WELCOME TO NOTA

ENTERPRISE AI FOR MEDIA COMPANIES

Nota Overview

Who We Are	An Enterprise B2B SaaS company founded by digital publishing and technology veterans
Our Mission	Empowering the storytellers of today while paving the way for the innovations of tomorrow
What We Offer	A suite of assistive AI tools that streamline content creation, optimization and distribution across all platforms
Our Impact	Significant time savings, engagement increases, page views, and revenue generation
Why We're Different	Safe and Secure proprietary LLM, trained by the best journalist and editors in the business

Powering Digital Publishers Across Multiple Verticals

National News

THE HILL

NEWS NATION

Local News

LEE ENTERPRISES

McCLATCHY

Los Angeles Times

Local TV

Nexstar MEDIA GROUP, INC.

DMG Dayton Media Group

MEDIA GROUP

Lifestyle

PMC

cafemom

KnowTechie

Professional/Sports

Daily Journal Established in 1888

KAWOWO sports

crictoday LIFELINE OF CRICKET

Hyper Local News

The Washington Informer

RoughDraft atlanta

Planet Detroit

Radio

LA ist

ARIZONA PBS ARIZONA STATE UNIVERSITY

wlrn

Higher Education

ASU

UIC UNIVERSITY OF ILLINOIS AT CHICAGO

Nota's Strategic Partner Landscape

Local Media	Nonprofit	News	Television
LocalMedia Association	Institute for Nonprofit News	ONLINE NEWS ASSOCIATION	NAB NATIONAL ASSOCIATION OF BROADCASTERS
Lion PUBLISHERS	Rural News Network Powered by INN	inma International News Media Association	

Technology Partners/Integrations

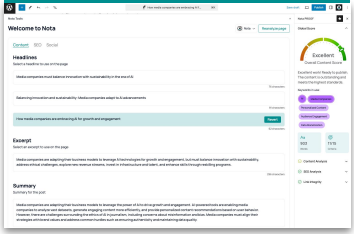
Microsoft · WordPress · Newspack · Chartbeat · CUE by Stibo DX · mather: · cohere

BLOX DIGITAL · sproutsocial · TRUE ANTHEM · SND SOCIAL NEWS DESK · Parse.ly · DASH HUDSON

Currently in conversations regarding integration opportunities

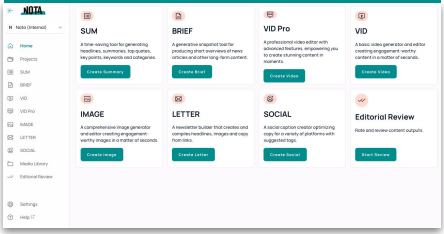
Nota Tools Integrate Into Your Existing Workflow

CMS Integrations



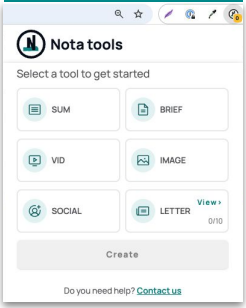
Ideal for **Digital Editors and Journalists** for pre-publish article optimization for headlines/SEO/etc. to ensure maximum discoverability

Dashboard



Ideal for **Audience Engagement, Social Media Managers, Content Marketing Team** for post-publish repurposing of content into new mediums (image, video, social captions, newsletters, briefs, etc.)

Browser Extension



Ideal for **any member of the organization** looking to generate Nota outputs from chromium based web browsers with a few clicks

The Nota toolsuite is built API first

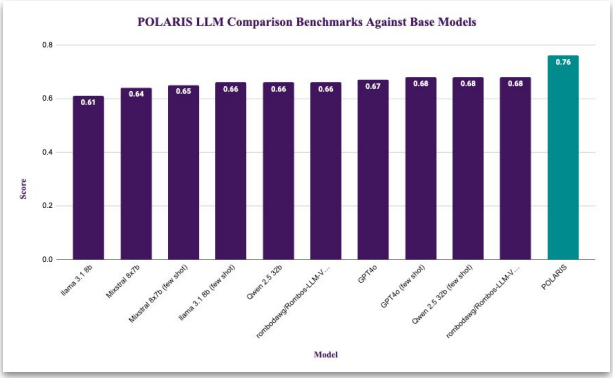
Nota's Editorial Leadership Board

Nota's Editorial Leadership Board, comprising industry experts, guides AI development for responsible journalism practices and product innovation. The board ensures ethical standards, refines AI outputs, and identifies opportunities to advance AI-driven solutions in the journalism industry.

