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**The Media Consortium’s Digital Innovation Studio**

**New Strategies for Revenue Generation**

**Visioning the Experiment.** For this exercise, attendees will break into two groups based on experiment ideas and develop a “rough draft” experiment concept based on the two below areas.

1. Niche content opportunities
2. Collaborative fundraiser/auction

**Experiment Criteria**

Any experiment that emerges from the Digital Innovation Studio (and this lab) must:

* Have top line goal(s) that can be shared by all participants in that small group lab.
* Address one or more of following opportunities:
  + Bring in revenue from new sources or deepening current revenue-generating opportunities;
  + Raise impact/influence of journalism (i.e. collaborations, new journalism production models, community engagement);
  + Expand reach of content to targeted audiences.
* Be scalable/replicable.
* An emphasis on experiments that are collaborative or customizable per organization is highly encouraged.

**Part One: Visioning the Experiment.**

**Niche Content group**: Pick two areas/ideas from this morning’s asset catalog that have the most potential for experimentation and use them to envision a potential experiment.

**Collaborative Fundraiser Group:** Using the presentation from Razoo and your asset catalog from this morning, vision out what a collaborative fundraising effort could look like. Need examples? Focus on goals, individual responsibilities, potential impact, and how this experiment could be replicated.

**Both Groups:** Once you’ve honed in on a specific idea, draft a two to three sentence description of this potential project to introduce the experiment at report backs this afternoon. Next, you’ll want to create a detailed outline of the various roles, responsibilities, and tasks that will need to be completed to get this experiment off the ground. Think of this as a rough draft launch strategy. The goal here is to get an honest sense for the capacity needed to work with this program.

**Part Two: Questions.**

Once you’ve outlined what the experiment will look like, answer the following questions about your experiment as a group.

1. Does this experiment match up with experiment criteria? (see above)
2. What would the revenue path be for this experiment? (Think back to this morning’s presentation)
3. What are potential challenges and setbacks?
4. How would each organization in this group opt in and benefit?
5. Would the final outcome be worth the work put in to get there?

**Part Three: Present!**

Now that you’ve prepared the experiment, it’s time to get creative and present it to the group. You can create slides, draw posters, or even tell a story from the user perspective. Each group will have 10 minutes to present their concept and 10 minutes to discuss. Once each group has presented, we’ll talk through which experiment we’d like to undertake.