

# Google News Innovation Challenge Application - Latin America

## Introduction:

This PDF is intended to serve as a reference for the questions asked on the 2021 GNI Latin America Innovation Challenge. We have listed each question you will need to answer along with the options you will have where relevant.

- Questions marked with an asterisk (\*) will be required.
- Questions with a number (eg: 2,000) following the question have a maximum character limit.
- We have provided some context around certain questions. Where we have done this, you will see that the explanation is highlighted in green.

## Part 1: Applicant's Details

- Are you \*
  - a company
  - a freelancer / sole trader
  - a partnership / consortium
  - an association
  - a non-profit
  - Other
- If Other, please specify
- Please provide your organization's name and parent company name (if applicable), or your name (if you are applying as a freelancer or sole trader) \*
- Has your organization applied to the Innovation Challenges previously? If yes, what was the application number?
- Please briefly describe your organization or, if you are applying as a freelancer or sole trader, your current occupation. Tell us more about your team (team members description, organizational structure of the project team) and/or, if you are applying as a freelancer or sole trader, your career history \* 2,000
- What is the type of your organization? \*
  - National Publisher

- Regional or Local Publisher
  - Online-Only Publisher
  - B2B Publisher
  - TV
  - Radio
  - Magazine
  - Tech Startup
  - Collective or Consortium
  - N/A
- If you selected N/A, please explain
  - Street Address \*
  - Postal Code \*
  - City \*
  - Country (Note: Please review the LATAM Innovation Challenge Terms and Conditions to ensure your country is eligible.) \*
  - What is the registration number or equivalent of your organization? \*
  - Where is the project team located? \*
  - When was your organization founded? \*
  - How many full time employees does your organization employ? \*
  - How many journalists does your organization have? \*
  - What is your annual turnover (in USD) for 2019? \*
  - What is your annual turnover (in USD) for 2020? \*
  - On a scale of 1 to 5 (with "5" = best), how accurately do you believe your organisation is reflected in the following statement? We believe that Diversity, Equity and Inclusion across every axis - race, gender, age, disability, experience, thought, region, culture, and more - creates the most valuable journalism, and we strive to bring together a workplace that reflects that belief.
  - [free text field] How did you arrive at that score? Please outline any diversity activities or initiatives within your organisation and tell us more about how you define the

concept of diversity, equity and inclusion and the promotion of underrepresented voices. This could be within your audience, organization or content, for example.

- What is the first (given) name of this project's Point of Contact?\*
- What is the last (family) name of this project's Point of Contact? \*
- What is their phone number?
- What is their contact email? \*
- If you have one, what is your website URL?
- If you have any, what are your social media handles? (Twitter, Facebook, Others)
- Are you, or any member of your organization, currently employed by or working on behalf of a government organization, in any capacity? \*
  - Yes
  - No
- If yes, please provide some details on the nature of your or your organization's involvement.
- Does any government organization hold any level of ownership, control or voting rights within your organization? \*
  - Yes
  - No

## Part 2: Project Details

- Your project is: \*
  - Specific to your organization or, if you are a freelancer or sole trader, to yourself
  - A collaborative project with other organizations
- If it is a collaborative project, please specify your partners' names. Note - collaborative projects must adhere to the specific details outlined in the GNI Innovation Challenge Terms and Conditions. We advise that you review these carefully:
- What is the title of your project? \* 140
- Please provide a brief overview of the project. \* 1,200

*You should think of this as your [elevator pitch](#). It's a top level description of the project and should be short, punchy and to the point. Don't forget that the character count is the maximum length accepted - not a goal! Short is sweet.*

- Please add at least one tag to categorise the topic of your project (i.e. Audience Engagement, Micro-Payment, Diversification, Loyalty, etc...). \*
- Which aspect of new news products or new business models does your project address?  
\*
  - Advertising
  - AI/ Machine Learning
  - Apps
  - AR/VR
  - Audience Development
  - Audience Engagement
  - Audience Segmentation
  - Audio
  - Content Management
  - Crowdfunding
  - Data Analysis
  - Data Journalism & Visualization
  - Direct Payments (paywall, micro-payments etc)
  - Distribution
  - Diversification
  - Diversity
  - Email/ Newsletters
  - Fact checking/Verification
  - Gamification
  - Hyperlocal
  - Indirect Payments (bundling, etc)
  - Loyalty
  - Other
  - Personalization

