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 March 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.

GAMI Incubator #FINLAND

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

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

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

2. TIMELINE:

GAMI Incubator #FINLAND

March 2025 - March 2026

Selection phase: 3 months			Matchmaking phase: 3 months			Implementation phase: 6 months					
MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
27 March: Publication of the call for finnish newsrooms	30 April: Closure of the call	Selection of newsrooms by external jury	Pairing with a coach and publication od the call for startups	Selection of startups		Sept/Oct Beginning of team work: Kick-off meeting in Helsinki		Online check up with GAMI team		Second team workshop	Online check up with GAMI team	Knowledge transfer event in Helsinki

Timeline :

1.   Selection phase : Month 1-3 (March – May)
   - March 24: Publication of the call for Finnish newsrooms (tbc)
   - April 30: Deadline of the call for applications
   - May: Selection of Newsrooms by an external jury

3. Matchmaking phase: Month 4-6 (June - August)
   - June: Pairing with a dedicated coach and requirements analysis: discussion with selected newsrooms on their needs
   - June 23: Publication of call for startups
   - July 11: Deadline of the call for applications
   - August: Selection of startups + pairing media and coaches

3.   Implementation phase Month 7-12 (September – March 2026)
   - End of September/beginning of October: kick-off meeting, Helsinki: Media and startup start working together with the help of change management coaches for 6 months
   - January: Second team workshop
   - March 2026: Knowledge transfer event in Helsinki – showcasing results (alongside Media Labs Days #10 Helsinki)

4. FOCUS AREAS OF THE MEDIA COMPANIES

The challenges to solve:

Challenge #1: Scaling impact beyond article centric publishing

Legacy media revenues are shrinking faster than digital growth can compensate. This media organisation's lifestyle brands remain trusted, yet their revenue still rises and falls with the number of articles they can afford to commission—an equation that no longer scales.

Pain points
- Non linear cost curve – Every article requires a writer, editor, visuals, and distribution budget, while platforms capture most advertising revenue.
- Non breaking news cadence – As a lifestyle and service journalism publisher, we seldom benefit from the urgency of breaking news. Interest peaks are seasonal and often depend on referral traffic, so building daily habits demands different engagement loops.
- Untapped Finnish open data – Finland's world class public datasets have barely been converted into audience facing products.
- Missing habit building services – Personalisation stops at article recommendations; we need utilities that become part of users' daily routines.
- Short content life cycle – Most of the articles lose relevance quickly. Evergreen experiences that gather first-party data, deepen membership, and enable B2B licensing are essential.

Problem: How can a media product move beyond the short life cycle of individual articles or pieces of content? Could we leverage open data, gamification, or content reformatting to create more engaging products that are not dependent on continuously producing new articles?

Hypothesis / Opportunity: Open data + generative AI + gamified UX = evergreen "service journalism products" that deliver daily utility and loyalty without expanding headcount.

The ideal partner would offer:

1. Data engineering & AI
- Use and enrich large public datasets (open-source, geospatial, environmental, etc.) to utilize the data in our needs.
- Build robust pipelines and APIs that integrate seamlessly with our existing stack\
- Apply rules-based or generative models to turn raw data into personalised micro-narratives, alerts, and recommendations

2. Engagement & gamification
- Design progression loops, challenges, and reward systems that convert one-off curiosity into daily habit

3. Product growth & commercialization
- Shape monetisation models (subscriptions, freemium tiers, in-app purchases, B2B licensing)
- Run data-driven growth experiments—A/B testing, funnel optimisation, lifecycle marketing
- Leverage analytics to maximise customer lifetime value

Challenge #2: Automating the transformation of phone interviews directly into article drafts

One significant and recurring challenge is the time-consuming and manual process associated with phone interviews — a core tool in everyday journalistic work. Journalists often conduct dozens of phone interviews weekly, each requiring careful note-taking, transcription, content distillation, and story writing. This process is not only resource-intensive, but also prone to human error and information loss, especially under tight publishing deadlines.

