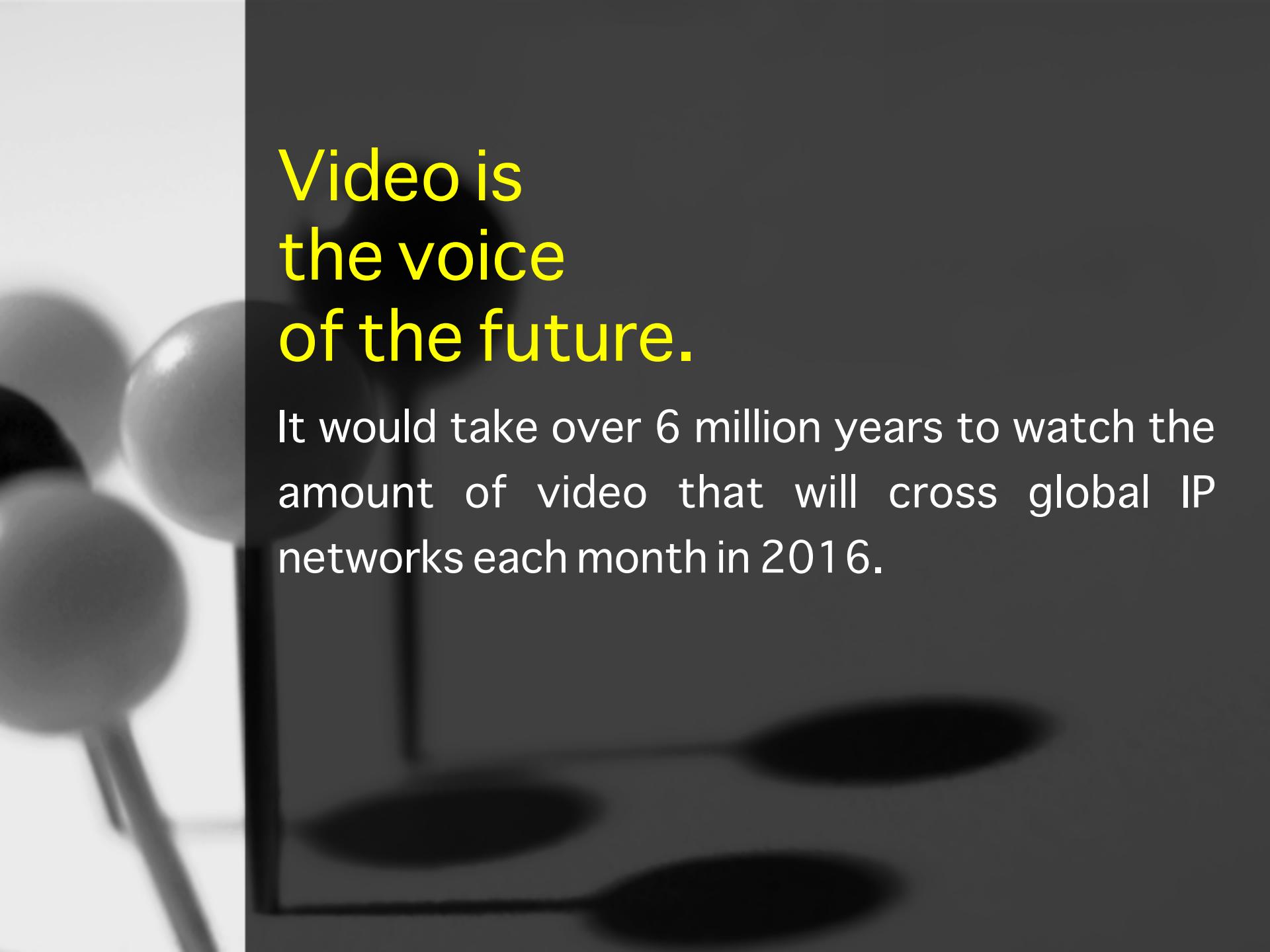




# City of Errors

Business Plan



Video is  
the voice  
of the future.

It would take over 6 million years to watch the amount of video that will cross global IP networks each month in 2016.

# Mission Statement

- If citizens got involved creatively in the promotion of the causes they care about and connect them with their own city stories in the process, their online activism could translate to offline supporters for the global leaders of these causes.
- The best way today to support a cause is through video.
- City of Errors is a social enterprise that promotes civic engagement in urban environments through gamified cross-media entertainment. It allows users to create and share customized videos on the things they care about, by remixing user content with professional videos on urban challenges available by third parties active in the ecosystem of livable cities.
- City of Errors is a database where you can access videos on sustainable living made by companies, NGO's, filmmakers, municipalities and simple users too and remix them to get your story made. That way you make global issues your own and help key players be heard in your community by using their videos to tell your story.

