T

We are revolutionizing information consumption with AI, giving back your valuable time.

TOPIQ

Problem

After conducting numerous in-depth interviews, we've learned that staying current requires a considerable amount of time and energy to gather all the necessary information.
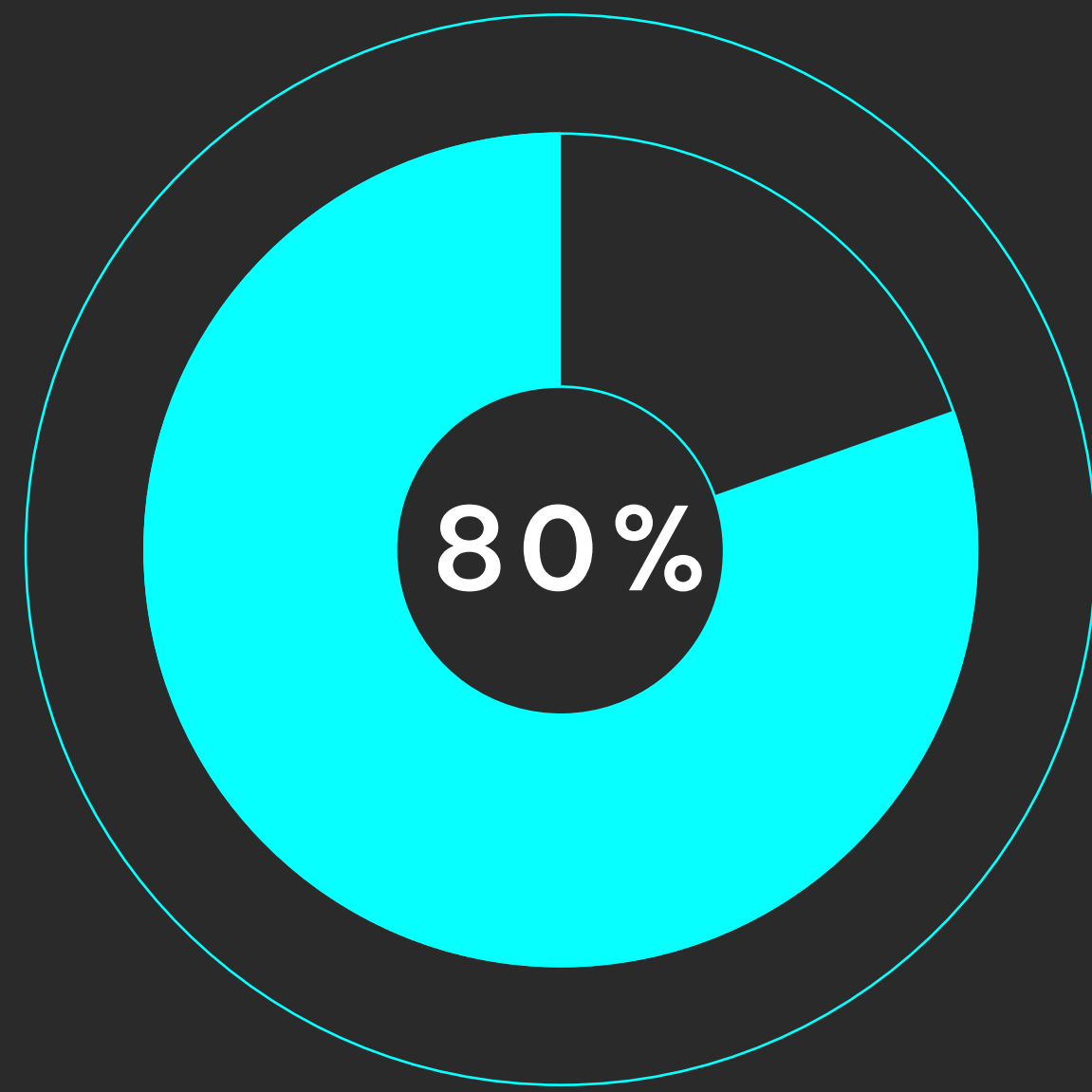
How people consume news:

