

# Instttant

## Real Time People Generated News

### Press Kit – Instttant.com – Real Time People Generated News

Instttant – Real Time News launches at TechCrunch50

Instttant utilizes Twitter's public stream to generate a simple, comprehensive overview of what's happening right now in real time. In addition, we examine real time updates to compile detailed analytics including sentiment, user analysis and real time headlines. Instttant generates unfiltered, real time news based upon individuals; not mass media.

Sentiment: Instttant presents detailed sentiment analysis for consumer products, websites and companies. This analysis includes the most common positive and negative words used to describe a topic.

User Analysis: We examine a user's updates to compose a detailed report of each user containing the sites they commonly link to, their interests and most influential updates. Instttant's suggestion engine utilizes this data to recommend one user to follow another user with similar interests.

Real Time News: The most unique, powerful aspect of Instttant is our ability to successfully convert thousands of real time updates into one, straightforward headline. Instttant actively monitors real time updates for sudden changes. These significant changes are then analyzed and turned into real time news headlines. For example, if a significant amount of people are describing Star Trek with positive keywords, we analyze this data to generate: "84% of Star Trek audiences are enjoying the film." Users can customize their news to specific geographical locations, keywords, and interest categories.

Search: On Twitter and most third party apps, search results consist of an extensive list of tweets which discuss the desired search term. While this method displays relevant status updates, it requires the user to read hundreds of individual tweets to gather information on the topic. Instttant solves this data overload by providing a summary overview real time activity in the form of simple headlines and visuals.

No other website uses real time data do generate headline news in real time. We provide unfiltered, authentic news in real time created by individuals and not mass media corporations.

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We're still working toward our vision of real time news so we're launching in private beta. We're looking for experienced developers and investors to help achieve our vision!

**About:** Joe Langevin is a 19 year old entrepreneur from Washington State. Before starting Instttant, Joe ran a website design company for 5 years. He has also launched a few other websites which have helped fund Instttant's development.

## *About TechCrunch50*

*Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, Bing, MySpace and Facebook, as well as venture capital and legal-advisory firms including Sequoia Capital, Charles River Ventures, Founders Fund, Redpoint Ventures and Perkins Coie.*