

# CALL FOR APPLICATION: SWICHI

## *Diversifying Revenue Streams*

### ABOUT THE PROGRAM

Swichi is a program that helps small-medium media houses rethink their business models and create alternative revenue streams by adopting existing, emerging, and future technologies. Clients (advertisers) want to work with media houses with wide coverage through multiple platforms; they also want data about the reach and impact of their campaigns, forcing media houses to go digital. However, most SMMH are unprepared for these changes, and few have taken an aggressive approach of going digital without a clear understanding of digital media business models and the overall business landscape. The consequence is a negative effect of digital transformation which causes loss instead of generating more revenue. The program will work with media houses to ensure successful digital transformation that results in better business models and more revenue streams



### SWICHI OBJECTIVES

Swichi main objective is to help Small and Medium Media Houses to Rethink Their Business Models and Create New Revenue Streams by adopting existing, emerging, and future technologies for digital transformation. Other Objectives are:

- Understanding challenges facing small-medium media houses on digital transformation.
- Designing and documenting user-centered solutions in response to the challenges.
- Developing a guideline Toolkit in both English and Swahili languages that small-medium media houses can use to rethink their business models.
- Creating an open digital media platform of the toolkit for small-medium media houses to use when rethinking their business models.

### PROGRAM OUTLINE

**CHALLENGE IDENTIFICATION + VALIDATION >> CO-CREATING SOLUTIONS >> TOOLKIT DEVELOPMENT + VALIDATION >> TOOLKIT PUBLICATION**

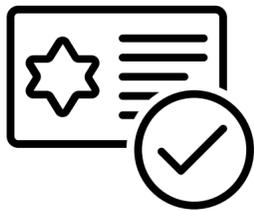
**DURATION:** 6 months (December – May)

**ENGAGEMENT TYPE:** The program will be conducted online for SMMH in Kenya and Uganda. Participants will be required to commit 7-10 days of direct engagement and participation within this time. 2 staff members, one in a leadership position and one responsible for technology/digital engagement are required to participate.



## PARTICIPATION BENEFITS

- Identify and validate the challenges faced in innovation and digital transformation of your media house.
- Co-create custom solutions to your challenges with experts in media, digital transformation, and corporate innovation.
- Unlimited free access to a toolkit that you may use to rethink your business model and alternative revenue streams.
- Support to customize the toolkit according to your needs and feedback to ensure smooth transition into new business model and success of alternative revenue streams throughout the duration of the program (6 months).



## ELIGIBILITY CRITERIA

- Interest to rethink your business model and explore alternative revenue sources.
- Interest in innovation and digital transformation for media houses.
- Readiness to commit 7-10 days of direct engagement and a total of 6 month of participation to the program.
- Proactive to learn new things in the media sector.
- Small and Medium Media House with a minimum of 5 staff.
- Access to basic technology like computers and the internet.



## HOW TO APPLY

[Fill in this form](#) to express interest to participate in the accelerator program. Successful applicants will be informed within 7 days after the deadline.

**DEADLINE: 28TH DECEMBER**