- Subscriber Churn Reduction
  - User Experience (UX)
  - User Generated Content (UGC)
  - Video
  - Voice
- If other, please specify.
  - How would you best characterise the current stage of your project? \*
    - Initiation phase
    - Definition phase
    - Design phase
    - Development phase
    - Implementation
    - Follow-up phase
  - How will your project develop new news products or new business models in order to advance a more sustainable and diverse ecosystem? \* 5,000
 

*When answering this question, identify whether your project is a product or the test of a new business model. What is 'new' about it? Then explain how it works using simple language and avoiding technical jargon. Hint: Write for your grandparent.*
  - What makes your project innovative? Provide a quick description of the technological and editorial component and describe the deliverable product. \* 5,000
 

*When answering this question, please state how you define innovation inside your organisation (there's no correct answer here!) and explain where your organisation is on the innovation journey. How does this project fit in with your innovation journey and thinking? Does the project test out a hypothesis? What problem is it that you are answering? As with all the character counts, they are the absolute maximum- not a goal.*
  - Please describe your project in more detail, including the specific outcome you want to achieve\* 5,000

*This is your chance to flesh out the elevator pitch with fuller details. During this section please do keep in mind the criteria for the Innovation Challenge. This section should address all these points:*

- **Impact on the sustainability of the news ecosystem:** Projects should demonstrate potential for significant positive impact on the creation of new revenue streams and/or change the way people consume digital news.
- **Innovative:** Projects should advance new innovative approaches to creating, distributing, and monetizing digital journalism.
- **Feasible:** Preferred projects will have a detailed business plan when relevant, clearly outline key performance indicators or metrics, and identify key risks and how to mitigate them.
- **Inspirational:** Can other news organizations learn from or replicate the project? Is the news organization willing to share knowledge across the news ecosystem?  
Impact on the news ecosystem: Projects should demonstrate potential for significant positive impact on the creation of new revenue streams and/or change the way people consume digital news.
- **Diversity:** Projects should be able to demonstrate their self-defined commitment to Diversity, Equity, and Inclusion, and promotion of underrepresented voices, whether that is within their audience, organization, or content. Google is committed to Diversity, Equity, and Inclusion and works to support companies/projects in line with these values.
- What will your project's broader impact be and what will the industry learn from it? \* 1000

*Think about the impact outside of your organisation for this answer. Are you addressing a commonplace industry problem? Is your project scalable for others? Is it open source? Is it replicable? How would you bring this project to the attention of others in the news ecosystem?*

- What is the amount (in USD) you are seeking to receive from this Google News Initiative Challenge? (Up to \$250,000.00) \*

### Part 3: Approach and Resources

- How are other organizations tackling this topic and what approaches have been tried in the past? Feel free to mention successful or not so successful examples and be sure to include what differentiates your project from the rest. \* 4,000
- Budget Description
  - Total Overall Budget (Please enter the total budget of the project including the self funded costs. Please note that GNI will fund up to 70% of Total Overall Budget and Google will award up to \$250,000.00. Special discretion on the total project cap may be considered by the jury depending on the scale and impact of a very large collaborative effort). \*

- Payment of non-editorial personal (for their work on the project) \*
- Editorial costs (on staff or freelance employees) \*
- Engineering and development/maintenance costs \*
- Purchase / licensing of software \*
- Purchase of any equipment and hardware. \*
- Marketing costs (limited to 20% of funding request) \*
- other costs \*
- If other costs, please explain

#### Part 4: Planning and Evaluation

- What are the key indicators you will use to track progress towards the outcome you described previously? \* 5,000
- Please provide an overview of the monetisation plan of your project. \* 5,000
- Please provide specific milestones and planning (initiation, definition, design, implementation, follow-up). \* 3,000

#### Part 5: Further Opportunities & Collaboration

- If you are selected for funding, are you interested in further opportunities? \*
  - Yes
  - No
- There could be opportunities to meet with other applicants, share experiences or work in collaboration on future projects. Is this something you would be interested in? \*
  - Yes
  - No
- Is there anything else you would like to tell us?

#### Part 6: Providing more information & updates from the GNI

- I would like to receive updates by email on the Google News Initiative. \*
  - Yes
  - No

- If you are already in touch with someone at Google, please share the name of the Point of Contact.
- How did you hear about the Latin America GNI Innovation Challenge?\*

  - News article
  - GNI newsletter
  - GNI Website
  - Someone at Google
  - Email
  - Press association or trade body
  - Social Media
  - Event
  - Other

- If you chose 'Someone at Google' or 'Other', please describe.
- I accept the Terms and Conditions \*

  - Yes
  - No