

2022 GNI Startups Lab Information Session



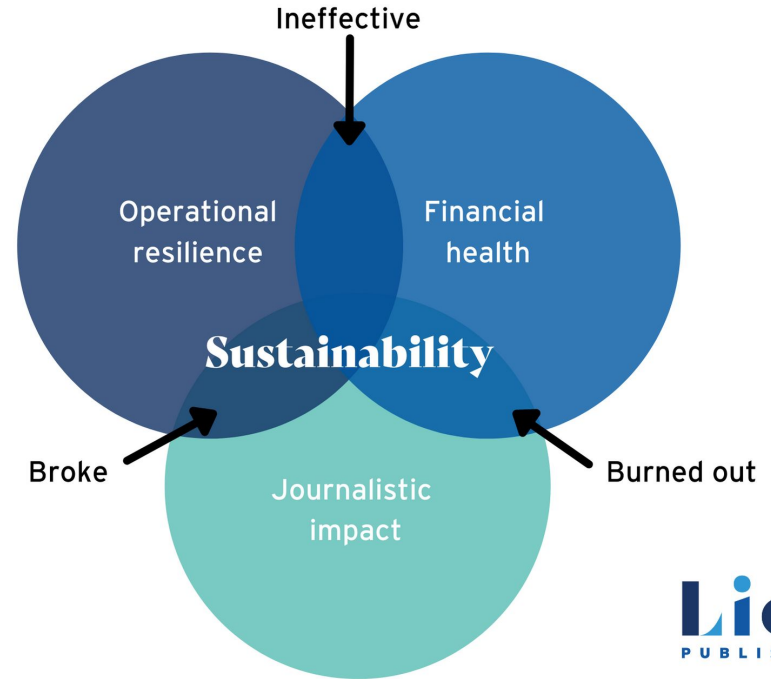
LION's vision

A world where thriving, independent news organizations provide equitable access to inclusive and impactful news and information.

LION's mission

LION provides teaching, resources and community to independent news entrepreneurs as they build and develop sustainable businesses.

Our definition of sustainability

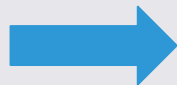




Our theory of change

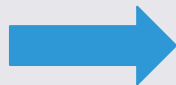
Post-Launch Outcomes

Audience
Traction



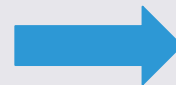
Short-Term Outcomes

Operational
Resilience



Intermediate
Outcomes


Financial
Health



Long-term Outcomes

Journalistic
Impact

To achieve sustainability, we believe news businesses must demonstrate initial audience traction before building a foundation of operational resilience, followed by establishing and growing revenue, which ultimately enables sustained journalistic impact.



2022 GNI

Startups Labs

- Managing Money & Risk
- Building & Managing a Team
- Planning for Revenue Growth
- Details:
 - 8 weeks long
 - On-demand training via LION's News Entrepreneur Academy
 - Synchronous coaching sessions
 - Synchronous cohort touch points and responsive training
 - Direct funding to cover the cost of creating each Lab's key deliverables



Managing Money & Risk

- **Sept. 5-Oct. 28**
- **Topics covered**
 - Navigating risk and uncertainty
 - Financial management
 - Setting goals
 - Developing key business and financial documents
 - Planning for the future
- **Deliverables**
 - Financial plan
 - Essential documents checklist or risk mitigation plan
- **Best for**
 - Organizations that have been operating with basic financial systems and business/legal infrastructure and are looking to shore up their systems and more confidently plan for the future
- **Funding**
 - \$5,000

Building & Managing a Team

- **Sept. 26 - Nov. 18**
- **Topics covered**
 - Planning for team growth
 - Knowing when you can hire a new team member
 - Hiring a new team member
 - Onboarding a new hire
 - Developing key employment policies and processes
 - Addressing and avoiding burnout
 - Management best practices
- **Deliverables**
 - Staffing plan
 - Employee handbook
- **Best for**
 - Organizations that have at least 1 FTE and are in a position to make a next hire reasonably soon. The news leader/s have some experience contracting or hiring staff and are looking to formalize, document and operationalize their current approach.
- **Funding**
 - \$10,000

