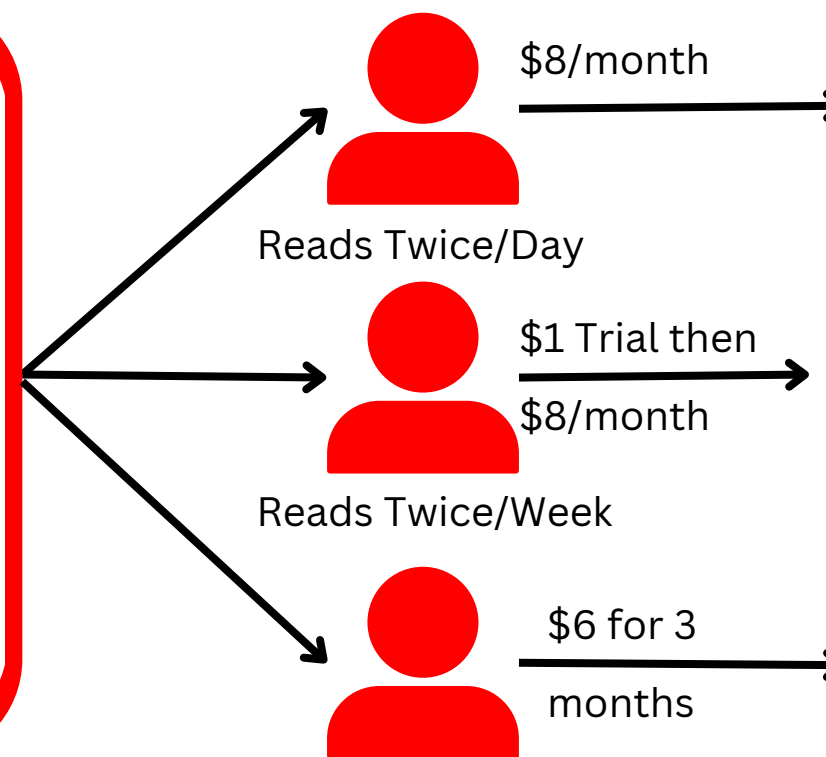
5-10 articles a month, \$0.

## Full Subscription

All features unlocked, unlimited articles, and member-only benefits.

