



**Toronto
EventsHub**

**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)

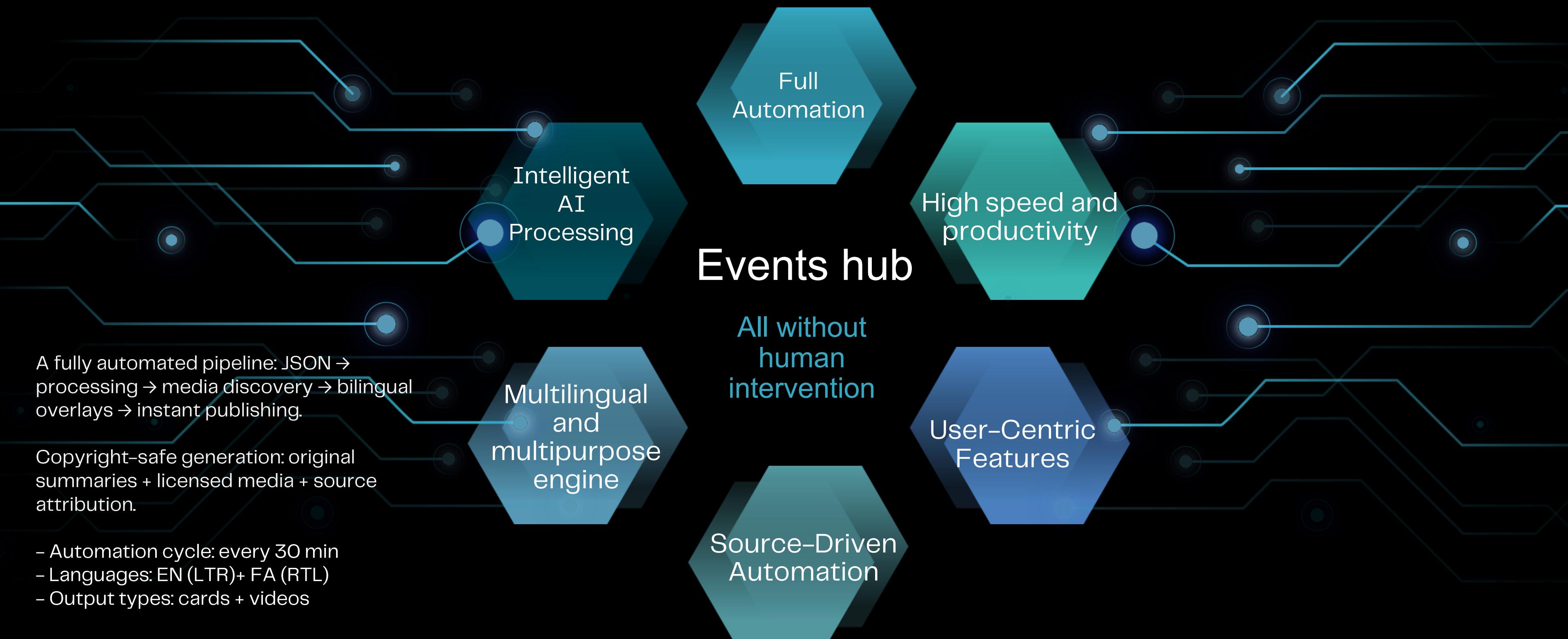
Existing Solutions & Gaps

- 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?”