# The world needs social entrepreneurs.

Social enterprises are financially self-sufficient nonprofit or for-profit business ventures that strive to achieve a quantifiable double bottom line of financial and social returns.

# The Team

We are experts in online visual storytelling.

- CEO | Myrto Papadogeorgou : audiovisual producer and filmmaker with 15 years of experience and 6 years specialization in cross-media filmmaking.
- CTO | Nikolas Konstantinou : audio producer with degree in computer science and sound design.
- PR & PRESS | Marianna Christofi : head of communications for online publications and co-founder of an NGO dealing with new technologies in art.
- EDUCATION | Elpida Markianidou : audiovisual production manager with specialization in cultural management and 20 years of teaching experience.
- COMMUNITY MANAGER | Zaira Konstantopoulou: journalist specialized in Digital Anthropology with a degree in Photography and Urban Cultures.

# The Company

- City of Errors is a social enterprise that specializes in online videos and digital storytelling. The City of Errors video-blog's "Life in a City full of Errors" web-series has had 50.000 views from around the world with 0 advertising cost within the period of 2 years.
- The City of Errors website features in The Guardian's interactive map for best city-blogs.
- Forbes has mentioned City of Errors as "the greek geeks that boost civic engagement in hash times.
- City of Errors has been included in the NECE (Network for European Citizen Education) newsletter as best practice.
- We run a production company that makes videos for innovative startups and NGOs.

# Our Vision

The City of Errors platform will allow users to make video mash-ups on social issues they care about by mixing their content with that of others. Our main aims are:

- To collect documentaries, videos and even ads on different topics of city life challenges and their solutions.
- To provide users with a platform to upload their own content on city problems and solutions and engage them through gamified interactivity (points, badges and rewards to most active users.)
- To supply users with templates to make personal timelines (videos) using the platform's content and their own.
- To boost view rates of videos on sustainability.
- To make local issues part of the global dialogue on the state and future of cities.
- To bridge the communication gap between those who raise awareness in the field of sustainable urban living.

# Market Summary

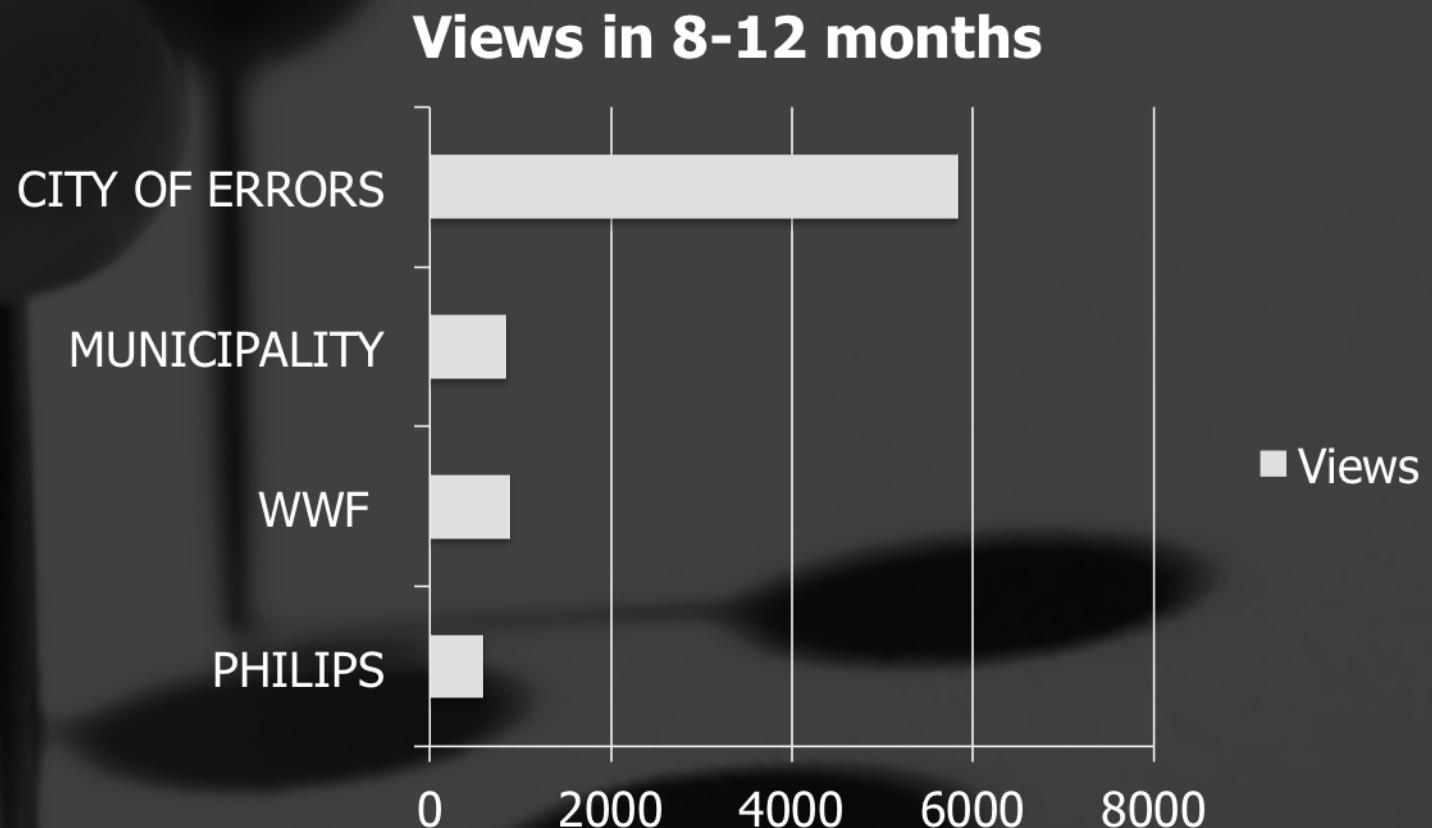
Putting local issues in a global context

