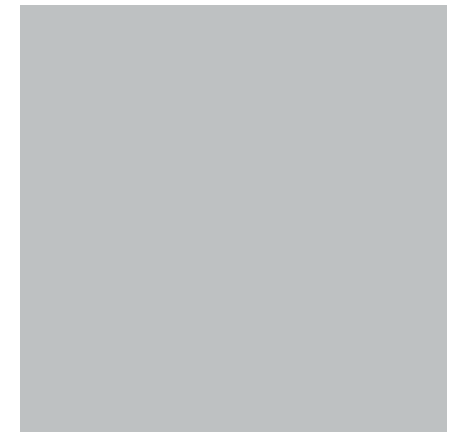
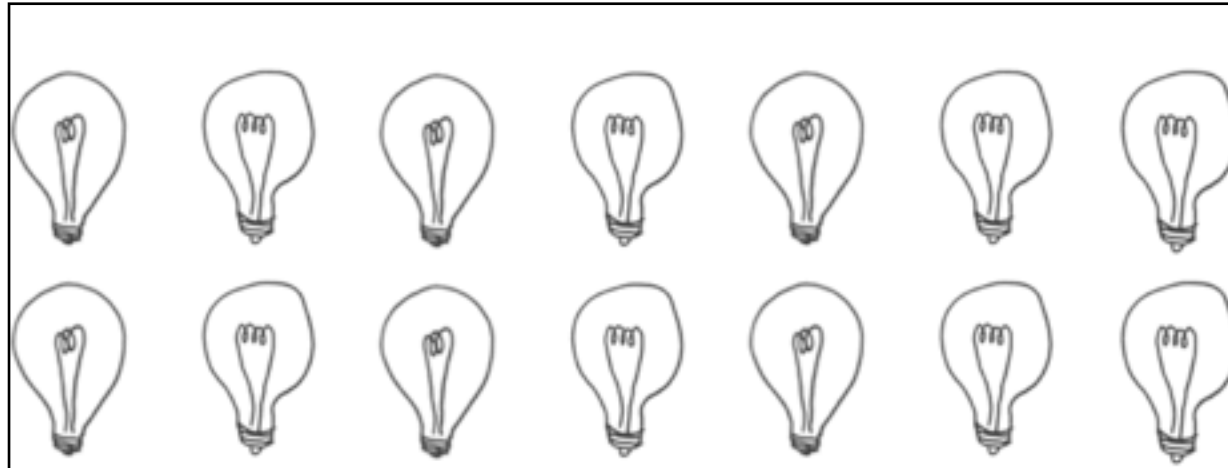


Gannett Innovation Grants Program 2013





Curious? Inspired? Itching to create a product?

Gannett Innovation Grants are a chance for employee teams to receive funding to incubate a new product.

Don't miss out on this opportunity to create something new against these two challenge areas:

Hyperlocal: How might we help people live life to the fullest in their communities?

Evolving Media Habits: How might we be an essential part of people's daily media habits?

Find out more: <https://innovation.gannett.gci>

Submissions are due by June 14th

innovation@gannett.com
innovation.gannett.gci
@11g

11g

Gannett employees across the company were invited to propose new product ideas that they could receive funding to be developed.

WXIA-TV

AZ Republic

WUSA-TV

The Democrat &
Chronicle

The News-Press

Gannett Digital

Gannett
Healthcare

8 ideas were selected from over 70 entries to enter the program.

Teams entered from diverse properties and functions across the company.



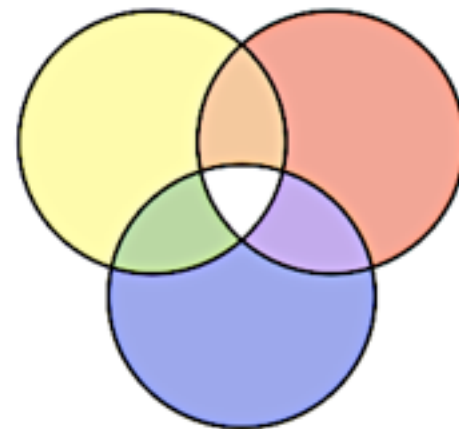
Human
Centered Design

Business Model
Generation

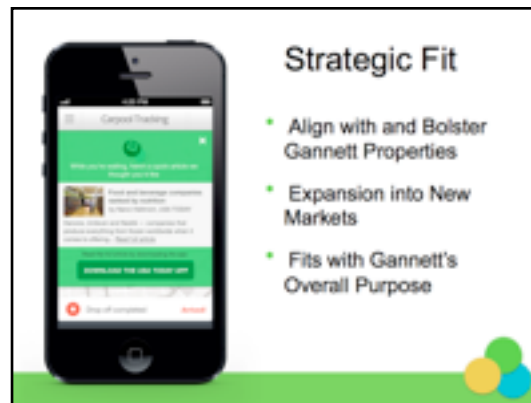
In addition to mentoring from members of Gannett's innovation group, subject matter experts were brought in to teach the teams.

Prototyping and
Testing

Branding and
Market
Positioning



spear strategy.
brand workbook.



MiGo: Local events discovery leveraging Gannett event desks.

Go Grocery: Helps you choose better at the grocery store.