1. News aggregators

People say that news aggregators are overwhelming because they often lack the necessary filters to tailor content to specific needs.
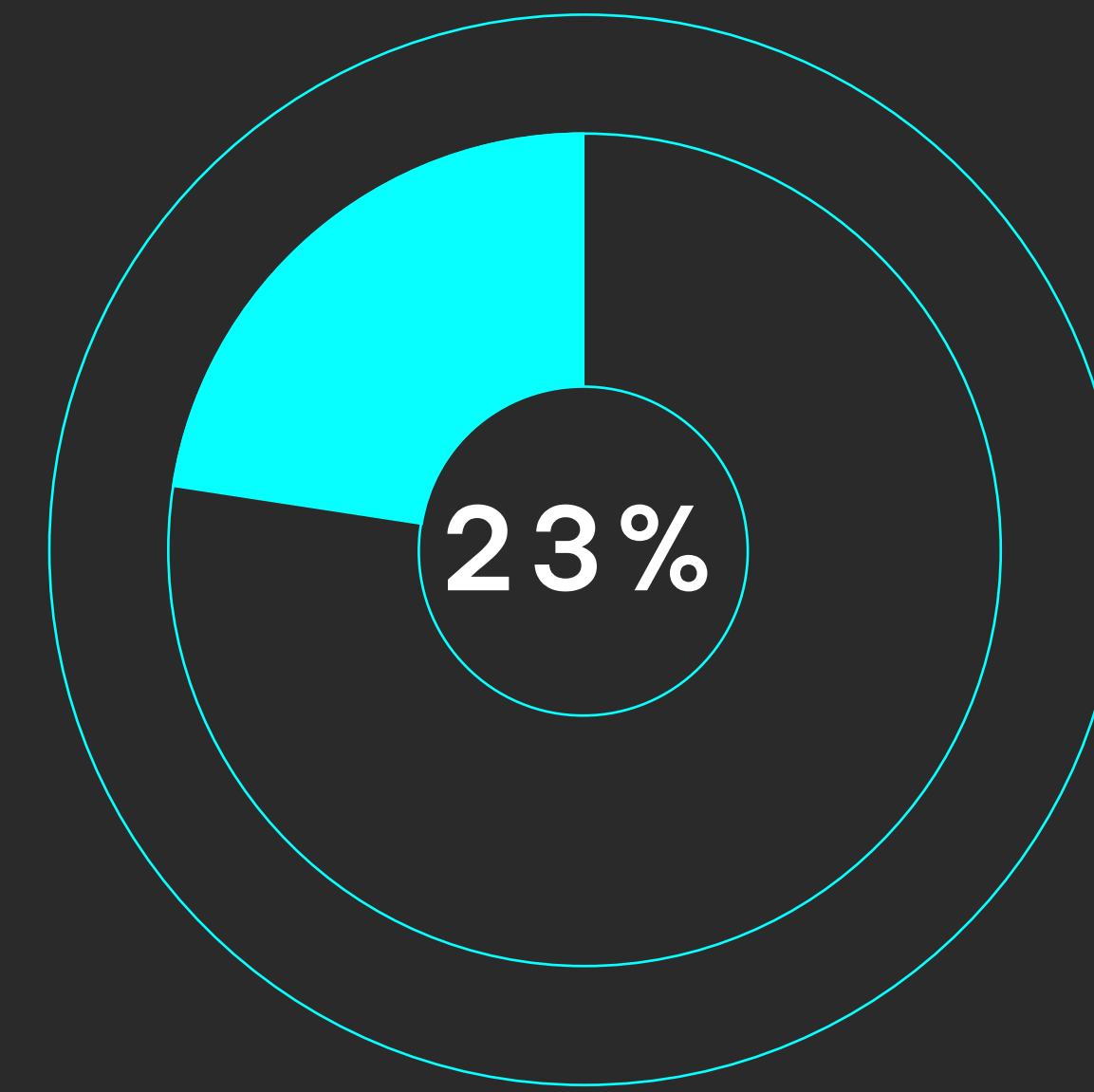
2. Social networks

For most people, the easiest way to consume news is to simply spend time on social media – but it's addictive time-killing filled with constantly irrelevant content.

T

80%

More than 80% of teens report they do not read a book daily for pleasure*

23%

23 % of American adults admit they haven't read a single book in the past year*

In today's fast-paced world, dedicating time to read books and articles requires significant effort and focus, especially given the overwhelming amount of information available.

*According to research published by the American Psychological Association

Problem

T

Switching between apps is a constant task: articles in one place, news in another, opinions in a third and books in a fourth.

But all this is necessary for you to stay in the loop.

T

Solution

We help people seamlessly integrate relevant information into their days.

