Project Idea

Business Idea

Online Magazine—with mobile serve (APP)

Magazine with fact check information--Stories/News (built in fact check)

To make money-- get companies to sponsor the site

Advertisement

Affiliate for stores of items that are commented in magazine if someone wants to buy it.

Subscription base—give also a month free as test period

Getting a school as sponsor –by promoting the school and give information of the school.

Collaborations

Donations

Target Audience--

People around the age of 20-30yrs old… (College/University students)

Also, younger audience if possible.

To promote-->

We can use social media, as Facebook, twitter, Instagram, reddit... Giving partial information and links that send to the main article to the Website.

Also, the use of influencers... such as youtubers... like sponsor type but allowing them freedom of speech. Like commenting or just mentioning the site with a link in their description... In that way it can be started with small channels first with at least 2K subs and latter build it up. (The main thing is to not let them be look like they had been pay to says that)

<https://www.linkedin.com/pulse/20141209123133-26872805-beginner-s-guide-to-starting-your-own-online-niche-magazine>

<https://www.hongkiat.com/blog/creating-and-running-a-profitable-online-magazine-part-i/>

<https://www.simplepractice.com/blog/5-things-get-your-website-up-and-running/>

<http://valuationacademy.com/porters-five-forces-in-action-sample-analysis-of-coca-cola/>

<https://www.spyglassintel.com/marketing/a-quick-publishing-industry-analysis-using-porters-five-forces/>

<https://strategiccfo.com/porters-five-forces-of-competition/>

Project

1- pure information research and what and necessities.

2- Porter five force is in pages 61-62

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