

Application form

Science and Data Journalism Funding Line

Launch Grants

1.) Basic profile information

Title()	max. 150 characters												
Summary(*)	2-3 sentences or in bullet points (max. 400 characters)												
Type of funding()	Project funding												
Reporting focus()	Regional/local or national/supra-regional												
Total costs() <i>In the case of for-profit media organizations, gross figures are considered.</i>	EUR												
Duration(*)	*Total months: Start (month, year): End (month, year):												
Organization(*) <i>If the applicant organization is part of an overall organization, i.e. is dependent on an affiliated entity (e.g. company) or is under the control of a third party (e.g. parent company or companies) or maintains a close working relationship with another organization / company (e.g. GmbH in connection with a non-profit association) relevant information must be provided in the right-hand column.</i>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Applicant organization</td> <td style="width: 50%; border: none;">Overall organization (if applicable)</td> </tr> <tr> <td style="border: none;">*Name:</td> <td style="border: none;">*Name:</td> </tr> <tr> <td style="border: none;">*Country of registration:</td> <td style="border: none;">Country of registration:</td> </tr> <tr> <td style="border: none;">*Complete address:</td> <td style="border: none;">Complete address:</td> </tr> <tr> <td style="border: none;">*Legal form:</td> <td style="border: none;">Founding year:</td> </tr> <tr> <td style="border: none;">*Website:</td> <td style="border: none;">Website:</td> </tr> </table>	Applicant organization	Overall organization (if applicable)	*Name:	*Name:	*Country of registration:	Country of registration:	*Complete address:	Complete address:	*Legal form:	Founding year:	*Website:	Website:
Applicant organization	Overall organization (if applicable)												
*Name:	*Name:												
*Country of registration:	Country of registration:												
*Complete address:	Complete address:												
*Legal form:	Founding year:												
*Website:	Website:												
Primary contact person()	*First and last name: *E-mail address: *Telephone number:												
Project lead(*)	First and last name: E-mail address: Telephone number:												
Attachments	<p>Please attach the following documents to your application:</p> <ul style="list-style-type: none"> - Launch plan based on milestones - Cost and financing plan - CV (resume) of the science or data journalist designated to be part of the project leadership team - Budget plan for the current year - Annual financial statement or preliminary financial statement of preceding fiscal year - Extract from the register of associations or commercial register incl. list of shareholders - Completed and signed form regarding non-profit status (only for non-profit organizations based in Austria or Switzerland) - Prototype draft (optional) - Latest annual report relevant to the grant project (optional) - Editorial code of conduct (optional) - Strategic or business plan (optional) - Evaluation report(s) (optional) 												
Date of application													

Note:

* Fields marked with a red asterisk will be filled with information already provided in the brief introduction.

2.) Your organization

2.1) Management and team (*)

What is your organization's personnel profile? Please indicate the number of journalists/editorial team staff members and administrative employees (FTEs)

Please provide additional information about the science or data journalistic, commercial and management skills of your managerial team, staff and advisory board, if applicable.

We are also interested in learning whether your target audience and the diversity of society at large are represented in the composition of your management and team, particularly regarding those groups that have been underserved by the media to date. Please also explain whether and how you as a team are committed to promoting diversity and inclusion in order to contribute to a media landscape in which everyone feels equally heard, represented and involved.

[Answers may be written out or provided as bullet points. Target: 3,000 characters]

2.2) Status quo (*)

What is your current situation? Please provide a brief, self-reflective assessment of where you currently stand.

[Answers should be written out. Target: 2,500 characters]

2.3) Strategy (*)

We would like to gain an understanding of how your organization wishes to develop in the future. Therefore, please tell us what your primary goals are for the next three years, and the most important developmental steps that will result from them for 1) your organization, 2) your journalistic work and 3) your financial sustainability.

[Answers may be written out or provided as bullet points. Target: 2,500 characters]

3.) Business model and journalistic work

3.1) Business model (.)

If you have already been able to establish a business model for your current journalistic offering, please describe it to us in more detail. In particular, please describe the various sources of revenue and their share of total annual sales and explain where you see potential for development.

[Answers should be written out. Target: 3,000 characters]

3.2) Ensuring journalistic quality (*)

Please briefly describe measures and structures you have implemented to ensure the quality of your journalism and content, particularly with regard to your (planned) work in science or data journalism. If editorial statutes are publicly accessible online, please provide the corresponding link here and – if applicable – established guidelines for media cooperations with scientific institutions.

