



Uutisraivaaja application form 2016—2017

Please note: Check the FAQ on the Uutisraivaaja website [www.uutisraivaaja.fi](http://www.uutisraivaaja.fi) before filling out the application form.

**Note! You need to send this application form with the required attachments to the following email address: [hakemus@uutisraivaaja.fi](mailto:hakemus@uutisraivaaja.fi)**

**The deadline for applications is January 17th, 2017 at 17.00 (5pm) Finnish time. Only applications with all the required attachments that are submitted by the deadline are accepted for review. Delayed or incomplete applications will not be accepted for review. The attachments are the following: 1) Visualization of your idea.**

### **Applicant information**

1. *Name of the project:*
2. *Name of the applicant, team or organization:*
3. *Address:*
4. *Place of domicile: Note! The applicant, or if the applicant is a group, at least one member in the group must have their place of domicile in Finland.*
5. *Phone number*
6. *Email address*
7. *Team: List the names of your team members, ages, titles and occupations. Describe the strengths and weaknesses of your team. If the applicant is one person, tell these things about one person. Note! At least one applicant in the team has to be full-aged, that is, at least 18-years old.*



## Idea description

8. Idea description: Describe your idea/project service in brief (max 1600 characters).  
In your description, address the questions: What is it? How does it work? Why is it needed?
  
9. *Visualization (Attachment: Visualization)*  
Describe your project visually by responding to the question: How does it work? Attach a visual description of your project. There are several ways to do a good visualization, and you can choose how do you present your project. A good visualization helps the jury to comprehend what your idea is about and how it works. The visual description can be also a picture and infrastructure explanation of your prototype, if you already have a prototype.  
An example about visualization: Let's say you want to build a mobile application by Uutisraivaaja funding. In that case, one way to do a visualization could be to present mock-ups of user interfaces of the application, and to present a user story how the user navigates through the app. You can use drawings, or use software that you have, or use free software accessible on the Web, for instance Balsamiq and other similar ones. (<http://www.balsamiq.com/>)
  
10. Target group. Who will use your service? Why would they use it?
  
11. Integration to other services (e.g. by APIs) If your project uses other existing services, such as Twitter or Facebook, or a news organization's news services, describe here what are the services your project uses and how these services are used?



12. What part of your project have you already built, if you have built something?

Is it accessible online? If so, write the url here

13. Innovativeness: What is innovative and groundbreaking in your project?

14. Benchmarking/Competitors: Make a list of five existing services/projects similar to yours, write their urls (if they are accessible online) and tell how your project is different from those.

(Note: Your response to this question will enable us to see how well you know the field in which your innovation is located.)

15. Distribution of information and journalism in Finland: How does your project contribute to the distribution of information and journalism in Finland?

16. Collaboration: Does your project require collaboration with other organizations? If so, what are those organizations, how would the collaboration look like and what is the status of these collaboration arrangements?



17. *Vision*: What is your vision about the future of distribution of information? Tell in brief ((max 400 words, including spaces), what will happen

- i) to the business models in the delivery of information and media
- ii) to production, publishing and consumption models
- iii) how your own project fits into your vision?
- iv) how your project will impact on the future of media? (max. 3200 characters).

18. Choose an appropriate category for your project. Your project probably fits into several categories, but choose still only one category according to the gist of your project. (The given categories are partially overlapping, and yet not cover everything!) If you don't find an appropriate category, choose the category 'Something else, what?' and fill in to the blank an appropriate category. These categories help the Uutisraivaaja organizers to process the applications, and the given categories do not refer to the anticipated areas of innovations in the Uutisraivaaja contest.

**Categories. Choose a primary category for your project.**

- 1. Visualization of information (infographics, etc.), data journalism,
- 2. Business models
- 3. Co-production (crowdsourcing, co-creation)
- 4. Feature journalism
- 5. Photo journalism
- 6. Advertising
- 7. Information collection and curation
- 8. Tools for journalistic work (e.g. research)
- 9. Virtual reality and augmented reality
- 10. Fight against corruption
- 11. Virtual identities
- 12. Robots and automated knowledge production
- 13. Something else, what?



### **Schedule, budget and business models**

19. *Duration of your project, in months:*

20. *Your project's yearly budget:*

21. *Your project's total budget (during the duration of the project, in total):*

22. *Amount of funds applied from Uutisraivaaja:*

23. *Other funding received or applied for the project, if any. List the amount of money and the status of the funds (applied for, received, used etc.*

24. *Funding plan during the Uutisraivaaja project*

(Breakout of your budget yearly and by type of income and cost. It is vital to tell where does the money come from, and where is it going)

25. *Funding plan after the Uutisraivaaja period*

What is your project's budget after the Uutisraivaaja period, and how will you fund your project after the Uutisraivaaja funding runs out?