



Fully Automated News and Event Processing & Social Content Engine

Live automation version

App Overview / Hook



User story : “User opens the app → selects category (News/Events) → language → gets daily cards & videos.”

Backend : “All content is produced by a live automation engine (n8n + Python + AI + DB).”

TorontoEvents Hub is an AI-powered automation engine that turns any JSON dataset into multilingual, publish-ready visual content.

It eliminates human effort in finding media, writing captions, and publishing across channels.

Designed as a cross-industry engine that can scale from events to news, products, health, and more.

The Problem: Global Content Bottleneck

Cities produce valuable data — but it's raw, scattered, and impossible to use in real-time. The cost of human-led content creation—media search, caption writing, formatting, and publishing—makes scaling difficult for city organizations, news agencies, and businesses worldwide.



City Organizations: Large data volume; difficulty in information dissemination.

Media: High volume of news; inability to quickly convert it into posts.

Businesses: Need to produce daily product posts; high cost and time requirements.

The same pain exists for cities, media, and businesses that need mobile-first distribution. (mobile-first)

Existing Solutions & Gaps



Canva & design tools → require full manual work; no automation.

Hootsuite / Buffer → only scheduling, no content generation.

Eventbrite / Meetup → list events but don't convert datasets into ready-to-publish visual posts.

AI caption tools → generate text only; no media discovery, no multilingual layering.

“What's different here?”

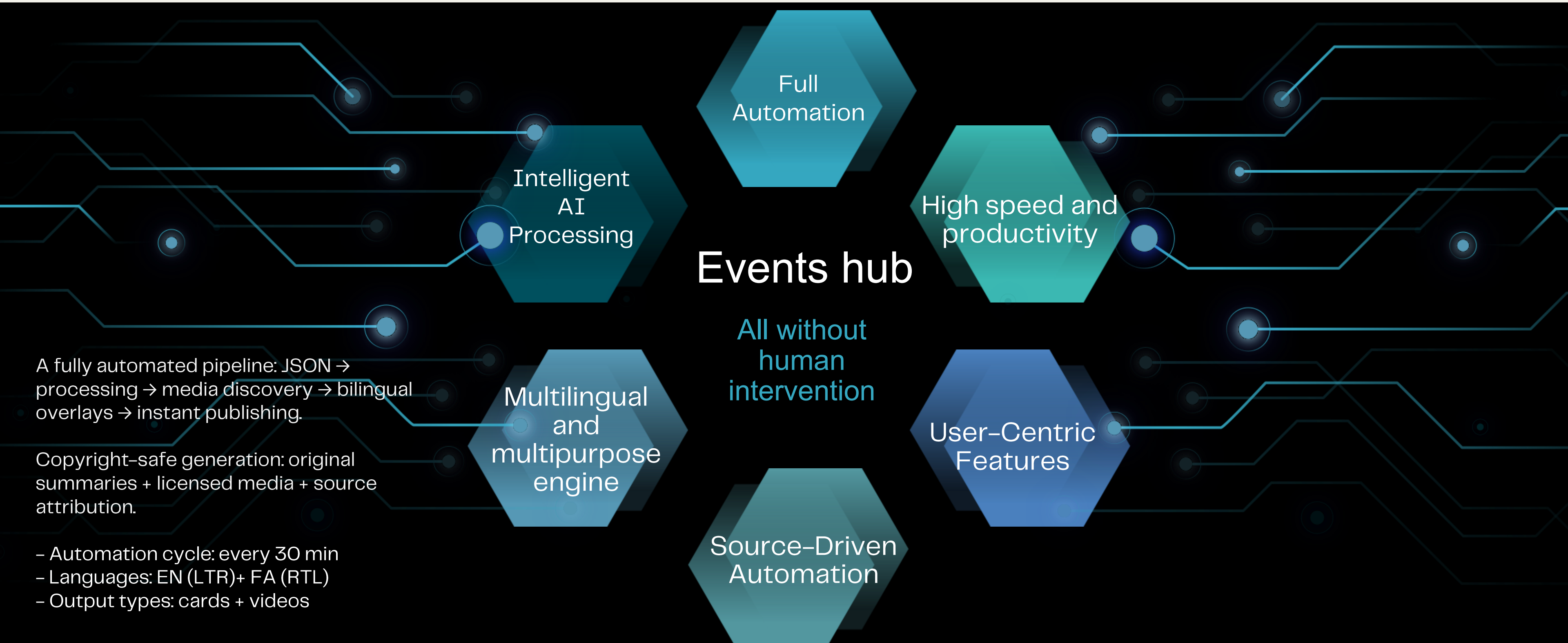
“Fully automated end-to-end (not just scheduling)”

“Multilingual incl. RTL production at scale”

“Outputs are mobile-ready cards/videos”

