THE INVESTMENT, AS A COMPANY

Equity in a company that is already running, at the explorer's stage.

What you invest in, in a seed round of under €1M, what the money is for, who holds a stake, the two phases, and the three questions an investor should ask. For the investor who has seen deck 1 and asks: how would this work?



The investment · image: AI-made

THE INVESTMENT, IN THREE PARTS

A seed round of under €1M buys equity in the company. The money runs the company. The technology is already being built.

01 · WHAT YOU BUY

Equity in My Feeds

The Portuguese company that publishes PrompTugal.news and is expected to take the PrompTugal name.

02 · WHAT IT PAYS FOR

The operations

Preparing the company for the next level: commercialisation, services and editorial, with very technical journalists.

03 · WHAT IS ALREADY THERE

The platform and a team

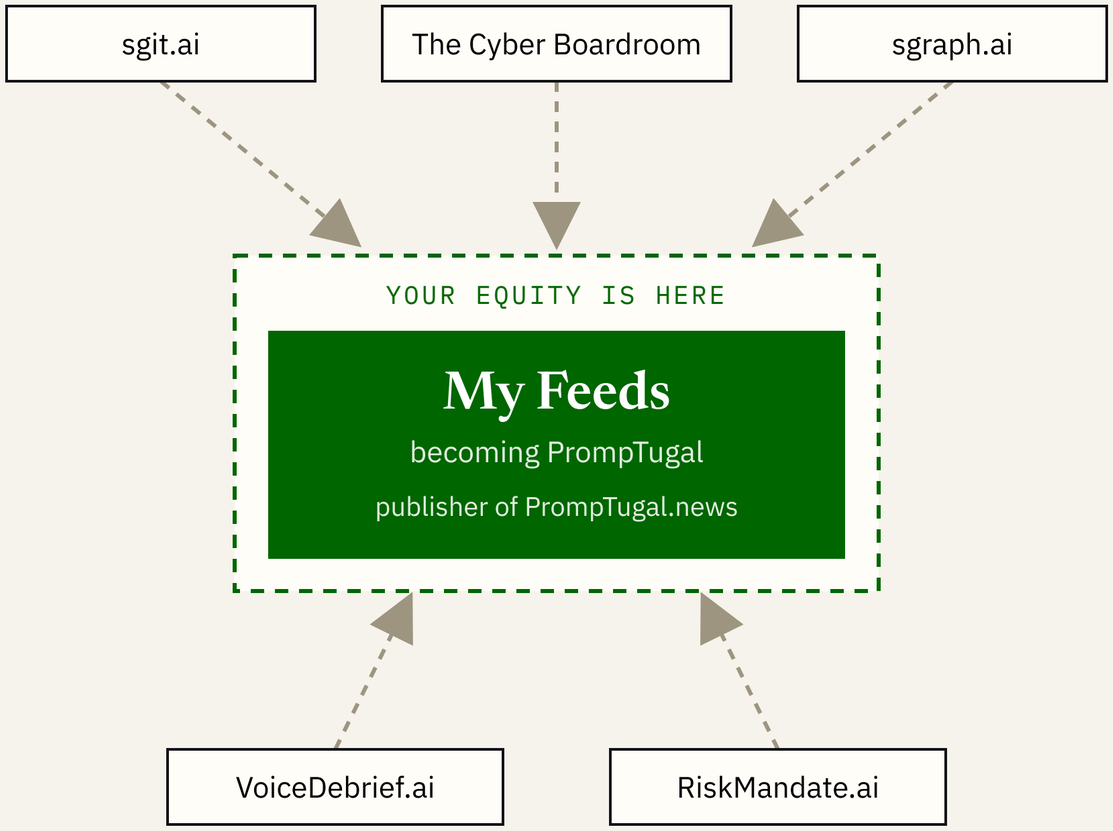
A newsroom that runs every hour, and a team already onboarded. With funds, we accelerate.

