SECOND TIME FOUNDERS

Juan Melano
CEO

Juan Schwindt
CTO

Nacho Harriague
Sales

Julian Ganzabal
Engineering

Tiffany Labanca
Advisor

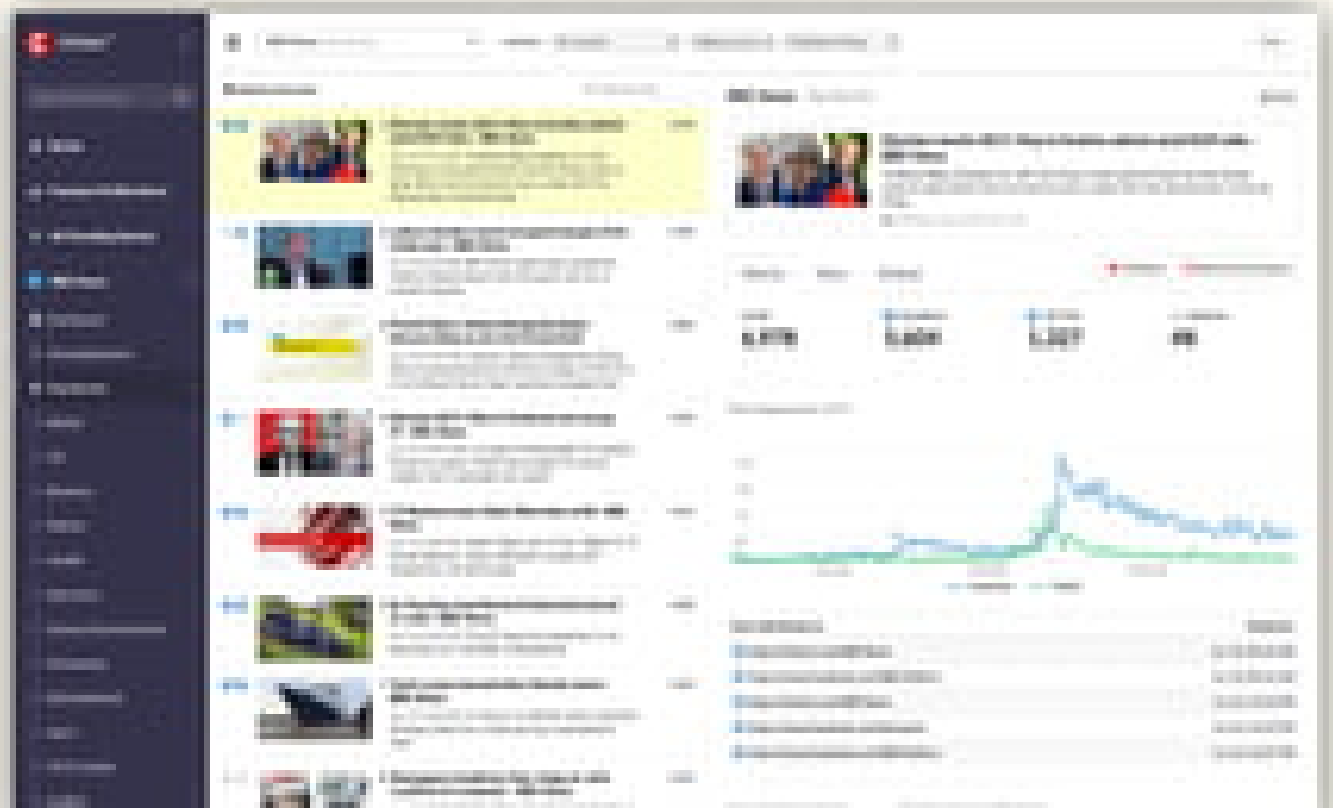
SUCCESSFULL
EXIT
IN 2014

facebook
facebook

A Chipotle restaurant is closed after yet another foodborne illness outbreak

THE SOLUTION

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



INITIAL TRACTION

7
PAID PAYING CUSTOMERS

12
IN TRIAL 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 VIDA LATERCERA

CROMA
A content distribution analytics platform for news publishers
POLICE
STARTUPS FOR NEWS
FINALIST 2017
croma.io