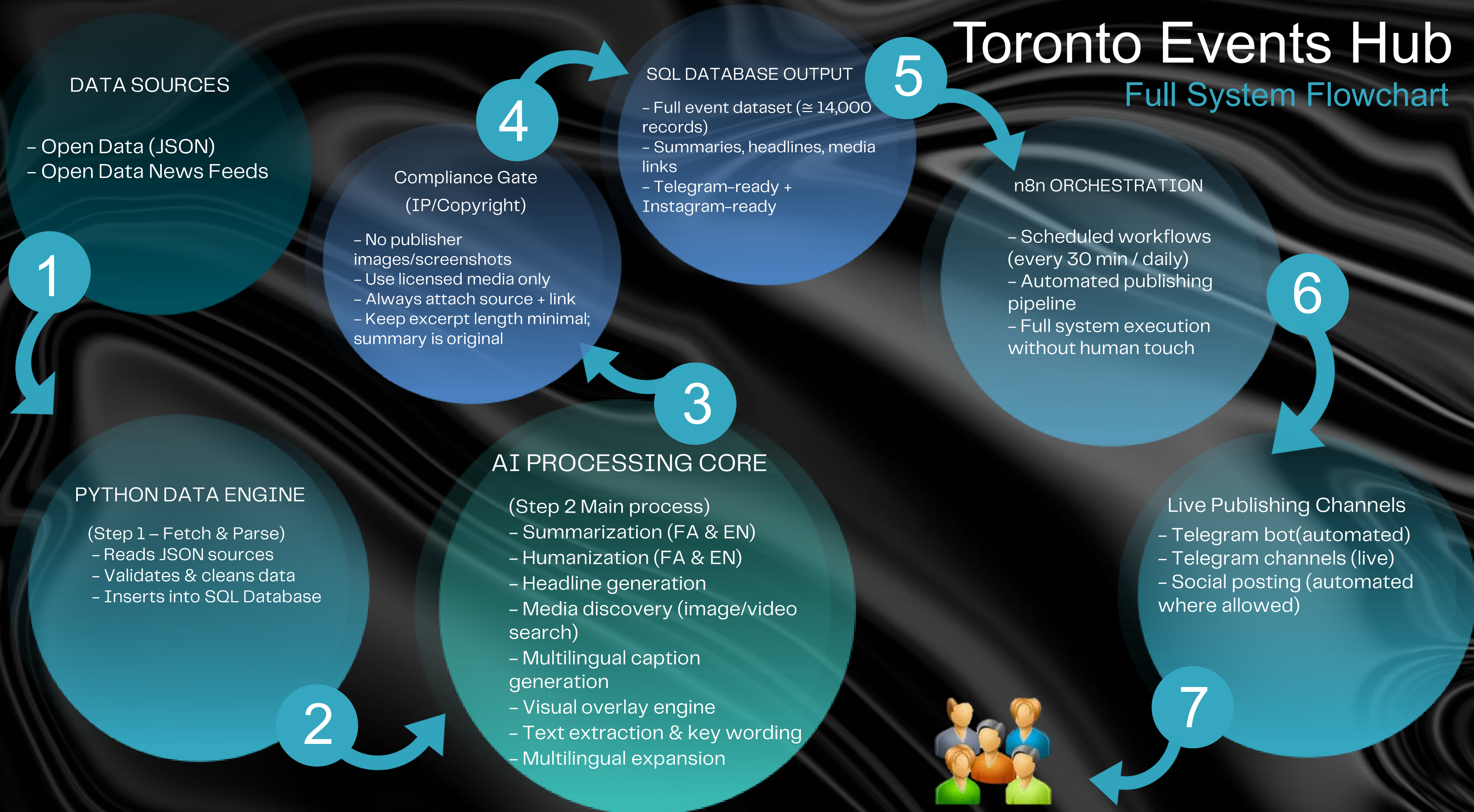
Moat: schema-driven pipeline + multilingual/RTL rendering + automated media + compliance gate.

Our Solution - Fully Automated JSON-to-Content Pipeline



Toronto Events Hub

Full System Flowchart



Real posts generated automatically from JSON

Open Data JSON operations

JSON File Sample

```

Fetching EarlyON Centres ...
Attribution updated for EarlyON Centres: Data source attribution: City of Toronto Open Data
EarlyON Centres completed.
Fetching TPL Events Feed ...
Attribution updated for TPL Events Feed: Data source attribution: City of Toronto Open Data
TPL Events Feed completed.
Fetching Liquor Permits ...
Attribution updated for Liquor Permits: Data source attribution: City of Toronto Open Data
Liquor Permits completed.
Fetching Festivals and Events ...
Attribution updated for Festivals and Events: Data source attribution: City of Toronto Open Data
Festivals and Events completed.
All datasets processed.

```

```
Analyzing, summarizing, and translating: 0%|          | 0/12 [00:00<?, ?it/s]
Analyzing, summarizing, and translating: 8%|8         | 1/12 [00:00<00:09, 1.15it/s]
Analyzing, summarizing, and translating: 58%|#####8  | 7/12 [00:00<00:00, 9.42it/s]
Analyzing, summarizing, and translating: 92%|#####1   | 11/12 [00:01<00:00, 13.03it/s]
Analyzing, summarizing, and translating: 100%|##### | 12/12 [00:01<00:00, 10.34it/s]
All events analyzed, summarized, and updated successfully.
```

