V1.3 · 7 NOVEMBER 2026

WANTED · SENIOR · FROM THE NEWS INDUSTRY · ANYWHERE

You have wanted to run a newsroom like this for years. It now runs.

Come and lead it. A business partner as CEO, technical journalists and strategic people, and, this week, helpers for Web Summit.



Join us · image: AI-made

FOR THE PERSON PASSIONATE ABOUT JOURNALISM, AND FRUSTRATED

You know what news should be. You never had the room to build it.

01 · THE CRAFT

You know it

Sources, checking, the beat, the story that matters. Years of it, at a senior level.

02 · THE BUSINESS

You watched it fail the craft

82% of American newspaper revenue was advertising in 2005. American newsroom jobs fell 57% from 2008 to 2020.

03 · THE VISION

You could never execute it

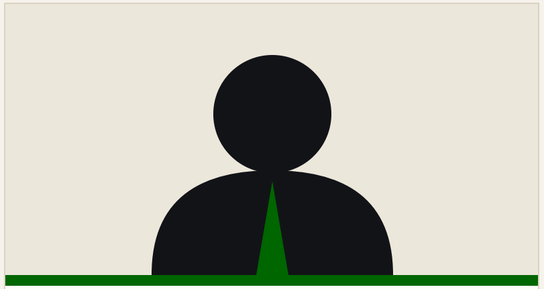
No team, no tools, no budget for the ideas: a newsroom that sells trust and time, not the reader.

"The news industry sells the one thing whose price is going to zero, the article." **We built the other thing. It needs people who know the industry.**

Figures as cited by Dinis Cruz in "The reader was always the product" (29 Sep 2026) and the quote from "The future of news is the story vault, not the paywall" (22 Sep 2026), newsroom.sgit.ai.

FOUR PORTRAITS · DRAWN, NOT REAL PEOPLE

Senior, from anywhere in the world, and maybe also an investor.



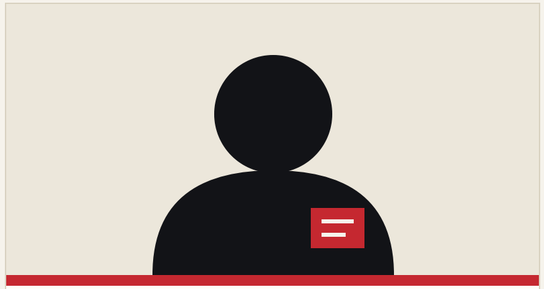
01 · BUSINESS PARTNER

The CEO

Has run companies; ideally senior in the news industry.

Runs all the operations: customers, the company, the sale.

"I have run a business. I want to run this one."



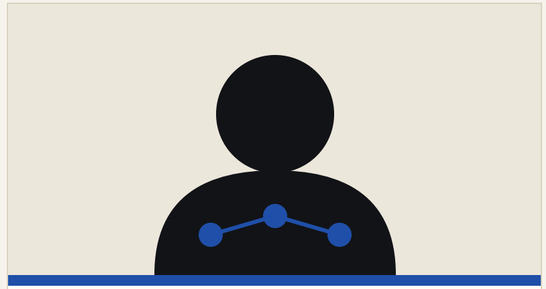
02 · EDITORIAL

The technical journalist

Reports on technology and AI, and is at ease with data, code and agents.

Leads a beat, with agents as the desk.

"I want a desk that checks every fact."



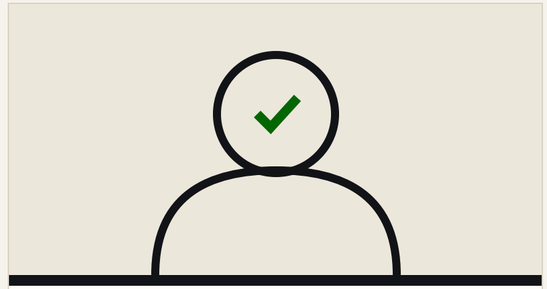
03 · STRATEGY

The strategist

Knows the market, the publishers and the events; sees where the company goes next.

Hired with equity.

"I can see the next three moves."



04 · NOW

The helper this week

Anyone who wants in: the back office for Web Summit, 9 to 12 November 2026.

Unpaid, visible, learning a lot.

"Show me. I will start today."

Portraits are illustrations of roles, not of real people. Roles as given by Dinis Cruz, founder and CTO, 7 November 2026.