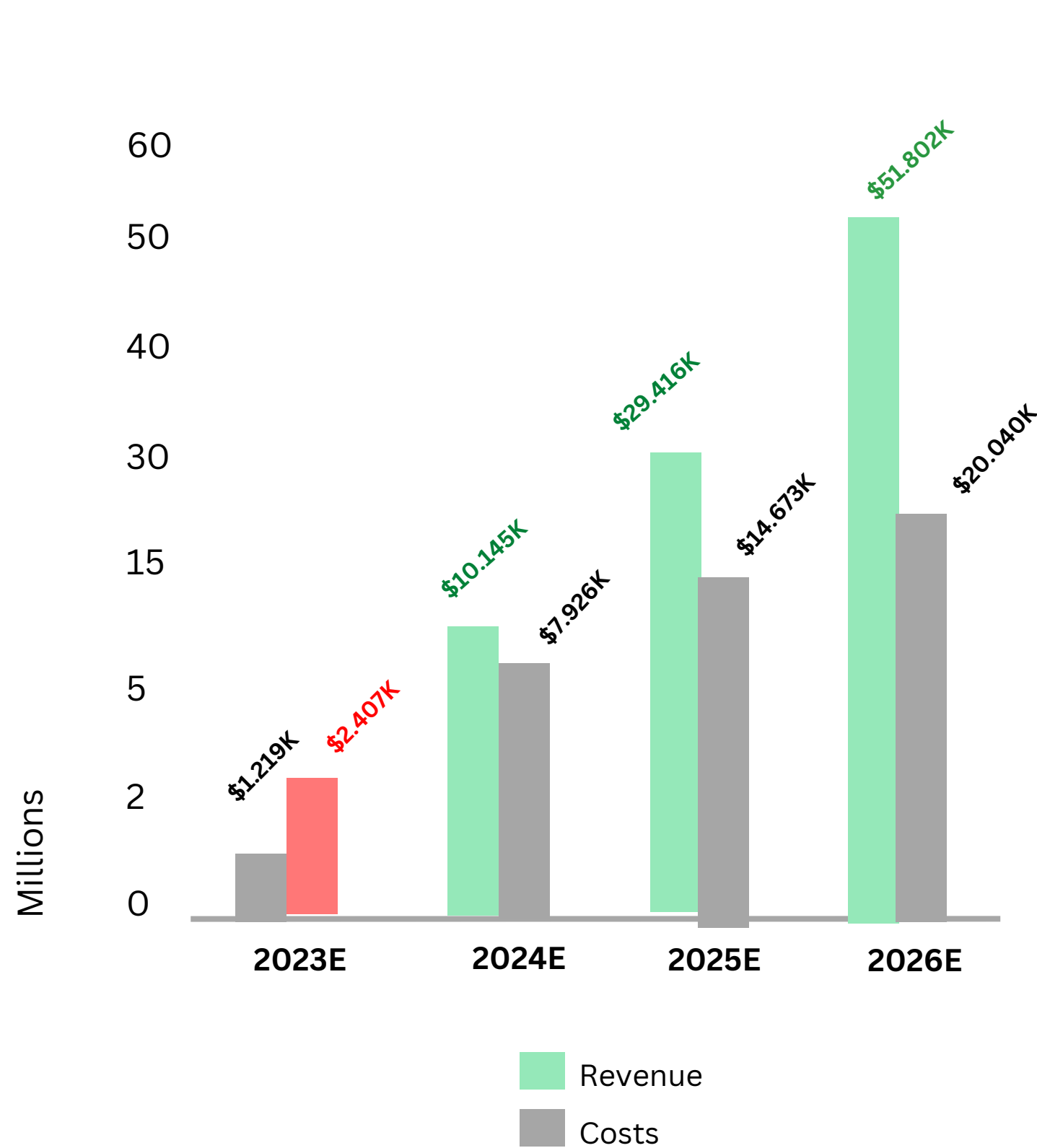


Unlimited Access. \$6-\$8/month, \$45-\$75/year





# PROJECTIONS



	2023	2024	2025	2026
Avg Visitors/month	383K Unique	2.7M Unique	7.7M Unique	11.7M Uniique
Gained Subscribers	+20,209	+169,890	+229,156	+128,051
Total Subscribers	20,209	190,099	419,615	547,666
Misc. Revenue	\$391,448	\$3,886,375	\$11,929,672	\$17,921,008
<b>Revenue</b>	<b>\$1,219,930</b>	<b>\$10,145,482</b>	<b>\$29,461,812</b>	<b>\$51,802,593</b>
Infrastructure & Costs	\$461,713	\$1,594,661	\$3,702,808	\$5,473,284
Personnel	1,416,675	3,216,664	4,870,083	6,568,983
Content	172,800	1,998,480	4,238,880	5,402,880
Marketing	260,000	990,000	1,710,000	2,430,000
<b>Total Expenses</b>	<b>\$2,407,430</b>	<b>\$7,926,315</b>	<b>\$14,673,337</b>	<b>\$20,040,788</b>
Revenue	\$1,219,930	\$10,145,482	\$29,461,812	\$51,802,593
Costs	\$2,407,430	\$7,926,315	\$14,673,337	\$20,040,788
<b>EBITDA</b>	<b>\$(1,187,500)</b>	<b>\$2,219,167</b>	<b>\$14,788,474</b>	<b>\$31,761,805</b>

(A full financial model available upon request)

# TEAM

We have the background, experience, and vision to succeed.



**Liam Fegan**

**CRO**

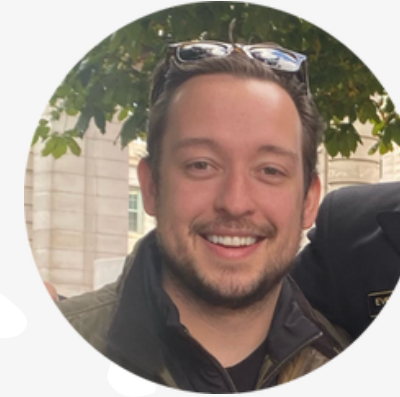
- Previously led 3 Lockheed Martin financial programs, (F-16, F-22, & Missile Defense) and managed over \$2 Billion in finances since 2018.
- Heads our customer acquisition and pricing strategy.



**Stanford Nix**

**COO**

- 5+ years experience in product modeling, development, and implementation.
- Previously built SaaS and tech products.



**Stephen Nix**

**CEO**

- 5+ year experience in consumer behavior analysis, advertising, and sales process development.
- Over \$10m spent on advertising.