POLARIS LLM Simply Outperforms.

Why Newsrooms Choose Polaris:

- **Purpose-Built for Journalism:** Expert-tuned AI designed for legacy media workflows.
- **Advanced Accuracy Metrics:** Word-for-Word precision, Semantic Similarity, and Keyword Precision deliver content that matches editorial standards.
- **Unmatched ROI:** Measurable efficiency, engagement, and revenue growth for every newsroom.
- **For Your Products and Workflow:** Polaris allows any news organization, of any size, to build their dream solutions.



POLARIS surpasses all cutting edge models by +15%

Nota's AI-powered tools are driving tangible results

Time Savings

52%

Average reduction in time to publish article content

Production Volume

37%

Increase in the volume of social posts

Engagement

21%

Average pageview increase

Efficiency

85%

Reduction in time to develop newsletters

Performance

9%

Increase in newsletter open rates

NPS Score

50

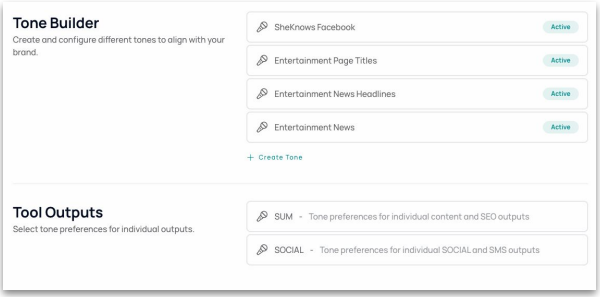
Our customers love us

Nota Case Studies

Tone Builder Down To Journalist Level

Overview

- **Tailored Voice Matching:** Exposes outputs that that are specific to your writing style and voice for your brand
- **Content-Driven Calibration:** Submit sample content and Nota tools will adjust outputs to reflect the exact style and tone.
- **Language Nuance Refinement:** For English variants (US,UK,NZ), outputs undergo an additional refinement step to capture regional nuances.
- **Spanish Language Compatibility:** Available in Q4. More to come.



In Beta: SCRIPT

Overview

- **Script Submission:** Upload ENPS scripts directly to Nota CMS integrations for processing.
- **Comprehensive Analysis:** Scripts are combined and sent to our Polaris LLM for content analysis and refinement.
- **Optimized Output:** Broadcast or on-air audio instructions are removed, producing a clean, article ready version based on the original transcript.
- **Retrieval Augmentation (RAG)** Articles are then connected to your archives, augmenting the story being made with data that is aligned with it from your archives, making the end product far more robust.
- **Metadata Enhancement:** Seamlessly switch to the complimentary tools in the Nota suite to generate article metadata for publishing and SEO optimization.

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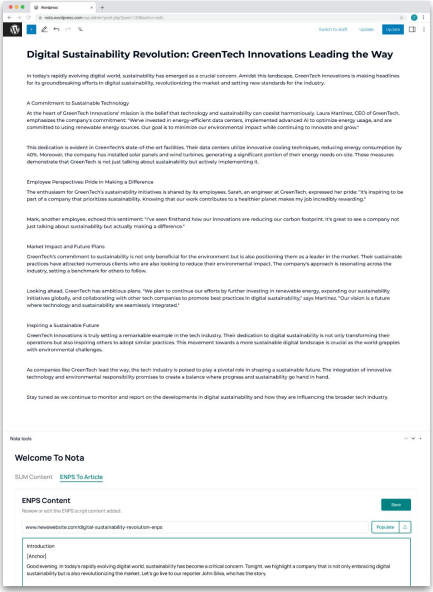
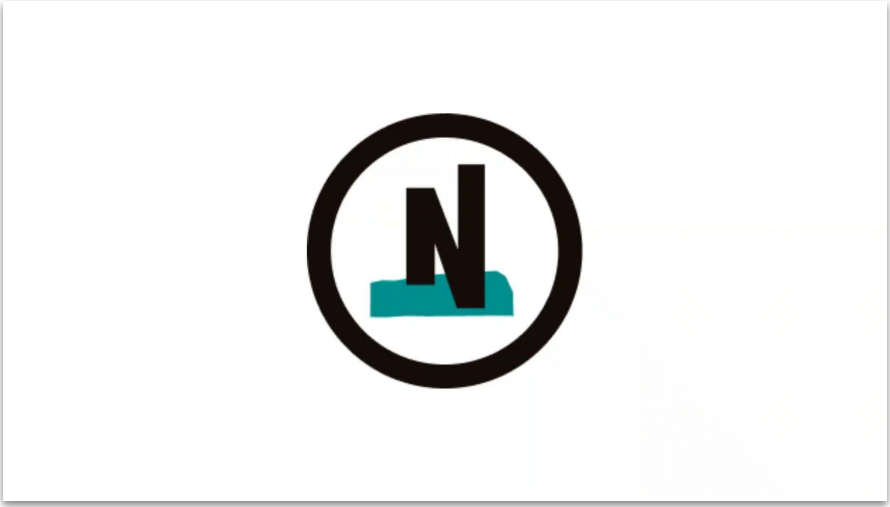


