

Galaxy News! Magazine



Business Plan

Nanesko Watson, Owner

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Executive Summary

Mission Statement

In the past few decades, we have watched the Internet evolve from a simple online distribution tool to a limitless hub for innovation. Unfortunately, this evolution has pushed aside everyday users, especially children. Our mission is to foster a fun and educational online space for children and adults alike, encouraging curiosity and creativity in our youngest generation.

Product

Galaxy News! Magazine is a bi-monthly online publication aimed at children aged 8-14. The content focuses primarily on the sciences of the natural world, such as the studies of outer space, life on earth, geology, etc. Each issue zeroes in on a specific theme and contains the following: 2-3 articles on interesting and recent scientific discoveries, 1-2 fictional guest pieces relating to science, illustrations by a guest artist, and a letter column. The Magazine also produces merchandise such as stickers, mini-zines, and buttons. These items are designed by members of our team.

Our Team

N Watson – Owner, Design Director

Nicolasa Corey – Production Manager, Outreach

Autor Wright – Editor-in-Chief, Researcher

Location

Galaxy News! Magazine is based in San Antonio, Texas, where most of its team members currently live.

Company Description

Industry

In the past decade, the internet has started to look very different for children. Social media sites such as Instagram and X (Twitter) have become the hubs for young people to gather online, while online spaces specifically created for children (ex: Club Penguin, Nickelodeon) have become less common due to an inability to monetize content. This means that there is potential for growth in this niche of the industry, as parents seek to find better online outlets for their children.

In addition to this, the scientific community has faced criticism in recent years for lacking diversity and ignoring the colonial structures that facilitate its funding and progress (there are few greater examples of this than the failed attempts in recent years to build the Thirty Meter Telescope of Mauna Kea. Native Hawaiians have protested the TMT's construction due to the historical impacts of telescope production on the land). *Galaxy News!* seeks to empower marginalized communities by working with creators and researchers of color and those in the LGBT+ community. We want to teach our children not only the wonders of scientific discovery, but that curiosity should always be tempered by ethics and empathy for the people around us. We also see this as potential for growth as customers in the modern era grow more interested in media from diverse backgrounds.

Detailed Description of Customers

The groups that we plan to market to are children ages 8-14, parents of children ages 8-14, and professionals across a variety of fields in the arts and sciences, including social sciences and philosophy. While our main userbase is intended to be children, parents and educators are ultimately the group we are most interested in marketing to. Not only do these groups have the greatest ability to recommend the magazine to children, they are also the ones purchasing merchandise and otherwise supporting the magazine monetarily. Members of the art and science communities--while not children or parents of children--may also be interested in reading, supporting, or contributing to an educational, creatively inclined publication such as ours.

Product Line

Product/Service

We provide a bi-monthly digital magazine which can be accessed through our website or through an email newsletter. On the website, users may view all previously-published publications, send questions, participate in online events, access further resources about scientific research and children's online literacy, or apply to join our team. All these services are completely free and easy for children to access online.

In order to support this project, we also have some purchasable physical and digital merchandise. All items are designed by members of our team. They can be purchased through a special shop page on our site that can only be accessed by using a link. This prevents potentially young users from seeing the shop, making the average user's experience of the site completely demonetized.

- ★ A physical copy of the magazine, to be printed on quality, eco-friendly paper and saddle stitch bound. Physical copy runs may be limited due to costs.
- ★ Miniature zines created by various guest artists. These zines are often more artistic than the main magazine and may focus on illustration, poetry, and other creative genres.
- ★ Sticker sheets with 5-6 medium-sized waterproof stickers. We currently sell a rock-themed sheet and a fungi-themed sheet.
- ★ Metal pinback buttons designed by various guest artists and manufactured in our very own office.

Pricing Structure

- ★ Customers may subscribe to receive physical copies of new issues for \$12.00/month.
- ★ Issues may be purchased individually for \$15.00.
- ★ Miniature zines - \$5.00
- ★ Sticker sheets - \$6.50
- ★ Buttons - \$3.00

Marketing & Sales

Growth Strategy

To grow the magazine, we seek to connect with our customer base in the following ways:

- ★ Get involved with local schools, libraries, and bookstores, working with our local community to encourage children to build reading habits and celebrate their creativity.
- ★ Participate in both local and online artistic events such as zinefests or other online publications, as vendors or collaborators

Communicate with the Customer

Galaxy News! Magazine will communicate with its customers by:

- ★ Providing a monthly email newsletter including progress for the upcoming issue, event schedules, website updates, and fun facts.
- ★ Allowing viewers to submit letters to the editor on our website or directly to our email.
- ★ Meeting physically with customers at schools, libraries, bookstores, and community events.
- ★ Providing contact information on the company website.
- ★ Providing contact information in the back of the magazine.

