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?