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Business plan for disabled-friendly Media

www. Need2know.ge

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Executive Summary

Need2know.ge – an adapted, accessible Georgian News Agency will be a way to simplify the life of some handicaps. It will have specified audience, including deaf and blind people. They will be able to get the information they need in a flexible and modern ways. It will be proceed with the function “voice over”, subtitles and sign gestures. Main goal of that business is to fill the gap in the market and offer totally unique product to our users. Main source of revenue can be advertising, the Agency Need2know.ge might have at least 5 advertisers, from which monthly income will be 11000 Lari. As for the budget, at the beginning company will spend approximately 160000 Georgian Lari for purchasing special equipment, cost of rent and salaries for staff.

The company will be operated with a partnership legal form, rights and obligations will be shared with partners. As for the administration staff, it will include General director and editorial – in Chief, other employees will be Web-Developer, Marketing manager, Social worker and Sign language translator.

General Description of the Company

Mission statement - **Need2know.ge** - It is a name of a media outlet, which I want to produce, I'm interested in creating a webpage, that the vast majority of people can access, regardless of challenges. It will produce and share the content for the people with disabilities. The reason why I decided to work on disabled-friendly media was the environmental injustice in Georgia in terms of accessibility to the Internet. If the term of accessibility means a way for everyone to access to something, it is logical to complain about inaccessible and “Blind Internet” in our country.

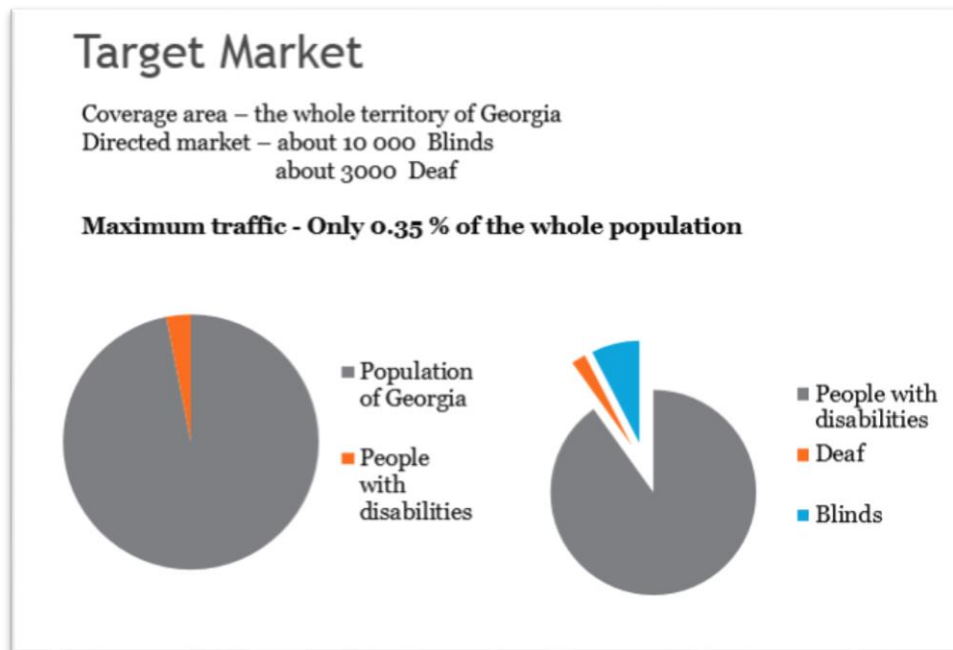
We wake up every morning and get what is happening right here, right now, near us or around the world. Usually, we take our smartphones to scroll social media or get any news. Every day we turn on TV sets and watch broadcasts, on the way we listen to radio podcasts, so we always control the current events around us. Although, some people can not „feel the pulse” of the world so simply. Actually, disabled people do not find easy ways how to get the information they need. Perhaps some of them have never tried, or have given up it because of frustration. This environment and gap in the media market made me to think about the completely new and unique online platform which would be disabled-friendly.

Main goals and objectives of that business would be gather daily information as soon as possible and deliver it to the disabled users by the flexible and modern way. Blinds and deaf people should be able to get the daily news in an adapted style, with the function “voice over”, subtitles and sign gestures. Main goal is to fill the gap in the market and offer totally unique product to our customers.

Legal form - As for the legal form of business operation, I decided to organize my business as a partnership. Me as a founder will have shared management and profits with partners, who can be other media companies and some investors as well. In order to define how business decisions are made, we will sign partnership agreements.

