







Carina Vogt, Germany

Sochi 2014

- Carina won the Gold medal in Women's Ski Jumping, the first ever Olympic medal in that competition
- Carina is from Waldstetten, Germany – a tiny village close to a 80.000 people town called Schwäbisch Gmünd



Every town has
their local hero!

Local Media

- Local newspaper from Carina's home region
- Our local hero!
- Local = small
 - ➔ no money, staff to send a reporter to Sochi



What Can We Do?

1. Journalism from Press Agency – unpersonalized.

or

2. Send local reporter to Russia – expensive.

or

3. Find a different way to have a private reporter in Sochi.

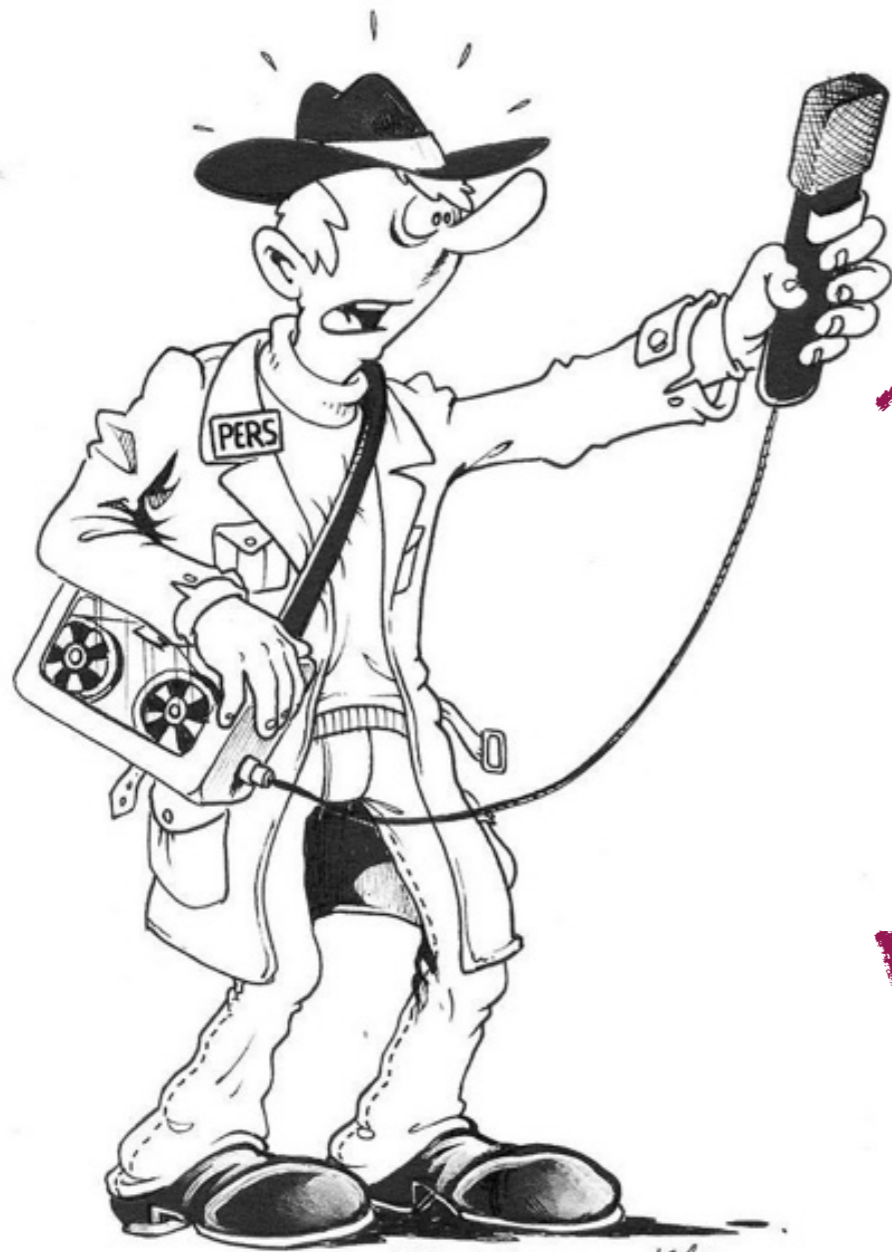
LocalLLancer

1. **Quality**, quality control, and adequate payment
2. **Separation** from press agencies, depth instead of news
3. **Reputation** of freelancing