SECOND TIME FOUNDERS

Juan Melano
CEO

Juan Schwindt
CTO

Nacho Harriague
Sales

Julian Ganzabal
Engineering

Tiffany Labanca
Advisor

comenta.TV

SUCCESSFULL
EXIT
IN 2014

FOTO CREDIT: GETTY IMAGES

facebook
facebook

Wonkblog

A Chipotle restaurant is closed after yet another foodborne illness outbreak

By Caitlin Dewey

A Chipotle Mexican Grill employee prepares food in 2015 in Seattle. (Stephen Brashear/AP)

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 6 percent.

The reports -- which were collected on the crowdsourced early-warning site "I Was Poisoned" -- describe severe vomiting, diarrhea and stomach pains contracted in the hours after eating at the Chipotle Mexican Grill at 21032 Tripleseven Rd.

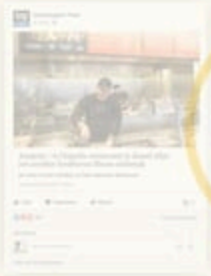
THE PROBLEM

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:**

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

VS.

What the publisher **knows:**

Only get data from their own posts

(Not the article performance)

THE PROBLEM

What Facebook **knows:**

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

VS.

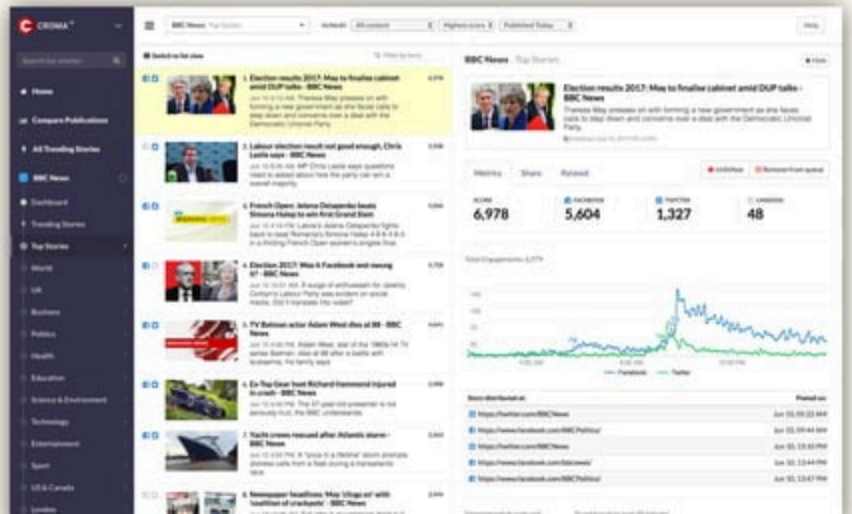
What the publisher **knows:**

Only get data from their own posts

(Not the article performance)

THE SOLUTION

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



THE MARKET

60%

OF US ADULTS
LEARN ABOUT NEWS
ON SOCIAL MEDIA*

* PEW Research Center / 2016

$168B

GLOBAL REVENUE
FOR THE INDUSTRY

* PEW Research Center / 2016

INITIAL TRACTION

7
FULL PAYING CUSTOMERS

12
IN TRIAL 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

HUFFPOST

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

Ethan Kapler
Global Social Media Editor

FINALIST 2017

STARTUPS FOR NEWS
FINALIST 2017
croma.io

FOTO CREDITS: GETTY IMAGES

CROMA.IO

Content analytics for news publishers

founders@croma.io

THE WALL STREET JOURNAL. The Washington Post LA NACION

HUFFPOST BBC NEWS LATERCERA