



*We spread local news,
with the help of local users.
GeosNews is the web ecosystem for local communities.*

News sites attract about 3% of all web traffic

- *85% of that traffic goes to national news sites*
- *15% of online news attention is split also among local papers, TV and radio stations*
- *The average local newspaper only gets 5 minutes per month per web user*
- *News App are the first to be deleted when a user “cleans” his phone*

The majority of local news websites are:

- *Slow*
- *Difficult to navigate*
- *Not optimized for mobile users*
- *Do not produce enough content*
- *Do not produce “web oriented” content*
- *Do not have enough resources and knowledge to invest in technology*

“Local newspaper traffic is just a rounding error on the larger Web.”

Matthew Hindman, George Washington University



Shorenstein Center on Media, Politics and Public Policy

Discussion Paper Series

#D-93, April 2015

Stickier News

What Newspapers Don't Know about Web Traffic Has Hurt Them Badly – But There is a Better Way

by Matthew Hindman

Joan Shorenstein Fellow, Fall 2014

Associate Professor in the School of Media and Public Affairs, The
George Washington University



HARVARD Kennedy School

SHORENSTEIN CENTER
on Media, Politics and Public Policy

Licensed under a [Creative Commons Attribution-NoDerivs 3.0 Unported License](#).

Click the image to view the full report

How can we create a website that worth for users and publishers?

How can we attract people on reading and produce more local contents?

How can we help local communities to share valuable information?

With these question in mind we realize the first version of GeosNews in May 2013, focusing on the following features:

- *Website speed*
- *Better user's experience for mobile and desktop*
- *Sticky navigation*
- *Unlimited updated NewsFeed*
- *Aggregating several kind of media*
- *Easy elementary functions*
- *Limited advertising*
- *Social media strategy*
- *Zero entry fee*



Click the image for a short video tour

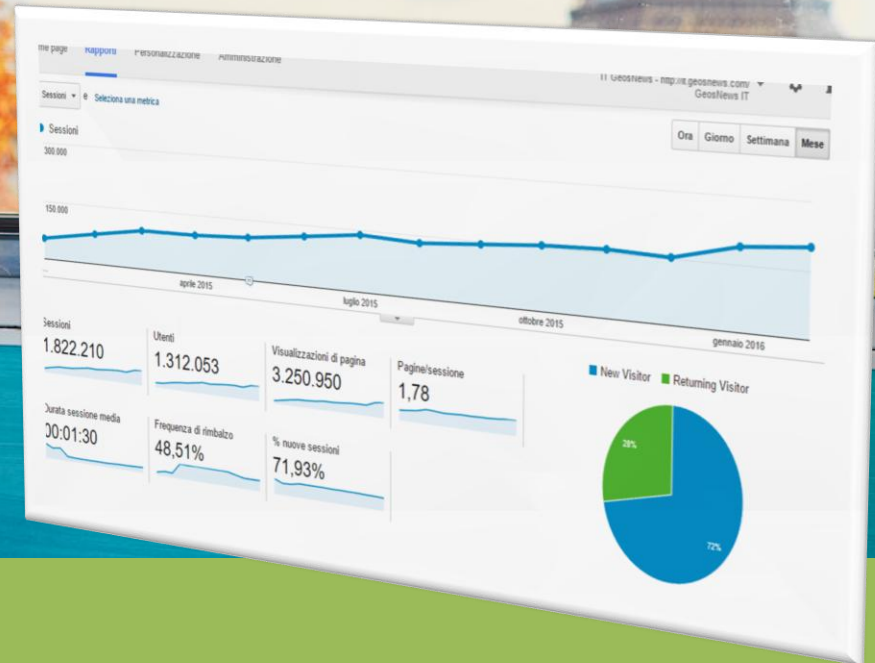
We collect web sources that deal with the following topics:

- *Chronicle, Politics, Events, Economy and more but only referred to a specific area (city neighborhoods, cities, counties, state) NOT national or international sites*
- *Valuable Information for specific geographical areas*
- *Official sites of Municipalities, Counties, Government Offices, Tourist Offices or similar*
- *Blogs or amateur sites, Facebook Pages (not personal profiles) and YouTube channels for specific geographical areas*

We are currently developing these areas:

- *Original contents from single Users*
- *Local businesses for products and offers*
- *Press releases*
- *Social Network features*





...people like GeosNews very much.

Currently we receive 200.000 visitors per month on the Italian platform. 32% of them are daily returning visitors. It becomes 45% in the morning hours while they “go to work”. France and USA are growing fast too.

