



# GAMI Incubator

## #FINLAND

### 1. WHAT IS THE WAN-IFRA GAMI INCUBATOR #FINLAND?

#### Quick facts:

- Open call to all Finnish media companies
- One-year coaching and funding programme to solve a challenge through collaboration and tech innovation
- 3 Finnish news media organisations selected
- Connexion to 3 carefully selected tech companies/startups (Finnish or international)
- 6 months collaboration to develop a Proof of Concept
- Added ad-hoc coaching by external industry experts in change management and tech innovation

#### Introduction to the GAMI Incubator #Finland

To survive and innovate, the media industry must embrace new technologies, products, and business models. This requires fostering collaboration among various stakeholders driving innovation within the sector and supporting transformation and change within news media organisations.

The GAMI Incubator #Finland programme, led by the World Association of News Publishers (WAN-IFRA), sets out to support Finnish media organisations with two main objectives: fostering collaboration and facilitating transformation and change management.

The GAMI Incubator #Finland programme aims to:

- Bridge gaps between media organisations, their challenges, startups, and new skills
- Facilitate collaboration and change management between legacy media and startups
- Support new skills uptake and technology adoption in Finnish newsrooms
- Create opportunities for promising startups in the Finnish media landscape
- Share best practices and lessons learned across the Finnish media industry

The programme unfolds over a one-year period (1 March 2025 to 28 February 2026) in three phases:

1. **Selection phase:** Three Finnish media companies will be selected through an open call, requiring them to articulate their challenges and desired technological partnerships.
2. **Matchmaking phase:** Selected media companies will be paired with appropriate startups and change management coaches that will facilitate collaboration.
3. **Implementation phase:** Teams will collaborate for six months, developing a Proof of Concept (PoC) to test their ideas, with regular progress check-ins and adjustments as needed. The programme will cover the startup costs and the coaches' fees.

The programme also includes activities for knowledge transfer, such as documenting the collaboration outcomes and hosting a final conference to share insights to the rest of the Finnish news media industry.

***Overall, the GAMI Incubator #Finland programme seeks to enhance partnerships between media and technology, driving positive change in the Finnish media industry and supporting the future of professional journalism.***

### **Why should you apply?**

- If you are a media company:
  - You have a **problem to solve** in the field of: *Personalisation, recommendation systems, data science, data journalism, fact checking and disinformation, new tech for producing, processing and publishing content, AI and Generative AI, AR/VR immersive technologies etc.*
  - **Facilitated connections** to tech solutions/startups/tech companies
  - Benefit from a **tailored coaching programme** by industry experts
  - **Startup and coaching costs covered** by the programme
- If you are a startup/tech company:
  - **Connect and collaborate** with established Finnish news media companies
  - **Develop/test new technologies** inside a media company
  - Receive a **10000€ lump sum** to cover your costs (salaries, technology, overheads etc.)
  - Benefit from a **tailored coaching programme** by industry experts
  - Join the WAN-IFRA community with a **1 year free membership**

***Join a structured programme and framework to help you solve problems with concrete solutions with the help of WAN-IFRA and Finnmedia***

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### If you are a startup/tech company



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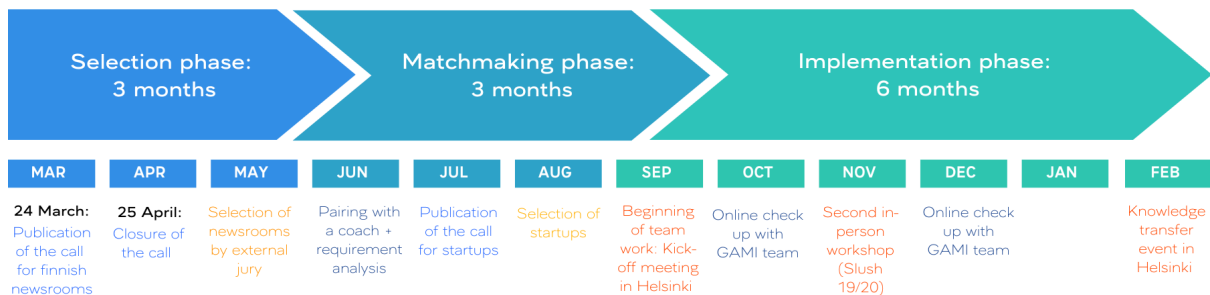
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## 2. TIMELINE:



GAMI Incubator  
#FINLAND

March 2025 - February 2026



## 3. FOCUS AREAS:

### User trends:

- changing user habits,
- user experiences
- new business opportunities
- personalisation, recommendation systems

- new forms of advertising
- new revenue models
- monetisation and paywalls

**New formats, types of content and continuous training:**

- data science and data journalism
- user generated content
- fact checking and disinformation
- media literacy and continuous learning

**Development and integration of new technologies:**

- new tech for producing, processing and publishing content (robot journalism, wearables etc.)
- Different usage of machine learning, AI and Generative AI
- AR/VR immersive technologies

**4. ELIGIBILITY: conditions to apply:**

**For media companies:**

- Finnish media company based in Finland
- Member of WAN-IFRA or the Finnish Media Federation (Finnmedia)
- News publishers and news magazines
- With a defined challenge to solve
- Readiness to collaborate with an external tech startup or company

**5. APPLICATION FORM LINK:**

<https://docs.google.com/forms/d/e/1FAIpQLSfEEqdhafGjqHybaULNmil1gBeXjglPgeDzXXI5dfBDqHdBQ/viewform>

**6. CRITERIA:** these are the points that the Jury will judge your application on:

- **Media organisation** (including size, readership, and brand credibility)
- Describe and articulate precisely **a challenge(s)** that you aim to solve (concretely, this means that you should come up with a list of key and varied issues, needs or pain points identified, missed opportunities, or things you are willing to try out but don't have the internal skills to implement)

- Describe and articulate a desired **technological partnership** and/or the type of external solution needed and/or name where a partner is already in mind
- A draft roadmap (**plan of action**) (including clear and achievable goals, the need and use for both external collaboration & coaching)
- Description of its **impact potential** (innovation; business models; productivity; resilience etc.)
- **Sustainability** (the ability of the innovation project envisaged to bear its costs over time)
- **Diversity** - relevant balance and inclusion (in terms of gender, multidisciplinary of professionals involved) and **support** by top management
- **Readiness to communicate** openly about the project to the wider Finnish media sector and share key learnings and best practices