TOPIQ

ALL IN ONE FEED

NEWS

ARTICLES

BOOKS

OPINIONS

We extract the essentials, craft more engaging content, and save your time, ensuring you get the most out of every moment spent with our app in order to stay on your specific topic.
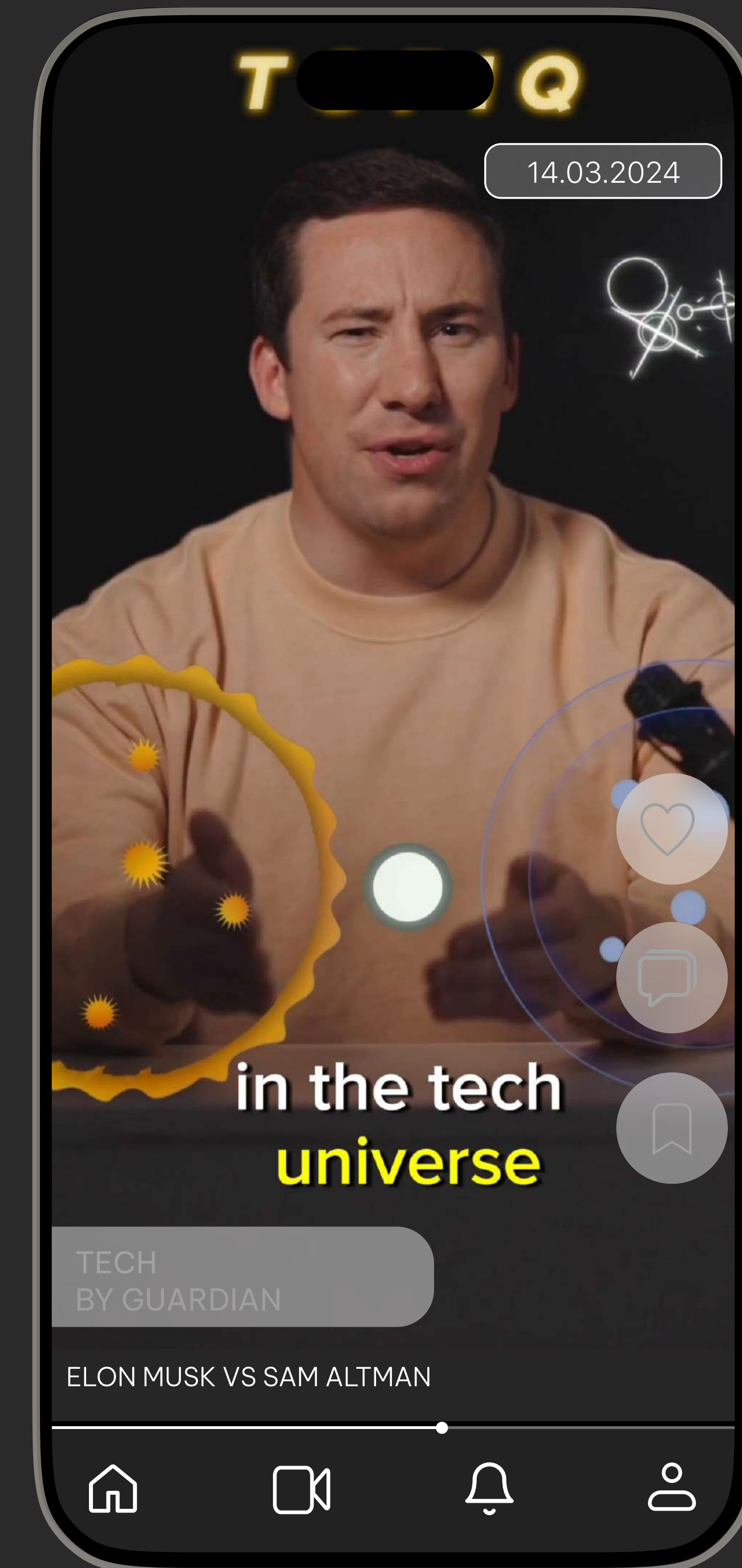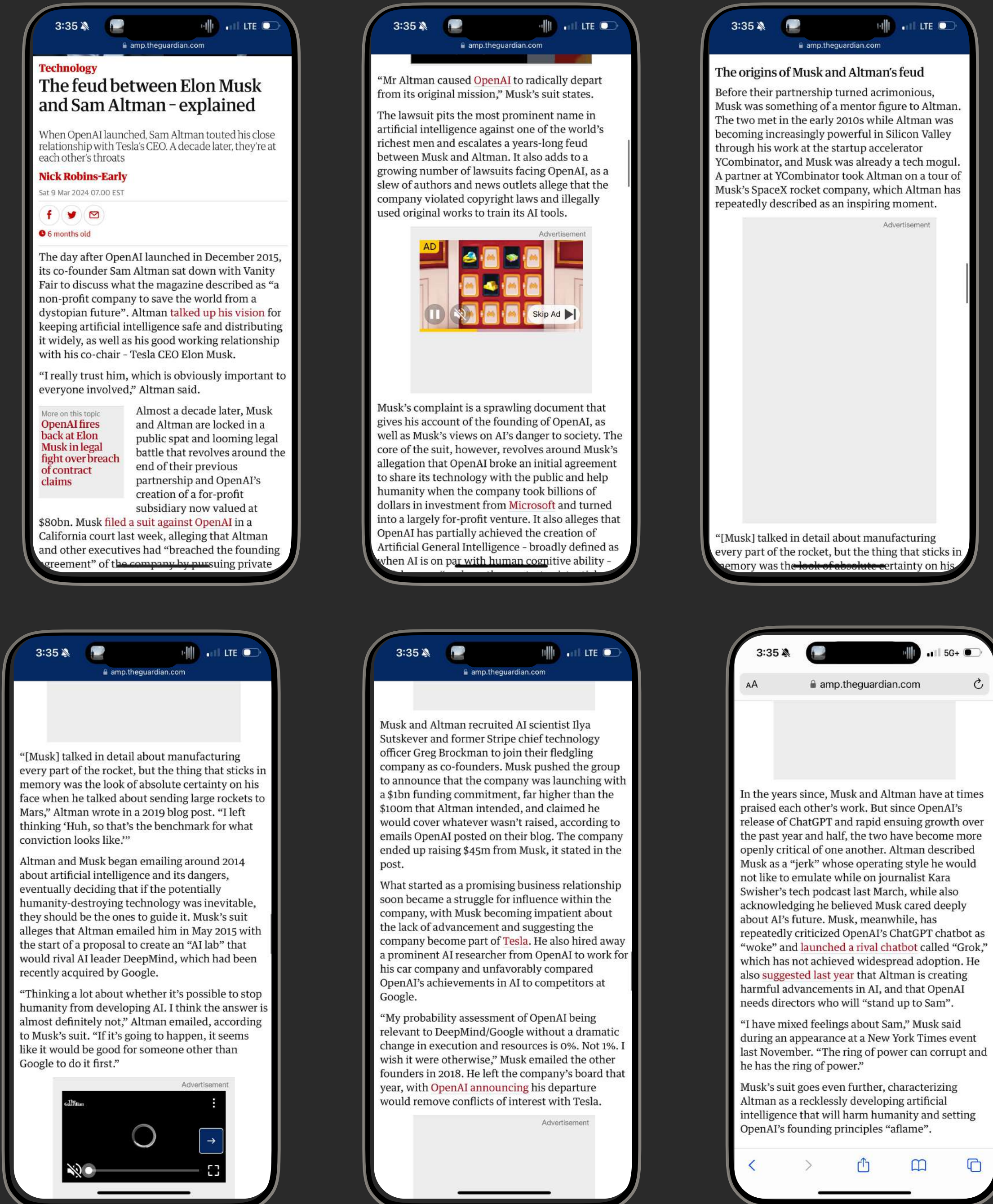
Topiq is AI based video feed
built on personal needs and areas of interest.