Fully automated Back-end Operation

AI Processing - overlay engine - Publishing - Compliance Gate

```

encoder      : Lavc62.11.100
Stream #0:0(und): Video: h264 (avc1 / 0x31637661), yuv420p(tv, progressive), 900x1600 [SAR 1:1 DAR 9:16], q=2-31, 30 fps, 15360 tbn (default)
Metadata:
  encoder      : Lavc62.11.100 libx264
  handler_name : VideoHandler
  vendor_id    : [0][0][0][0]
Side data:
  cpb: bitrate max/min/avg: 0/0/0 buffer size: 0 vbv_delay: N/A
Stream #0:1: Audio: aac (LC) (mp4a / 0x6134706D), 44100 Hz, stereo, fltp, 128 kb/s
Metadata:
  encoder      : Lavc62.11.100 aac
frame=   5 fps=0.0 q=29.0 size=      0KiB time=N/A bitrate=N/A speed=N/A elapsed=0:00:00.52
frame=  71 fps= 61 q=29.0 size=   512KiB time=00:00:02.23 bitrate=1878.2kbits/s speed=1.91x elapsed=0:00:01.16
frame= 159 fps= 93 q=29.0 size=  1280KiB time=00:00:04.01 bitrate=2610.4kbits/s speed=2.35x elapsed=0:00:01.70
frame= 238 fps= 98 q=29.0 size=  1792KiB time=00:00:08.68 bitrate=1690.5kbits/s speed=3.58x elapsed=0:00:02.42

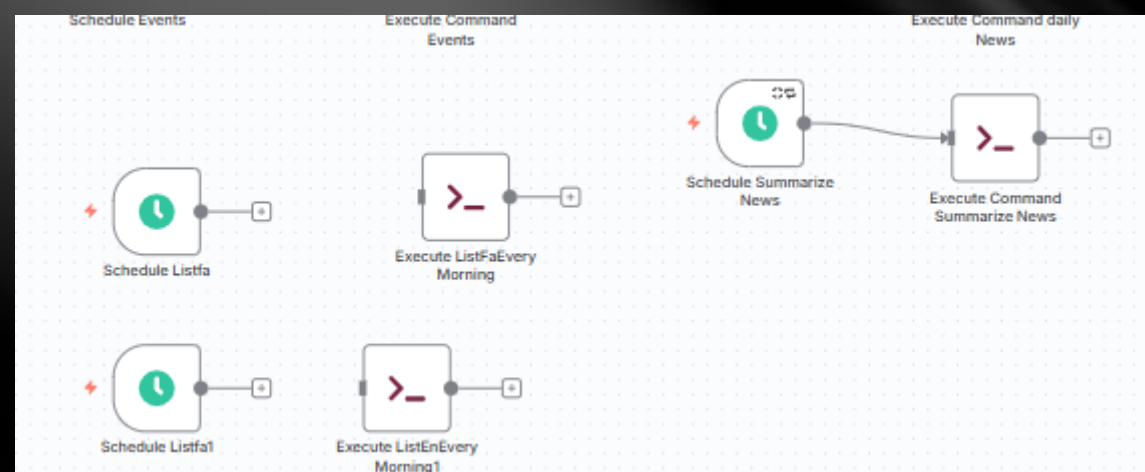
```

Convert to DB

Toronto	2026-0...	2026-0...	{"__CreatedOn": "2025-12-0...
Toronto	2025-1...	2025-1...	{"__CreatedOn": "2025-12-0...
Toronto	2025-1...	2025-1...	{"__CreatedOn": "2025-12-0...
Toronto	2025-1...	2026-0...	{"__CreatedOn": "2025-12-0...
Toronto	2025-1...	2026-0...	{"__CreatedOn": "2025-12-0...
Toronto	2025-1...	2025-1...	{"__CreatedOn": "2025-12-0...
Toronto	2025-1...	2025-1...	{"__CreatedOn": "2025-12-0...
Toronto	2025-1...	2025-1...	{"__CreatedOn": "2025-12-0...

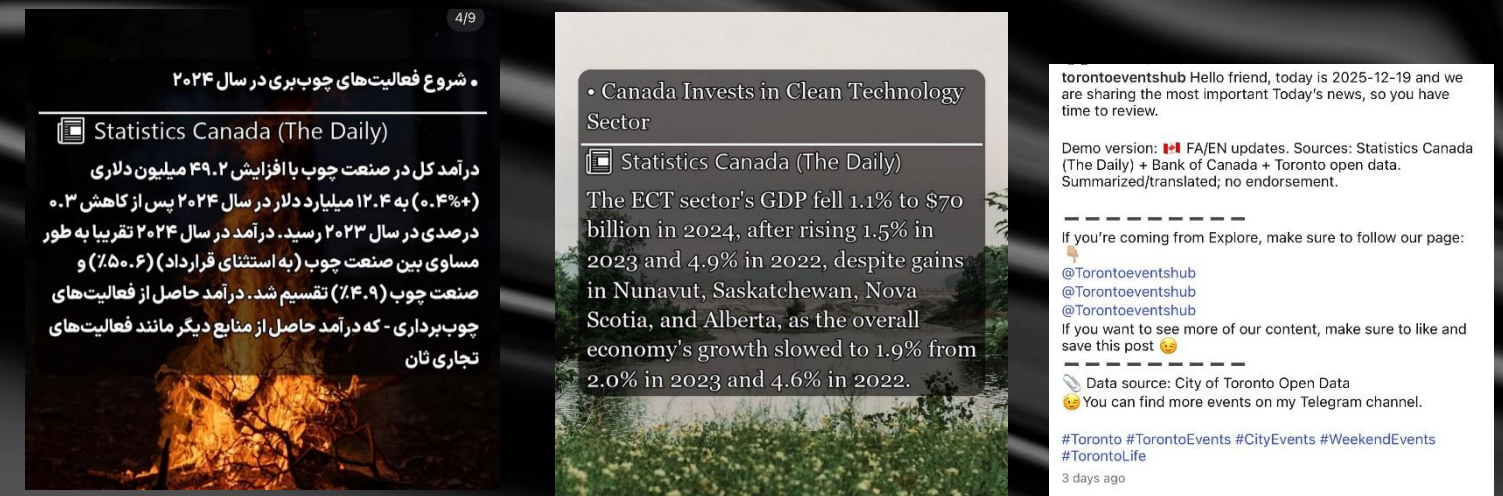
00:00:02 13,607 rows

N8n Orchestration



Output – Social posting (automated where allowed)

Licensed photo : Pexels official API
Original summary generated by us + source link



Copyright & IP Compliance



We publish original summaries (not copied articles).