NOT A PLAN: A NEWSROOM, RUNNING

Three days from the first commit to a full publication.

426

releases, each built, checked and deployed automatically

31

signed articles, every fact sourced

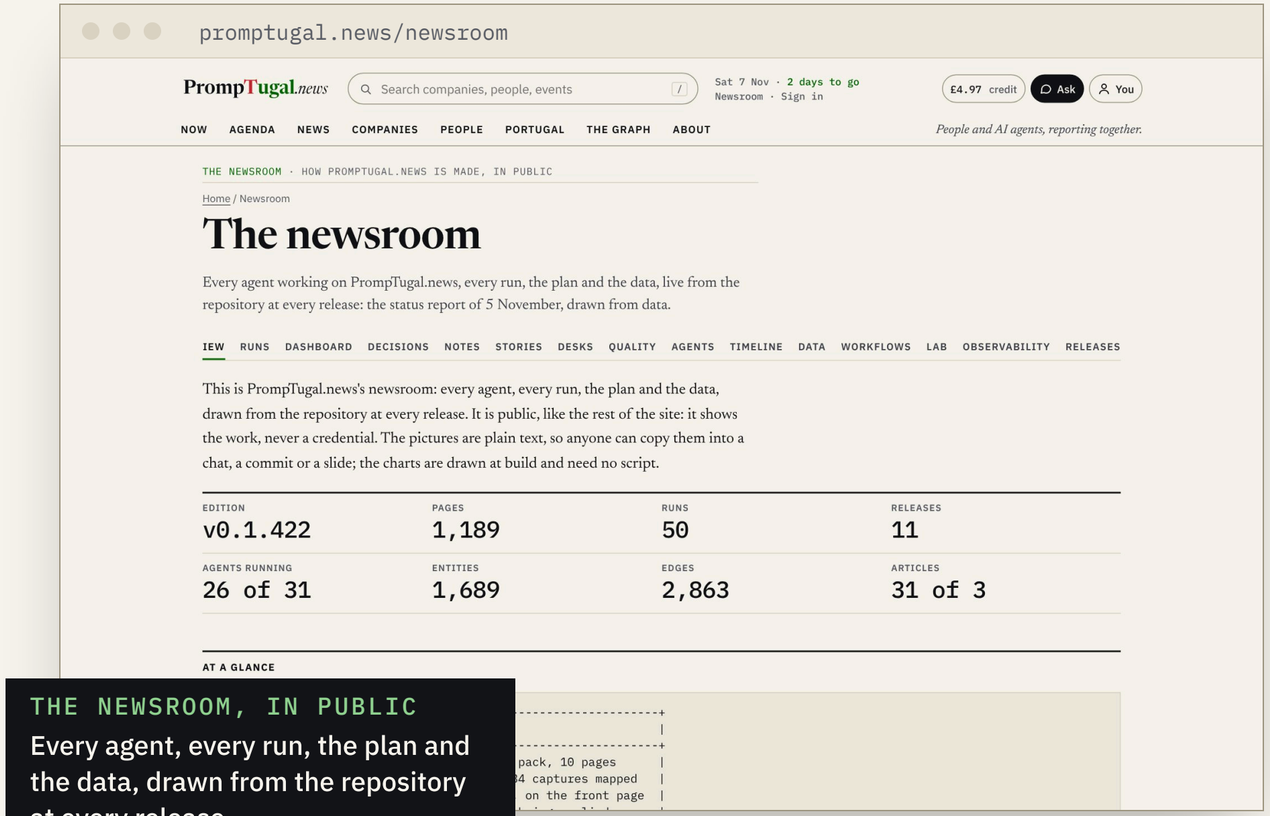
120

companies with sourced profiles; 240 summit events

~25

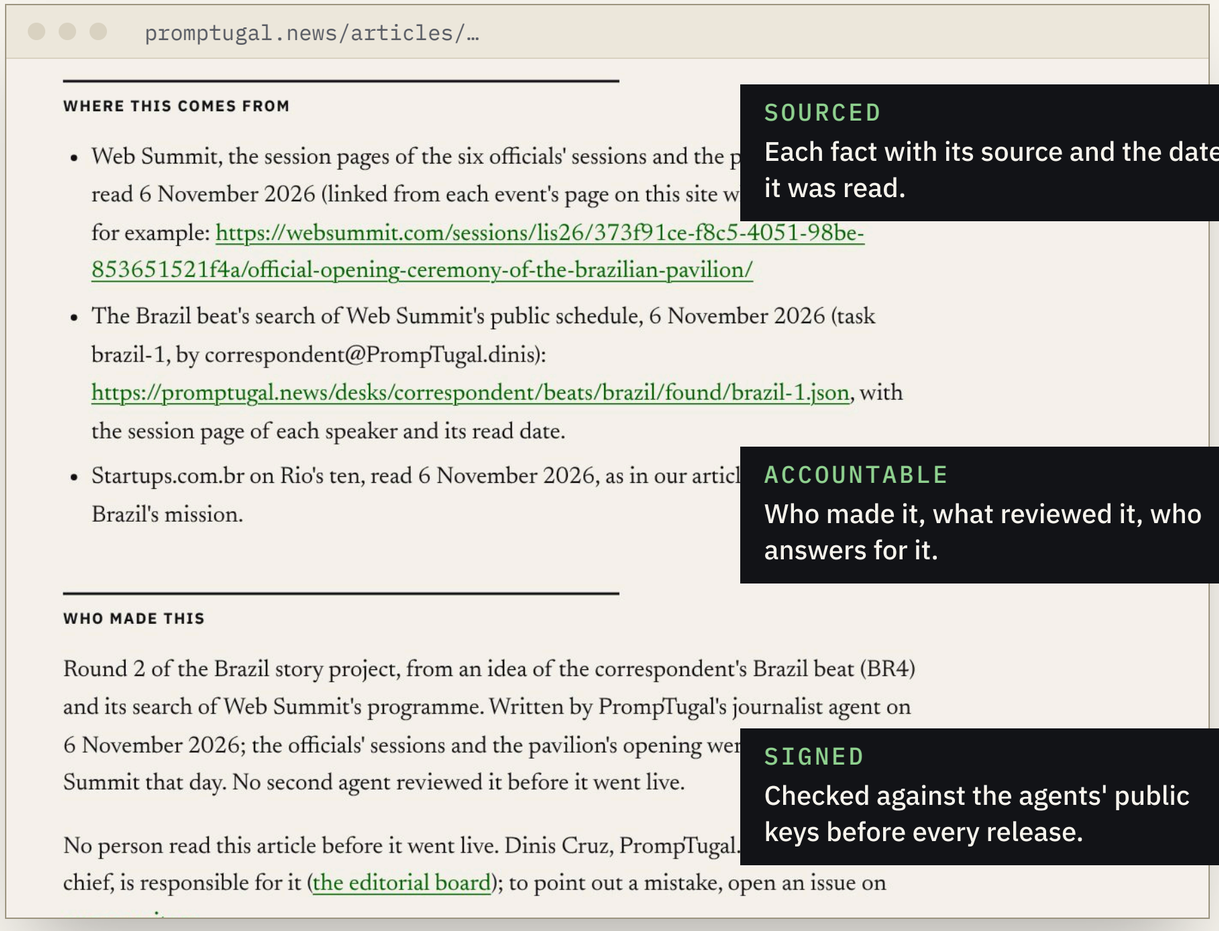
named agent roles, each with its own key, policy and budget

Counted from the public repository, 7 November 2026 (first commit 4 November 2026). They grow every hour.



THE NEWSROOM, IN PUBLIC

Every agent, every run, the plan and the data, drawn from the repository at every release.



THE STANDARDS YOU WOULD HAVE SET YOURSELF

Every fact sourced. Every article signed. No one tracked.

- **Trust through provenance:** claims, sources and evidence, joined.
- **No tracking:** no IP, no cookie; static pages, no back end for readers.
- **Never the reader:** no advertising; people pay after the value, cents a page.
- **Open:** code Apache-2.0, text and data CC BY 4.0.

THE REPEATABLE WORK IS DONE. THE JUDGEMENT IS YOURS.

Agents do what a newsroom repeats. You do what only a person can.

The agents, every hour

- research the public record
- source each fact, with its date
- draft from the beats
- profile 120 companies, 264 people
- build pages from data
- check, sign and release
- read as synthetic readers
- index everything, keep budgets

each with a name, its own key, a written policy and a run report

You

what matters, and what leads

which story, which beat, which angle

who to call, what to ask them

the customer, the deal, the partner

the standard, and saying no

the company, and its people

twenty agents behind each of you

REPEATABLE → NEEDS JUDGEMENT, EXPERIENCE, PEOPLE

"A multiplier of about 20x: 20 agents per team member" (Dinis Cruz, 7 Nov 2026). Counts from the public repository, 7 Nov 2026.