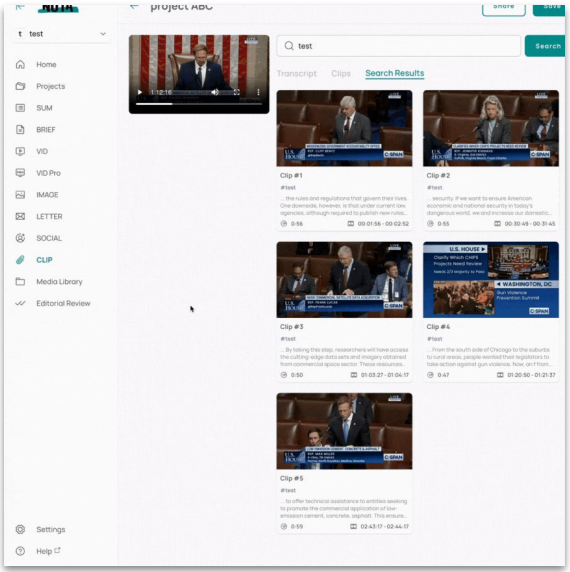
In Beta: SCRIPT



In Beta: CLIP

Overview

- **Live and Archived Video Processing:** Process both live and archived video feeds, generating real-time transcriptions for efficient content management.
- **Targeted Semantic Search:** Allows journalists, editors and video teams to set specific topics of interest, enabling CLIP to locate and generate precise video segments.
- **Detailed Segment Output:** Each generated clip includes the transcript, timestamp, and video segment (ranging from five seconds to longer).
- **Seamless Content Integration:** Clips can be sent to other Nota tools for expanded content creation (see SCRIPT), repurposing and optimized sharing.

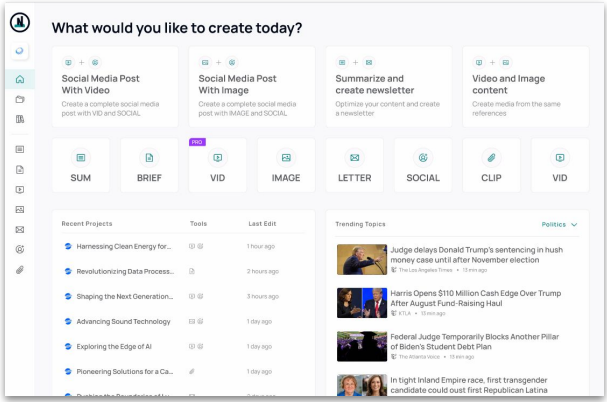


In Beta: CLIP

Future State: Nota Agents

Overview

- **Integrated Workflows:** Seamlessly connect Nota tools to create comprehensive solutions, such as full social media posts with coordinated IMAGE, VID and SOCIAL elements.
- **Efficiency Amplified:** Streamline processes by automating multi-app tasks, reducing the time and effort needed to achieve complex outcomes.
- **Consistent Results:** Maintain brand consistency and tone for publishing to specific platforms.



Nota's Data Privacy Practices: Secure and Transparent

POLARIS LLM

- Our LLM is trained exclusively on customer data for which we have explicit consent.
- We ensure compliance with data usage agreements and customer expectations.
- Azure ML Hosted leveraging Azure's robust security infrastructure.

Best Practices for Data Security and Privacy

- Implements industry standard encryption for data at rest and in transit.
- Regular security audits and vulnerability assessments.
- Adheres to GDPR, CCPA, and other relevant data protection regulations.