**Deven D'eon**

**Chief Editor**

- OSINT director for Vannevar Labs.
- 7+ years as a journalist and experience in the intelligence community assisting operations

 **Roger Gajraj**  
Senior Developer

 **Kyle McCullough**  
Senior VP of Atlas News

 **Christian Stephens**  
Senior VP of Growth

**AN+** **Dylan Roberts**  
Senior VP of AN+

We already have 12 journalists and 2 Atlas News+ (*ex-VICE*) production staff working for us, and freelance content given to us for free because they all believe in the mission and vision of the company.

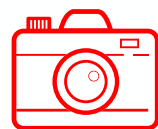


# ASK & USE OF FUNDS

Seeking \$2m-3m to reach our milestones for a Series A round.

## Team

- Expand and hire more journalists
- Bring on entire Atlas News+ production team
- Growth Team
- Product Team
- Office



## Content

- Full production of podcasts, documentaries, and docu-series
- Equipment for production
- Partner content



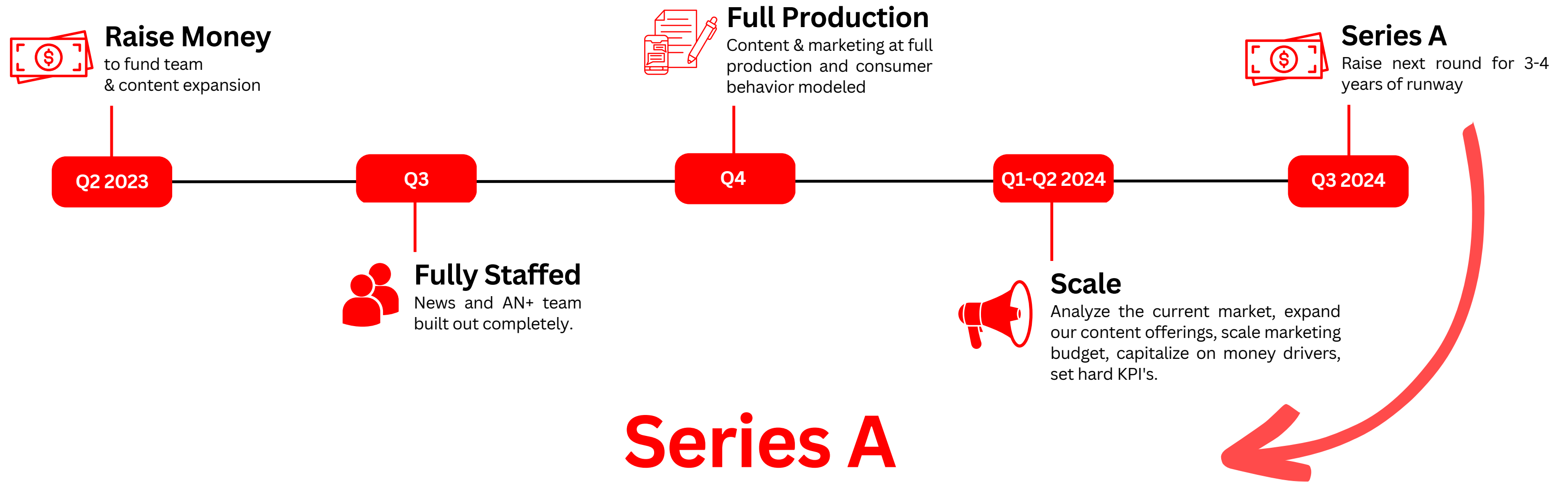
## Marketing

- Marketing team
- Consumer Analytics
- Paid & Social Ads
- Sponsored events
- Partners

Looking to expand our team, increase our content production, and scale aggressively with marketing.

Why now? Because our reader demand is strong and people are *asking* us to produce more. We need the capital to meet our current addressable market and capitalize on our consumer sentiment.

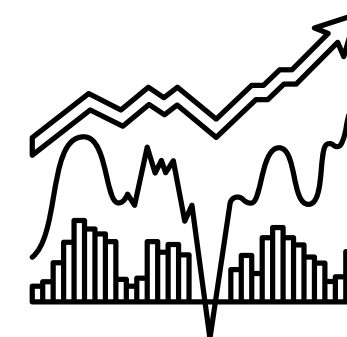
# MILESTONES & EXITS



Our team will achieve all benchmarks needed with 18 months of runway, and prepare for our Series A round.

Our long-term exit would be a viable M&A opportunity, or ultimately grow into a position for an IPO.

**COX**  
ENTERPRISES  
*News Corp* **VIACOM**  
**axel springer**  
**The New York Times**







# CONTACT

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