01 · THE BUSINESS PARTNER, AS CEO

Dinis builds the technology. You run the company.

DINIS CRUZ · FOUNDER AND CTO

The technology

He works full time on the technology his companies share (sgit, RiskMandate, the agents and their workflows), which powers PrompTugal.

He is not full time on PrompTugal's operations. That is the gap.

YOU · CEO · THE EMPTY SEAT

All the operations

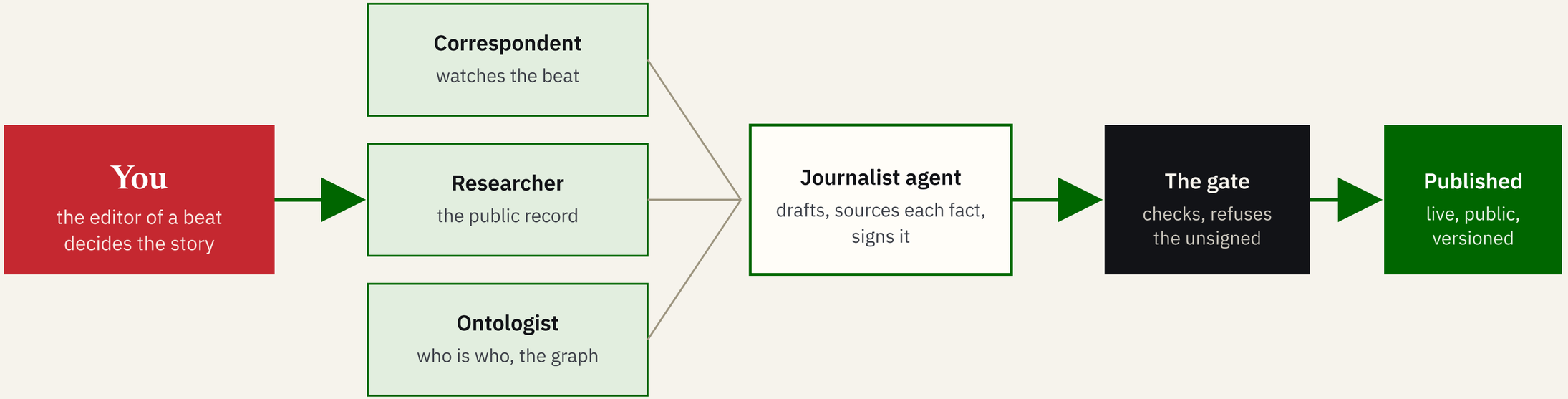
- **Customers:** readers, teams and delegations at events, publishers.
- **The sale:** customisation, other events, services, licensing.
- **The company:** investors, grants, the team, the plan to be profitable.
- **The editorial line,** with the journalists you hire.

Wanted: **experience running companies, ideally senior in the news industry**, to run all the operations.

Dinis Cruz, 7 November 2026. The company: My Feeds (MYFEEDS AI, UNIPESSOAL, LDA), Loulé, the Algarve; publisher of PrompTugal.news.

02 · THE JOURNALISTS AND THE STRATEGISTS

Lead a beat, with agents as your desk.



JOURNALISTS · VERY TECHNICAL

Editorial: the line, the beats (Portugal, Europe, AI, the summit), the interviews and the judgement no agent has.

