





Auto News Producer

01

02

03

04

05

Automation

Auto Rundowns
 & Scripts →
 hours to seconds

Automation

Auto Graphics & Online Content

Protection

NewsVerify.AI

→ protects

credibility

Control

Ethics,
Standards &
Style Controls

Measure

Integrates ratings & research goals











KEY FEATURES

- AutoNewsProducer Industry Standard
- Long-term: trusted Al parter that empowers journalists

Auto News Producer



Modern & Familiar



Ineractive
Voice
Control
Option

Sources	Rundown Builder				Script Preview		
Daybook Wires Reporters	Page	Slug F	ormat	TRT	Anchor	ANCHOR ON CAM	
Moon Mision explodes atter launch – 7 crew killed	A01	COLD OPEN -	Racket	0.45	Breaking	Good evening, we begin with a stunning announcement from Orlando City Hall.	
	A02	Moon Explosio	on Pkg	1:30	Toss A2		
Severe storms move into Orange County-Tomato warring	A04	Weather Upda	ate :	2:00	Severe storm	Mayor Buddy Dyer abruptly	
	A05	Mayor Resigns	5	vo	GFX Fullscred	resigned today, citing personal reasons.	
_ Casey Anthony speaks exclusively to Channel 9 - 15 years later	A04	A04 Tease to B Block		TEASE	0:20	[VO FULL - City Half exterior, Dyer walking out]	
Orlando Mayor Buddy Dyer resigns unexpectedly						Sources tell Eyewitness News the resignation comes after weeks of behind-the-scenes so pressure.	
	_					More tonight at 6.	
						Anchor Copy Teleprompter Vie	

MARKET OPPORTUNITY



Global AI in media forecast: \$100B by 2030



1,500+ U.S.

TV stations →

thousands of

shows daily



Budget cuts & staffing shortages



Expansion potential



BUSINESS MODEL

- SaaS Subscription
 - → by market size
- Direct Partnerships
 - → broadcast groups newsroom system integrations
- Future Revenue Streams:
 - White-label licensing to vendors
 - Add-ons: analysis & ratings

Auto News Produces

COMPETITIVE ADVANTAGE

- Newsroom insider → 15 years
 producing, Murrow winner
- Familiar UI → iNews/ENPS look
- News-specific AI → built for journalism, not generic tool
- Journalists stay in control









Legacy Systems (ENPS, iNews)

- Trusted, widely used in newsrooms
- X Slow to innovate, Al add-ons are clunky
- X Expensive licensing, big IT requirements
- Corporate IT focus, not producer workflow

Startups & Tools

- Some niche solutions (transcription, clipping, gfxs)
- X Single-task, don't cover full rundown workflow
- X Often don't integrate well into newsroom systems
- X Few founders with real newsroom experience



- ✓ integrated design
- (rundown + scripts + assets)
 - Speed: rundowns/& draft
 - scripts in seconds
 - Built-in credibility /
 - fact-check assist
 - Familiar UI -> minimal
 - training needed
 - Bya Murrow
 - winningproducer
 - who lived the pain



- Founder: 15+ years producer
 - Edward R. Murrow Award
- #1 rated shows in multiple cities
 - Knows producer burnout & workflow
- Not built by a tech co. guessing
- Advisors: (broadcast + tech + AI)



AUTONENS Produces

THE ASK

Seeking funding or partnership to.

- Build working prototype
 - Launch beta test
- Scale across multiple markets
- · Join us in shaping the future of

Al-powered journalism

Benefits for Pilot Station

ACCONENS TO THE

Scalability & Ownership Alignment

- Pilot Investment: ~ \$150k to launch proof-of-concept
- Station Impact: Pilot Station serves as flagship, first-to-market benefit
- Corporate Upside: Model designed for replication across group stations, with potential to scale nationally

Partnership Structure

- Founder retains IP and core ownership
- Station & Group receive early-adopter equity stake & preferred licensing rights
- Alignment ensures mutual benefit: station-level innovation + corporate-wide scalability



Valuation Roadmap

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Phase 1 - Seed / Pilot Stage (Now)

- Raise: \$150K \$250K
- Build MVP, run pilot at 1 station
- Valuation: ~\$1M \$3M
 (typical for software/media startups)

"A pilot to prove the concept, reduce newsroom headcount, and vdemonstrate measurable cost savings."



Valuation Roadmap:

AUTONENS Producer

Phase 3 - Scale / Market Expansion (3-5 years)

- Trigger: Product scaled across multiple station groups
- Financial Impact: \$15M \$30M in annual savings for one group alone.
- Valuation Potential: \$100M \$300M+ (based on SaaS-style multiples of annual savings / recurring revenue).

"Category-defining automation platform that reshapes how local TV news is produced. Expanding from broadcast into digital/video publishing."

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