Name: Harrison Mbemba
Major: Media Arts & Studies
Expertise: Media & Tech

Name: Michael Outrich
Major: Geographic Info Sciences
Expertise: Research

Name: Shaneil Taylor
Major: Communication & Development
Expertise: Communications
NEEDS OF MEDIA DESERTS

"Convenient access to both civic and life-enhancing information"

"Journalism that is abundant in many forms"

“Local media the reflect the issues, events, experiences and ideas of the entire community.” (Ferrier et al, 2016)
## Competition Analysis

<table>
<thead>
<tr>
<th></th>
<th>Patch</th>
<th>Quora</th>
<th>Yik-Yak</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multiple Access Points</strong></td>
<td>✔️</td>
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<td><strong>Digital Newsstand/Point of Sale</strong></td>
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The Solution: GrapeVine A Media Platform
The Solution: GrapeVine A Media Platform

WEBSITE

TEXT/CALL SERVICE

DIGITAL NEWS STANDS

POINT OF SALE
The Solution

WEB TO MOBILE
The Solution: Website – Community News

Community News

- Athens Housefire confirmed total loss
  Robert Rhymer / June 14 2015

- Bypass will alleviate route 33 traffic jams
  John Crieghton / June 13 2015

- City Council Elections to be held at city hall
  Timothy McGinty / June 13 2015

- Power plant embezzlement investigation
  Cole Canary / June 14 2015

- Mayoral election candidates 2016
The Solution: Diversity Enhancement

Local Mosque donates two tons of food to area food bank


Meet your local butcher Harrison Wondoghi

Hailey Dreamston / Jan. 10 2016

Local family talks about their immigration process

Robert Rhymer / Dec. 31 2015
The Solution: Texting/Calling Service

Thank you for joining your local Grapevine Network! Would you like your Top News and Community QnA daily, weekly or monthly?

**Daily**

TOP NEWS FOR ATHENS 1/9/16

1. LORE IPSUM
2. LORE IPSUM IPSUM

TOP COMMUNITY QnA
Q - Lore Ipsum?
A - Lore Ipsum.

7 8 2 9 9 5
The Solution: Digital Newsstands @ High Traffic Locations
The Solution: Digital Newsstands @ High Traffic Locations
The Solution: Point-of-Sale

NEWS ON THE BACK OF RECEIPTS
## Cost Analysis

<table>
<thead>
<tr>
<th>Resources</th>
<th>Time</th>
<th>One time Cost</th>
<th>Operating Cost (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website and Content Moderation</td>
<td>4-6 weeks</td>
<td>$3000</td>
<td>$75.83</td>
</tr>
<tr>
<td>Digital Newsstand</td>
<td>4-6 machines</td>
<td>$500 per machine x 5</td>
<td>$375 ($75 x 5)</td>
</tr>
<tr>
<td>Calling Texting Services</td>
<td>N/A</td>
<td>N/A</td>
<td>$10,000</td>
</tr>
<tr>
<td>Marketing and Sweepstakes</td>
<td>N/A</td>
<td>$15,000</td>
<td>$300 ($75 x 4)</td>
</tr>
<tr>
<td>Office Space and Staff</td>
<td>N/A</td>
<td>N/A</td>
<td>$1630</td>
</tr>
<tr>
<td><strong>Total After a year</strong></td>
<td>6-10 (~2) weeks</td>
<td>$20,500.00</td>
<td><strong>$148,569.96</strong></td>
</tr>
</tbody>
</table>
Revenue Streams

TRADITIONAL REVENUE STREAMS

+ 

CREATIVE REVENUE SOLUTIONS

=GrapeVine
Revenue Streams: Traditional

Affiliate Marketing
Contextual Advertising
Sponsored Content
Revenue Streams: Creative

1. Crowd Working

- Amazon Mechanical Turk
- GrapeVine
- Crowdflower
Revenue Streams: Creative

2. Foundation Grants

GrapeVine

CPB

FORD FOUNDATION
Revenue Streams: Creative

Public-Private Partnerships

Utilities Model

URBAN

RURAL
The Solution: GrapeVine

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