

Purpose and Disclaimers:

1. This Questionnaire (“**Questionnaire**”) has been issued to you (the “**Applicant**”) for the purpose of collecting relevant information with respect to your organization which will help the Independent and Public-Spirited Media Foundation (“**Foundation**”) assess the eligibility of the Applicant for financial support (the “**Purpose**”).
2. This Questionnaire is only a request for information and not a formal application for a grant. This Questionnaire does not constitute an offer or an invitation to offer or any binding obligation on the Foundation to provide financial support to the Applicant.
3. All the information in relation to the Applicant collected pursuant to this Application shall be confidential and shall only be used for the Purpose and shall not be disclosed to any third party. However, the Foundation will be required to disclose such information to its legal, tax and other advisors in relation to the Purpose.

I. Snapshot

Name of the organization	
Registered as for-profit or non-profit	
Launched on	
Language(s) of operation	
Region of operation	
Digital presence (website, Facebook, Twitter, YouTube etc.)	

II. About the organization

1. What does your organization do? (Please provide links to some of your best stories.)
2. Tell us the story of how and why you started this venture (vision of the organization).
3. Who is your target audience?
4. Names and brief description of the founders.
5. Give a brief description of the current team.
6. How has the organization been funded so far? List the funders.
7. Some quick stats:
 - a. Monthly unique visits (MUV) to the website (for the last calendar month) –
 - b. Amount spent and income earned in the past year of operations –
8. Who do you consider your competition and why?

III. Future goals of the organization

1. Describe the editorial and product goals of the organization for the next three years and your roadmap to achieve it.