Example

This is just one looong article.

Topiq MAGIC

This is our 40 second engaging video,
generated by AI.

Click here to watch it.

14.03.2024

in the tech
universe

TECH
BY GUARDIAN

ELON MUSK VS SAM ALTMAN

Extreme personalization

If all content is created using AI, we can produce extremely personalized content for each individual user, which automatically adapts to their patterns in near real-time.

Currently, creators who produce content rely on statistics that platforms like "YouTube" provide, which are only based on the 'average' user.

Another issue with focusing on the 'average' user is that many creators and editors choose topics aimed at maximizing views. This leads to high-demand, niche topics being ignored because they're perceived to attract fewer views, and content creators have limited time.
With AI, we can meet the demand for these overlooked topics, which almost every user has...

T WHAT ABOUT NEWS

A news feed that allows users to select news on any topic they specify.

You can even specify an extremely niche topic yourself.
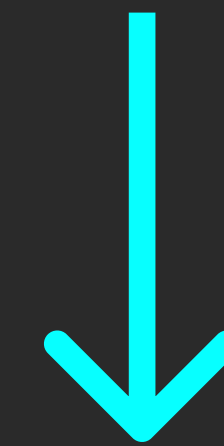
Everything is generated by AI:

- **CATEGORIZATION, FILTERING**
- **STORYTELLING**
- **VIDEOGEN**
- **AUDIOGEN**
- **IMG GEN**
- **VIDEOBUILDER**
- **RECOMMENDER**
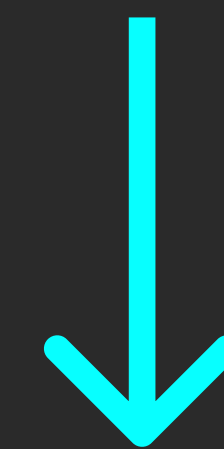
STAY ON TO PIQ

get started »

Articles are collected, categorized, and then filtered by context.

↓

Articles are summarized and then converted into AI-generated short videos, formatted like those on TikTok.

↓

Personalised news video feed is ready to swipe through.

T

IN TOPIQ WE TRUST...

Content is sourced from trusted news agencies, with articles summarized for consumption in a highly concentrated format.