ONE COMPANY, MANY OPEN-SOURCE NEIGHBOURS

Your equity is in My Feeds, the company becoming PrompTugal.

- **My Feeds** (MYFEEDS AI, UNIPESSOAL, LDA): incorporated in Portugal on 22 October 2025, seat in Loulé, the Algarve.
- **Dinis Cruz** is its founder and CTO, today its sole director and shareholder.
- **The neighbours** are his other open-source startups: their code flows in under Apache-2.0. Investing here is investing in My Feeds only.

Company details as cited from the business registers by web-summit.sgit.ai/investors/company/; the strategy: open-source.sgit.ai.



Dashed lines: open-source technology shared under Apache-2.0

WHAT THE COMPANY DOES WITH THE INVESTMENT

Six kinds of work, one goal: a company that pays for itself.

THE GOAL **Be profitable**

Aim, in Dinis Cruz's words: profitable in the next couple of months. Web Summit Lisbon is the first test.

01
Services
The team and the platform, deployed for a customer's project.

02
More events
The same platform for the next event: data before, during, after.

03
More companies
Coverage and customers beyond one summit and one country.

04
Customer support
People who answer, for readers and for paying customers.

05
Customised versions
A person's, a team's or a delegation's own edition.

06
Selling open source
Dual licensing: our code under a company's own terms, maintained by us.

Dinis Cruz, 7 November 2026. The revenue streams in full: deck 1 and promptugal.news/investors/business-plan.

THE OPERATIONAL LEVEL

A seed round of under €1M, into running the company: the people who sell, serve and write.



EQUAL BANDS: CATEGORIES, NOT PROPORTIONS

Dinis Cruz works full time on the core technology his companies share; not on PrompTugal's operations. **What the investment adds is the company around it:** the people who sell, serve and write.

THE TEAM IS IN PLACE; ONBOARDING WAS FAST

We are not raising to start. We are raising to go faster.

3 days

from the first commit (4 Nov 2026) to a full publication

426

releases, each built, checked and deployed automatically

~25

named agent roles running PromptTugal, under one human operator

7

people at the summit: the front-end team

Today

A mix of Gen Z and Gen X, working unpaid in a win-win: they learn a lot, fast. Nobody has been asked or promised anything yet.

→

Once there is investment

Everybody paid, everybody with a stake, the gaps filled with senior people. "Once we have funds, we can just accelerate."

Counted from the public repository, 7 November 2026; agent roles from CLAUDE.md; the team and the quote: Dinis Cruz, 7 November 2026.

WHO DOES WHAT, AND WHAT IS STILL MISSING

A technical founder, and a business partner to run the company.



WANTED: A CEO

Someone from the news industry who wants to build the news company the industry never let them build.

- **Runs all operations,** so the founder stays on the technology.
- **Has run companies;** ideally very senior in the news industry.
- **Comes from the people already involved:** "if somebody is not interested enough to be involved right now, are they only going to flip when they have equity? I don't like that."

Dinis Cruz, 7 November 2026.



INVESTORS, THE FOUNDER, THE TEAM

Three kinds of stake. The team's comes alive as the company succeeds.