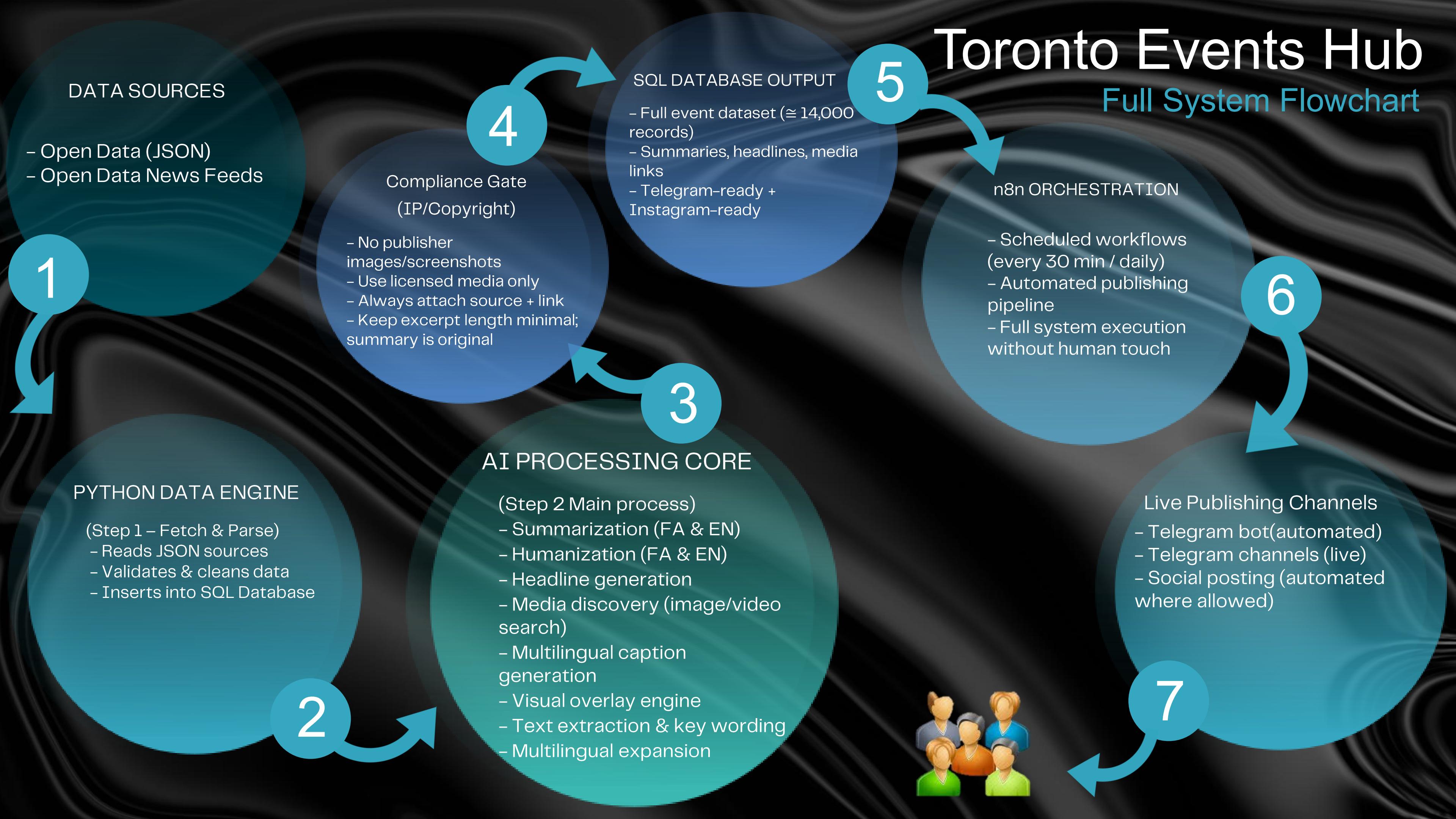
- “Fully automated end-to-end (not just scheduling)”
- “Multilingual incl. RTL production at scale”
- “Outputs are mobile-ready cards/videos”
- Moat: schema-driven pipeline + multilingual/RTL rendering + automated media + compliance gate.

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

```
{  
  "event_id": 1234,  
  "title": "Toronto Muleic Festival",  
  "description": "A vibrant music  
  festival featuring top artistis and  
  bands  
  from around the world."  