We are going to create a web ecosystem where users and local merchants can help local news sources to get more readers.



How it works:

- Merchants who want to promote their products and services on a specific area, will invest in an inner advertising system;
- Registered Users will be able to share posts from GeosNews on their social network profiles (Facebook, Twitter, Google+, Pinterest...)
- When another user will click the post on social media, he will go to the post page and see a pop-up advertisement;
- Who shared the post will get paid for any unique view and clicks generated on that advertising.



Local merchants get more visibility and more sales

Users earn money for social sharing

News sources get more readers



Why now?

Because we are not the first to come up with such an idea.

“Facebook is exploring new ways for individual users to profit from their posts on the network.

A **user survey** hints at a broad range of ways that users could **make money or promote a cause**, including a tip jar, branded content, and taking a cut of the ad revenue Facebook earns from posts...

YouTube launched a revenue-sharing program for prominent users in 2007. **Twitch**, the streaming platform of choice for gamers, lets partners make money through revenue sharing, subscriptions, and merchandise sales. **YouNow**, a streaming platform popular with younger users, earns money by taking a cut of the tips and digital gifts that fans give to its stars...” – “The Verge” **April 19, 2016**



Business model / Efforts & Expenses



We predict to use the time during the “accelerator program” to complete all the technical requirements and open 7 new web platforms and bring traffic on them. We’ll work to reach an average of 15.000 visitors per day per platform, for a total of 52M visitors per year.

The following table explains the expenses to manage our company after the end of the accelerator period. This is an yearly prediction and it will not increase for the next 3 years.

Expenses	Num	Unit cost	Annual cost
Collaborators	2	€ 30.000,00	€ 60.000,00
Developer	1	€ 35.000,00	€ 35.000,00
Designer	1	€ 8.000,00	€ 8.000,00
Systems Engineer	1	€ 12.000,00	€ 12.000,00
Servers	1	€ 15.000,00	€ 15.000,00
Translations	1	€ 5.000,00	€ 5.000,00
Software	1	€ 10.000,00	€ 10.000,00
Hardware	1	€ 3.000,00	€ 3.000,00
Consulting	1	€ 10.000,00	€ 10.000,00
Marketing	1	€ 60.000,00	€ 60.000,00
any other business	1	€ 12.000,00	€ 12.000,00
Total			€ 230.000,00

Once we have fixed the expenses at the limit of € 230.000 per year for the next 3/5 years, our primary targets are:

- Being active in 10 countries world wide until 2017
- Reach an average daily traffic around 25.000 visitors per day per Country
- Attract Merchants and Local Business to promote themselves on GeosNews
- Develop a SaaS based on our data to serve press and TV newsrooms worldwide

Periods	Development	Branding	Loyalty	Selling
	Now	2017	2018	2019
Countries	3	10	10	10
Traffic Visitors (+30% per year)	2.256.000	52.000.000	67.600.000	87.880.000
Revenue generated by inner Advertising	0	0	0	8.788.000
Pay-per-Click profit (€ 0,0025 per visitor)	€ 5.650,72	€ 130.247,03	€ 169.321,14	€ 220.117,48
Paying members profit	€ 0,00	€ 0,00	€ 0,00	€ 17.576.000,00
SaaS profit	€ 0,00	€ 0,00	€ 0,00	€ 200.000,00
Investments	€ 0,00	€ 100.000,00	€ 100.000,00	€ 0,00
Total Income	€ 5.650,72	€ 230.247,03	€ 269.321,14	€ 17.996.117,48
Expenses	€ 2.500,00	€ 230.000,00	€ 230.000,00	€ 230.000,00
Total Profit (pre-taxes)	€ 3.150,72	€ 247,03	€ 39.321,14	€ 17.766.117,48

