



Capsule

Capsule, the news app for modern leaders, has been released.

Paris, November 22th - In today's media landscape, where an abundance of information can sometimes be overwhelming finding relevant content has become a significant challenge. This issue is further intensified by the rise of generative AI, which, by facilitating mass content creation, amplifies the "content shock" phenomenon where the volume of content produced far exceeds people's capacity to consume it.

However, the internet is rich in quality content, often hidden within lengthy and quality articles from big media, YouTube videos, specialized newsletters, tweets or even in group conversations on platforms like Slack or WhatsApp. The real challenge lies in identifying these insights, and it is precisely in this context that Capsule finds its purpose.

Capsule, founded by Arthur de Villemandy and Jérôme Boe, is a news app that focuses on big news, trends and weak signals that shape the world. Arthur de Villemandy, co-founder of Capsule, emphasizes: *"Capsule goes beyond being a mere aggregator of headlines. Our mission is to offer a different view of the world by answering the question 'Where is the world going?'"*

Arthur previously co-founded Magma, a business trends newsletter, and Jerome Marmelapp, a mobile game studio.

Capsule want to enable modern leaders and innovators stay informed and make a dent in the world with enlightened decisions in an ever-evolving world.

How does Capsule work? At its core lies an international network of human curators, meticulously selected for their expertise and passion for media monitoring. They are avid readers with a unique perspective, capable of uncovering what no one has yet seen in what everyone has viewed. It is precisely this mindset that enables them to detect important news and weak signals often overlooked in the constant flow of information.

The information sent by these curators is 100% sourced and verified by Capsule's editorial team, which selects the content that will appear in the app, presenting it in a short and digestible format. This approach ensures not only the quality and relevance of the content but also offers an exceptional user experience different from all the news aggregators.

Each day, Capsule meticulously distills 20 to 30 carefully selected insights, highlighting big news, strong trends and weak signals.

In summary, Capsule is not just an app; it's an indispensable tool for those who wish to understand and navigate the multifaceted and unpredictable zeitgeist. By filtering the incessant noise of the current media landscape, Capsule offers a clear, relevant window into global dynamics, helping users stay informed without feeling overwhelmed.

To download Capsule, [click here](#).

Capsule in 3 Points

- **Human Curation from the best sources:** At Capsule, we focus on human and international content curation that goes beyond conventional sources. Our expert curators explore a variety of media landscapes, from TikTok videos to Instagram comments, to extract precious and rare insights. This approach ensures a rich and unique content selection, capturing the diversity and dynamism of the world.
- **Capturing the Pulse of the World:** Capsule reinvents the traditional news app by focusing on strong and emerging trends and global news and dynamics. It offers a deep understanding of the currents influencing global developments, going beyond just staying informed. Capsule is not just a news app; it's an indispensable strategic monitoring tool for grasping the contemporary zeitgeist.
- **Reliability and optimized user experience:** At Capsule, every piece of information sent by our curators is rigorously sourced, verified and enriched by our team. We carefully select the content that will appear in the app, presenting it in a format that is both concise and digestible. This meticulous approach guarantees not only the quality and relevance of the content but also ensures a smooth and enriching user experience.

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