

Media Business Proposals

- 1. Executive Summary** – two or three sentence summary of the product to convince busy funders
- 2. Detailed product description** – what exactly is it, how will it work, etc.?
- 3. Market profile and marketing plan** – what would be the competition from similar or related products and how will you market the product to compete with them?
- 4. Relevant policies and regulations** – what government and industry rules will you have to follow and how will you comply with them?
- 5. Budget: Costs, revenues, profit** – what will it cost to make the product, how much will it sell for and generate in income, will you make any profit?
- 6. Research plan** – how will you use research to design/refine the product, test market it, etc.?
- 7. Start-up and launch process** – what are the steps you'll follow to get the product on the market and on the road to success?