**Project Description**

Automated Data Observatory

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Thank you for filling-in this template by Monday 31st May, 12:00 CET.

**#1 COIN YOUR MESSAGE**

1. Define your goals

* *What is your priority (the direction you want to go in the next 6 months)?*
* *What are you 3 main SMART targets?*
* *Thinking strategically:*
  + *What is your mission?*
  + *What is your main source of revenue?*
  + *What is the to your survival?*

1. Spell out your mission & values

* *About the genesis of your project:*
  + *What was the main emotion driving you at the time you decided to start your project?*
  + *What gave you the idea?*
  + *Who was involved and to what extent?*
* *About your added value*
  + *What need are you addressing?*
  + *What is your value proposition?*
  + *Which quantitative indicators can you use to illustrate your added value?*
  + *What type of qualitative feedback can you use to illustrate your added value?*
* *What are the 3 main values of your project and what 10 words will help you convey them clearly in your communication?*
* *Do you have a tagline yet? If so, please share it here and detail what you wanted people to grasp about your project*

1. List your assets

* *Which 2 groups of people will you be putting in the spotlight to communicate about your project in the next 3 months?*

* *Which 2 key services / products and/or features will you be communicating about in the next 3 months?*

**#2 CONVINCE YOUR AUDIENCE**

1. Establish who your audience is

* *What 5-10 types of content will you use to communicate about the 2 groups of people mentioned above? (you don’t have to have to have an equal number of elements in each category)*
  + *Written content:*
  + *Audio content:*
  + *Video content:*
  + *Visual content (images):*
* *What 5-10 types of content will you use to communicate about the 2 services / products and/or features mentioned above? (you don’t have to have to have an equal number of elements in each category)*
  + *Written content:*
  + *Audio content:*
  + *Video content:*
  + *Visual content (images):*

1. Address your audience effectively

* *Timing of your communication: what is/are the key moments of your project in the next 3 months? (1 or more)*
  + *1.*
  + *2.*
  + *3.*
* *Please fill in the editorial calendar template accordingly (May, June, July 2021). Please note the minimum you need to fill in are lines News + at least 2 other channels in the template.*