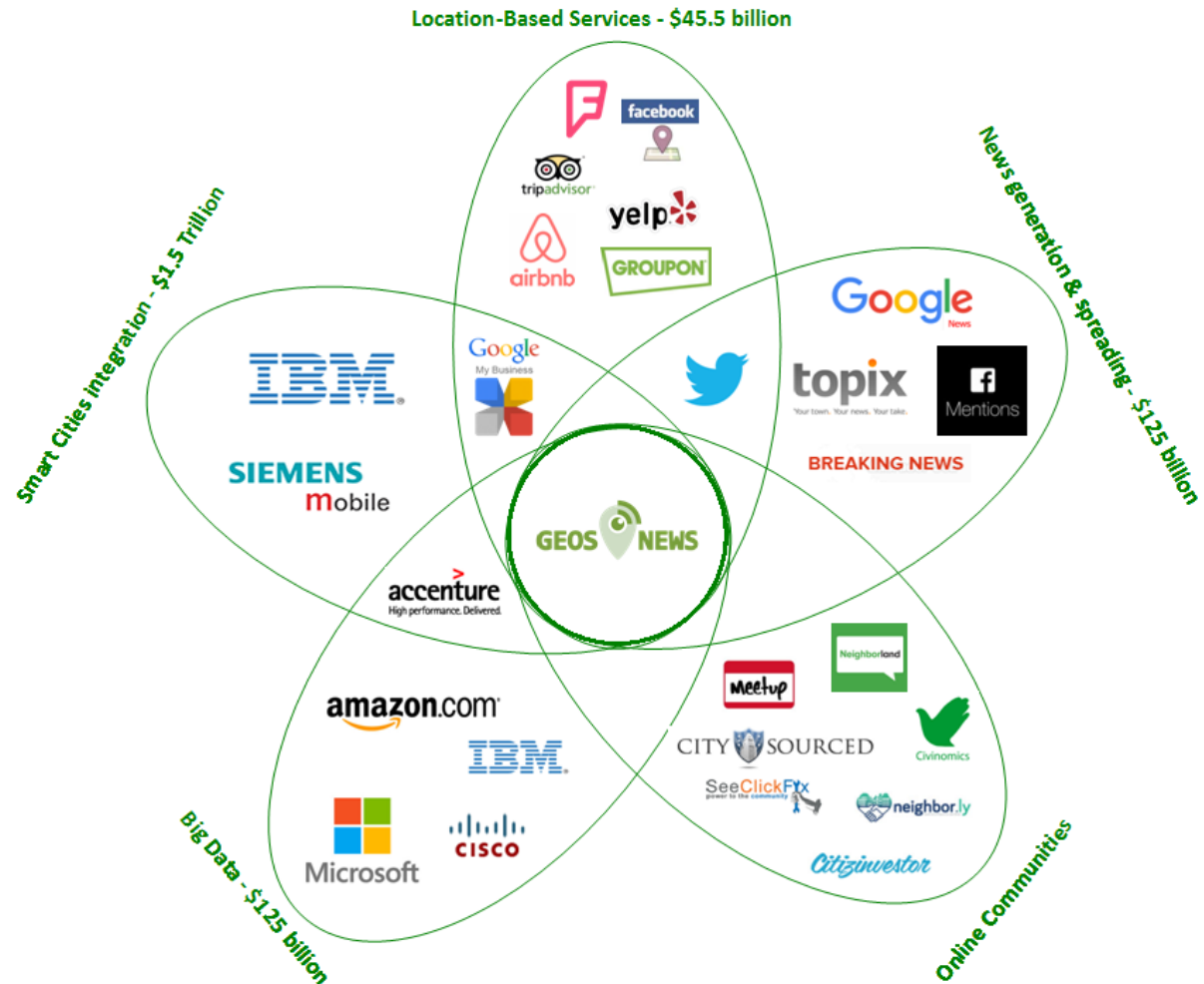
Local (and hyperlocal) is the new challenge for the web players.

All big companies are "going local" because they know this is the biggest niche to profit by.

We need a different way to represent the competitive landscape because we are creating a new category business that never existed.

The Petal Diagram shows from which market our customers will come from:

News Generation and Spreading, Location based services, Online Communities, Smart City Integration, Big Data.



Alessandro Cerroni (42 y.o.): Cofounder. Expert social media manager (the first SMM in Italy, owner of www.socialmediamanager.it), entrepreneur, long direct experience in travel business, real estate and web marketing.

Francesco Apruzzese (33 y.o.): Cofounder. The Code Guy. Web designer & developer, long experience with PHP, HTML, Javascript, Mysql, Apache web server, Nginx and Unix system, skills in Adobe Photoshop, Adobe Illustrator, Eclipse.

Anastasia Golyakova (32 y.o.): Russia & USA manager. Degree in Languages and Marketing. Long working experience for multinational corporate around Russia and Europe

Paola Paniccia (30 y.o.): France manager. Journalist, copywriter, social media manager with international experience in teaching, currently working in the press office of a Member of Italian Parliament

Emanuele Sabellico (33 y.o.): External collaborator. Engineer Senior Developer. Expert in PHP, HTML, Javascript, Mysql, Apache web server, Nginx and Unix system. Currently working for a major Italian magazine.