Products and Service - Need2know.ge will produce the content for the people with disabilities. As a leitmotiv it would have a key phrase – I need to know. People with disabilities will be able to comment on the news and express their outlooks freely. As for the content type, it will be multifarious, a variety of heading. There also will be a section for upload vacancies for people with disabilities. There are some organizations, which concern with the employment of them but mostly the people with disabilities don’t know anything about such opportunities, so this webpage will help them.

Target audience will be people with disabilities, but the system of the site will be focused on the particular group. There are many types of disability, for example, mobility or physically Imparity, Dyslexia, Learning disabilities and etc. As for the narrowed down audience, potential users can be Blinds, Deaf, Stone-deaf, dumbs, deaf-and-dumbs. Some of them will be able to listen to the news as a podcast instead of watching it. Another one will watch the subjects and video reportages by subtitles or with added material of sign languages.



An adaptation of a news agency will be proceed with the type of site, it will be developed on wordpress.org, which has a function called WP accessibility, there are plug-ins,

which help with a variety of common accessibility problems in WordPress themes. For instance, if initially formulated file, text, and content will be written in the function – plug-in, the site will operate it by itself. If the programmer will mention “text to speech for visually impaired” and it will be save in plug-in, the function automatically will be done and active. There will not be required a mouse on our platform, all functionality will be operable from the keyboard. Visitors can press the enter key instead of “clicking” the mouse button.

Industry Analysis

Industry size, growth rate - As for the Segment and size of the industry, I did a research and find some statistical data. Based on the study of IDFI, about 15% of the world population, live with some form of disabilities. As for Georgia, According to the provided information by the Ministry of Labour, Health and Social Affairs , 118 651 persons with disabilities are registered as recipients of state social assistance by 1 March, 2015, it is only 3% of total population. Most of them (28172) live in Tbilisi, 23 451 people with disabilities are in Imereti, then comes Adjara, Samegrelo and etc. Therefore, the largest number of disabled persons and our potential users is represented here, in Tbilisi.

As for the differentiation, there are about 3000 deaf and about 10000 blinds. They are just 0.35 % of the total population. So as for the traffic, maximum 13000 people can be considered as the potential users.

Nature of participants, Industry trends- let's talk about the nature of participants of this particular industry in terms of Porter's 5 force model, that determine the competitive intensity and attractiveness of a market. In this case, there are five forces:

1. Bargaining power of suppliers- the suppliers, potential partners of Need2know.ge do not have their own adapted content, they do not have a power in this field, but it is the just current situation. In the future, they might come up with an idea to change their content type and make them adapted. It is possible that Need2know.ge will appear like an alert to them and they will realize that there is a demand of such media outlet.

2. As for the threat of new Entrants, the new "players in this game" might be News Agencies, NGO's who create the similar content and concern about people with disabilities. Also, distributors of special equipment can adapt their site to increase the number of visitors and buyers. As for the barriers to enter in this industry, they are high even at that moment,

when there is a gap and nobody has tried to create an adapted Media Outlet. Because of lack experience, new entrants can't share others' experience or implement their methods, so the barriers are high and it is almost impossible to overcome them.

3. Rivalry among existing firms which means the intensity of competition is not so threatening for Need2know.ge. There are only indirect competitors, such complex and adapted news agency will be the first one in Georgian reality. So power of other firms doesn't exist.

4. Fourth threat can be bargaining power of buyers, but in that case this threat is not considerable because potential consumers are people with disabilities and they prefer to get ready service rather than create their own ones.

5. The last one is a threat of substitutes, at that moment this threat doesn't exist, there is no alternative or better way to offer the people with disabilities daily information. According to Porter's five models, the lower threat of substitutes the more attractive is the industry, so this situation is a base of successful start-up.

Long term prospects - Potential field from where the threat can be appeared is mobile technology, so creating the mobile application of Need2know.ge is an example for overcoming the threat, so it is a plan for future development.

Market Analysis

Market segmentation and target market selection, buyer behavior- There is a "gap" in market, the problem in Georgian reality is that mostly, news agencies are not accessible for everyone. Suppliers do not think that this particular target audience will increase their income. They think that adapted media outlets will not be the best way for commercial goals and product will become non-profitable. So this group of citizens can't get

information in modern and convenient ways. The webpage Need2know.ge will fill this gap and people with some disorders will be able to get information as soon as possible.

As for the market segmentation, the system of the site will be focused on the particular group. There are many types of disability, for example, mobility or physically Imparity, Dyslexia, Learning disabilities and etc. As for the narrowed down audience, our potential users will be Blind, Deaf, Stone-deaf, dumb, deaf-and-dumb people. Some of them will be able to listen to the news as a podcast instead of watching it. Another one will watch the subjects and reportages by subtitles or with added material of sign languages.