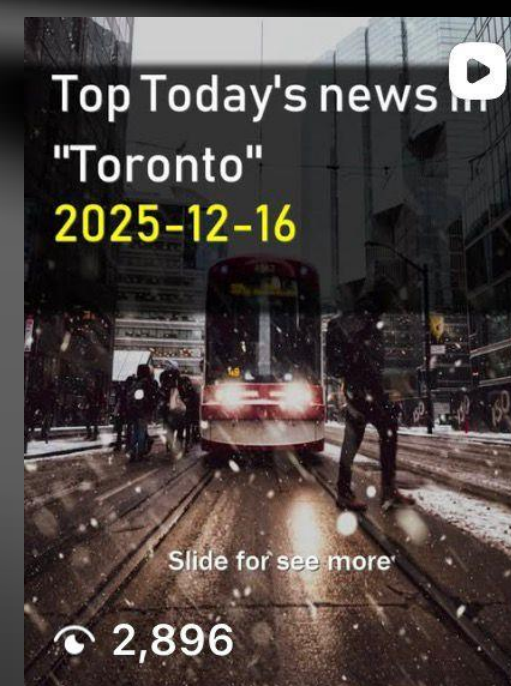
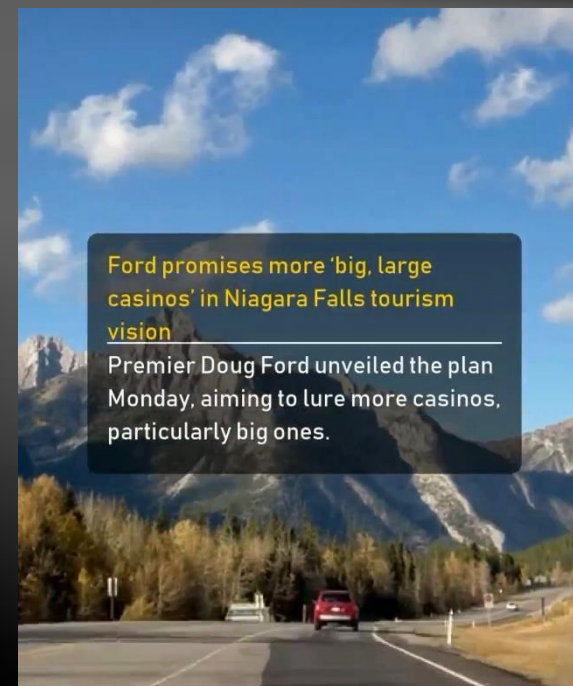
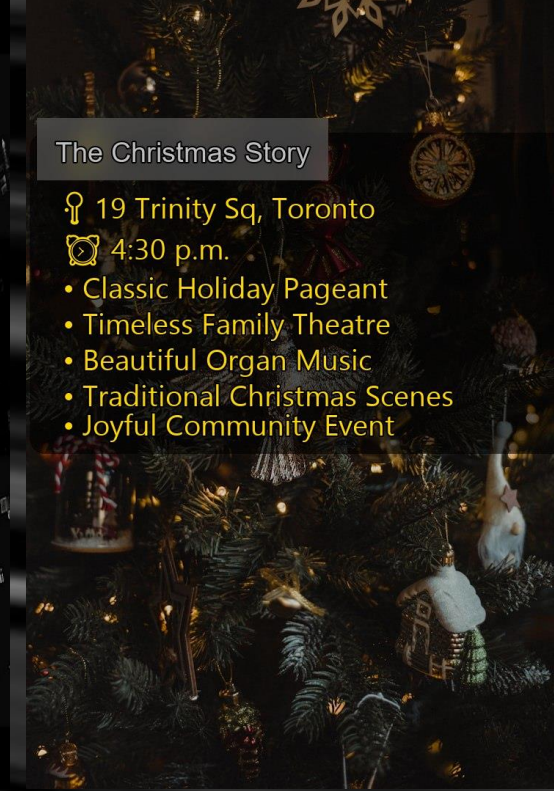
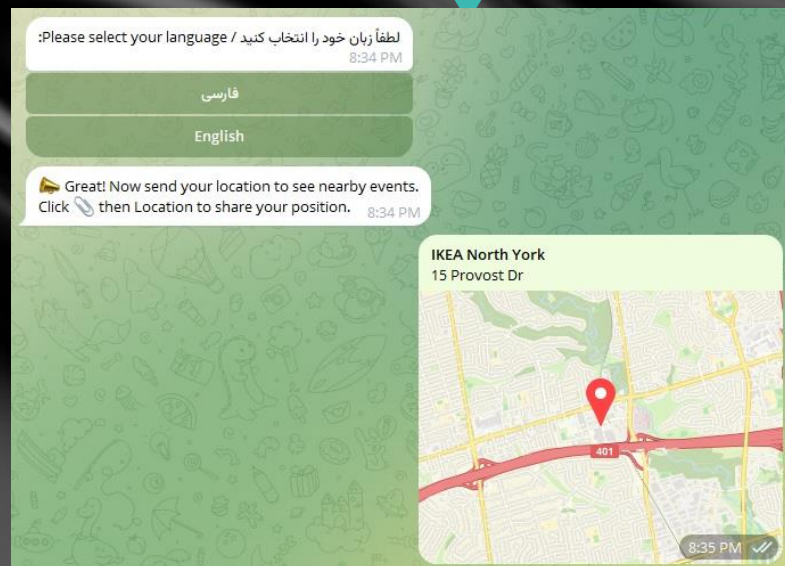
We use licensed/owned media only.