Planning for Revenue Growth

- **Oct. 17 - Dec. 9**
- **Topics covered**
 - Opportunity sizing
 - Market and audience research
 - Financial planning
 - Setting goals
 - Building revenue operations
 - Planning for the future
- **Deliverables**
 - Revenue operations checklist
 - Revenue plan
- **Best for**
 - Organizations that understand their financial position and have the operational capacity to launch or grow a revenue stream. News leaders have an informed idea for a revenue opportunity and are looking to explore, refine and operationalize their plan.
- **Funding**
 - \$15,000

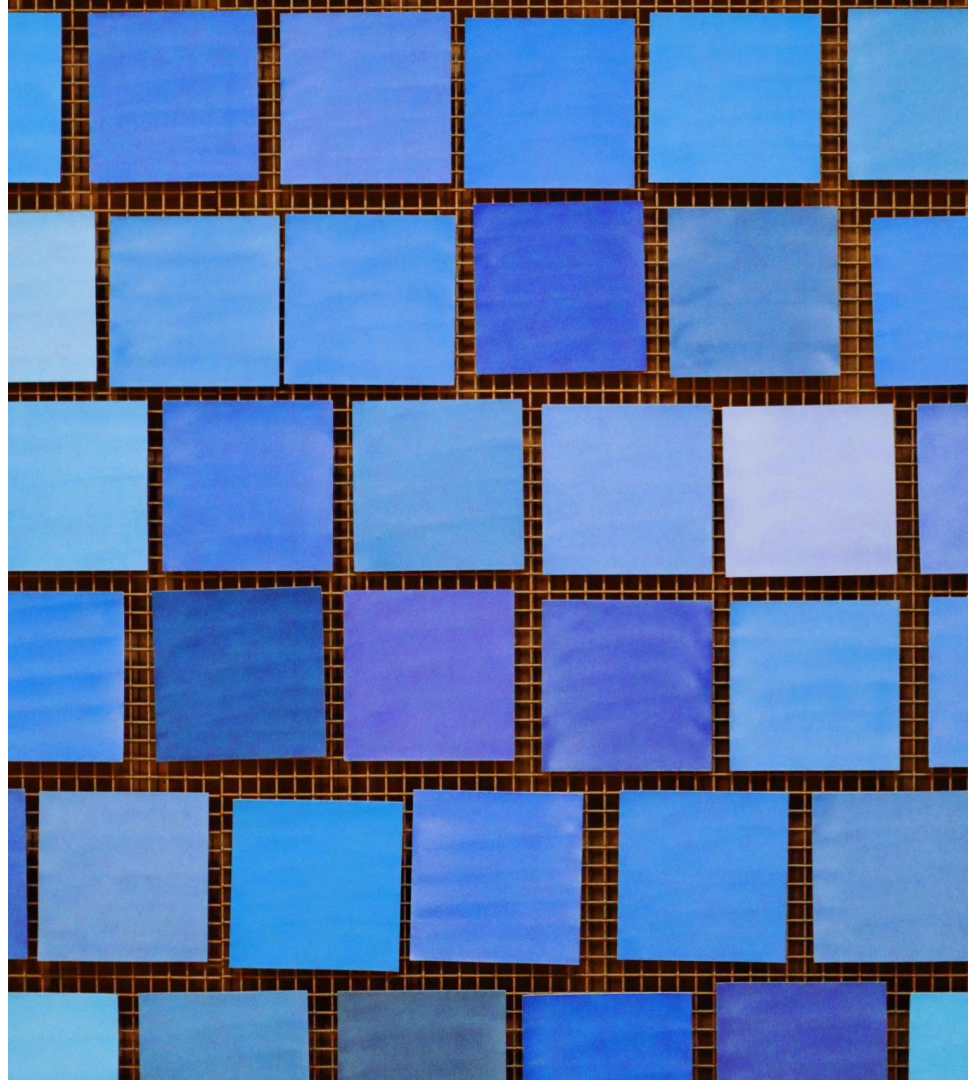
Eligibility

- Based in the U.S. or Canada
- Independently owned and operated
- Produce original content that is primarily on a digital platform(s)
- Operating for at least six months, and no more than 5 years
- Earn less than USD \$500,000 per year in gross revenue
- Can demonstrate some successes on the path to sustainability
- Focus on delivering news/information to an audience



Next Steps and Suggestions

- Apply by 5pm ET on Monday, August 8
- Consider applying to multiple Labs
- Submit a membership app ASAP if you're not a member





Questions?



Google

News Initiative

Lion

PUBLISHERS