

TAKEN UP™

No clever idea succeeds without a benefit that others see and take advantage of. Getting anything accepted that isn't in the individual's behaviour or vocabulary makes it even harder for the idea to be adopted, especially when benefits can be challenged. **Taken Up** lifts the lid on new innovations and change initiatives that claim to improve our everyday lives at work and at home. Success of the change is also referred as the take up

QUARTERLY ONLINE NEWS AND FEATURES SHOW ON INNOVATION AND CHANGE IN TODAY'S SOCIETY AND BUSINESS WORLD

Produced By
Know My Business
a division of Know My Group Pty Ltd

Executive Producer

Background Our lives are changing with access to information, technology and new disruptive models.

Taken Up helps companies and governments communicate their new products and community projects by looking at a balanced views on new innovation and change. It starts a conversation or helps continue debate on differing view points from both the public and businesses. Consumers are able to make their own minds up on whether the change will improve their lives. Businesses need to look at whether the benefits outweigh the costs as to whether they invest or accept the change. Taken Up will take main viewpoints and give an opportunity for the viewer to decide themselves.

Title



Show Structure

4-5 minute intro and headline news
4-5 Minute segments produced into 20 minute show on ways companies and government are wanting to change our lives

Australian content only with occasional overseas news. Episodes 1 & 2 NSW focused

Distribution

Full episode distributed online through social media and partner sites, followed by segment releases
Initial release schedule quarterly

Funding

Episode 1 - Funded entirely by Know My Business
Segments charged - Production (circa \$6-8k) optional PR, incl launch events (circa \$8-12k)

Contributors

General Public
Companies across other key sectors - technology, health, retail, construction
Builders and city planners
Startup businesses
Federal and State Government

Audience

General public wherever possible
Full range of business sizes and industries
Federal and State Government

Segment hosts

Anne Dao
TBC

Launch timeline

June 2018 - Cast and Content
July 2018 - Pre-production, filming and production
August 2018 - Episode 1 Launch

Expressions of Interest

- Casting - presenters and hosts
- Original content on Australian innovation and change e.g. in AI, Logistics, Smart Cities
- Sponsorship per episode or for 4 shows per year

Contact

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