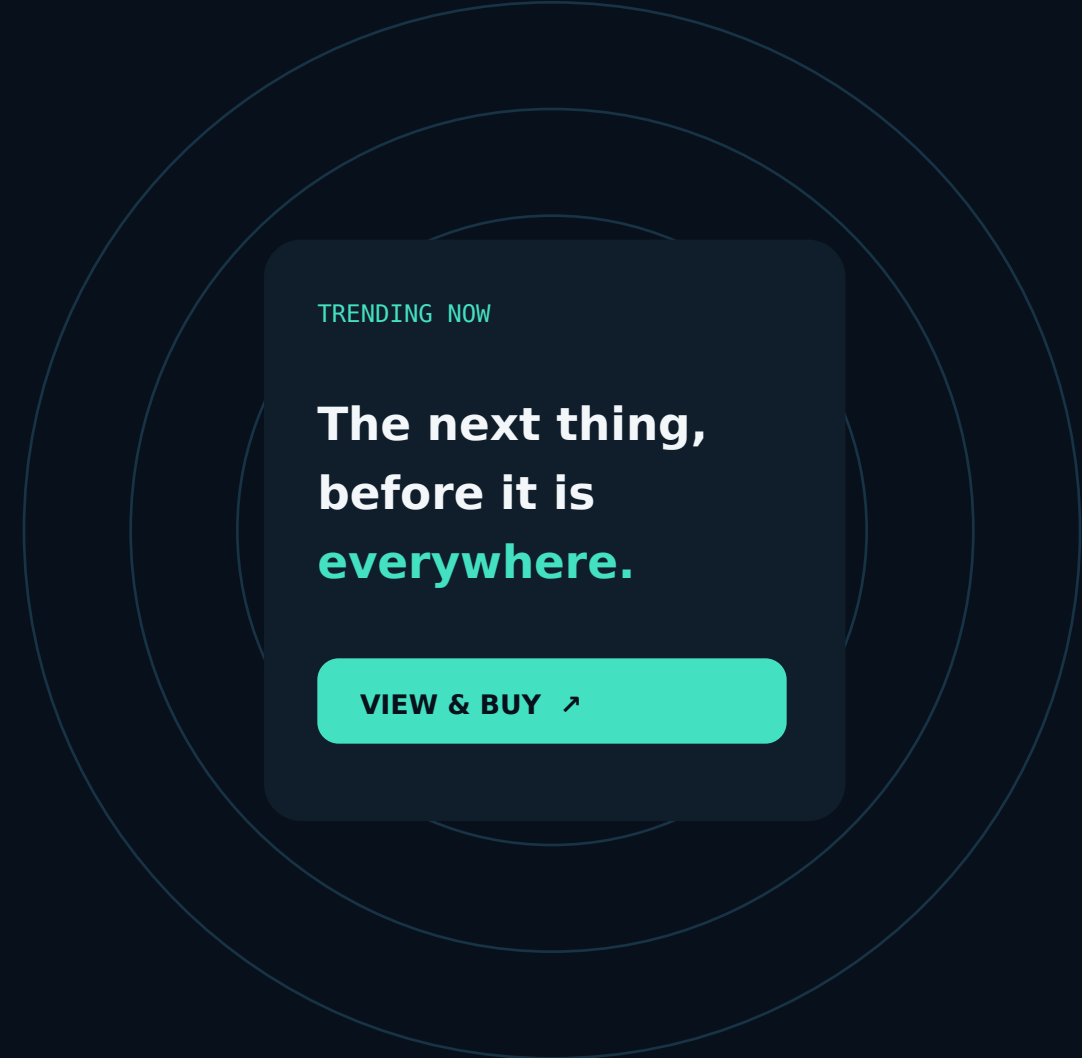


BuyNews

See what's next.
Then buy it.

A discovery-to-purchase platform for emerging tech,
where reviews, conversation and buying meet.

A curated feed. A credible voice. A direct path to buy.



Discovery that can close the loop

A simple proposition: make interesting products actionable.

BuyNews brings tech discovery and shopping into one journey.

01 / DISCOVER

Find emerging products through trend-led posts, reviews and news.

02 / DECIDE

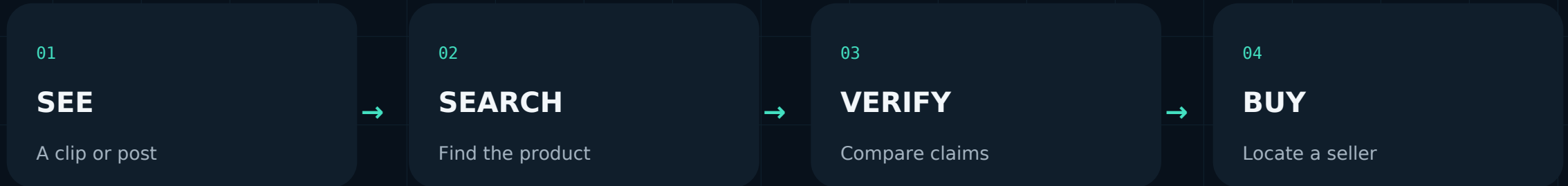
Use creator perspective and community comments to understand why a product matters.

03 / ACT

Follow a product link and move directly toward purchase.

Interest is easy to spark. Buying is still scattered.

Today's tech discovery journey often breaks across apps and tabs.



THE FRICTION

Context gets lost between inspiration and intent.

Reviews live in one place. Product links in another. Buying means starting over—and emerging products can be difficult to evaluate or find.

Opportunity: preserve the story and the path to purchase in one experience.

From “what is that?” to “show me the product.”

A connected experience built around the moment curiosity peaks.

