“It takes twenty years to build a reputation and five minutes to ruin it.
If you think about that, you’ll do things differently”

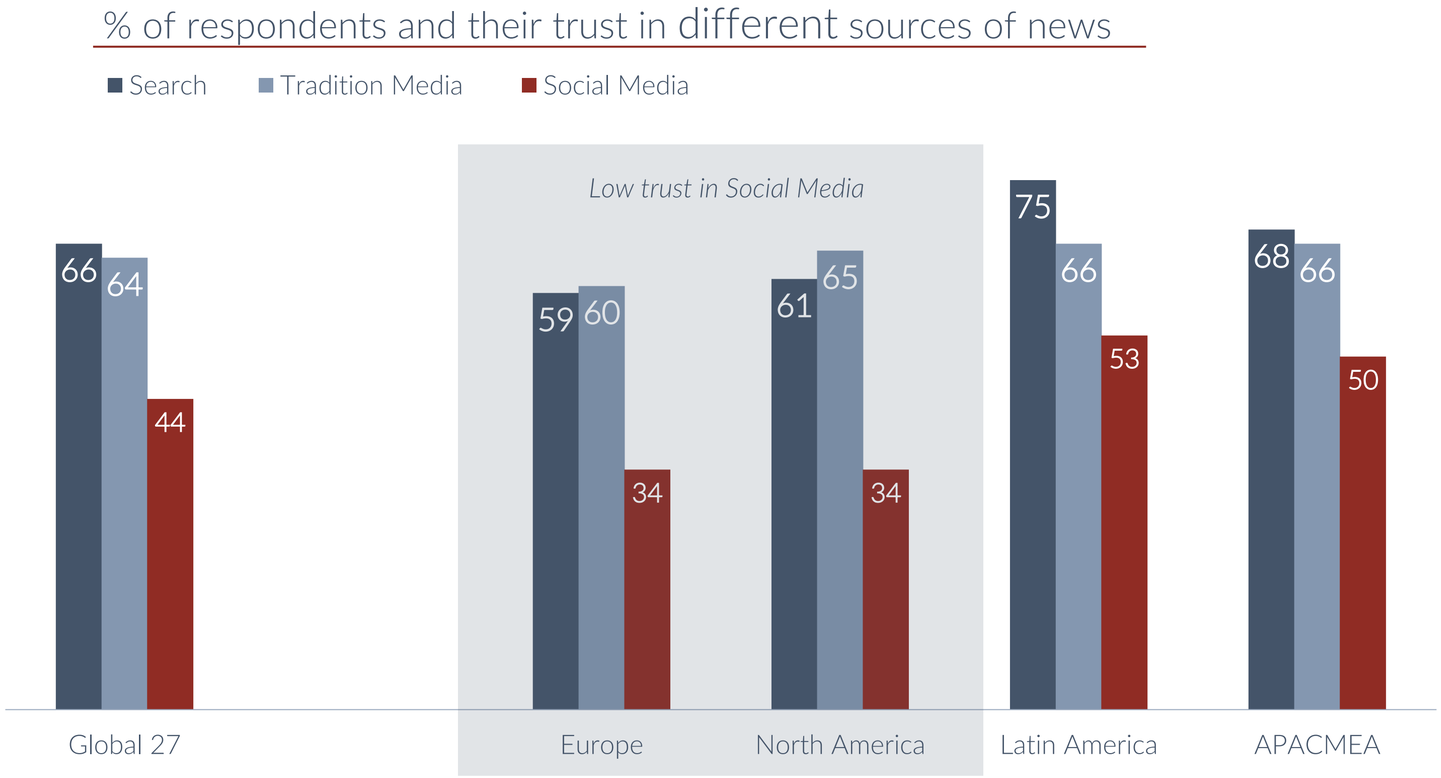
WARREN BUFFETT

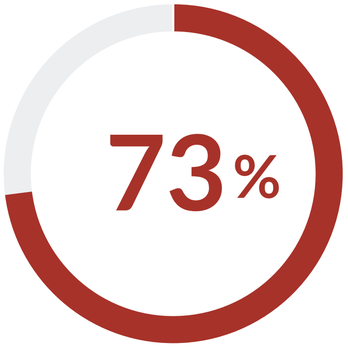
THE REPUTATIONIST



The Need for reliable sources

People all around the world are searching for reliable sources for *online* content





of respondents is worried about false information or fake news being used as weapon and has low trust in social media

Source: Edelman Trust Barometer Global Report 2019 (Online Survey in 27 Markets, more than 33,000 respondents total)

