

Questions Initial Interview

General Funding Line

1) Status quo

- 1) Please briefly introduce yourself, preferably on aspects you haven't yet shared in your brief introduction.
- 2) What is the current situation of your organization?
- 3) What does your current common good-oriented business model look like?
- 4) What measures and structures do you have implemented to ensure the quality of your journalism and content?

2) Use of funding

- 5) How exactly do you intend to use the funding and for what purpose?
- 6) Who do you hope to reach with your project and what benefits does your project create for your target audience?
- 7) How does your project differ from existing developments among your competitors?
- 8) What opportunities and risks do you see associated with your project?

3) Outlook

- 9) How does the planned project contribute to the growth of your business model focused on the common good?