  "start_date": "2024-05-24T19:00:00",  
  "end_date": "2024-05-25T23:59:00",  
  "location": {  
    "name": "Harbour-front Centre",  
    "address": "235 Queens Quay W, Toron  
  },  
  "tags": ["music",  
    "festival",  
    "outdoor"]  
  "image_url": "https://example.com/images/music_festi  
  "tickets_url": "https://example.com/tickets  
}
```

Fully automated Back-end Operation

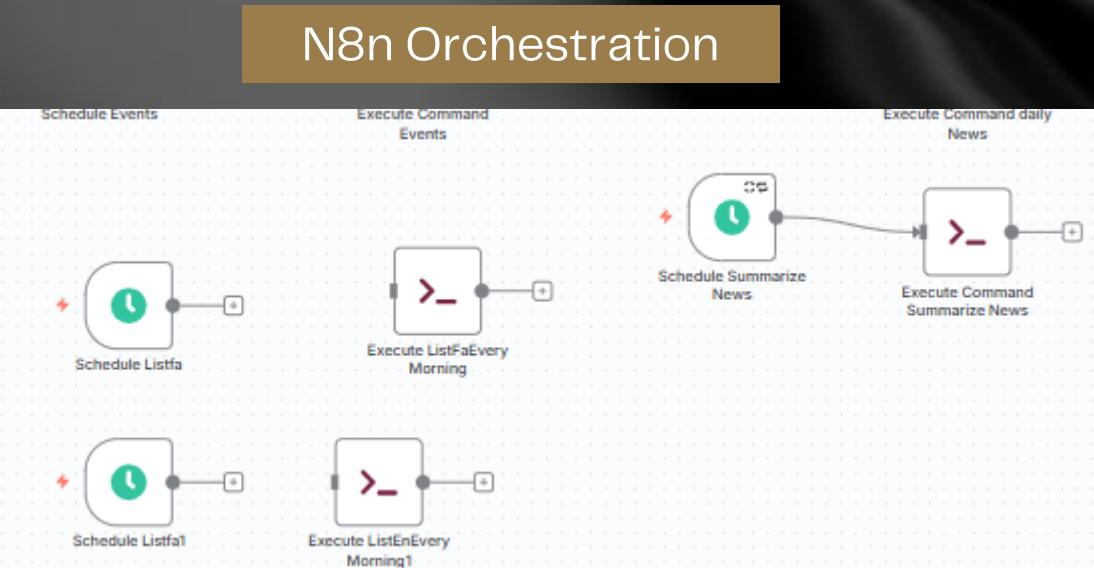
```
Fetching EarlyON Centres ...  
Attribution updated for EarlyON Centres: Data source attribution: City of Toronto Open Data  
EarlyON Centres completed.  
Fetching TPL Events Feed ...  
Attribution updated for TPL Events Feed: Data source attribution: City of Toronto Open Data  
TPL Events Feed completed.  
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% | 8/12 [00:00<00:09, 1.15it/s]  
Analyzing, summarizing, and translating: 58% | #####8/12 [00:00<00:00, 9.42it/s]  
Analyzing, summarizing, and translating: 92% | #####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.
```

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
```

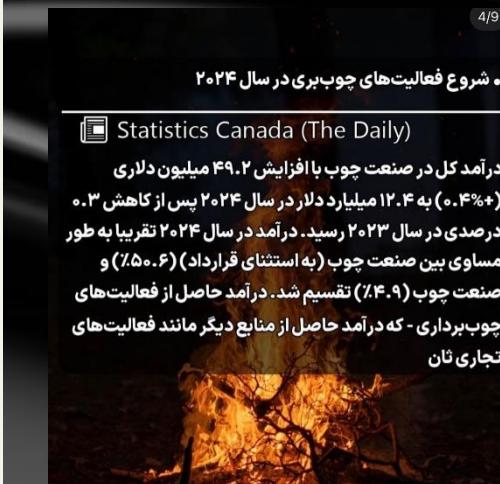
Convert to DB

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...



Output - Social posting (automated where allowed)

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



torontoeventshub Hello friend, today is 2025-12-19 and we are sharing the most important Today's news, so you have time to review.
