# AI News Aggregator

STOP DROWNING IN INFORMATION —
LET AI DO THE FILTERING!

**FITTIN**

{important}

st valuable news}

[it's nothing special]

[it's nothing special]

[it's nothing special]

[it's nothing special]

[it's nothing special]

{important}}

{the most valuable news}

{important}

e most valuable news}
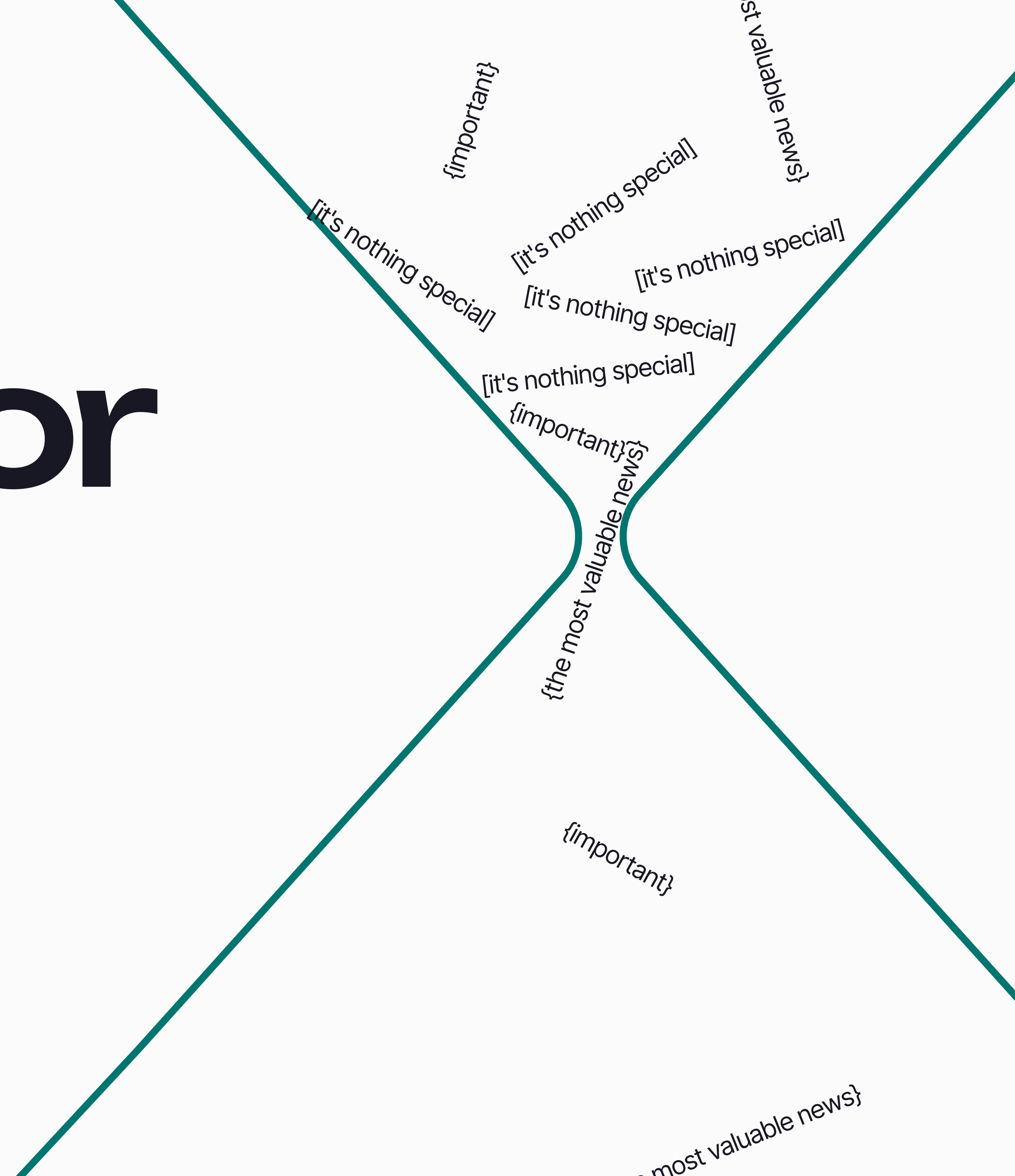
# **Problems** of Information Flow

**FITTIN**

Hundreds of information sources daily

No personalized filtering based on your goals

Many repetitive or irrelevant news items

Information overload blocks effective decision-making

# OUR SOLUTION

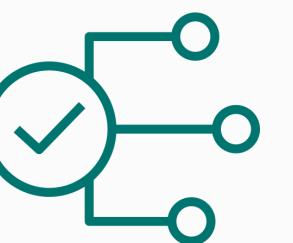## AI-POWERED NEWS ANALYSIS AND FILTERING