Transparent Data Handling

- Clear data usage policies communicated to customers.
- Customers can request data deletion or opt out at any time.

DEM

JOIN THE COMMUNITY

ENTERPRISE AI FOR DIGITAL PUBLISHERS

sales@heynota.com
Sales

APPENDIX

The Nota Tool Suite

How We Are Helping Companies Do More With Less

	Nota Dashboard	Browser Extension	CMS Integration (WordPress/Newspack /Stibo CUE/Blox)	Workflow Focus	Ideal Team Focus
SUM	✓	✓	✓	Pre-publish	Editorial/Digital Publisher
SOCIAL	✓	✓	✓	Post-publish	Social Media/Audience/ Content Mktg
BRIEF	✓	✓		Pre/Post-publish	Editorial/Audience
VID	✓	✓		Pre/Post-publish	Social Media/Audience/ Content Mktg
IMAGE	✓	✓		Pre/Post-publish	Social Media/Audience/ Content Mktg
LETTER	✓	✓		Post-publish	Audience/Content Mktg
PROOF			✓	Pre-publish	Editorial/Digital Publisher

Tech Overview - Nota's Proprietary AI Framework

Overview:

POLARIS is Nota's proprietary data framework that has been fine-tuned and customized to excel at tasks unique to media. It is based on open-source but the weights have been significantly modified through training, creating a new, proprietary model.

Key Features:

- Customized for media industry needs
- Based on open-source, but significantly modified
- Utilizes advanced, patent-pending techniques

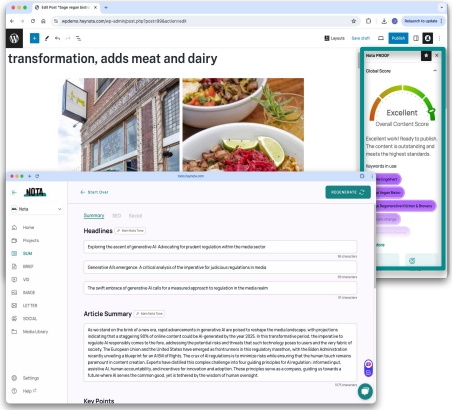
Unique Advantages:

- *Domain Expertise Integration:* Fine-tuned with publishing industry knowledge
- *Optimized Performance:* Excels at media-specific tasks
- *Proprietary Model:* Distinct from original open-source foundations

Chartbeat | NOTA

Chartbeat has partnered with Nota to offer a made-for-media AI suite.

Nota's assistive AI tools fit seamlessly into existing workflows, complementing Chartbeat's analytics and optimization tools for publishers.



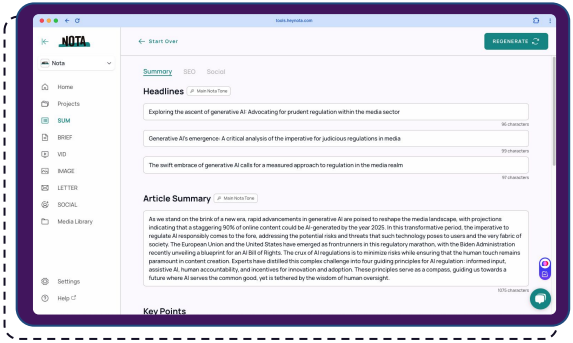
The Nota Tool Deep Dive - SUM

Overview

- **Automated Optimization:** Generates headlines, meta tags, keywords, and more with a click.
- **Workflow Efficiency:** Frees up time for writers to focus on core content creation.
- **Seamless Integration:** Works within your existing CMS, as a web tool, or a browser extension.

Key Benefits

- **Reporters:** Save time on headline writing and SEO, allowing more focus on core reporting tasks.
- **Editors:** Efficiently review articles, revise headlines, and optimize SEO elements for better content performance.
- **Audience Development Teams:** Craft compelling social media posts to drive traffic and engagement without extensive manual effort.



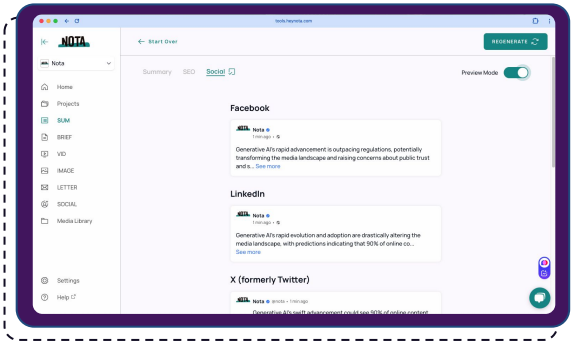
The Nota Tool Deep Dive - SOCIAL

Overview

- **Generate Social Copy:** Instantly produce tailored social media posts.
- **Optimize for Platforms:** Adapt messaging to the style and conventions of Facebook, Instagram, Twitter, LinkedIn, etc.
- **Control Tone:** Allows users to adjust the tone of social output for either informative or engagement-focused posts.