This Finnish newsroom aims to solve this by automating the transformation of phone interviews into article drafts. The core idea is to enable a journalist to conduct a phone interview and, immediately after (or even during the call), receive a structured article draft based on the conversation.

The envisioned system would need to:
● Record the interview securely, complying with all legal and ethical requirements.
● Automatically transcribe the audio to text in real-time or post-call, with high accuracy.
● Use natural language processing to identify and highlight key points, quotes, and themes.
● Generate a coherent draft article that can be further refined by the journalist in their content management system.
● Optionally, link the audio of original quotes to enrich audio versions of news articles, offering audiences a more immersive and trustworthy experience.

Problem: can we facilitate the daily journalistic work by automating the transformation of phone interviews into article drafts?

The ideal partner would offer:
● Speech recognition
● Natural language processing
● AI-driven content generation

Ideally, the partner would have experience building real-time transcription tools, language models capable of summarising and structuring complex conversations, and secure solutions for audio data handling.

Challenge #3: Increasing/Maintaining public trust during political campaigns by tackling misinformation.

Media is facing a critical challenge in maintaining public trust in reporting elections and other political issues. With the spreading of misinformation and the complexity of political promises, our audience struggles to distinguish between realistic policy proposals and unrealistic campaign rhetoric.

This Finnish newsroom has attempted to address these issues through traditional fact-checking articles, but they remain reactive rather than proactive, and don't scale

effectively during intense campaign periods. They miss the opportunity to provide their audience with real-time, accessible analysis of political promises and struggle to engage younger audiences.

Problem: how can we use technology to provide real-time analysis of political content and republish this fact-checked content seamlessly, using attractive formats including for younger audiences ?

The ideal partner would offer:

- **AI-Powered speech recognition**: Technology that can transcribe and analyze political speeches and debates in real-time, with high accuracy for Finnish language content.
- **Knowledge database integration**: Systems to connect statements with verified information about jurisdictional authorities and factual data from official sources.
- **Machine learning development**: Experience in training models to improve identification of checkable claims versus opinions.

They would like to offer a collaboration with Lumi AI supercomputer and are already in discussions with them.

5. ELIGIBILITY: conditions to apply:

For startups/tech companies:

What we are looking for:

- You are an established company registered in your country (in Europe)
- You have a functioning tech solution relevant for a media company and capable of solving one of the 3 challenges exposed
- You are a team of at least 2 people and you are able to deliver a Proof of Concept and are ready to experiment with an established Finnish media company over a period of minimum 6 months
- You are capable of working in English 100%
- You are available between September 2025 and March 2026 to collaborate with a Finnish media company
- You are available to join in-person meetings that will take place in September or October, January and March in Helsinki (costs covered by the programme)

What we are not looking for:

- « Team of one and a computer ». We're sure your ideas are great and you have a lot to offer but this call is for official registered companies even small.
- Large tech companies (over 100 employees), again, you're probably excellent but you don't need us to connect to the Finnish media ecosystem.
- No consulting companies please

6. APPLICATION FORM:

https://docs.google.com/forms/d/e/1FAIpQLSeFyOU2WI332gCjtKkKF2eQyYtrPL7fr
Mq8IVdku-pK46mJqQ/viewform?usp=dialog

7. CRITERIA:

These are the points that the Jury will judge your application on:

- Describe and articulate **precisely** how your organisation can **help one of the media companies** to overcome their challenge with your technological solution. You can come up with a list of technological solutions you already developed or are developing at the moment.

- Describe precisely how you plan to **collaborate with the media company.** Give concrete examples of technological solutions you would like to implement within the media company.

- Provide a **draft roadmap** of how you plan to tackle the challenge and **develop à PoC in six months**, with the assigned media company, including clear and achievable goals, including major milestones, timelines, and how the collaboration will work.