# News Selection **Stages**

Building a Database for News Sources

News Prompting

AI Filtering

# **Building** a Source Base*

**FITTIN**

**80%** Telegram channels

**82** sources

**20%** news websites

**~1600** news per day

*REAL CASE: news monitoring for FITTIN

# News Prompting

**FITTIN**

Describe your business field and key interests — we'll generate a personalized prompt that only filters relevant news

**An example of a personalized product***

| Development | Medicine | Literature |

| Philosophy | AI |

| Sport | Ecology | Cooking |

| Aviation | E-commerce |

---

***REAL CASE:** news monitoring for FITTIN

## News Aggregator Settings

**Prompts for Analysis** | RSS Feeds | News Updates | Re-evaluation of News

**Active Prompt**

**Main**

Created: 15.04.2025, 11:47 | Updated: 14.05.2025, 18:10

Prompt Content:

You are a professional news analyst for the IT company FITTIN, specializing in the development of mobile applications for business! Your task is to evaluate each news item on a 100-point scale based on its importance to the company's business.

Evaluation Criteria (out of 100 points):
- 100–80 points: High-priority news that directly affects the mobile development business, includes key trends in mobile development, artificial intelligence, or e-commerce, and requires immediate attention.
- 79–60 points: Important news that indirectly affects the business, including market information, competitors, or potential clients.
- 59–40 points: Moderately important news for general understanding of the e-commerce and mobile technology market.
- 39–20 points: Low-importance news with a remote relation to the company's activities.
- 19–0 points: Irrelevant or clearly promotional news with no value for business.

For each news item:
1. Evaluate its relevance for mobile app development.
2. Consider its impact on FITTIN's business (specialization: e-commerce, mobile development, AI).
3. Check if it has a promotional nature — if so, lower the score by 30 points.
4. Determine whether it relates to modern technological trends.

✎ Update prompt

# AI Filtering

Our custom AI service analyzes each news article and assigns it a score from 0 to 100, where 100 indicates the maximum relevance to the specified criteria.

Based on this analysis, the system selects the top 10 (you determine the number yourself) news of the day with the highest indicators

In addition, an analytical report is provided explaining the importance of the news and its possible impact on business.

**Example of a news item with an analytical summary***

### Artificial Intelligence Analysis                                      ✕

Google introduced an AI agent for developing complex algorithms – the AlphaEvolve system developed by Google DeepMind...

Final Rating: 90

This news is extremely important for FITTIN, as it directly concerns the use of AI in algorithm development. The development by Google DeepMind could significantly impact approaches to mobile app development and optimization of e-commerce systems.

Close

***REAL CASE:** news monitoring for FITTIN

# Results

**FITTIN**

**Reduced time spent** on information processing

**Improving the efficiency** and quality of decisions made

**Full control** over incoming information

Better understanding of **trends and innovations** in your area

~1600
All daily news

10

Important news

# Interface Example

## FITTIN News Aggregator

### Time Period

- **Today**
- Yesterday
- Last 7 Days
- Last Month
- All News

Search by news...

Rating | Descending | Search | Reset

---

**Creating an App in SECONDS — a new neural network Appalchemy has been released. AI CAM generates design and features for your app...**

📄 AI

📅 12.05.2025, 22:09 ⭐ 70.0 🔗 Source

---

**YouTube collected half of influencer marketing budgets**

**Sostav**

Digital / Platforms

YouTube collected half of influencer marketing budgets

📄 Digital / Platforms

📅 13.05.2025, 03:10 ⭐ 65.0 🔗 Source

---

**The number of new department stores in Russia increased by 71%**

**Sostav**

Business / Retail

The number of new department stores in Russia increased by 71%

📄 Business / Retail

📅 13.05.2025, 03:50 ⭐ 65.0 🔗 Source

---

**Apple plans to raise prices across the entire iPhone lineup – News from retail and offline commerce**

**My thoughts (podcast) on the interview with Oskar Hartmann about artificial intelligence – I highly recommend everyone to listen...**

Why the mighty Himalayas are getting harder and harder to see

# Aggregator Capabilities

**FITTIN**

| FUNCTION | WHAT THE AGGREGATOR DOES | CLIENT BENEFIT |
|---|---|---|
| **Competitor monitoring** | Tracks competitor activity across media, social, etc. | Fast reaction to market & pricing changes |
| **Personalized digests** | Generates category-based news summaries | Saves time for managers/buyers |
| **Predictive trend analytics** | Forecast demand and preferences | Smarter product launches |
| **Market opportunity detection** | Identifies niche signals and unmet needs | Innovation & growth foundation |
| **Reputation control** | Tracks brand mentions and sentiment | Reduces reputation risks by up to 60% |

# Service Development Plan↗

**FITTIN**

**Fully eliminate spam risk**

01/

**Telegram bot integration**

02/

**Add a summary for every key article**

03/