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SUCCESSFULL
EXIT
IN 2014



facebook

facebook

A Chipotle restaurant is closed after yet another foodborne illness outbreak

By [Author Name]



A Chipotle restaurant in Washington, D.C., temporarily closed Tuesday morning after a health department report from a customer who said they got sick after eating at the restaurant. Another health department spokeswoman said the report — which was referred to the environmental health agency by "the financial" — was the latest in a series of outbreaks linked to the company's food. The report was the first of a series of outbreaks linked to the company's food.

THE SOLUTION

We connect the news publisher website with social networks APIs to surface their trending web articles.



INITIAL TRACTION

7

FULL FILING
CUSTOMERS

12

INITIAL
PERIOD

PIPELINE

1,200

NEWS PUBLICATIONS
IN THE US

POTENTIAL MARKET

35,000

NEWS PUBLICATIONS
IN THE WORLD

TOP PARTNERS

THE WALL STREET JOURNAL. **HUFFPOST**

BBC NEWS The Washington Post

LA NACION

BUENA
VIBRA

LATERCERA





CROMA

A content distribution analytics platform for news publishers



STARTUPS FOR NEWS
FINALIST 2017
croma.io

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Working

A Chipotle restaurant is closed after yet another foodborne illness outbreak

By Caitlin Snowy



A Chipotle Mexican Grill employee prepares food in 2013 in Seattle. (Chipotle Mexican Grill)

A Chipotle franchise in Sterling, Va., temporarily closed Tuesday morning after receiving multiple reports from customers who said they got sick after eating at the restaurant, sending the chain's stock plummeting 5 percent.

The reports — which were collected on the crowd-sourced early-warning site "Was Poisoned" — describe severe vomiting, diarrhea and stomach pains contracted in the hours after eating at the Chipotle Mexican Grill at 21030 Tripshaven Rd.

..... **THE PROBLEM**

What Facebook **knows**:



VS.

What the publisher **knows**:



People copy / pasting and organically sharing the **article** url

Only get data from their own posts
(Not the article performance)

..... **THE PROBLEM**

What Facebook **knows**:

ARTICLE:
4,599
organic shares



VS.

What the publisher **knows**:

POST:
36
shares



People copy / pasting and organically sharing the **article url**

Only get data from their own posts
(Not the article performance)

..... **THE PROBLEM**

What Facebook **knows**:



VS.

What the publisher **knows**:



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We connect the news publisher website with social networks API's to surface their trending web articles.

The screenshot displays the CROMA interface, which aggregates trending news articles from various publishers like BBC News. The interface is divided into a left sidebar, a main article list, and a detailed view on the right.

Left Sidebar (Navigation):

- CROMA
- Search for articles
- Home
- Compare Publications
- All Trending Stories
- BBC News
- Dashboard
- Trending Stories
- Top Stories
- World
- UK
- Business
- Politics
- Health
- Education
- Science & Environment
- Technology
- Entertainment
- Sport
- USA & Canada
- London

Main Article List:

- 1 Election results 2017: May to finalise cabinet amid DUP talks - BBC News** (6,978 views)
- 2 Labour election result not good enough, Chris Leslie says - BBC News** (5,604 views)
- 3 French Open: Jelena Ostapenko beats Simona Halep to win first Grand Slam** (1,327 views)
- 4 Election 2017: What Facebook and news of - BBC News** (48 views)
- 5 TV: British actor Adam West dies of - BBC News**
- 6 Ex-Top Gear host Richard Hammond injured in crash - BBC News**
- 7 Night crew rescued after Atlantic storm - BBC News**
- 8 Newspaper headlines: Why 'Lagos' not will 'localise' of - BBC News**

Right Panel (Detailed View for 'Election results 2017...'):

Engagement Metrics:

- Views: 6,978
- Facebook: 5,604
- Twitter: 1,327
- LinkedIn: 48

News Engagement Chart:

The chart shows engagement trends for Facebook (blue line) and Twitter (green line) from June 15, 2017, to June 17, 2017. Facebook shows a significant spike in engagement on June 16, reaching over 5,000, while Twitter remains relatively low, around 1,000.

Source Attribution Table:

Source/Platform	Posted on
https://twitter.com/BBC/News	Jun 15, 10:23 AM
https://www.facebook.com/BBC/Politics/	Jun 15, 09:44 AM
https://twitter.com/BBC/News	Jun 15, 12:52 PM
https://www.facebook.com/BBC/News/	Jun 15, 12:44 PM
https://www.facebook.com/BBC/Politics/	Jun 15, 12:47 PM

..... THE MARKET

60%

OF US ADULTS
LEARN ABOUT NEWS
ON SOCIAL MEDIA*

* PEW Research Center / 2016



\$168_B

GLOBAL REVENUE
FOR THE INDUSTRY

* PEW Research Center / 2016

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HUFFPOST

“Croma is the best solution to
surface our internally trending articles
for social distribution.”

Ethan Kapler

Global Social Media Editor



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CROMA^{.IO}

Content analytics for news publishers

founders@croma.io

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