CURRENT

**Scroll → leave → search →
compare → maybe return**

The discovery loses momentum.



WITH BUYNEWS

**Discover → understand →
discuss → go to buy**

The next action stays close.

Editorial discovery meets a practical next step—without asking users to start over.

Four steps from post to product

A lightweight journey with a human quality-control layer.

01 / A creator posts

A journalist or tech voice shares a product story, review or trend.

02 / Admins review

Submissions are checked before they appear in the feed.

03 / People explore

Users read, watch and discuss; product context sits beside conversation.

04 / Users follow through

A product link takes interested users toward a purchase destination.

A meeting point for curious buyers and trusted voices

Start with tech discovery; broaden only where the experience earns it.

PRIMARY / TECH LOVERS

People who enjoy finding new gadgets and early tech—and want a better way to assess what is worth attention.

PRIMARY / CREATORS

People making trend, product and technology content who need discovery, audience and a useful next step.

CONTRIBUTORS

Journalists and reviewers who can publish product-led stories and build a following.

POTENTIAL PARTNERS

Brands and sellers seeking thoughtful exposure for products, subject to fit and trust.

More than a link. A reason to trust the click.

Practical utility plus the pleasure of being early to something interesting.

LESS HUNTING

Move from seeing a product to finding its relevant purchase destination with fewer context switches.

BETTER CONTEXT

Creator reviews and community discussion help users frame a product before acting.

DISCOVERY ENERGY

A feed built around what is emerging can make tech exploration feel fresh and social.

WHY RETURN?

New launches. New creator perspectives. New conversations.

The repeat-use proposition is a continuously refreshed discovery feed—not a one-time directory.

Give product voices a place to be found

A platform proposition for people who make technology easier to understand.

PUBLISH

Share reviews, product news and trends with an audience already in discovery mode.

GROW

Build visibility and followers around a clear subject and a consistent point of view.

CONNECT

Create a path from editorial attention to product interest—and potential brand relationships.

THE PARTICIPATION EXCHANGE

Contributors bring perspective and useful content; users bring attention, discussion and intent.

Monetize participation—protect the signal

A clear starting model, with adjacent options to explore.

CORE / PAID PUBLISHING

Contributors pay to post or promote content in exchange for visibility and audience growth. Editorial standards and clear labeling matter.

POTENTIAL / BRAND CAMPAIGNS

Sponsored product features or advertising partnerships with companies seeking relevant exposure.

POTENTIAL / COMMERCE

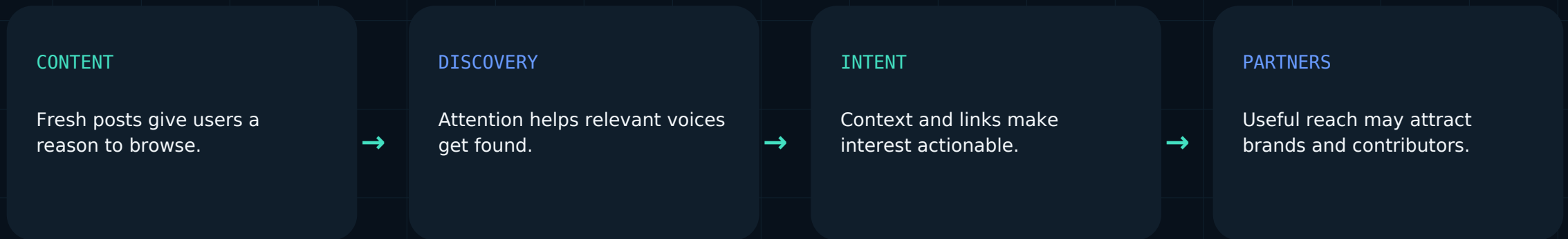
Referral or affiliate income through eligible product links, if partnerships are secured.

POTENTIAL / CREATOR TOOLS

Optional insights or campaign services could be explored as the contributor base develops.

The ingredients reinforce one another

A plausible product logic—not a claim of proven demand.



THE STRATEGIC QUESTION

Can BuyNews earn enough trust and useful content to make the loop repeat?

That is the central validation challenge—and the source of the opportunity.

The distinction is in the combination

Not simply a review feed. Not simply a product catalog.

CONTENT

Reviews • news • creator perspectives • context • discovery • relevant links • path to buy

+

+

COMMUNITY

PRODUCT ACTION

BUYNEWS POSITION

A social, editorial layer placed close to the purchase moment.

A staged path from concept to platform

Each step depends on proving the one before it.

01

FOCUS

Launch around a defined tech niche and a small set of product categories.

02

TRUST

Build reliable review standards, moderation and repeat contributor participation.

03

COMMERCE

Improve product destinations and explore eligible purchase partnerships.

04

COLLABORATE

Test sponsored launches with brands where audience fit is clear.

05

EXPAND

Consider adjacent categories or creator tools after the core loop works.

A concept with a clear product thesis

For a buyer who sees potential in content, community and commerce.

What the concept offers

- **A recognizable problem**

Discovery often happens far from the purchase path.

- **A legible experience**

Publish → review → discuss → follow a product link.

- **A two-sided proposition**

Useful discovery for audiences; visibility for contributors.

- **Room to shape**

Brand, scope, technology and business model can evolve.

Specific assets, rights and deliverables would be defined separately in the agreement.

A BUYER CAN

- Adapt the name and visual identity
- Define product and technical approach
- Refine monetization and partnerships
- Set scope in the acquisition agreement

The next great product could be one you discover here.

BuyNews turns tech curiosity into a connected journey:
see it, understand it, talk about it, and find where to buy.

A concept ready for a builder's point of view.