We always show source attribution + link.

Takedown process: remove content within 24 hours upon valid request.

Participant responsible for third-party rights (images/audio/video) → handled by compliance gate.

Auto-generated Posts



All media used in demos is licensed (Pexels) or owned; text is original summarization.

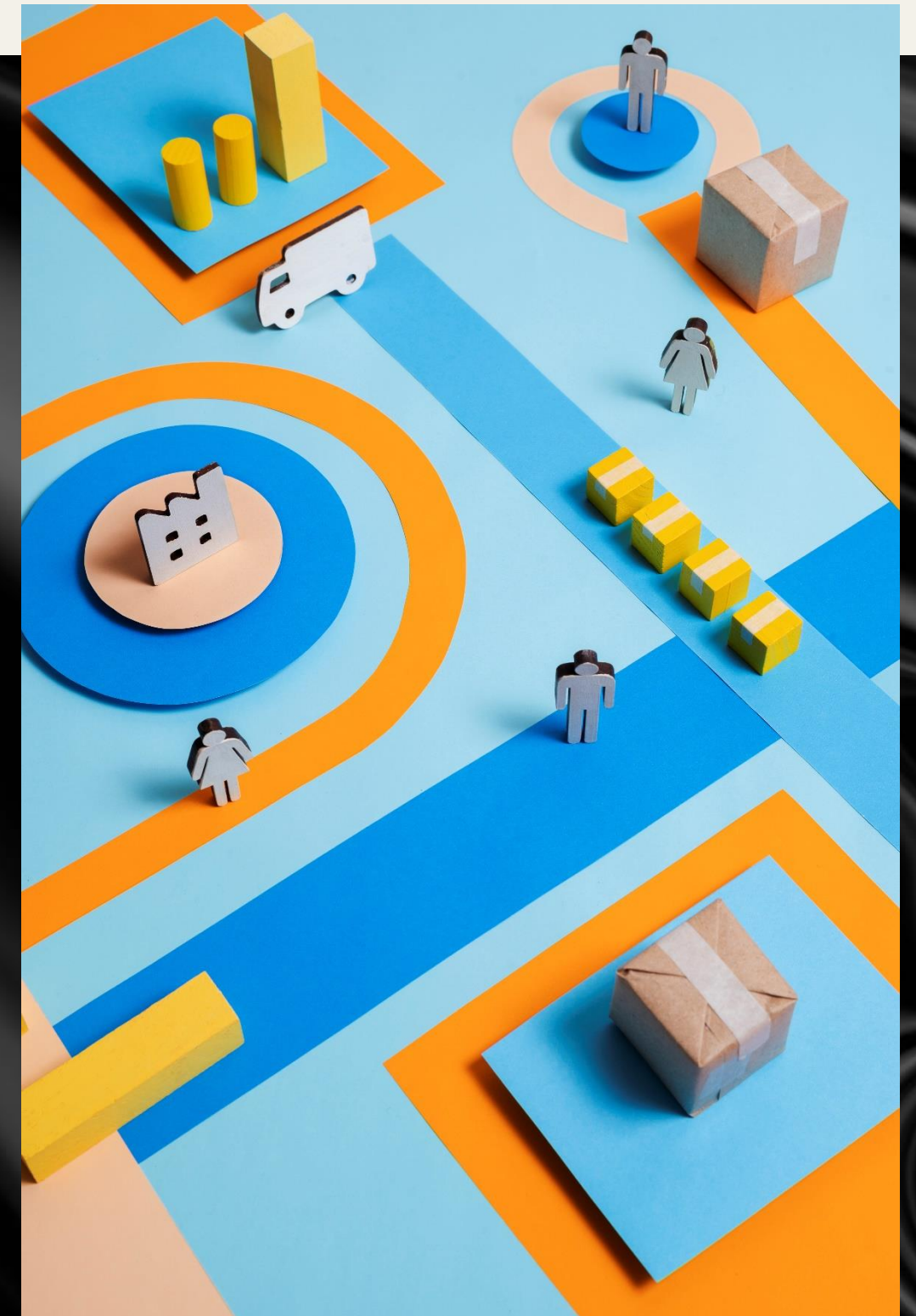
Core Advantages of the Automation Engine

Events(☑)

