The business idea will be center to be a magazine. As for the type of magazine we are aiming to be a fact check one. One that will allow the reader to not only know about the current events/news/ tech but also the facts of such, keeping the overwhelming amount of information as low as possible giving just the overview and providing the facts and important parts to the public. The target audience will be centered to young adults (20-30yrs old) but as the content would be easier to digest it could appeal to older or younger audience. The way that we would approach would be slowly. Magazines are not built in a day it takes time and trust to become big. To starters it would be in to build trust, as a fully build magazine without public notice is bound to fail unless there are connections to go around.

The requirement to start are not too complicated having a laptop or desktop with online access will be necessary and a NAS, backup drive, or cloud storage with all the data collected to have an archive of all that has been created would be a good add on but not completely necessary at the beginning. The best way would be to start with a blog online, use of social media, and created post in different forums and networks with the name of the magazine or authors that will work on it to attract the attention of the target audience. Also, having someone to check for editing to keep the highest writing possible. As well as, researching similar communities and checking their userbase. This will provide information on how this similar site will fare as well. These communities are not only great places to start a networking and building a small following but you may find people who are willing to write for your magazine allowing them to add their own content as long as is follow the site guide lines.

After all that and gaining trust and attention it would be easier to diverge everything to the online magazine that will be created. Buying a domain or host a site in another network. Create and design of the site that will be containing the company content. Make it user friendly and easy to use, so readers have easy access to all tools and things that will be implemented. To increase the attention to the magazine creating a mobile app or using others apps to promote the magazine will help create attention. This will allow the magazine to grow and allow it to get some revenue while on it.

In order to create revenue, the magazine has to grow to at least certain degree. As there no easy way to draw in companies to sponsor a newly build magazine. Attracting attention of other companies will also be requiring. Basically, getting sponsor and advertisers that will pay will be allow to promote or advertise in the magazine their products or sites but also keeping it not too intrusive as to obstruct the site content. The business could also publicize a sponsor/ advertiser content (since this will be fact check type, it would be more likely to try to get those sponsor companies to allow the magazine to make a bias publication it). Also, by adding affiliate links to the site with items that are mention in the publication allowing the business to get a small revenue out of it. Another option would be, by adding a subscription base. Leaving part of the content or features for free view and the rest to subscribers. This will allow to collect revenue and increase the magazine main followers. Apart from that, having a donation base and giving all content free could also provide some type of revenue, while keeping all sponsor/ advertisement content too. So, most part of the revenue would come from ads and sponsors and affiliate links would provide a small portion to it too.