Innovation

THE REPUTATIONIST represents a unique innovation

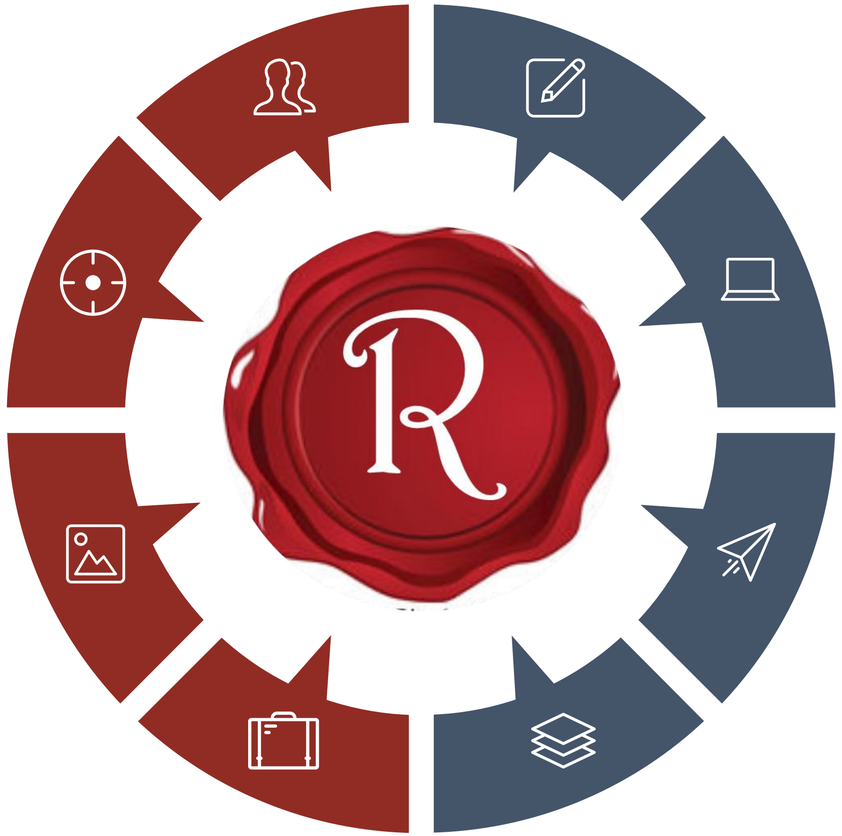
The only online newspaper that fully and legally grant the Right of Reply with timeliness and relevance

The only online newspaper almost without editorial staff

The only online newspaper which works with A.I. and an innovative search engine

The only online newspaper that with a low cost can have specific local editorial editions

The only online newspaper that with zero cost and can expand also in the business sector



The only online newspaper that certifies online content

The only online newspaper that does not base its revenues only on advertising and subscriptions but has an innovative business model

The only online newspaper where an article is read more times based on the answers given from the people mentioned in the article

The only online newspaper that can collect online advertising both from multinational companies and local business activities

The Solution

THE REPUTATIONIST “Reply and Certify” Logo



- If the *On-line* content regarding *an individual* is False or need to be amended or reply , THE REPUTATIONIST enables only the person cited by the content to reply to the *on-line* content with timeliness and relevance using a Digital Reputation Identity
- The Reply will appear as a pop up next to the original content, with THE REPUTATIONIST “Reply logo” allowing the reader to have simultaneously the content and the reply to it, to be in a position to forming his own opinion to a specific content or event





- If the *On-line* content regarding *an individual* is True and correct, THE REPUTATIONIST enables only the person cited by the content to certify this specific content as true
- The “Certify Logo” will appear next to the original content, to “proof” the truthfulnes of the article.