Demo version: FA/EN updates. Sources: Statistics Canada (The Daily) + Bank of Canada + Toronto open data. Summarized/translated; no endorsement.

If you're coming from Explore, make sure to follow our page:
@TorontoeventsHub
@TorontoeventsHub
@TorontoeventsHub
If you want to see more of our content, make sure to like and save this post 😊

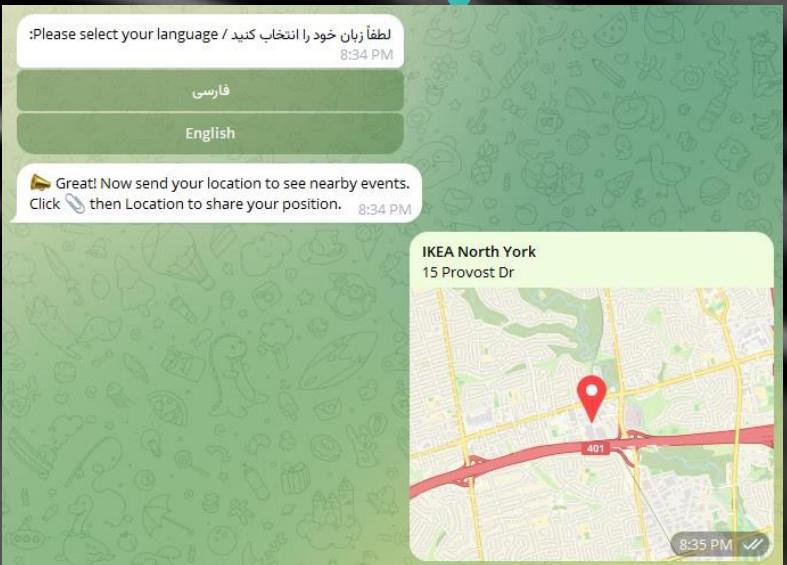
Data source: City of Toronto Open Data
You can find more events on my Telegram channel.