Making cities livable & sustainable has become a priority in the agenda not only of the EU (target of Agenda 21 UNCED 1992) but also of municipalities, companies and NGOs worldwide that spend large amounts of their budgets to communicate and campaign the things they do to achieve the fulfillment of this priority. A large part of these budgets is spent on videos creating awareness. Yet these videos are disseminated poorly and are not personal enough to transform public awareness into civic engagement on a local level. For example the video of the Athens Municipality creating awareness about the SynAthina platform, which aims to connect the city's citizen groups, counts only 842 views on You Tube in a year. Philips' video on the importance of lighting in public spaces has had only 591 views in 8 months. WWF Greece's documentary on the 2007 Peloponnesus fires had 893 views in something less than a year. The European Commission's video on fighting cartels has a total of 1406 views in 2 years!

City of Errors gives people who care about things like civic engagement, safely lit streets, forest fires, or the war on drugs in their city the ability to make videos about these issues by remixing their content (photos and videos) with that of professionals.

# Our Advantage

Our experience in social online filmmaking gains our videos thousands of views. The chart below compares views of our video Error #4 on stray animals and those of the videos mentioned in the previous sheet. All videos are hosted in the official websites of the corresponding companies, institutions and organizations.



# Theory of Change

Videos are the best way to be heard.

While the world is being rapidly urbanized and the rise of social, environmental and financial crisis becomes an urgent matter for citizens around the world, the disempowerment of the people's voice has given little room for civic engagement with an actual impact. People around the world are signing petitions and sharing causes they care about but remain uninvolved with the actual act of being involved (also known as slacktivism). Their message no matter how important, is just not theirs enough to care because it is not customized to their own reality. City of Errors gives people the chance to have an impact supporting the causes they care about while being creative and being heard. By accessing visual content from different sources worldwide available on the City of Errors platform and remixing it with their own videos and photos using editing templates and effects, those who care can make videos about the things they care and gather views for videos on sustainability in the process.

**YouTube's  
most popular video  
is made by an amateur.**

(171.789.691 views)

On You Tube User Generated Content gets 10 times more views than brand-owned content.

# Value Proposition

City of Errors responds to the need to connect local urban challenges with the global voices of sustainability.

- A. By EMPOWERING LOCAL VOICES: people want to spread the causes they care about, have an impact and contribute effectively to those causes. → A platform where they can remix visual content from different creators with their own and make professional videos about and for the causes they care.
- B. By making GLOBAL ISSUES a personal matter: content creators of videos related to sustainability (NGOs, filmmakers, communities, organizations, citizens, municipalities and companies) want to increase their videos views and engage people in the process. → A platform whose users remix these videos with their own audiovisual content making online films about local matters with global importance.

1.8  
million  
words

That's the value of 1 minute of video.

# Business Concept

The City of Errors platform allows its users to make their own films about issues affecting their city by using the promotional & educational videos of companies, filmmakers and organizations active in the field. Users have fun editing stories on issues they care about while those with videos about sustainability see their video views multiply.

