MATCHED CROWDFUNDING PROGRAMME
PRESENTATION BOARDS

PRECIOUS LEARNING FROM PREVIOUS FAILURES

- right timing
- thresholds in funding
- no wild goose chase
Media Process for Crowdfunding Project

1. Organization proposes project through the media community validation.
2. Simple vetting process: Audience trigger = goal.
3. Launch of the media: Branded crowdfunding campaign.
4. Matching Fund if successful with multiplier.

1. Identify a foundation for which the audience matters.
2. For each media entering, a multiplier is set by the Foundation.
WORKING WALLS
the solution

ecosystem: philanthropy through technology

network: media + foundation + community

how do Foundations
delagate part of
the workflow to
the media’s audience?

lower their operational cost
Simplify the application process

medial branded crowd funding
(used social engine)

if threshold funding reached
matching is triggered

look for feedback for foundations

sense of urgency
boosting the community

to simplify application process adoption
WORKING WALLS

ARCHITECTURE MEDIA

FOUNDATION

START
- Media foundation for which
- Audience matters especially small
- There is a willingness to experiment
- Brainstorm media to sustainability

APPLICATION
1. Simple online project
   - Why it matters
   - Audience
   - Subscription goal

LAUNCH
3. Media branded
   - Crowd funding campaign
   - With sense of urgency

VALIDATION
2. Go/no go
   - Crowd funding target

FUNDING
4. If goal is reached
   - Matching multiplied Fund
TREND: AUG MEDIA TEAM SIZE GOING DOWN

Can foundations delegate part of qualification & selection process to the media's audience?

- lower their operational cost (per grant)
- simplify the application process
- incentivize small & tiny media to become sustainable by monetizing their audience
Our Concept & Its Potential Impact – Our Learning and Its Potential Impact

A Guide and a Framework
- Core Values for Community
- New Recipes for Community
- Sharing Individual Stories
- Building Community

Tell Our Story
- Problem: Market Failure No Stories Shared
- Solution: Bring Together Community

Media Funding Kit
- Clear Rules of Engagement
- Myogan Statement
- Clear Track Record

Participatory Grant Giving for Journalism
- Break Power Relationship

Matched Crowdfunding
- Broaden the Audience
- Simplify Selection Process

Echo Chambers
- Personalized Digital First Aid
- Types of Echo Chambers

Film- Financing Engineering for Interactive Journalism
- Spotlight Movies

Audience Stories
- The Medium Makes the Public

Lyra
- Develop New Methodologies
- Expose Abuse of Power

Collaborative Network
- Online Information

Impact
- Rock Abuse Power
- Share Knowledge

Insight}

Test with One Story

From Silos to Network

NGO

Advocacy

Journalist

Content Network

New Ecosystem

Map

Core

Storytelling

History Making

Speaking Truth to Power

Lyra

New

Methodologies

Exposure

New

Inclusion