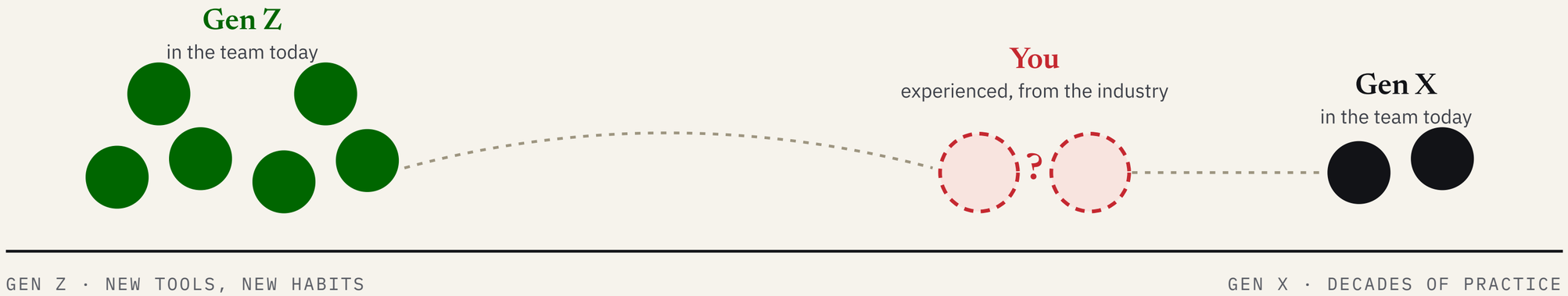
STRATEGIC PEOPLE · HIRED WITH EQUITY

"We now have our first execution execs, but we don't have strategic people." Market, products, partners, the next level.

Agent roles as in this repository's CLAUDE.md; quote from Dinis Cruz, 7 November 2026.

GEN Z AND GEN X, ALREADY WORKING TOGETHER

What is missing is a couple of experienced people from the industry.



7

people at the summit, the front-end team

Unpaid

"a massive win-win where they are learning a lot"

Fast

onboarding: "once we have funds, we can just accelerate"

Dinis Cruz, 7 November 2026. No team member is named here but the founder. Dots are illustrative, not a headcount.

IN DINIS CRUZ'S WORDS

Gen ZX founders: that's who we're looking for.

Gen Z + Gen X = ZX

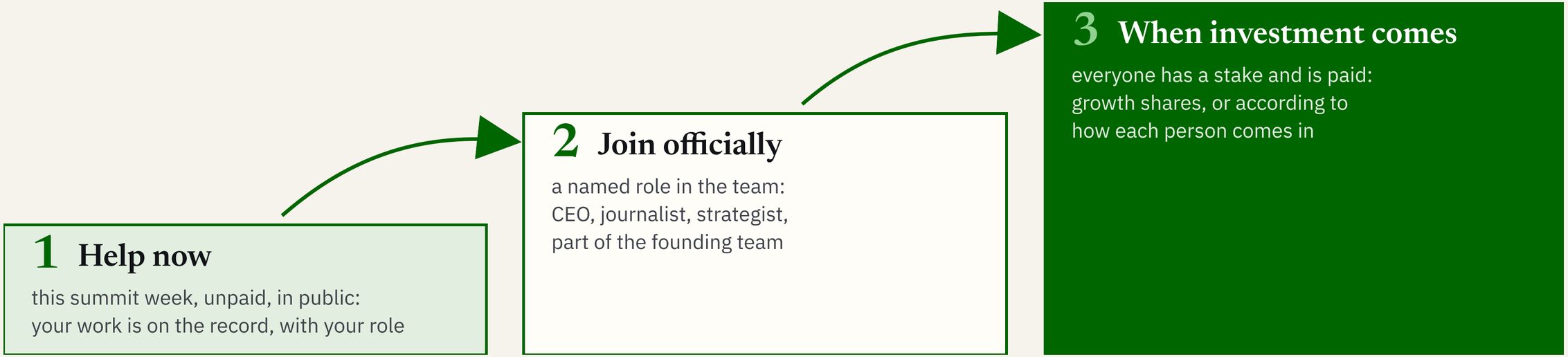
Gen Z and Gen X, together, founding. **The team today is that mix; what it needs now is a couple of experienced people from the industry.**

Dinis Cruz's book and presentation on Gen ZX founders: the link will be added here when it is published.

Dinis Cruz, 7 November 2026. His thesis is in the book, not restated here.

START BY HELPING, VISIBLY. THEN JOIN. THEN THE STAKE.

The future partners and team come 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

The plan when investment comes: everyone paid, everyone with a stake. Nothing is promised yet.

THE STAKE

Growth shares

Shares for the core team that vest on milestones and come alive at a future date or on a sale, like the growth shares used at a UK company Dinis worked with; or according to how each person comes in.

THE PAY

Paid, then accelerate

Investors buy equity in the company. The money is for the operations: commercialisation, services, and editorial, hiring journalists.

THE HONEST PART

No numbers yet

The split is to be decided. No one has been promised anything: "only when somebody puts money on the table can you have a more serious conversation".

