

For Round 4, we have made monetisation a **mandatory theme for all Medium and Large projects**. All ideas are welcome but we are **requiring all Large/Medium projects** to have a monetisation component and to provide explicit plans for monetisation with clear indicators showing the potential of the project to create economic value added for the business. **Please see the [FAQ](#) for more information.**

*Required questions are marked with a * (when completing the application online, you will not be able to proceed to the next section without first completing the required questions on the current section.)*

Your Medium / Large Application

Section 1: Your Organisation

1. A. Are you:*

- A company
- An association
- An academic institution
- A non-profit body
- A partnership

B. Please provide your organisation's name and parent company name (if applicable)*

[max 100 characters]

C. Please briefly describe your organisation. Tell us more about your team (team members description, organisational structure of the project team)*

[max 2000 characters]

2. Please answer the following questions about your organisation:

A. What is the type of your organisation?*

[Selection Field: Legacy Publisher; Association; TV; Radio; Startup; Academic; Online pure player; B2B publisher; Local publisher; Individual; Collective; other Company; other organisation; not applicable]

[If “other Company”; “other organisation” or not applicable please describe your organisation]

- B. Where is your company incorporated (or, if not incorporated, where is it registered, or if not registered, where does it have principal place of business)?***
- C. Street Address ***
- D. Postal Code ***
- E. City ***
- F. Country***
- G. What is the registration number or equivalent of your organisation (if applicable)?**
- H. Where is the project team located?***
- I. When was your organisation founded?***
- J. How many full time employees does your organisation have?***
- K. How many journalists does your organisation have?***
- L. What is your annual turnover (in EUR) for:**
 - i. 2014?***
 - ii. 2015?***
 - iii. 2016?***

3. Who is the point of contact for this project?*

- A. What is their first name? ***
- B. What is their middle name (if applicable)?**
- C. What is their last name? ***
- D. What is their phone number?**
- E. What is their contact email?***

4. If you have one, what is your website URL?

5. Are you, or any member of your organisation, currently employed by or working on behalf of a government organisation, in any capacity?*

If yes, please provide some details on the nature of your or your organisation’s involvement.

6. Does any government organisation hold *any* level of ownership, control or voting rights within your organisation?

Section 2: Your project

7. Is your project:*

- specific to your organisation
- a collaborative project with other organisations?

A. If it is collaborative project, please specify your partners' names. NB - collaborative projects must adhere to the specific details outlined in the [DNI Innovation Fund Application Terms and Conditions](#). We advise that you review these carefully:

[Partner 1 - Name of company/organisation/individual]
 [Partner 1 - Registration number or equivalent (if applicable)]
 [Partner 1 - Street address]
 [Partner 1 - Postal code]
 [Partner 1 - Country]
 [Partner 1 - Point of contact: First name]
 [Partner 1 - Point of contact: Last name]

[Partner 2 - Name of company/organisation/individual]
 [Partner 2 - registration number or equivalent (if applicable)]
 [Partner 2 - Street address]
 [Partner 2 - Postal code]
 [Partner 2 - Country]
 [Partner 2 - Point of contact: First name]
 [Partner 2 - Point of contact: Last name]

[Partner 3 - Name of company/organisation/individual]
 [Partner 3 - registration number or equivalent (if applicable)]
 [Partner 3 - Street address]
 [Partner 3 - Postal code]
 [Partner 3 - Country]
 [Partner 3 - Point of contact: First name]
 [Partner 3 - Point of contact: Last name]

Further remarks? Any further direct Partners in this Project?
[max 1000 characters]

8. What is the title of your project? We are looking for a pithy sentence (or a tweet) which sums up the project *

[max 100 characters]

9. Please provide a brief overview of the project [300 characters].*

Note: Please remember that the Round 4 theme is about monetisation and so successful *projects will demonstrate how they create value for the business, a new revenue stream or clearly save costs*. Applications should also have a clear plan which demonstrates an innovative idea for the news ecosystem at their heart. Projects should not be solely about content creation nor will they succeed if they purely demonstrate a broad modernisation of existing activity. Education and training projects will also not be funded.

[max 1200 characters]

10. Please add at least one tag to categorise the topic your project (i.e. mobile, VR, Video). *

[max 3 tags]

11. Please describe your project in more detail, including the specific outcome you want to achieve and its broader impact.*

[max 5000 characters]

12. What makes your project innovative? Please provide a quick description of the technological and editorial component and describe the deliverable product.*

[max 5000 characters]

13. How will your Project support and stimulate innovation in digital news journalism? Why does it have an impact?*

[max 1000 characters]

14. How would you best characterise the current stage of your project?*

Note: To be eligible for funding, projects can be in a pre-launch phase but must not already be launched and live at the time of application. No expenditure will be accepted before the date the Funding Agreement is signed with the selected applicants.