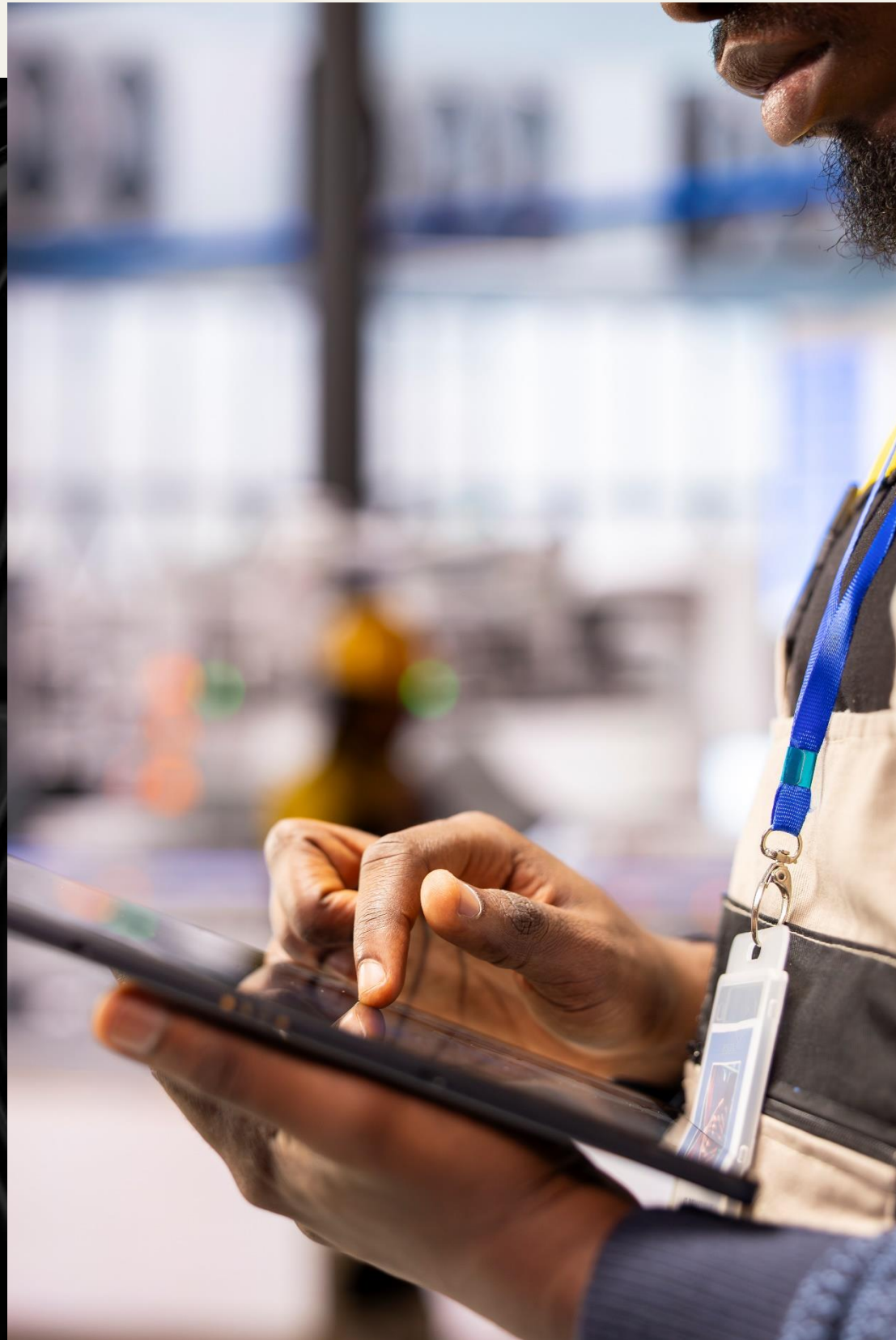
News & media(☑)