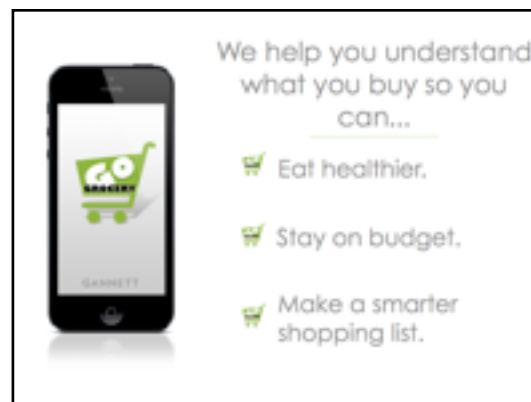
Busy Kids: Find the best local activities for your kids.

Tykester: Connect parents with their children in daycare.



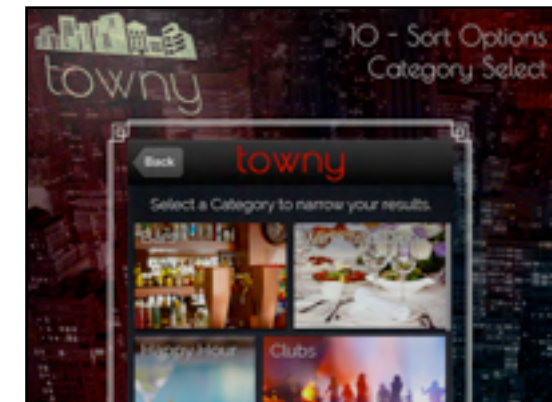
Towny: Solves the question of what's good to do tonight.

FOMO: Taking the awkwardness out of planning group activities.



HulaHoop: Assistance for mums with carpooling.

Find Me Band: So people can stay connected with loved ones.



Pitch Day

at Gannett
headquarters



Judged by the
Gannett
executive team



2 products
launching Q1
2014

2 team members
selected for new
positions

"It's like a mini-
MBA"

3 products in
development

2014 Innovation
Grants now
under way

Grants
submission
platform
developed

The Innovation Grants program was a resounding success, is currently being run a second time, and will become a bi-annual program.

For Gannett, 3 high potential new products are currently launching or in development.

For participants, they likened it to doing a mini-MBA. Some have especially benefited through working on the funded projects or helped them move to positions elsewhere in Gannett.

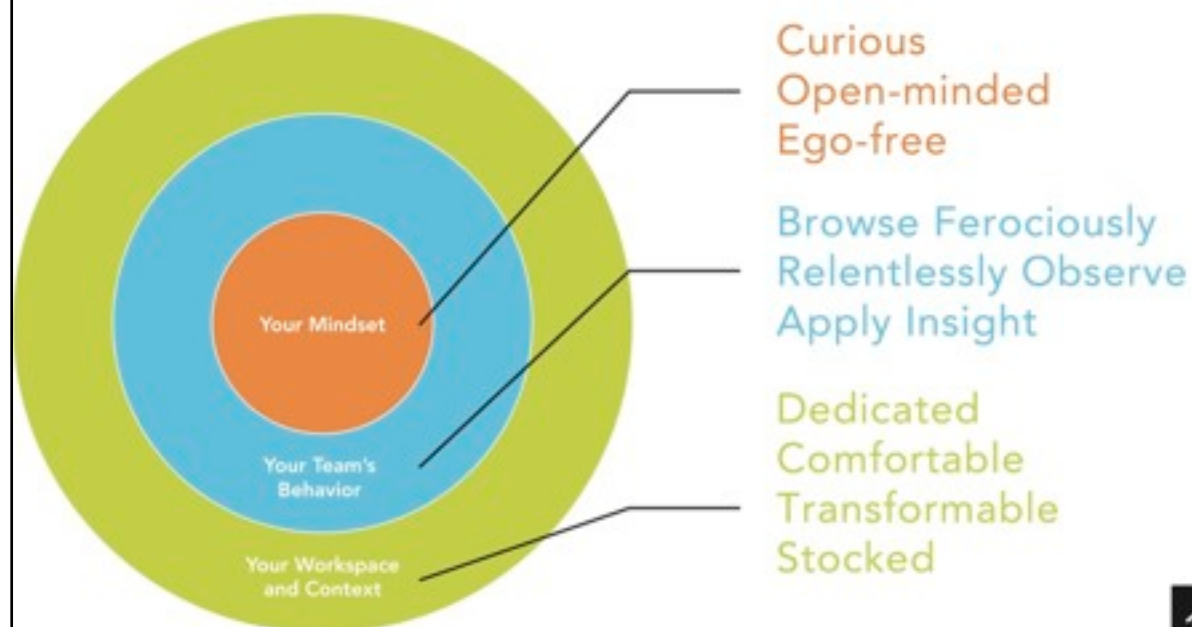
11g

Gannett's
Design &
Innovation
Group

The Innovation Grants have become a keystone of the work performed by the Design and Innovation Group.

The mission of this team is to promote a culture of innovation through cultivating mindsets and behavior that lead to creative and entrepreneurial moments at any level of the company.

Innovation Mind & Behavior



11g