#Toronto #TorontoEvents #CityEvents #WeekendEvents
#TorontoLife
3 days ago



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.

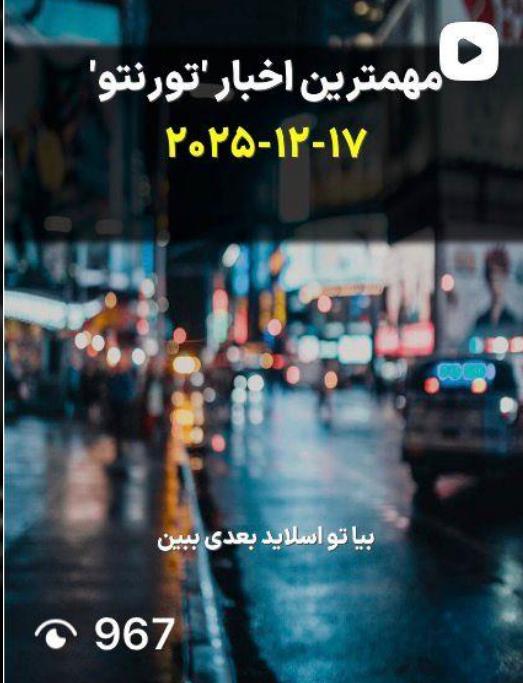
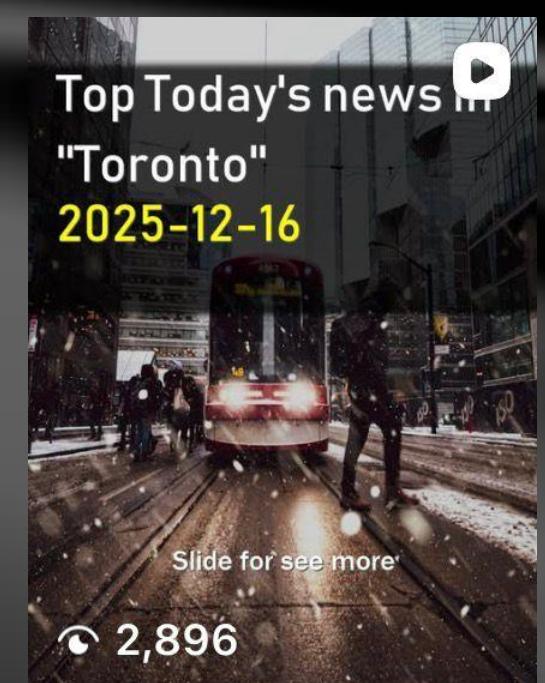
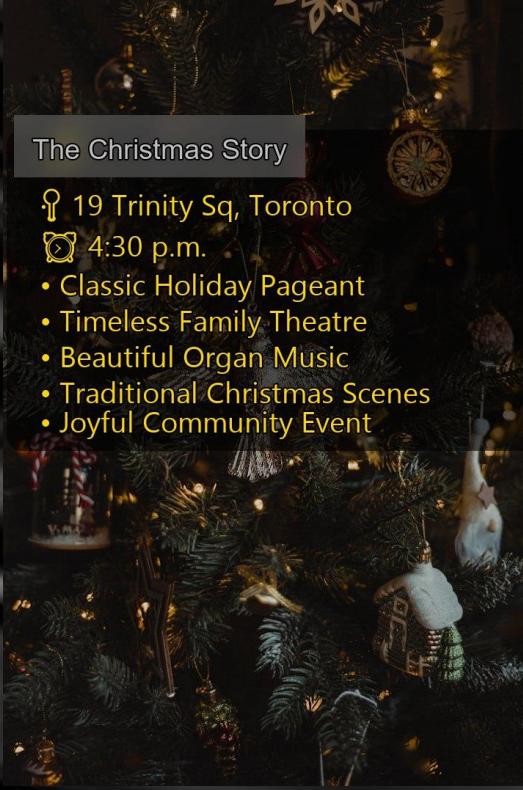
Auto-generated Posts



Hello friend, today is 2025-11-27 and we are sharing the most important events 15 days from now, i.e., 2025-12-12, so you have time to review, contact, and book.