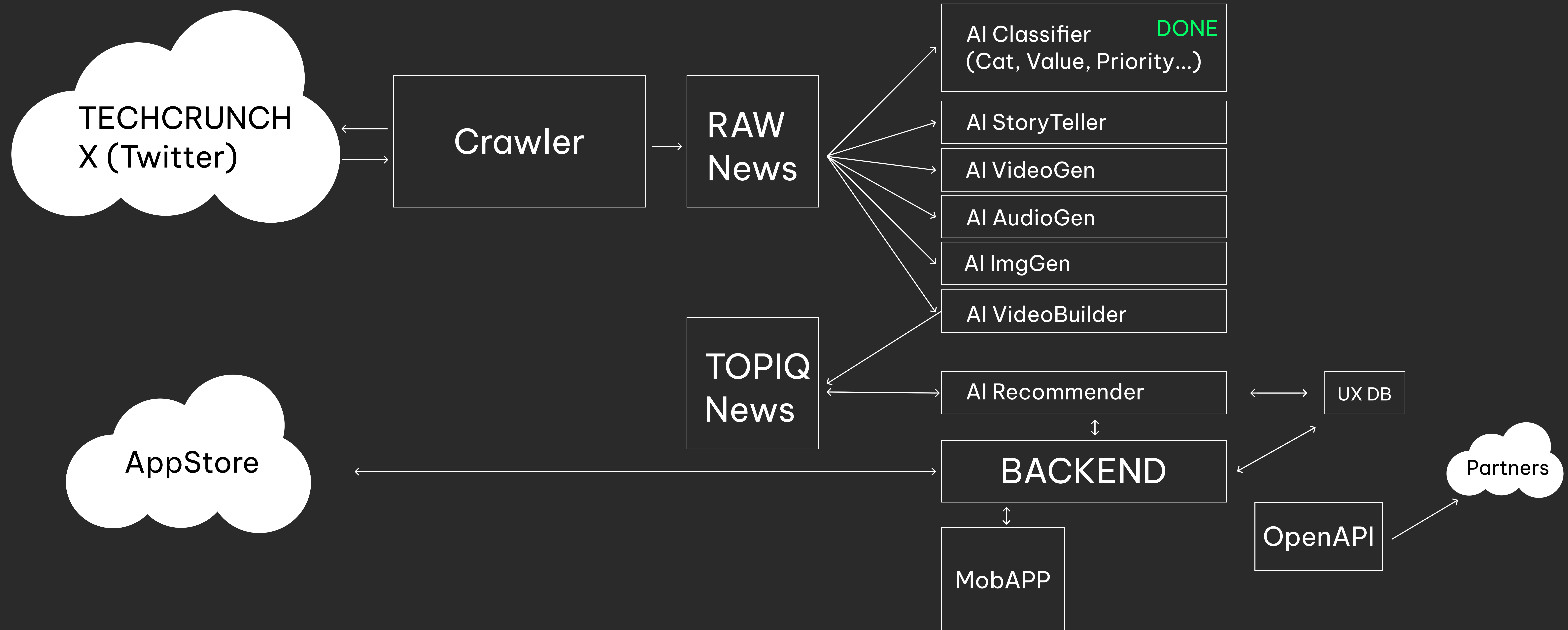Game design

GREEN ECONOMY

AI in medtech

WHY NOW?

Given the overwhelming amount of information available today, people often find it easier to consume videos than to engage with text. Information overload is becoming an increasingly severe issue as vast amounts of data are available through digital platforms and constant news cycles. It leads to cognitive overload, stress, reduced productivity, and social isolation as individuals struggle to process, prioritize, and act on the relentless stream of information.

Advancements in artificial intelligence have made technologies for creating voiceovers, summaries, and AI avatars widely accessible.

PRINCIPAL SCHEME

T

TECHCRUNCH
X (Twitter)

Crawler

RAW News

AI Classifier
(Cat, Value, Priority...) **DONE**

AI StoryTeller

AI VideoGen

AI AudioGen

AI ImgGen

AI VideoBuilder

TOPIQ News

AI Recommender

UX DB

AppStore

BACKEND

Partners

OpenAPI

MobAPP

T

AI classifier

We have implemented the first version of the classifier, which has been successfully tested on the 20-newsgroups dataset.

0.9
Achieved accuracy level

This method operates effectively with a small amount of labeled data alongside a large volume of unlabeled data. It is particularly useful when the number of classes is unknown in advance, and there exists a text corpus that requires categorization.