Competitor analysis - In Georgia, there is not such kind of a webpage, so this site won't have a direct competitor. As for the indirect ones, there are Facebook blogs and closed groups in which people with disabilities can share their problems and some ideas. There is one example of an adapted webpage in Georgia, it is voice.sda.gov.ge. This is the address of PSDA/public services development agency which helps the people with disabilities, deaf, blinds and hearing impaired persons to get public services without leaving home. They use just vowel operated system. There is also written instruction on webpage use. Although, this portal is just for information about public services and we can't consider it as the direct or indirect competitor. How do we combat competitors? The main attractive and catchy thing for the target audience will be the style of this agency. We know that Television is like past time of journalism, especially adults and so called millennials prefer to click on the webpage and use a mouse than turn on the TV and use a remote control. So on "Need2know.ge", there will be everything in one space and it will not take a long time.

Marketing Plan

Overall marketing strategy, Product, price, promotion and distribution – From the beginning, News agency can be promoted through social media links, boosted posts about that start-up can be shared in closed facebook groups which are targeted to the disabled audience. Adverts can be shared on Instagram as well. Information about newly made news agency might also be spread by specialised schools and centres, where disabled people spend a lot of time.

SWOT Analysis

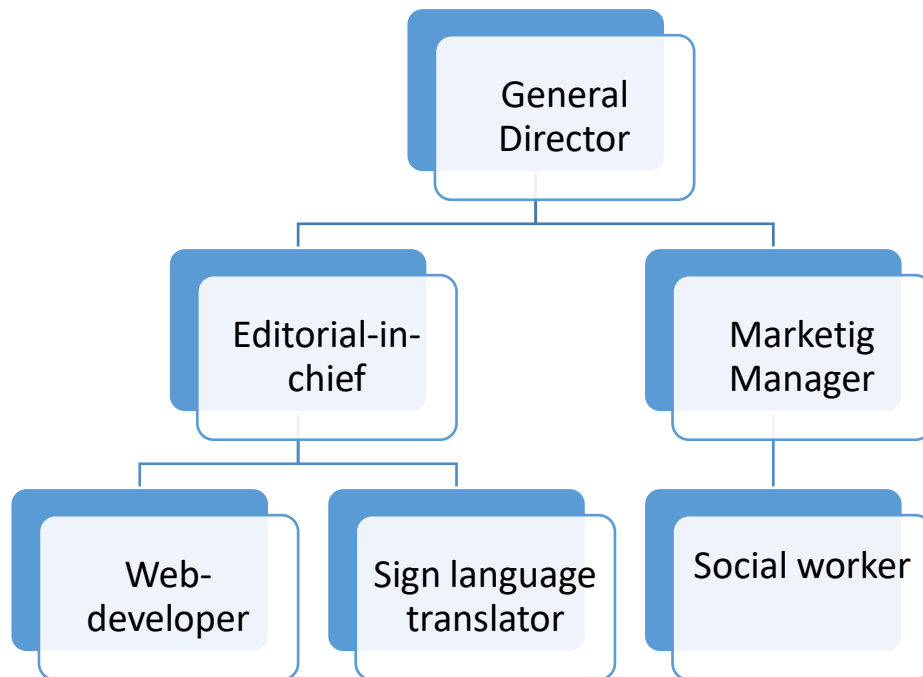
	Strengths <ol style="list-style-type: none">1. Contacts of the competent people, who work with people with disabilities.2. Personal relationships with people with disabilities, they can tell in face-to-face conversations what kind of problems and demands do they have.3. Experience of working in Online Media.4. Contacts with potential partners, because of past relations it will be easier to cooperate with TVs, Online Agencies and Radio Stations.5. Contacts of journalists who will be interested in working there.	Weaknesses <p>Lack of knowledge of gesture languages</p> <p>Lack of examples in Georgian media to implement the tested methods or share the past experience.</p>
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<p>Opportunities Gap in the Market Existed many NGO's who concern about people with disabilities, they are open to collaboration. Government supports adaptation programs Modern computer programs have an opportunity to be accessible (voice over)</p>	<p>S-O Strategies Relations with competent people will help me to know the demands and needs. I will use my relations in media outlets to fill the Agency with content. Because of experience of working in Online media, I can ask former coworkers and create an online media in a proper way.</p>	<p>W-O Strategies I will cooperate with the union of deaf, who can link us with a teacher of sign gestures.</p>
<p>Threats Lack of Target Audience (only 0.35% of total population) Companies lack of interest to promote their products on this webpage</p>	<p>S-T Strategies There will be a few numbers of advertisers because of lack of Target audience, but at least 5 will be distributors of special equipment so the interest from the consumers will be really high. I know these distributors from my contacts in this field. My contacts will help me to attract the NGO's and Associations for promote their content on our website and it will be extra source of revenue.</p>	<p>W-T Strategies There is no existed adapted media content and it is a weakness but I will use and implement the methods of the non-direct competitors (voice.sda.gov.ge) which uses the voice over function. It is not a media, but the technics are useful.</p>