AP



Local Lancer



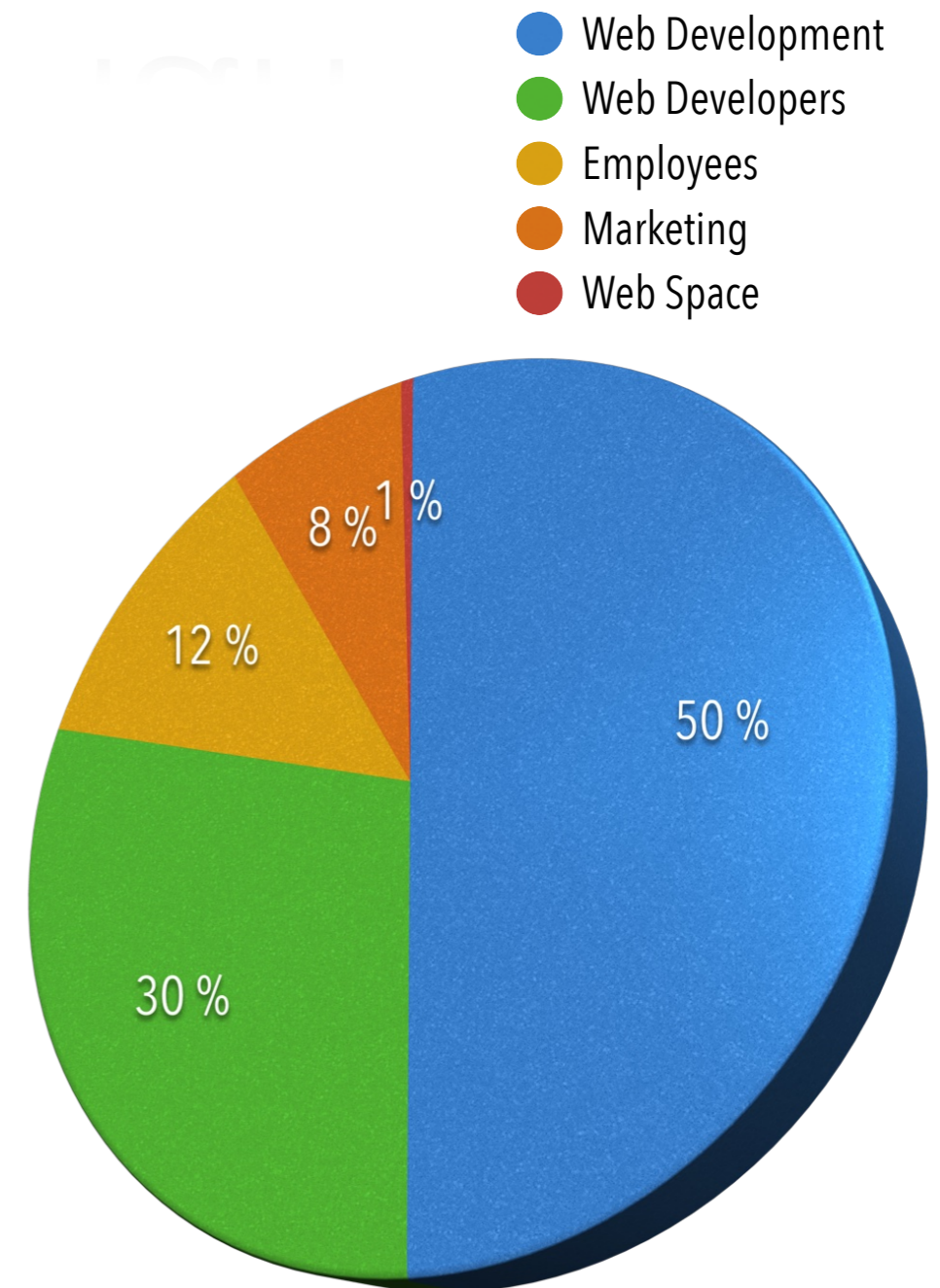
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Business Plan

- Website Development: \$50,000
- Web Developers: \$30,000
- Staff (two student assistants): \$12,000
- Marketing: \$7,500
- Web Space: \$500

\$100,000 for first year



Money Making

- \$55 minimum, \$1.00 per line (60 characters)
- 20% fee on transaction price
- Transport, admissions, accreditations paid separately
- Advertising

EXIT: after 3 years sell a \$1,000,000 go-to website to Google.



Thank you!