



# Iris News – Clarity over Chaos

Your personalized, AI-powered news  
companion



# Problem

- • Information overload, clickbait and bias dominate the news landscape.
- • Busy professionals have little time for quality journalism.
- • Trust in traditional media is declining globally.



# Solution

- • AI-powered analysis, filtering, and summarization of news.
- • GPT-based content tailored to user interests and topics.
- • Built-in translation enables international scalability.



# Product / Demo

- • Cross-platform Flutter app (iOS & Android).
- • Backend powered by Go, PostgreSQL, Keycloak.
- • Thematic feeds, deep dives, multilingual output via GPT.



IRIS  
NEWS

# Market Potential

- • 1+ billion daily news consumers worldwide.
- • Target: professionals, students, knowledge workers.
- • GPT translation lowers entry barriers into new language markets.



# Competition & USP

- • Competitors: Google News, Flipboard, Upday.
- • Iris News: Clear summaries, no overload, no clickbait.
- • Unique: GPT-based personalization and translation.



# Business Model

- • Freemium: 1 topic free, expand from €3/month.
- • Premium tier for power users (up to €25/month).
- • Additional revenue: ads, API access, B2B licensing.



# Milestones & Status

- • MVP in test phase (backend + Flutter app).
- • Launch in German-speaking region: June 2025.
- • IBM Cloud Credits applied for (pending approval).



# Founder

- • Denis Kohl – solo founder.
- • IT trainer, developer, entrepreneur.
- • All technical and business work done independently.



# Funding Need

- • Step 1 (DACH): ~€20,000 – marketing, infrastructure, support.
- • Step 2 (International): ~€40,000 – outsourcing, localization.
- • Total funding required: ~€60,000.



# Contact

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- Let's build the future of smart, AI-powered news – together.