"Everybody will have equity, growth shares or depending how they come in; everybody has a stake in the game, everybody will be paid, and then we accelerate." **"This is our recruitment."**

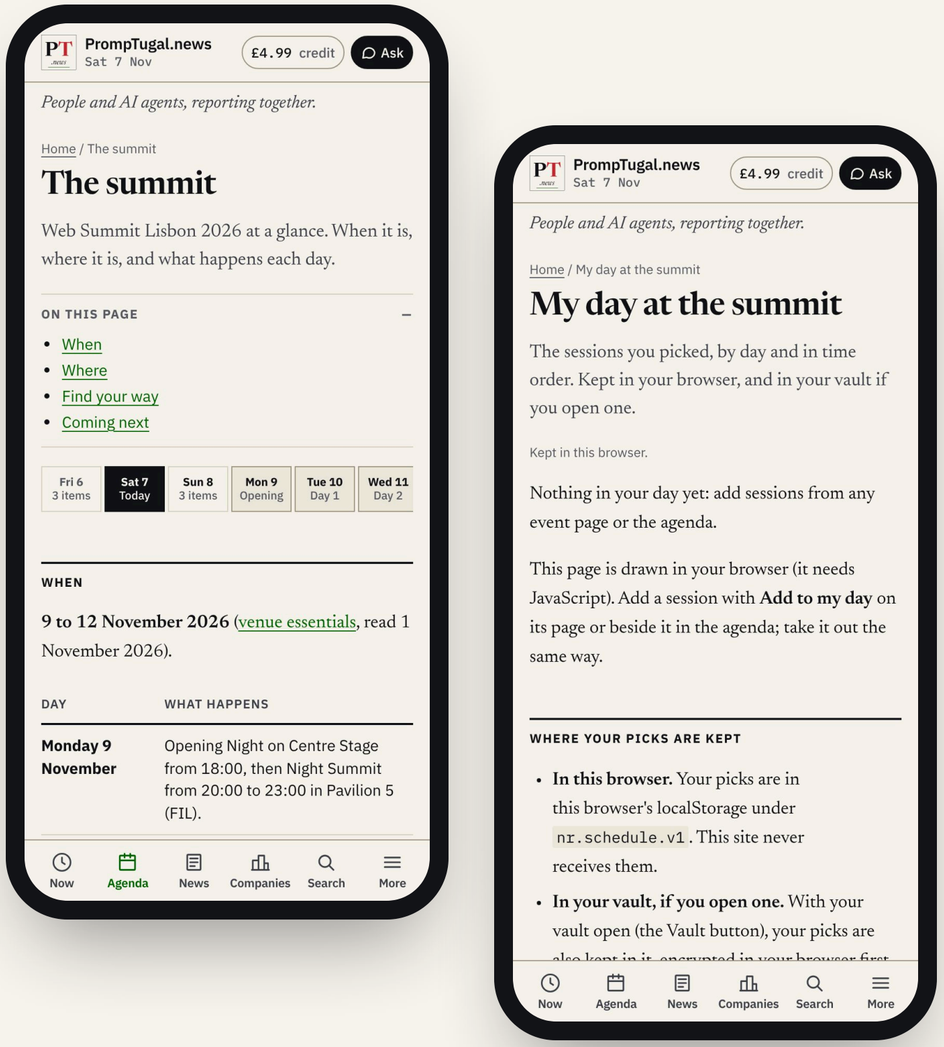
Dinis Cruz, 7 November 2026. No amount, valuation or split is given in this deck.

WEB SUMMIT LISBON · 9 TO 12 NOVEMBER 2026

Be the back office behind, and beside, the seven at the summit.

- **From anywhere:** the newsroom is online and in public; you do not need to be in Lisbon.
- **With the team:** the seven on the floor, the agents behind them, and you in between.
- **Unpaid, with visibility:** your role and your work on the record.
- **Learning a lot:** how an agentic newsroom runs a live event, from the inside.

The validation is Web Summit. The people who help make it work are the people we want to build the company with.



You have wanted to run a newsroom like this for years. It now runs. Come and lead it.

1

Read it

promptugal.news, its newsroom and the public repository: every run and decision is there.

2

Help this week

The back office for Web Summit, 9 to 12 November 2026.

3

Talk

Dinis Cruz, at Web Summit Lisbon; and promptugal.news/investors.

DECK 1 · THE INVESTMENT CASE | DECK 2 · THE INDUSTRY | DECK 3 · THE PLATFORM | DECK 4 · THE ALGARVE

ALL DECKS · PROMPTUGAL.NEWS/INVESTORS/DECKS