Product catalogs

Sports, health, and food industries



Cross-Industry Use Cases



Fully automated pipeline: JSON → visual content → publishing

True multilingual support, including RTL languages like Farsi / Arabic

Media discovery + text overlay + bilingual captions

Works across industries due to flexible schema-based design

Uses Telegram as current operational UI for instant deployment

Government open-data programs

Current Deployment

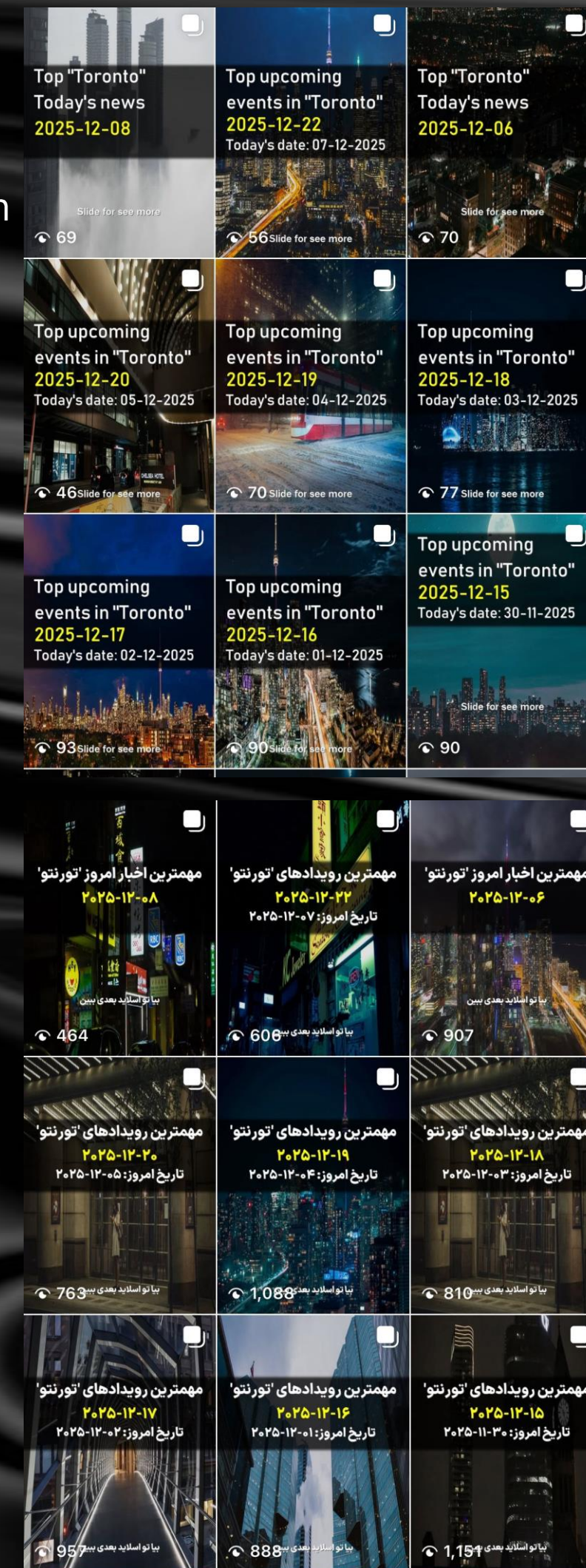
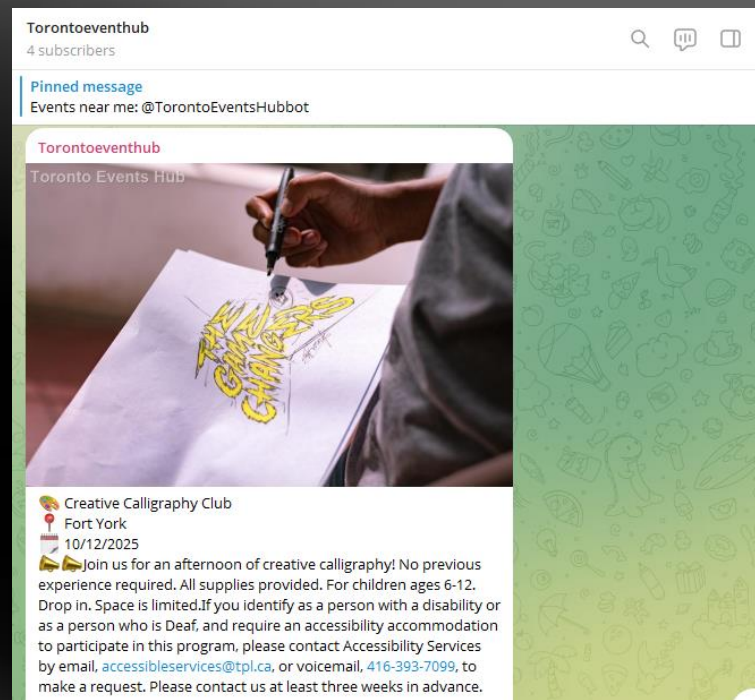
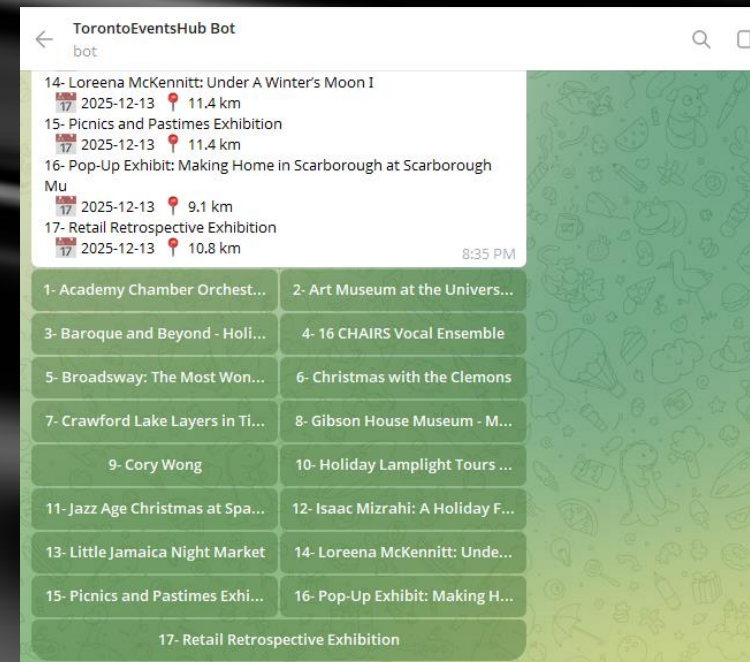
- The pipeline runs on low-cost, scalable infrastructure and can be deployed globally with minimal operational overhead.
- Orchestration, automation, Backend are live.
- Runs on: self-hosted n8n + SQL Server + Telegram API + licensed media and AI APIs.
- Pilot channels are for demo/testing; public launch is planned post-competition.

Telegram activity

- 2 active Telegram channels (fully automated – just for demo)
- 1 Telegram bot for on-demand event listings.

Meta activity

- 2 Instagram pages for automated content(just for demo)
- 1 Facebook page connected to the engine



Revenue Model / Customer Segments

Customer Segments

Revenue Streams

City organizations



Subscriptions (monthly / annual)

News / media



API access

Product-based businesses



Industry-specific / white-label editions

Our automated channels



Advertisement on our own channels

Primary model: License (Setup + Monthly) • Entry via 90-day Pilot • Plus Custom / One-time / Equity



Pricing & Commercial Models (License-Based)

License	Target customer	Setup / Onboarding (one-time)(USD)	Monthly license (USD)	Product scope	SLA / Governance
Creator / SMB License	Local businesses, creators	\$2,500	\$799/ mo	1 city • EN/FA • Daily cadence • Cards + short videos • Source attribution	Standard
Media Team License	Mid-size media teams	\$5,000	\$1,800/ mo	Up to 3 cities • EN/FA • Every 6 hours • Pro templates • Monthly report	Standard+
Municipality (GOV) License	Municipal/city orgs	\$7,500	\$3,500/ mo	Multi-department • Hourly / near real-time • Audit-ready logs • Governance	Enterprise
Newsroom / Agency License	News agencies, large publishers	\$12,000	\$6,500/ mo	Breaking + scheduled • Editorial controls • Provenance + attribution	Enterprise+
Pilot License (90-day) — GOV/Newsroom	Entry program (pilot)	\$10,000	\$5000/ mo	1 city • 2 languages • Limited cadence (Daily or Every 6 hours) • KPI report + compliance checklist	Pilot

- Setup includes: source integration, schema design, template pack, compliance rules, QA, and training.
- Fair Use Policy applies: higher cadence and dedicated tenant are available via Enterprise or Custom.
- Positioning line (very important): Designed to reduce recurring manual workload and operational cost across collection, rewriting, translation, and publishing.