If you want the list along with phone numbers and emails, just type '12' to get it directly, and also I'd appreciate it if you share us with your friends.

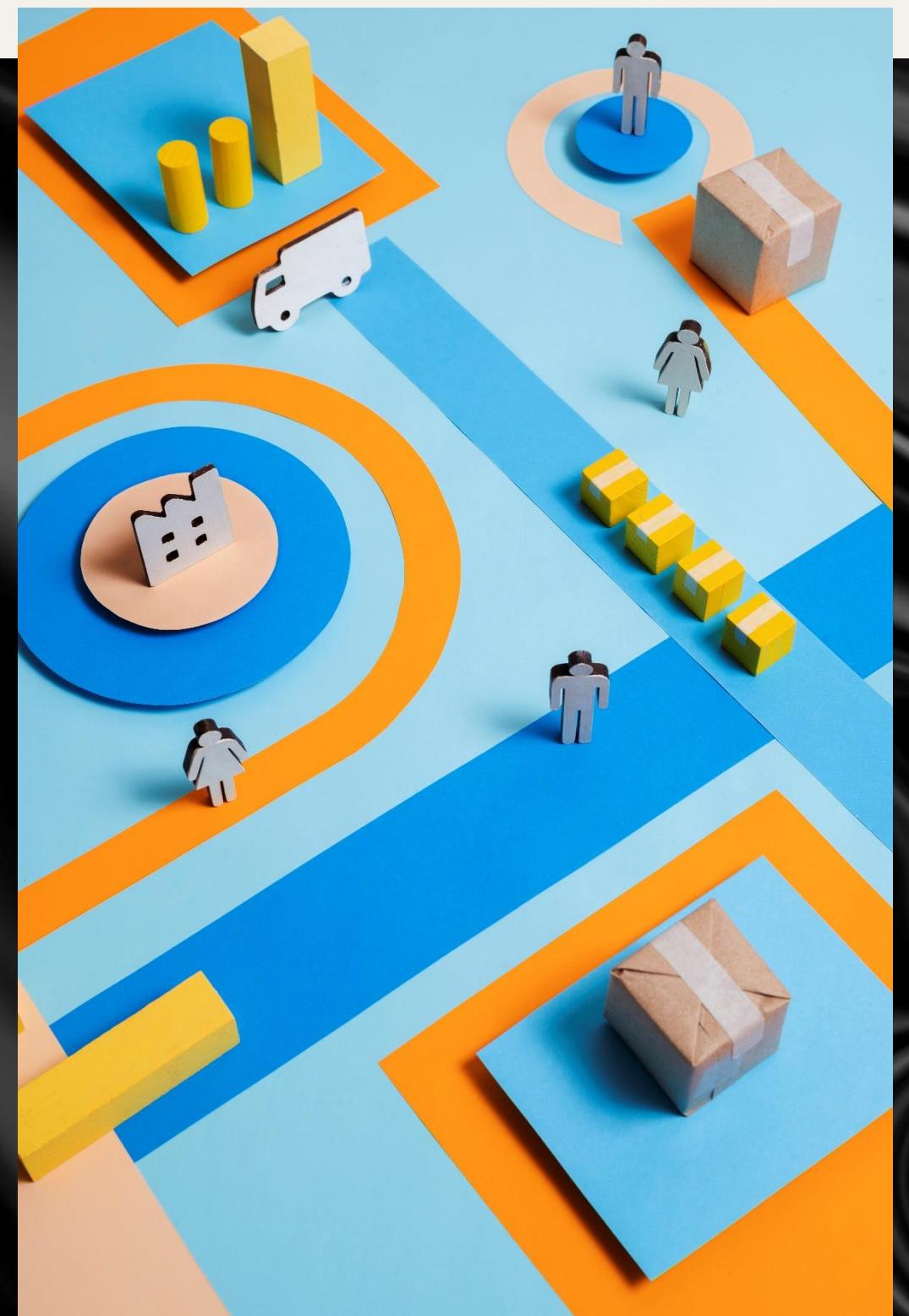
1- Advent Carol Service
2- Cavalcade of Lights 2025
3- Echo Choir Winter Concert, Lift Up Your Wings
4- error 404: WORK IN PROCESS
5- Holiday Lamplight Tours at Spadina Museum
6- Intergalactic Planetary: Tracey Snelling
7- Let It Snowball
8- Retail Retrospective Exhibition
9- Riverside Window Wonderland and Art Walk Tour
10- Robin Hood: A Very Merry Family Musical