[Answers may be written out or provided as bullet points. Target: 2,000 characters]

3.3) *Journalistic work (*)

You have already explained in your brief introduction what kind of journalism you produce and who your audience is.

[Your answer from the brief introduction will be displayed here]

...

4) Your project

4.1) * Project description (*)

In the brief introduction, you have already described what specifically you wish to introduce to the market in the area of science or data journalism and the current developmental status of your project. Please specify your description here by providing concrete details about what you wish to launch and with what technical infrastructure. It can be a new 1) offering, 2) format, 3) distribution channel or 4) revenue source or a combination of these.

[Please use this space to specify and expand on your response provided in the brief introduction. Answers may be written out or provided as bullet points. Target: 2,500 characters]

4.2) Transformation potential and unique selling point (*)

How does your project stand out from existing science or data journalism developments in the DACH region and/or in your market? Please explain how the planned project can strengthen your unique selling point and who your biggest competitors are or how you could compete with existing approaches.

[Answers should be written out. Target: 3,500 characters]

4.3) Target audience and needs analysis (*)

Who do you hope to reach with your project? Please provide a concrete description of your target audience (e.g. age, income, educational level, region), what benefits they will derive from your project and how you determined the need within that target audience. Please also indicate the extent to which you approach and/or involve target audiences that have thus far been underserved by the news media.

[Answers should be written out. Target: 3,500 characters]

4.4) Launch plan based on milestones as an attachment (*)

The aim of our funding is to support you with the successful market launch of your project and thus the establishment of an initial product/market fit during the funding period as an important developmental step toward validating or refining your business model.

We would like to understand the concrete steps you plan to take to bring your project to launch.

Please draft a timeline in tabular form for the launch of your project based on clearly defined milestones (10-12 milestones) that you hope to achieve on the path to the successful market launch of your project.

We suggest assigning each milestone a title, a deadline (e.g. month), a description and possible proof of fulfillment. Milestones can also be structured according to categories (e.g. prototype development, initial production, validation & testing, development, market introduction).

[The launch plan based on benchmarks should be submitted as a separate document attached to your application]

4.5) Cost and financing plan (in euros or Swiss francs) as an attachment

Please draft a detailed overview in tabular form (Excel) of the complete expenses your project is expected to generate. Please differentiate between different types of expenses, e.g. personnel costs, travel and accommodation and costs for services in addition to total expected project income and other revenue sources.

Information can be provided in either euros or Swiss francs. Only the total amount of funding requested along with specific details should be provided in euros in the designated spaces.

Please observe the instructions in the sample templates for the cost and financing plan as there are differences in tax law between for-profit media organizations and non-profit media organizations.

An overview of eligible costs along with a sample cost and financing plan can be found in our "Application Guidelines."

[The cost and financing plan should be submitted as a separate document attached to your application]

4.6) Team for the implementation of your project (*)

What internal and external expertise will you bring to the project? Please list the people from your team who will be responsible for implementing your project, with first and last names along with their science and data journalistic experience. Also indicate which position(s) are to be filled through the recruitment of new staff and who will provide you with external advice if necessary.

[Answers may be written out or provided as bullet points. Target: 2,500 characters]

4.7) Challenges (*)

Please briefly describe the biggest challenges and risks you face in implementing the project and how you can mitigate them.

[Answers may be written out or provided as bullet points. Target: 2,000 characters]

5) Impact

5.1)* Impact on financial sustainability (*)

In the brief introduction form, you have already described how the successful market launch of your project and the resulting establishment of a product/market fit will impact your long-term strategy and, especially, will strengthen your financial sustainability.

Expanding on that, please describe what a promising business model for your launched project must look like so that it can continue and grow beyond the funding period so that not just (initial) recurring but also increasing sales can be generated.

[Please use this space to expand on or revise the information you provided in the brief introduction. Answers may be written out or provided as bullet points. Target: 3,000 characters]

We agree to the terms and conditions set out below:

- We acknowledge that eligible expenses must be directly linked to the requested grant and may not already be funded by other grants. Double funding of expenses is not permitted. This applies in particular to personnel costs. The use of funding for a permanent position is therefore excluded if, for example, the position is already (partially) financed through other funding lines.