Pilot Box (90-day)

Pilot License (90-day) — GOV/Newsroom

- Setup: \$10,000
- Monthly: \$5,000
- Scope: 1 city • 2 languages • limited cadence (Daily or Every 6 hours)
- Deliverables: KPI report + compliance checklist + go/no-go decision
- Conversion: Pilot fees can be partially credited toward Enterprise setup upon upgrade.

Custom / One-time / Equity

Custom (Implementation & Managed)

- Custom Implementation (one-time): \$35k
- Managed Operations (monthly retainer): \$20k–\$12k/mo
- White-label / Dedicated Tenant: Setup \$25k + monthly retainer

One-time Packages

- Launch Pack: \$7,500
- Video Production Pack: \$10k
- Data Integration Pack: \$15k

Equity-for-Services (Selective)

- 10% equity in exchange for \$50k services
- Requires a minimum cash floor for kickoff (e.g., \$10k–\$30k)
- Milestone-based delivery and vesting.

Go-To-Market (12-Month Roadmap)

Q1

“Toronto: full automation + daily outputs + QA metrics”

Q2

“Web dashboard MVP + user accounts”

Q3

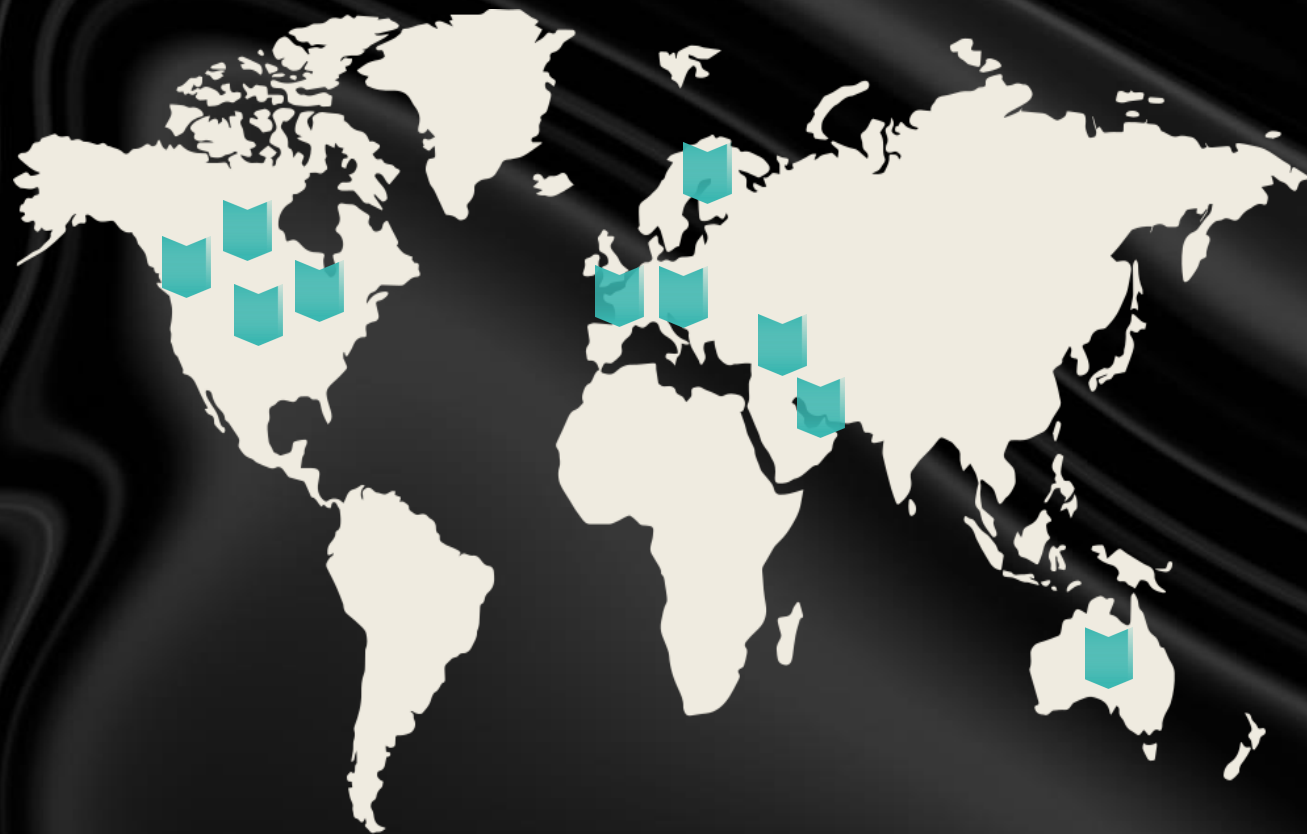
“Pilot: 1 UAE city dataset + Arabic support”

Q4

“Paid API + white-label rollouts”



Future Vision



A universal engine for converting any dataset into multilingual include Arabic social.

Custom white-label versions for governments, media networks, and enterprises.

Expansion across major global cities (North America → GCC → EU).

Compliance-by-design for data/IP across markets.



We're ready to launch a live pilot and partner with media organizations.

Deck PDF: [TorontoEventsHub.pdf](#)

Pitch Video : https://youtu.be/bf06azLeMY0?si=_Wg4pQ2Gqg71V4WS

Contact : askar.mahdavian@gmail.com

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