Services to users:

- Providing professional videos on urban problems & solutions from around the world on different cities, urban challenges and innovative solutions.
- Allowing to upload their own visual stories of active citizenship (photos and videos) and share them with the platform's community.
- Supplying the tools to remix their content with that of others (editing online) in order to create a personal timeline (i.e. short video).
- Creating and sharing unique videos edited by users on the urban challenges and solutions that the world needs to know about.

# Business Concept

## Target Users:

- Petition site users:

Change.org has 50 million users who raise the voice and sign petitions to the causes they care about.

- Amateur filmmakers:

You Tube's most viewed videos are made by users.

- Slacktivists:

Clicking to find and use videos of real activists and make their own story heard through the social media.

- Grass-roots initiatives:

Initiatives that need to campaign their objectives through videos.

# Business Concept

The City of Errors platform provides its customers with a community of citizens that add viewers to their videos by using them to promote and raise awareness on the issues that concern them.

Services to customers:

- Providing content creators a community that uses and shares their videos to spread awareness for its own causes.
- Increasing video views of content related to sustainable urban living by incorporating it to user generated content.
- Raising awareness on causes, products and campaign by multiplying the channels of dissemination of videos on the subject.
- Engaging citizens in the struggle for sustainable and livable cities by making them part of the process of raising awareness on global issues through visual storytelling.
- Advertising space for TV shows related to urban and social issues.

# Business Concept

## Target Customers

The following customers pay to have specific content included in the platform's database:

- NGOs → campaign videos.
- Municipalities → city branding, educational & services videos.
- Companies → sustainable products & CSR activities videos.
- TV channels → online ads of shows on sustainability, urban culture and cities.
- Premium users → high quality content.

# Civic engagement is not an event.

It is "a process that closely involves people in the economic, social, cultural and political processes that affect their lives." (UNDP)

# Competition

Competitors include video editors, apps and providers like:

- Social Good platforms : upworthy, mashable, good.is
- Social Video Apps : Socialcam, Viddy)
- Online Video Editors : Magisto, Pixorial

Unlike other video providers the content if City of Errors is exclusively composed by audiovisual content on civic engagement and sustainable cities. Giving the possibility to use this content to promote a cause or city solution for free, City of Errors gives citizens the tool to create audiovisual collages (stories) and speak their opinions in video for others to see, rate share and comment on.

By making amateur videos mixing user content with professional audiovisual content, the platform's unique quality of creative social engagement through video-art can raise awareness on local matters while putting them in the bigger picture.

# Goals and Objectives

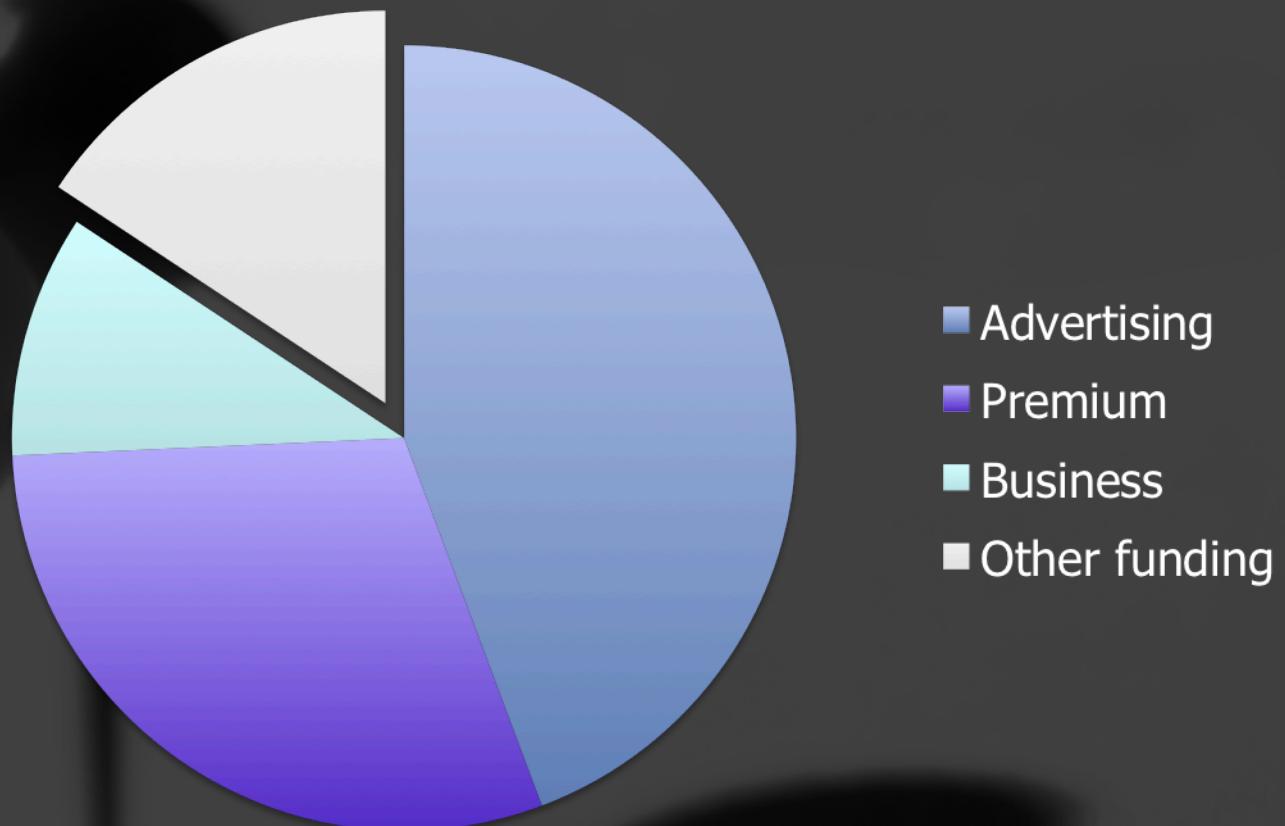
- Our five-year goal is to communicate in a vast and impactful way causes, products, initiatives and campaigns related to sustainable urban living while igniting civic engagement.
- Objectives for achieving our five-year goals.
  - Create a bridge of collaboration between the key players of urban sustainability with the local communities of engaged citizens.
  - Create a communication channel of ideas, examples and lessons on livable cities.
  - Create an entertaining video-editing platform that will increase the visibility of available videos on sustainable urban living.

