A picture containing graphics, font, graphic design, logo

Description automatically generatedA picture containing text, clipart

Description automatically generated

Concept Note

|  |  |
| --- | --- |
| GENERAL INFORMATION |  |
| Name of Applicant / Organization |  |
| Type of Organization |  |
| Official Address |  |
| Web Address |  |
| Legal Representative Name and Title |  |
| Legal Representative’s E-mail address |  |
| Legal Representative’s Phone Number |  |
| Legal Representative’s Signature |  |

# **PROPOSED IDEA**

# *Provide brief overview of proposed idea (business model or initiative). Include relevant information about intended audience, content, platform, revenue model and why you think your initiative creates value (for illustrative examples of “value” see “Criteria for approval”) for the intended audience. (up to 500 words)*

# **PROBLEM DESCRIPTION** *How will your project address a gap in the Georgian news landscape? (up to 150 words)*

# **IF I RECEIVE FUNDING ...**

# *Please disclose the amount that you would like to receive and provide breakdown of intended expenditures (up to 300 words):*

**TIMELINE***Please provide a simple timeline for your steps for planning, developing and launching your initiative (up to 150 words):*

# **BACKGROUND** *Please describe the background of the organization and/or the experience of the key personnel involved including information relevant to the proposed project idea, emphasizing recent activities and achieved results (up to 150 words):*