Management Team and company structure

Our team unites several people with differentiated specializes. **General director** will assist overall work, who will be responsible for making business decisions, as for the content of an agency, **Editorial – in Chief** will check and select materials to upload on the page. **Web-Developer** will create all the coding, programming and software in an adapted way, this person will also be responsible for future development of the agency. **Marketing manager** will communicate with potential investors and advertisers, especially with company representatives who produce specific products for disabled people. **Social Media Manager** will promote our products to audience through social media campaigns. **Social worker** will check the materials in order not to share improper content in terms of

discrimination. **Sign language translator** will tell the stories with gestures for Deaf audience.



Operations Plan

News Agency will be operated from head office in Tbilisi, our office will be a regular room, in an ordinary building, with the simple interior design, because a visual side of a workplace is not our priority. Also, office design does not have a vital importance because of a flexible work, our employees will be able to work in distance, even from their houses.

At the beginning number of employs are quite small, in total there will be 7 employees working (CEO, General director, Editorial-In Chief, Marketing manager, Social Worker, Web-developer, Sign language translator). As for the salaries, it is reflected in the preliminary budget.

Budget - Next chart shows the calculation of total budget. There is preliminary costs of salaries, technics, workplace and etc. costs are reflected in Georgian currency – Lari.

Domain Rent	50	600
Cost of Rent	1000	12000
General Director Salary	1800	21600
Utilities	500	6000
Transport	200	2400
Web-developer	1000	12000
Social Worker	1000	12000
Sign Language Translator	1000	12000
Journalist	250	3000
Editorial-In Chief	1500	18000
Photographer	200	2400
Marketing Manager	1500	18000
Social Media Manager	800	9600
computers	6000	6000
Printer, Xerox	130	130
Cleaner	400	4800
Driver	400	4800
Security	400	4800
Insurance	700	8400
Total	18830	158530

Financial Projections

The product has a good potential to earn money, we can assume that this media outlet will have many revenue sources. For example, advertisements. Potentially, the Agency Need2know.ge might have at least 5 advertisers, as for the products, there can be promoted at least 30 product, including the equipment, events, vacancies. Advertisers will pay 0.5€ for cpm, 1€ for per views, 2€ for cpc, 10€ for subscriptions. **There are assumptions:**

Traffic- 10000 visitors per month, 5 advertisers per month

Subscriptions - 3% of visitors will subscribe 1 content each month

Pay per views – 5% of visitors will download 2 items each month

Ad views – 20% of advertisers will buy 5000 ad views each month

Ad clicks – 20% of advertisers will buy 500 ad clicks each month.

Product/service	Price	Units sold/month	Total revenue/month	Total /month
Subscriptions	10ლ	10000 visitors*3%*1content	10ლX300	3,000ლ
Ad views (CPM)	0.5ლ	5 advertisers*20%*5000 ad views	1X2,500ლ	2,500ლ
Ad clicks (CPC)	2ლ	5 advertisers*20%*500 ad clicks	5X1000ლ	5,000 ლ
Pay Per Views	1ლ	10000visit*5%*2downloads	500X1ლ	500ლ
Totals				11,000ლ

Potential advertisers can be distributors of adapted equipment, for example: “Si-ser center”, “Gdg Group”, “Starkey Georgia” and “Medmarket”

სი-სერ სმენის ცენტრი

Si-Ser hearing centers

სმენის აპარატების ელემენტები

10 / 312 / 13 / 675

თითოეული ელემენტის ხანგრძლივობა:

Color Coding System

- Size 10 (or 230)
- Size 312
- Size 13
- Size 675

N10: 5-7 დღე N312: 7-10 დღე
N13: 12-18 დღე N675: 20-30 დღე

ძირითადი ხელსაწყოები

ear-technic

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SALE
20%



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Si-Ser
სისერ სმენის ცენტრი



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5. <https://voice.sda.gov.ge/>
6. <https://goo.gl/V5qog4>
7. <https://www.hobo-web.co.uk/design-website-for-blind/>
8. <https://csrclub.ge//>
9. <https://goo.gl/XQ38Hu>
10. <https://goo.gl/bVBwA6>
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