TECHNOLOGICAL STACK

The use of decentralized instances leveraging AWS cloud solutions, along with asynchronous data processing technologies integrated with databases, ensures rapid processing of news and user behavioral data. This maximizes engagement levels and meets the high expectations of our audience.
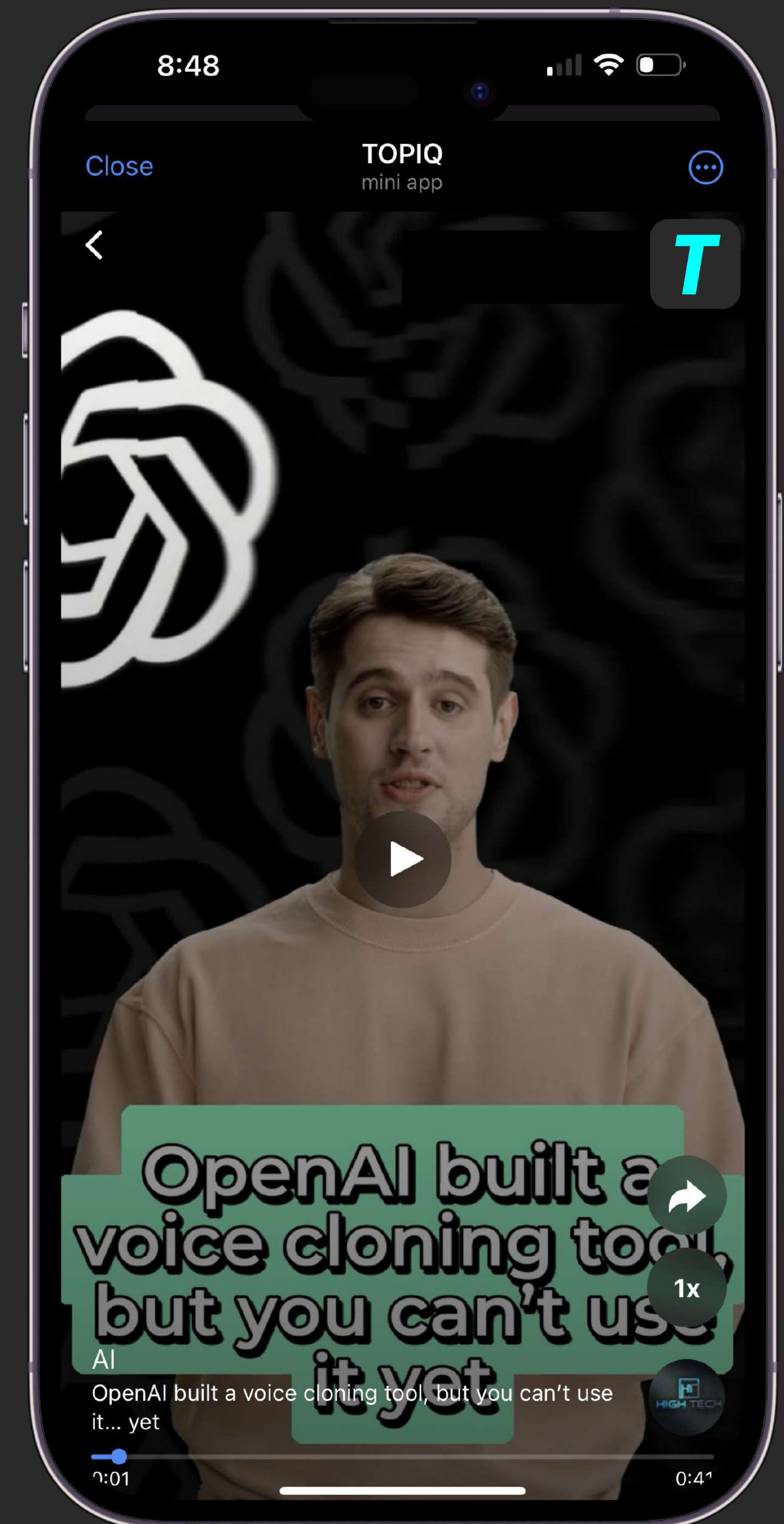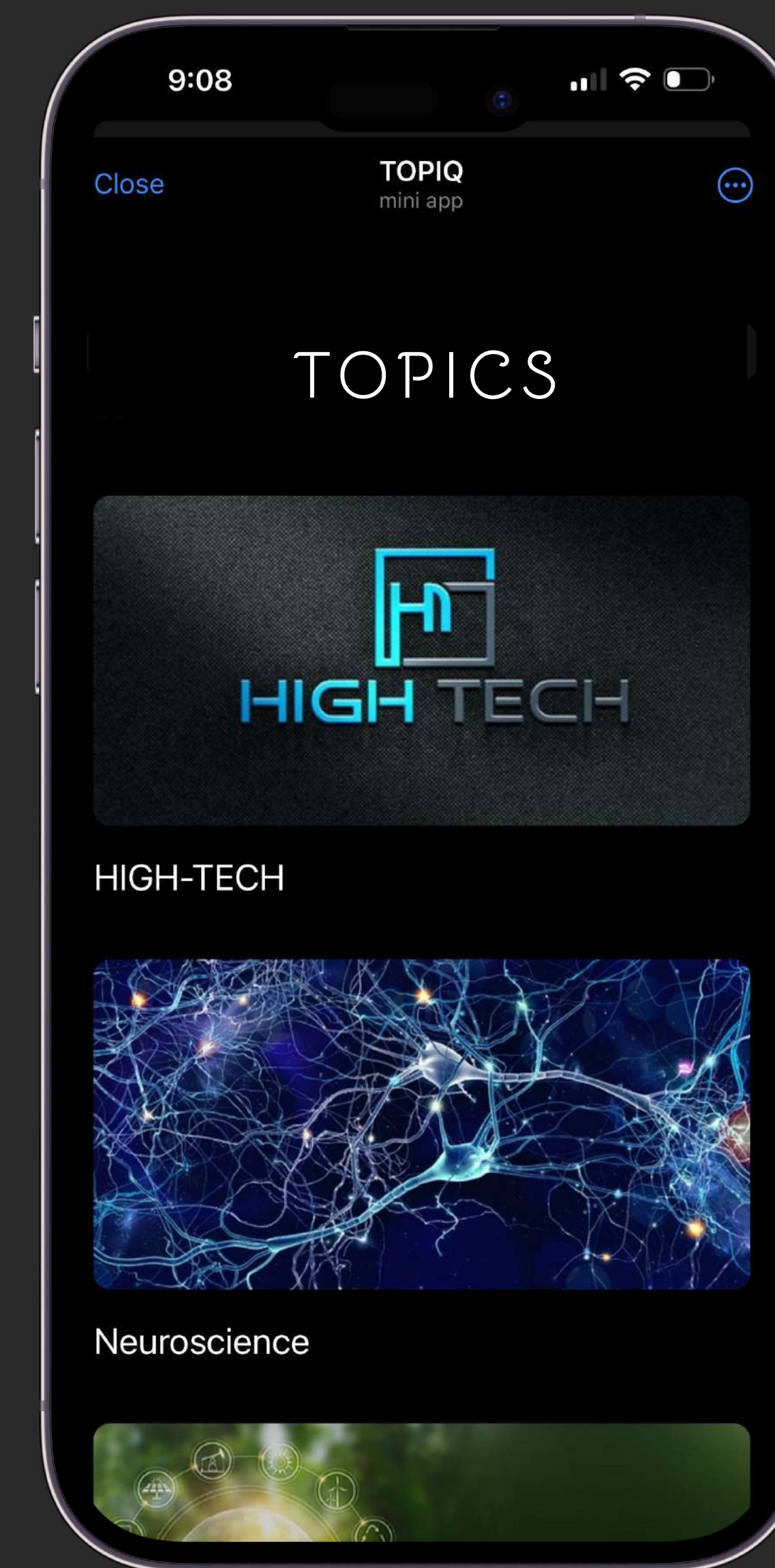
HeyGen

D-iD

IIElevenLabs

Working prototype

Our working prototype is hosted within a Telegram bot. We're continuously **gathering feedback** from potential users to gain a better understanding of their needs.