WHO HOLDS EQUITY · CIRCLES NOT TO SCALE

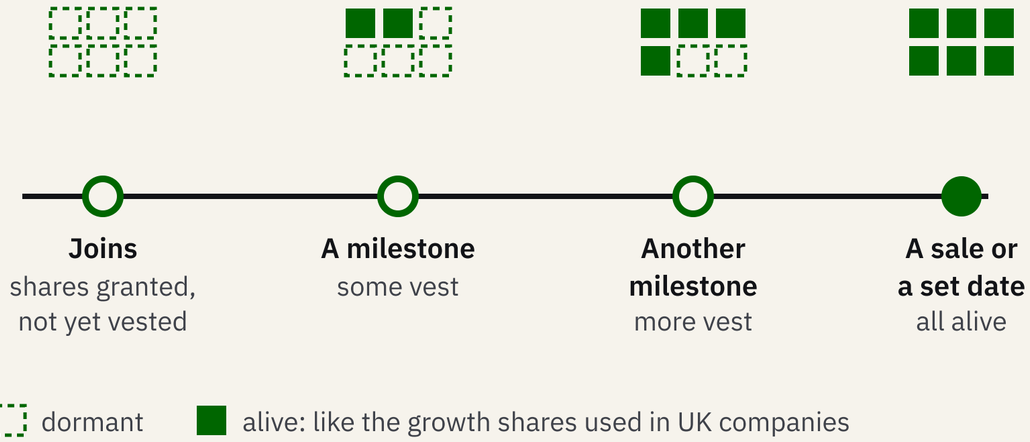


buy equity
in the company;
their money runs it

Dinis Cruz
founder and CTO;
today sole shareholder

growth shares
core team and
strategic hires

THE TEAM'S GROWTH SHARES · HOW THEY COME ALIVE



No percentages here: the split between investors, the founder and the team is to be decided.

WHAT INVESTMENT CHANGES FOR THE TEAM

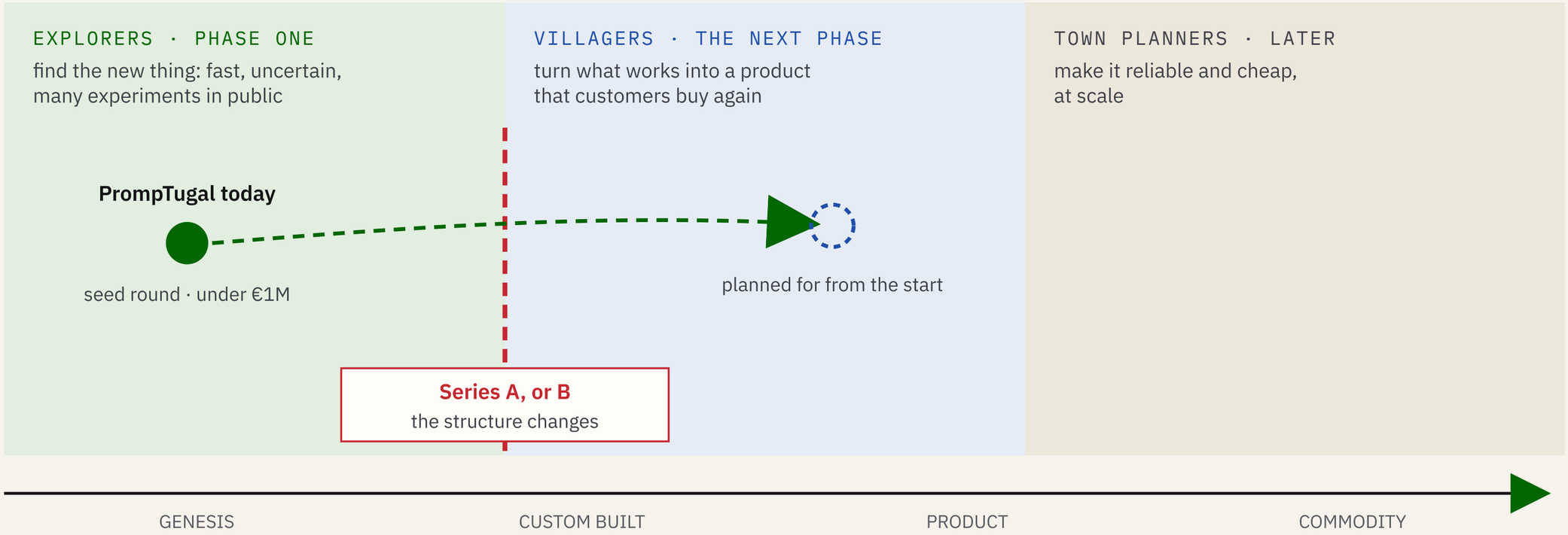
"When investment comes, everybody will have equity. Everybody has a stake in the game, everybody will be paid, and then we accelerate."

