



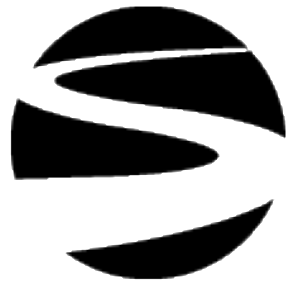
SPIRITED MEDIA

Reimagining Local News

NextGen Business Models: Finding Success

Mega-Conference

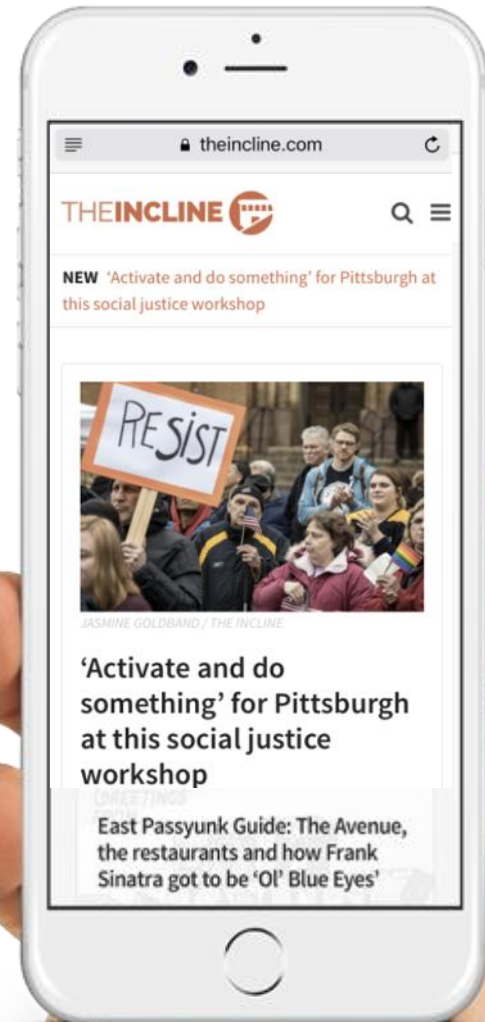
San Diego, February 27, 2018



SPIRITED MEDIA

Reimagining Local News

- Founded in 2014
- Currently owns and operates three local news sites:
 - **Billy Penn** in Philadelphia (launched October 2014)
 - **The Incline** in Pittsburgh (launched September 2016)
 - **Denverite** in Denver (acquired in March 2017)
- 21 full-time employees



Denverite



All startups are different...

**But one thing we all have in
common ...**

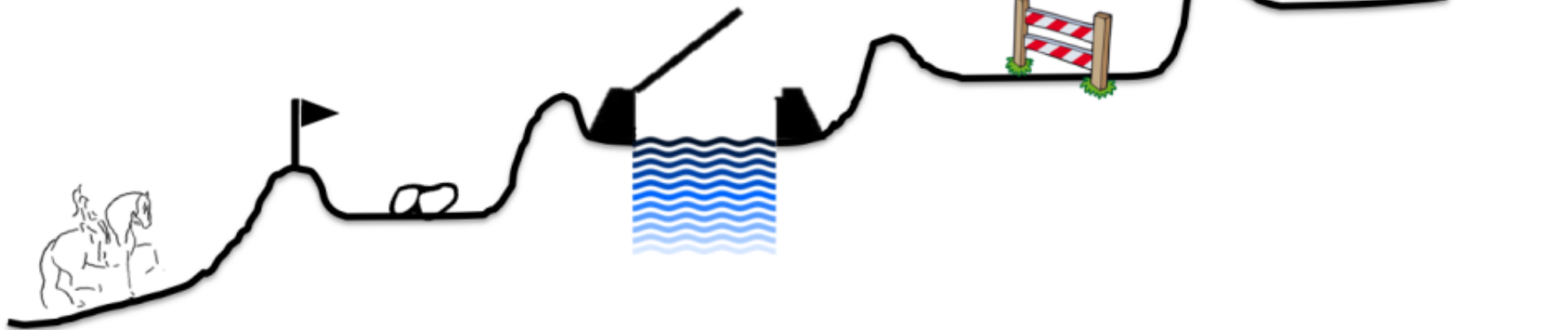


Your Plan



STRAIGHTNESS TRAINING
Marijke de Jong

Reality



	Product Quality	Community Impact	Consumer Passion	Audience Size
Membership	YES	YES	YES	SORTA
Events & Sponsorships	YES	YES	YES	SORTA
Platform sales	YES	YES	SORTA	SORTA
Consulting	YES	YES	SORTA	SORTA
Grants	YES	YES	SORTA	SORTA
Advertising	SORTA	SORTA	SORTA	YES

Revenue Lines

TIER 1 (SURVIVING)

- Membership
- Event Sponsorships & Ticket Sales
- Platform Sales

TIER 2 (SUSTAINING)

- Consulting
- Grants

TIER 3 (ACCRUING)

- Advertising