Monetization

T

Users pay for the opportunity to spend less time online while accessing all the essential information they need to stay updated on specific topics

We will be testing a freemium subscription model and experimentally searching for the right price point

Climate change

Renewable Energy regulations in US

AI in education

We aim to **initially** capture the U.S. market in digital media, newspapers, and magazines.

DIGITAL MEDIA MARKET

DIGITAL NEWSPAPER & MAGAZINES MARKET
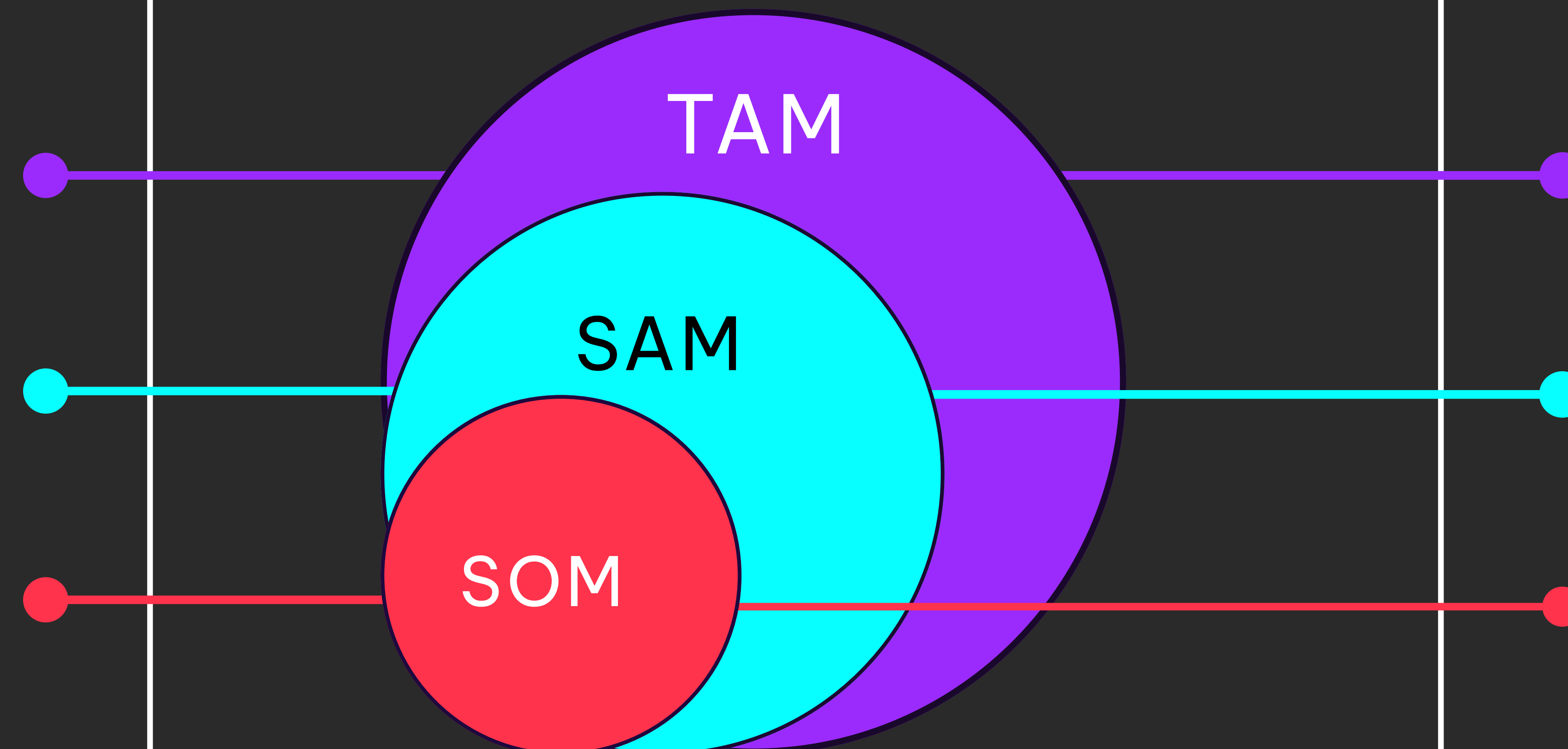
TAM

SAM

SOM

$200 BLN — $40 BLN

$40 BLN — $24 BLN

$2 BLN — $2 BLN

4 BLN $ (2 SOM + 2 SOM)

T Join our journey

SEP24

SEP24

?

VERSION 1 (IOS APP)

Daily updated newsfeed featuring
10-20 semi-automatically generated videos
with the main tech news, free of charge.