DINIS CRUZ · 7 NOVEMBER 2026

Until then, nobody on the team has been asked or promised anything: **"only when somebody puts money on the table can you have a more serious conversation."**

EXPLORERS, VILLAGERS, TOWN PLANNERS

Phase one is the explorers'. The company is built to change shape after it.



Explorers (pioneers), villagers (settlers) and town planners: Simon Wardley's model of how a company's people and methods change as what it makes evolves. Phases: Dinis Cruz, 7 Nov 2026.

FUNDED BY A SEED ROUND OF UNDER €1M, TO SERIES A

What the explorers do with the seed round.

9 TO 12 NOV 2026

Validate

Web Summit Lisbon: do people use it, come back and pay? We publish what happens either way.

THE SEED ROUND

Pay and hire

The plan when investment comes: everyone paid, everyone with a stake; a CEO and very technical journalists with equity. Nothing is promised yet.

THE NEXT MONTHS

Profitable

Sell what people ask for: customisation first, then the next events.

THROUGH PHASE ONE

Widen

More events, more companies, services, customer support, customised versions, licences.

SERIES A

Change shape

From explorers to villagers: a new structure, planned for from the start.

PLANNED FOR FROM THE START

Growth shares that vest on milestones, so the team's stake follows the company's progress through each phase.

KEPT THROUGH EVERY PHASE

Open source by strategy: the code, the data and the record stay public, whoever joins and whatever the round.

THE EXIT, AND THE COMPANY AFTER IT

Phase one ends in an exit for the first founders and investors. Phase two is a different company.

PHASE ONE · THE EXPLORERS

Start it, build it, hand it over

Funded by the seed round. Find the new thing, prove it at the summit, make it pay, and reach an exit for the first round of founders and investors.

THE EXIT

for the first round; then each chooses whether to stay

PHASE TWO · VILLAGERS, TOWN PLANNERS

A different type of company

More professional: execution, events, the growth stage. Less to develop, more to run. A handover, planned for from the start.

> *"I like to start these companies. I'm already making myself redundant, which is what good leadership should do. I'm preparing for my exit from the beginning."*
>
> DINIS CRUZ · 7 NOVEMBER 2026

IF IT REALLY TAKES OFF

A unicorn path, and then it is Dinis's next three years. He does not close the door; he is pragmatic about what is most likely to happen next.