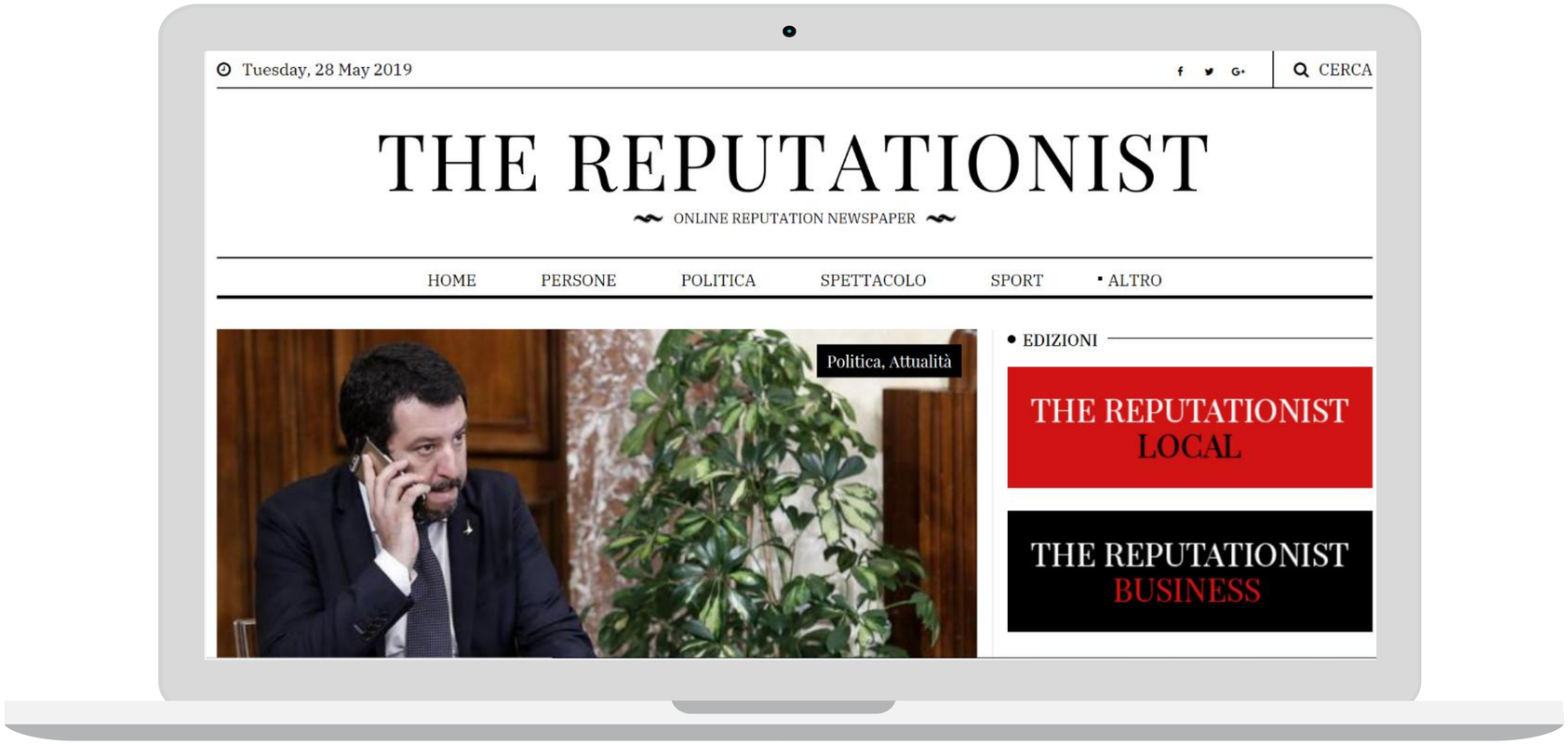


ONLY the person cited into an article is the best person to judge the correctness of a news regarding him
THE REPUTATIONSIT is the only online newspaper services that grant the full exercise of the right of reply and that give to the reader the possibility to have all the info needed to be able to decide what is the real truth expressed in a news

Dashboard

THE REPUTATIONIST is at the same time a National a MultiLocal and a Business Newspaper

Without Editorial staff



SERACH

The search engine gathers results and information concerning important people from the main online sources. A subject can be a person, a company or a brand

ANALYZE

The Reputation engine analyzes results to identify relevant entities and related topics. A sentiment analysis will then be performed to calculate a reputation index on a specific subject

REPLY

Reply to any content with timeless and relevance using a Digital Reputation Identity. Replies will appear next to the original content with all relevant information about the respondent

Users & Benefits

THE REPUTATIONIST typologies of Users and main Benefits



The reader/users of the REPUTATIONIST will be:

01 Everyone who is browsing the internet to be able to form his own personal opinion based on an unbiased and complete debate of facts and people

02 Everyone that likes to know and read everything there is online on a specific person

03 Everyone cited in a content who wants to show their own side of the truth by replying to the online content about them

04 Media outlets that want to let the people they mention reply to their articles and avoid future legal claims



THE REPUTATIONIST main benefits for everyone are:

01 Sustain constitutional rights to freedom of expression and right of reply eliminating the conflict and protecting both of them simultaneously

02 Provide a practical solution to the inefficacy, inefficiency and ineffectiveness of the present legislative protections to these rights

03 Give equal position and time-frame to online content and its direct reply, granting the same formal dignity and ranking to both contents and responses

04 Grant individuals the ability to monitor online contents mentioning them with the continuous possibility of reply, amend or certify them and let everyone know about their personal truth.