COMMITMENT: 1,000 USERS

ANGEL ROUND: $ 50 000

AgriTech
startups

EdTech
Innovations in
Developing
Countries

Autonomous
Vehicle
Technologies

T ROADMAP

OCT24

MARCH25

?

?

SEMI AI

VERSION 1 (IOS APP)

Content from news agencies

<u>1000 USERS</u>

Daily updated newsfeed featuring
10-20 semi-automatically generated videos
with the main tech news,

Free of charge

ROUND: *$ 50 000*

AI

VERSION 2 (IOS APP)

Content from news agencies, articles

<u>75 000 USERS</u>

Daily updated newsfeed of 10-20 videos **automatically** generated with main tech news

Free of charge

News ranking, time limits

ROUND: *$ 2 500 000*

AI

VERSION 3 (IOS, ANDROID APP)

Content from news agencies, articles, books

<u>2 000 000 users</u>

Daily updated newsfeed of 100 videos automatically generated with main tech news

Paid subscription

ROUND: $ 50 000 000

AI

VERSION 4 (IOS, ANDROID APP)

Content from news agencies, articles, books and social networks

<u>20 000 000 users</u>

Daily updated newsfeed of videos automatically generated with main tech news

Paid subscription

ROUND: $ 150 000 000

T TEAM WE ARE BASED IN CUPERTINO

Artemy Zorabyants
Founder/CEO

- Founded a video production company at 17; collaborated with brands like Pepsico and Stada, recognized by Forbes

- Former news blogger and producer for influencers; grew a psychologist's audience to 100,000 followers

Paul Kulikov
Co-Founder/CTO

- CTO at Freshback, a cashback service with over 10,000 users

- Over 20 years in the tech industry, with more than five products launched from scratch

- Over ten years of experience in management roles, including PM and CIO, working with large enterprise systems such as SAP and ERP

+1 (650) 705-9680

artemyzorabyants@topiqco.com

Jeff Mallet
Advisor

- Stanford university school of Engineering

- Co founder of Web 3 Pro (Raised $10 m) and graduated from NSF I-Corps, Berkeley Blockchain Xcelerator, and Plug and Play Accelerator

- An AI researcher since the early 90's and a pioneer of the AI field of General Game Playing

- Developed dozens of commercial game AIs for publishers including Activision and Simon & Schuster Interactive

Yaroslav Maksymovych
Advisor

- The founder of the news aggregator All-News, which boasts 150,000 installs and 20,000 daily active users (№1 in Ukrainian market)

- Turned 5 companies into #1 in their regional segments (Complex.ua, Auction.ua, Banner.ua, MySchool.ua, 2Event.com)

- 4 exits
The largest company, Complex.ua, which was sold, had 100 employees

Pius Binder
Advisor

- Ex Product growth lead at Canva and Meta. Worked on AI, ML and growth initiatives at Canva/Meta

- Lead multiple teams and had significant business impact at the teams he worked at

FOUNDER'S PROFILE

Artemy Zorabyants

Founder/CEO

At 21, I'm not just another founder trying to make a mark. My journey into entrepreneurship began at 13 with a sneaker resale business that ignited a fire within me. From that moment, I've been relentlessly driven to create something bigger than myself—something that would change the way people engage with the world.

By the age of 17, I launched a video production company, where I learned that success doesn't come from shouting the loudest, but from speaking directly and concisely. People don't have time for fluff, and neither do I. My approach—whether in business or personal interactions—has always been about cutting to the chase, delivering value in a way that is powerful, direct, and meaningful. This ethos is the foundation of Topiq.

My work with brands like PepsiCo, Stada, and recognition by Forbes taught me that stories need to resonate quickly to leave a lasting impact. In today's fast-paced world, the ability to communicate efficiently isn't just a skill—it's a necessity. I have mastered the art of delivering big ideas in small packages, which is precisely what Topiq does.

I've faced countless rejections—over 700 from investors—but every single one strengthened my belief that obstacles are stepping stones. Each setback has been an opportunity to fine-tune my vision, and that resilience is what has prepared me to lead this venture. Just as I tackle challenges head-on, Topiq is designed to solve the challenge of information overload with precision.

I've also explored news blogging, building a subscriber base of over 100,000 for a prominent psychologist. It showed me the power of connection and the importance of delivering the right information to the right people at the right time—just like Topiq's AI-powered feed.

But TOPIQ is more than a startup—it's an extension of my personality. The way I interact with people reflects how I've built this product. My conversations are concise, clear, and to the point, mirroring the very essence of what Topiq offers: a streamlined, no-nonsense approach to information. I thrive in a world where time is sacred, and that's why Topiq exists—to give people their time back.

T FOUNDER'S PROFILE

Topiq isn't just a tool—**it's my reflection.** Every decision I've made, every obstacle I've overcome, has shaped Topiq into the ultimate solution for today's fast-moving, information-driven world. My passion for efficiency and my ability to get to the heart of what matters **is woven into every aspect of the product.**

I'm not just building a business; I'm shaping a future where technology enhances our lives by giving us more time **to focus on what truly matters.** And I'm doing it with the same drive, precision, and determination that define me as a founder and as a **person.**

In short, Topiq is not just a startup—it's **who I am.**