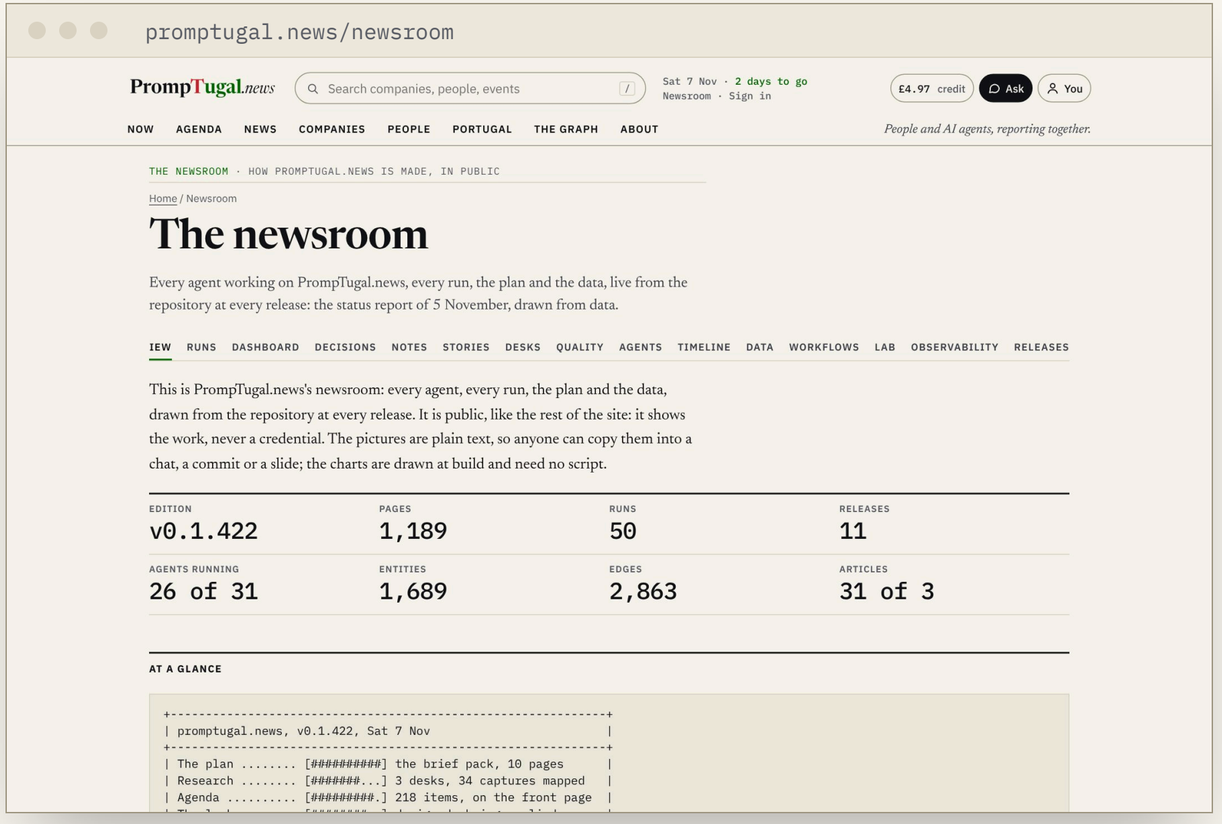
The two phases and the quotes: Dinis Cruz, 7 November 2026. No timeframe for the exit is set.

BEING INVOLVED, AND A SEAT ON THE JOURNEY

An open-source company where you can see everything.

- **Equity in an open-source company:** code Apache-2.0, text and data CC BY 4.0, and dual licensing for companies that want their own terms.
- **Everything visible:** the code, the data, the plan, the decisions and every agent's run, public from the first commit.
- **A seat on the journey:** you see each release as it happens, many times a day.

> *"The first founders and the first investors are not looking at ridiculous things; they're looking at being involved."*
>
> DINIS CRUZ · 7 NOVEMBER 2026



The newsroom: every agent, every run, the plan and the data, drawn from the repository at each release.

THE INVESTOR'S THREE QUESTIONS

It comes down to three questions.

01 · THE BUSINESS

Can this be a profitable business?

Six kinds of work and the revenue streams, with the aim of being profitable in the next couple of months.

ANSWERED IN DECKS 1 AND 5

02 · THE EXIT

Can this company be bought in the future?

Equity in one Portuguese company, open-source technology with dual licensing, and phases planned for from the start.

ANSWERED IN DECKS 5 AND 6

03 · THE TEAM

Is this the team to execute?

A publication in three days, about 25 agent roles in their lanes, a team already onboarded, and the CEO and journalists wanted.

ANSWERED IN DECKS 3, 6 AND 7

Yes, yes, yes: then invest.

DINIS CRUZ · 7 NOVEMBER 2026

WHAT IS HERE, WHAT IS MISSING, AND WHY

The size is given. The rest is for a conversation.

THE SIZE
of the seed round: under €1M, which makes sense at this stage. Then we see what happens.

THE VALUATION
in conversation, with the people who put money on the table.

THE SPLIT
between investors, the founder and the team: to be decided.

THE TERMS
in conversation; when they exist, they are published.

Try it, read everything (or have your agent read it), then talk: Dinis Cruz, at Web Summit Lisbon, 9 to 12 November 2026. All of it at **promptugal.news/investors**.

DECK 1
The investment case

DECK 2
The industry, and why it is stuck

DECK 3
The platform: every feature, live

DECK 4
The Algarve's case