11- New Vista: Alder for the Heart
12- Parent-Child Mother Goose Program - Malvern Community Centre
13- Sharks at ROM
14- The Christmas Story
15- The Distillery Winter Village
16- The Once Christmas
17- 'Tis the Season Art Exhibition
18- We were Promised Prosperity... Instead we got Spam Art Exhibit
19- Wyrdos Carnival
20- What You Need to Know about Tax



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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

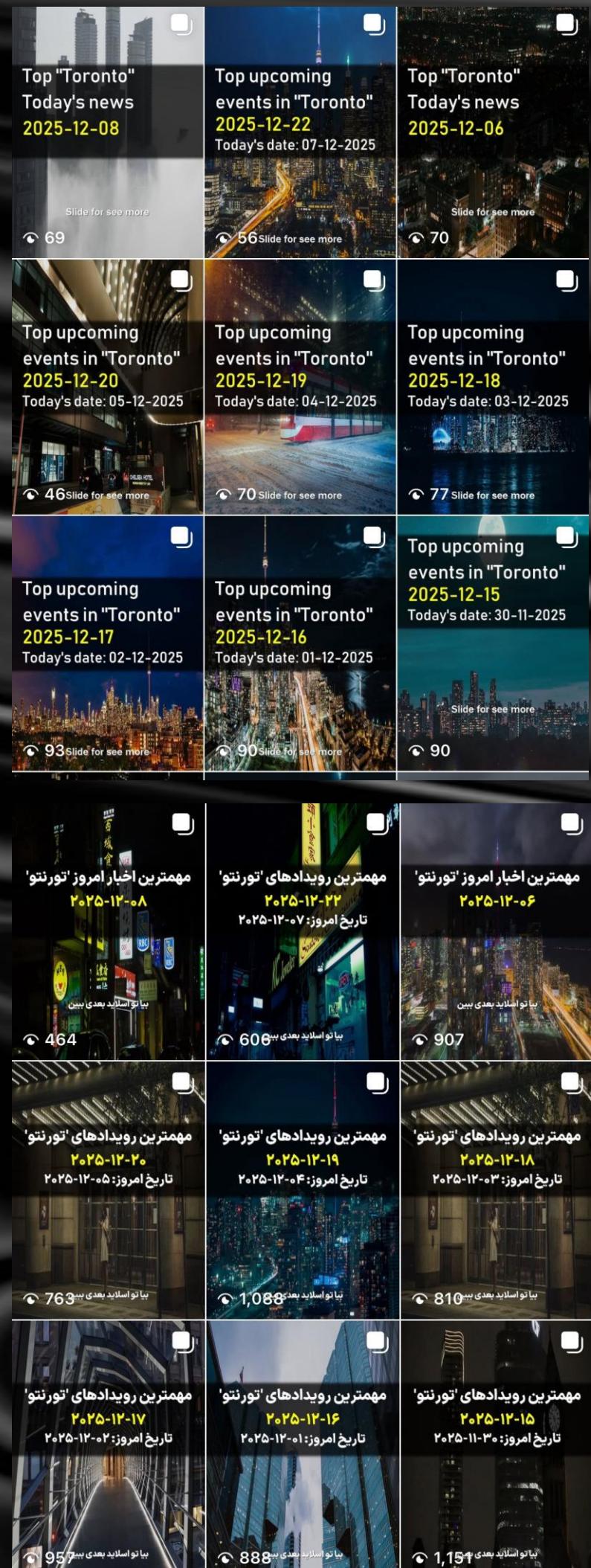