Key Benefits

- **Social Media Managers** : Effortlessly create optimized social captions, saving time on brainstorming and tailoring content for each platform.
- **Content Marketers** : Quickly distribute content with engaging captions, increasing reach and driving higher engagement.
- **Content Entrepreneur** : Streamline social media efforts, freeing up time while ensuring platform-specific best practices are followed.



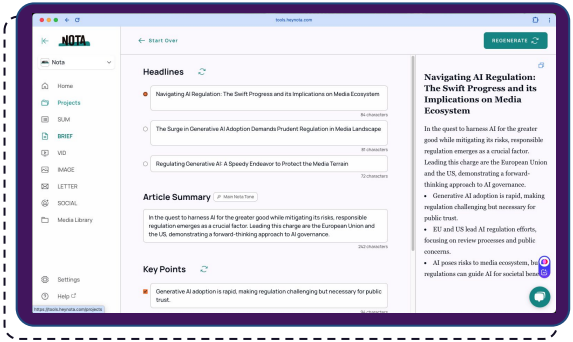
The Nota Tool Deep Dive - BRIEF

Overview

- **Headline Creation:** Generates attention-grabbing, SEO-friendly headlines.
- **Instant Summaries:** Creates short, informative summaries of articles/text.
- **Key Point Extraction:** Highlights the most essential information.

Key Benefits

- **Social Media Teams:** Rapidly generate summaries and key points from articles, ideal for transforming into shareable graphics or social media posts to promote content.
- **Content Editors:** Easily include article summaries alongside links to the full piece in newsletters, providing readers with a quick overview.
- **Print Publication Teams:** Summarize articles for inclusion in print publications when there's insufficient room for the full text, ensuring readers are aware of other content.



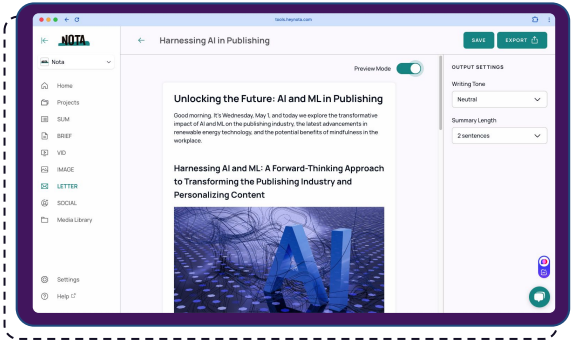
The Nota Tool Deep Dive - LETTER

Overview

- **Newsletter Drafts:** Generates a complete newsletter draft, including summaries, from selected articles.
- **SEO Headlines:** Creates optimized headlines to drive clicks.
- **Customizable Intros:** Provides a starting point for your newsletter's introduction.
- **Visuals:** Adds relevant images for a more visually appealing newsletter.

Key Benefits

- **Newsletter Editors:** Drastically reduces the time spent on drafting newsletters, freeing up resources for editing, polishing, and strategy.
- **Content Teams:** Enables the production of more newsletters across various niche interests, catering to diverse segments of the readership.
- **Small Businesses & Solo Creators:** Simplifies newsletter creation, ensuring consistency and quality without overwhelming time constraints.



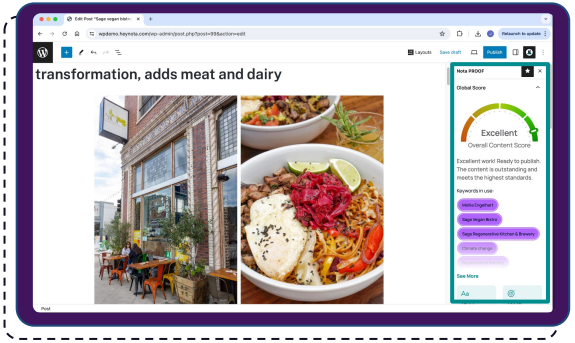
The Nota Tool Deep Dive - PROOF

Overview

- **Real-Time Recommendations:** Offers instant suggestions to improve readability, SEO, and ensure all links are functioning properly.
- **Best Practices Analysis** : Leverages a database of proven techniques and real-time data to tailor optimization advice.
- **Workflow Efficiency** : Streamlines the editing and publishing process by flagging potential issues and suggesting improvements.