# Financial Plan

- The platform's database includes audiovisual content for users to use, remix and share for free. This content is sponsored by paying content creators who pay per view to appear on the platform's database, subscribers who pay per year to upload high quality content to the database and TV shows who advertise on the platform.

USER	CONTENT	Fee
Pro Users	Videos up to 5GB	Pro-Account/ Yearly
Basic Users	Videos & photos up to 1 GB	Free
Business Users	Videos on products, activities, services, etc.	Pay per view
Advertising	TV shows / documentary	Pay per click

# Sales



# Other funding

Additional sources of funding include public funds for New Media and Cross-Media platforms as well as private funds for social initiatives.

## Public funds

- Creative Europe
- City Branding

## Social Entrepreneurship funds

- Foundations
- CSR
- Donations

# Key Partners

- Petition sites:
  - Change.org has 50 million users who raise awareness on local issues on a global scale.
- Films for Action:
  - A platform with 3,400 videos on social change.
- Grass-roots initiatives (crowdsourcing):
  - Initiatives focusing on different aspects of urban life sharing videos focusing on these aspects with their networks.
- Communication Sponsors:
  - Online press and TV.

# Resource Requirements

- List of requirements :
  - General & Administrative
  - Research & Development
  - Legal
  - Marketing & Sales
  - Video Production

# Risks and Rewards

- The proposed business plan combines several innovative cross-media marketing and business strategies to accommodate for the need for civic engagement with a social impact. The risk of making the platform nothing more than a video provider must be tackled with user-center design, storytelling workshops online and gamification of the user experience.
- The reward of City of Errors lies on the creation of a global community of people who showcase their actions to achieve sustainable living on our online platform for everyone to see, get inspired and feel motivated to tell a story. A community, made for and from those who form part of the solutions rather than the problems of cities, dealing with all kinds of problems, open to all kinds of people. By bridging the gap between NGO campaigns, CSR activities, public services and most importantly citizens around the world struggling for the same causes City of Errors can connect people and causes through the creation of videos that communicate the global need for sustainability. And become a common language in the promotion of livable & humane cities.

# Key Issues

- Copyright infringement:
  - All material in the platform must be uploaded under a Creative Commons license.
- Passive users:
  - In order to engage initial user networks, City of Errors is developing an Alternate Reality Game (street and school cross-media games).
  - In order to make the collection of user content mobile City of Errors has developed an app for users to easily capture, tag and share photos related to 7 different categories of city life: education, equality, animal rights, urban, nature, events, solidarity.

# Next Steps

In the following 4 months (June – September 2014) we plan to do the following:

## MAY

- Create a new City of Errors website.
- Create an Alternate Reality Game for educational purposes.
- Launch new website
- Apply for educational funds.
- Partner with content creators (bloggers & NGOs)
- Create proposal for CSR funding.
- Create proposal for film funding.

## SEP



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