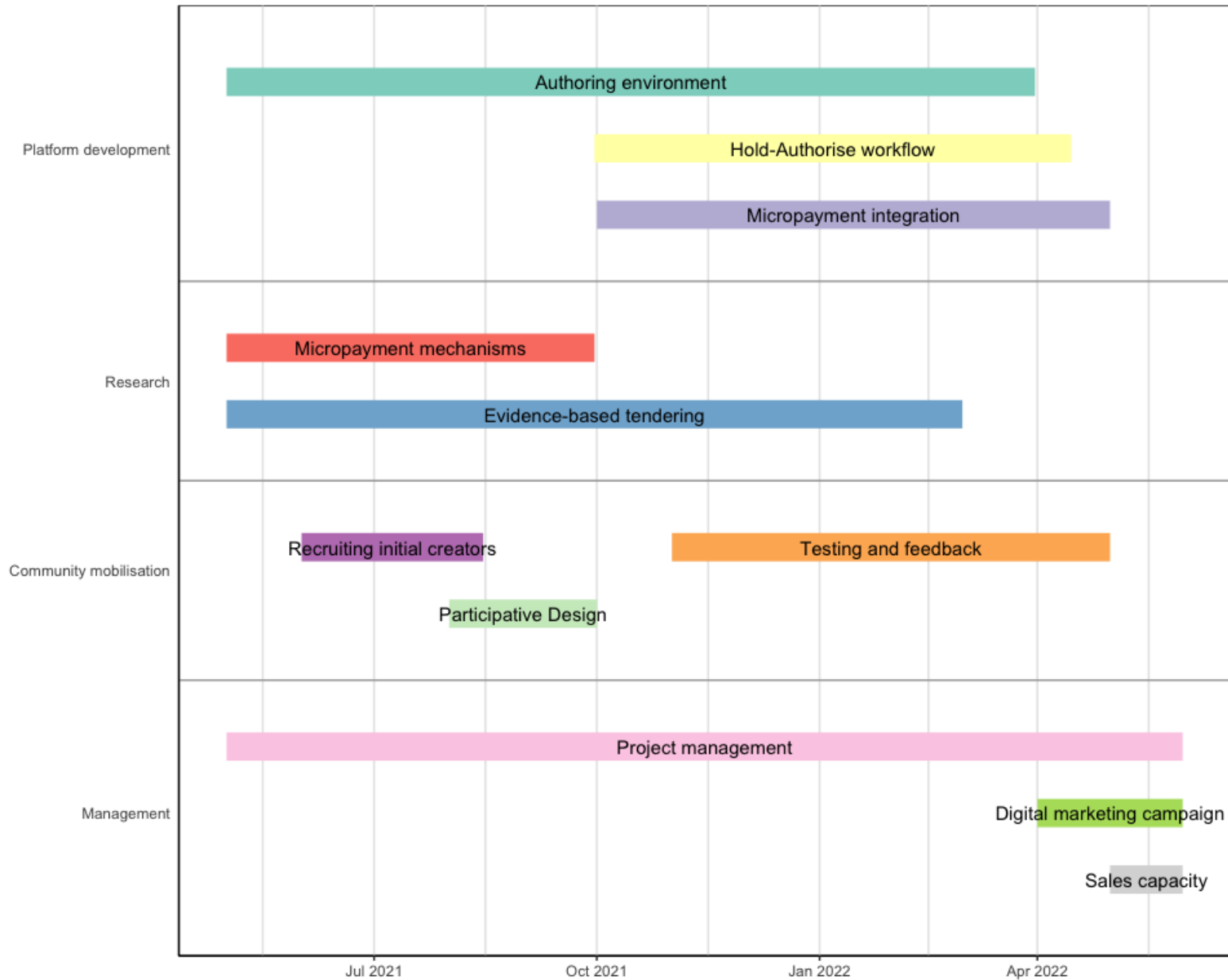


Mindgarden SmartGrant Project Plan



| group | event | details |
|------------------------|-----------------------------|--|
| Platform development | Authoring environment | Tools for interactive multimedia development and device APIs |
| Platform development | Hold-Authorise workflow | Content moderation, approval and feedback |
| Platform development | Micropayment integration | Payment for content weighted by popularity |
| Research | Micropayment mechanisms | Best approaches to creator reimbursement |
| Research | Evidence-based tendering | Integrating science with content requirements |
| Community mobilisation | Testing and feedback | Trials of content tools and payment systems |
| Management | Digital marketing campaign | Social media and search marketing |
| Management | Project management | Work package coordinaton, resourcing, monitoring and reporting |
| Management | Sales capacity | Sale of private and insitutional subscriptions |
| Community mobilisation | Recruiting initial creators | Identification of power users in community |
| Community mobilisation | Participative Design | Contultation and user design |