[choose from:]

Initiation phase

Definition phase

Design phase

Development phase

Implementation phase

Follow-up phase

15. What is the amount (in EUR) you are seeking to receive from the Google DNI Fund excluding your own contribution of 30% minimum of the overall costs?*

NOTE: For medium and large projects, we will generally co-fund no more than 70% of the overall costs of a project, up to a maximum of €1,000,000. Please see the [DNI Innovation Fund Application Terms and Conditions](#) for more detail. [Please do double check that this figure is correct and the exact amount you intend to request as we are unable to change this later (even if an error is found) and input number without punctuation or symbols and please ensure the number is above 50000, e.g. 100000]

Section 3. Approach and resources

16. How are other organisations tackling this topic and what approaches have been tried in the past? Feel free to mention successful or not so successful examples.*

[max 4000 characters]

17. Please provide a detailed budget describing the main costs of your project including your expenditures. First, please review the list of eligible expenses in the DNI Fund's [Terms & Conditions](#).*

Note: [Please input a number in Euro above 500 without punctuation or symbols, e.g. 5000]

[Total overall Budget (including own contribution of minimum 30%)]

[Payment of non-editorial personnel (for their work on the project)]

[Editorial expenses (on staff or freelance employees)]

[Engineering costs]

[Purchase of any equipment, tools, hardware]

[Purchase / licensing of software]

[Other assets or materials needed to work on the project (including in relation to product development, project management, user experience design, database build and maintenance, and hosting)]

[Marketing expenses (up to a maximum of 20% of the total funding granted)]

[Other costs]

[If other costs: Text field to explain other costs]

Section 4: Planning and evaluation

18. We are keen to understand how the success of your project will be measured. Please detail the Key Performance Indicators (KPIs) your organisation will use to track progress towards the outcome you described previously?*

[max 6000 characters]

19. Please provide an overview of the monetisation opportunities of your project.*

Note: This needs to clearly demonstrate through measurable indicators the potential of the project to create economic value added for the business.

[max 5000 characters]

20. Please provide specific milestones and planning (initiation, definition, design, implementation, follow-up)*

Note: Projects can be funded by the DNI Fund for a maximum of 2 years.

[max 3000 characters]

Section 5: Further Opportunities and Collaboration

21. If you are selected for funding, are you interested in further opportunities? *

[Note: Looking a bit further out, we are currently thinking through ways that we might highlight the innovative projects - and their progress - on the DNI website, at events, meetings and other media channels in the months ahead. Are you interested in participating, so that we can reach out with opportunities?]

Yes/No

22. There could be opportunities to meet with other applicants, share experiences or work in collaboration on future projects. Is this something you would be interested in?*

Yes/No

Section 6: Providing more information

If you want to provide additional documentation - mockup, video, case study -file types: png, jpg, mpg, .doc, .xls) **AFTER SUBMITTING THE APPLICATION FORM** please email this alias and attach documents : dnifund@google.com. You are invited to optionally also submit a slideshow (ideally, with fewer than 10 slides) to present your project idea. Please send that to the same email address and use the application number that you will be issued with on submission of this form (see below) in the subject line. In accordance with the Application Terms and Conditions, we reserve the right in our sole discretion to disqualify any applicant who submits harmful or abusive material (including any virus or malicious code) to this DNI Innovation Fund email alias.

In the Subject field of your email, please specify your project and company names, your unique application number (which you will receive after you submit your application) as well as your country of origin. **Do not submit any Business Sensitive Information (as that term is defined in the Application Terms and Conditions) through this application.**

Section 7: Acceptance of Terms

By submitting your application, you confirm that:

- a) You have the authority to submit your application to us. If you do not have (or are not sure if you have) authority to submit your application to us, do not submit it;
- b) All information contained in your application is true and accurate and meets the eligibility requirements specified in the Application Terms and Conditions;
- c) You have not included any Business Sensitive Information in your application and your application complies with all relevant regulatory requirements;
- d) You have obtained all necessary licences and approvals to disclose the application to us (including, for collaborative projects, from any collaborators). You confirm that submission of the application will not infringe any third party rights (including intellectual property rights) or put you in breach of any confidentiality obligations (in each case including in relation to any collaborators);
- e) You have sought and obtained all necessary consents from anyone whose personal information you provide to us in connection with your application. You agree that this information will be used in accordance with the Application Terms and Conditions (including to contact you for the purpose of carrying out the application and selection process);
- f) Where an application is successful, we may, as we deem appropriate in our absolute discretion (including at events, in speeches, in our annual report, through social media, and in any medium including online or offline), publish details of: (i) the name(s) and countries of the successful applicant and any collaborators, (ii) a description of the project and/or the project title, and (iii) the amount of funding offered, whether to publicise the Digital News Initiative, or our activities more generally. We will aim to inform you in advance of any such publication.
- g) The final decision of who is eligible is not open to negotiation or dispute and we are not obliged to provide feedback on unsuccessful applications; and
- h) In addition to the terms set out above, on behalf of yourself or your organisation (as applicable), you agree to the [Application Terms and Conditions](#).

By submitting the form, you agree to the Application Terms and Conditions, including those provisions relating to the processing of all personal information.