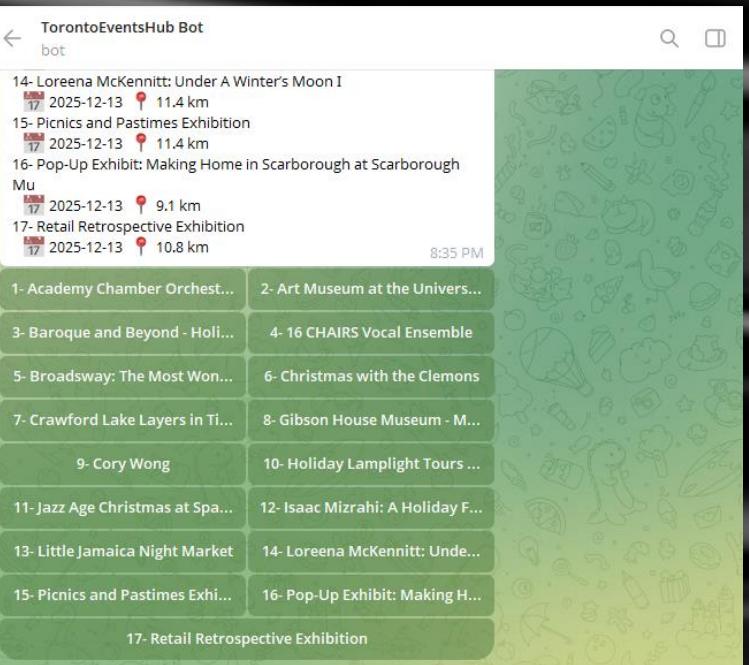
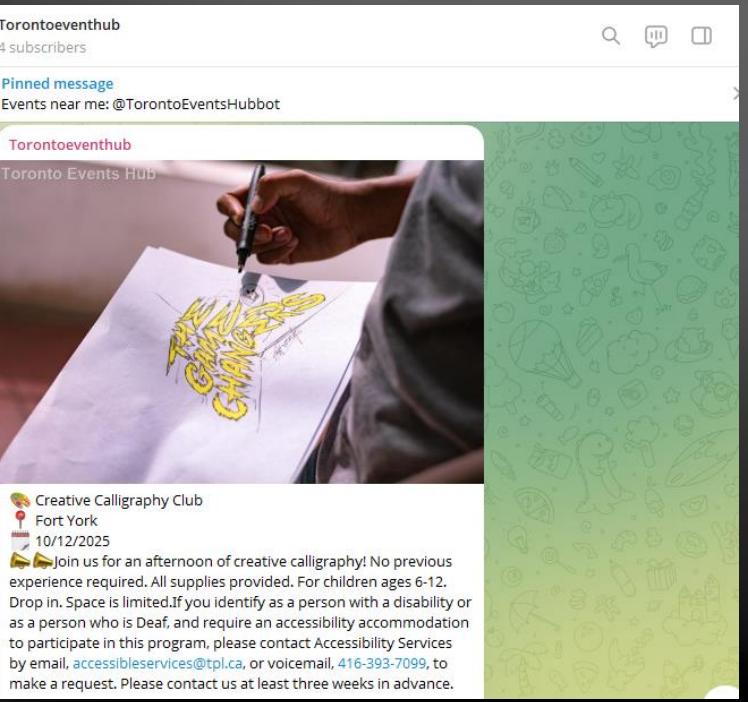
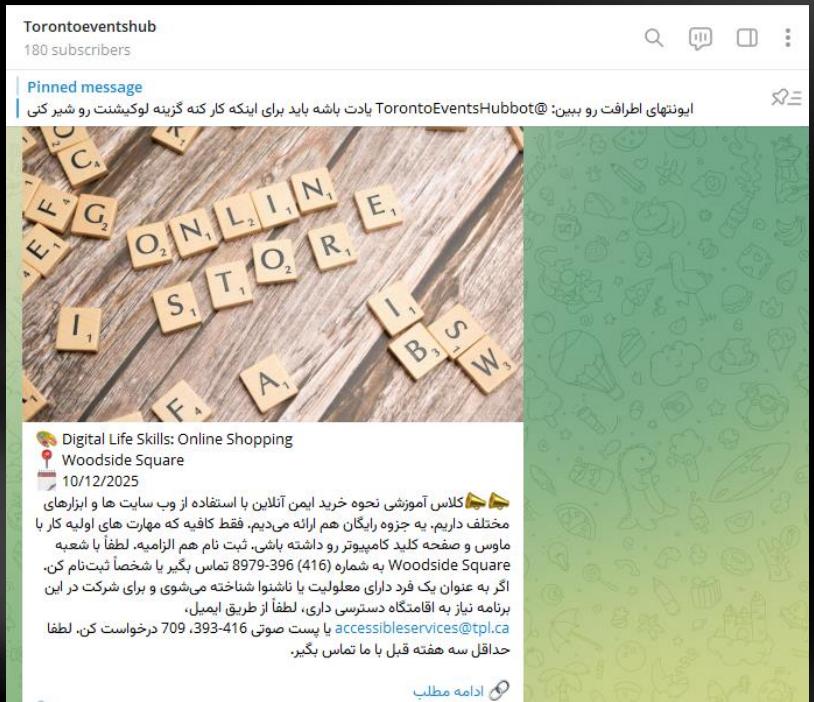
- The pipeline runs on low-cost, scalable infrastructure and can be deployed globally with minimal operational overhead.
- Orchestration, automation, Backend are live.
- Runs on: self-hosted n8n + SQL Server + Telegram API + licensed media and AI APIs.
- Pilot channels are for demo/testing; public launch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