Key Benefits

- **Journalists:** Receive instant feedback while writing, ensuring articles are engaging and optimized before publishing.
- **Editors:** Quickly assess articles for adherence to best practices, SEO readiness, and potential content issues.
- **Content Teams:** Ensure output aligns with publication standards and has the best chance to resonate with readers.



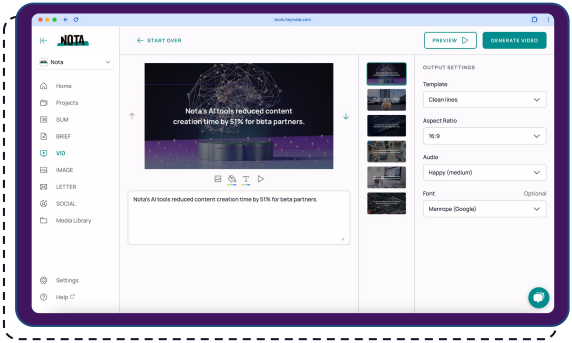
The Nota Tool Deep Dive - VID

Overview

- **Text-to-Video:** Transforms articles or text into video content using AI.
- **Image Options:** Allows use of existing images or AI-generated ones, providing flexibility.
- **Easy Editing:** Provides user-friendly tools for quick video editing and customization.

Key Benefits

- **Journalists:** Easily create video teasers for articles, expanding content reach.
- **Audience Teams:** Quickly produce social media videos to promote articles and boost engagement.
- **Content Marketers:** Generate website video assets to enhance content and increase visual appeal.



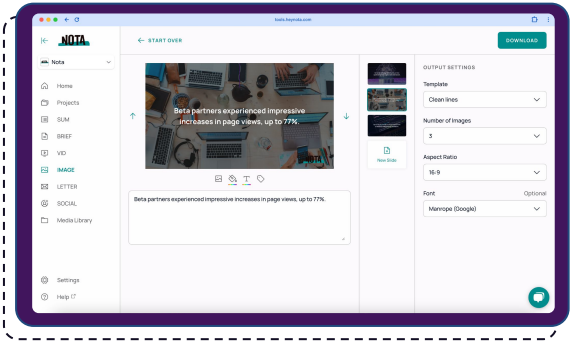
The Nota Tool Deep Dive - IMAGE

Overview

- **Effortless Image Generation:** Quickly generate images that convey ideas visually.
- **Brand Consistency:** Ensures visuals align with your brand by incorporating logos.
- **Engagement Boost:** Creates captivating images to enhance social media and website content.

Key Benefits

- **Social Media Managers:** Need to consistently produce visuals for social posts.
- **Content Marketers:** Want easily generated images to enrich blog posts or marketing material.
- **Digital Publishers:** Aim to increase audience engagement across all online platforms.



Success Stories: How Our Customers Benefit

"We're testing Nota's AI tools in ways that support our work in serving our journalistic mission and readers. The SEO and summary tools in particular have sped up production tasks, allowing journalists to focus on reporting and writing news for our communities."

- **Jennifer Robillard, Director of Audience Initiatives, McClatchy**

"Nota has given the Knight x LMA BloomLab publishers the capacity to optimize for search engines. As a result, our search pageviews have increased by 15% on average."

- **Apryl Pilolli, Director Of Technology for the Knight x LMA BloomLab**

Nota Case Studies

THE FOUNDING TEAM

Focused On Building AI For Media Companies and more

34
IN COMBINED PUBLISHING AND CONTENT CREATION

Josh Brandau
CEO

Previous experience:

LA Times	CRO
Brand Day	Lead Consultant
Essence Group M	Head of Strategy
Pereira & O'dell	VP of Comms Strategy

Evan Young
COO

Previous experience:

Community.com	CoS to CEO/COO
ServiceTitan	CoS to CRO
Point B	Sr. Consultant
Shell Oil	Program Mgr

Ben Gerst
CPTO

Previous experience:

Food52	CPTO
LA Times	SVP/CTO
Tribune Publishing Company	CTO