

CHICAGO

TECH12

INTRODUCTION

Chicago Tech 12 is a daily technology newsletter that is focused on the 12 (or so) things that anyone in tech or business in Chicago needs to know to survive and thrive in our growing and evolving economy. Featuring a dozen short, digestible items, the idea is that anyone can be apprised of what's happening and what's essential in just a few minutes each day, by simply opening their email -- but anyone who wants to dive deeper will have ample opportunity.

THE OPPORTUNITY

There are many newsletters out there, but they don't have much to say. At present, anyone in tech or business in Chicago is basically left to fend for themselves. Nobody is curating the key information, and nobody is providing any sort of consistency or common threads throughout the coverage. There is a void. We will step into this void.

Our newsletter will not just feature the latest news, but it will be packed with insight and expertise and edge; our coverage will feature key themes that are woven into the coverage, such as a strong focus on diversity and inclusion and advancement, or a thoughtful ongoing analysis about how the history and nature of Chicago creates new opportunities in the age of information.

THE DETAILS

Chicago Tech 12 will be a daily newsletter, delivered 365 days a year, including weekends and holidays. (We actually see this as a huge opportunity -- the business world still ticks on these days and we plan on leaning in to our opportunity to be active when everyone else is not).

Each piece will have 12 key pieces of news, opinion, and insight; created in a succinct, entertaining, edgy fashion. Users will be able to subscribe and receive the daily newsletter; or they will be able to access the content through a robust social media and web promotion strategy that will allow us to target pretty much everyone in the city.

THE GOAL

We want to be the voice of the community. But we don't just want to report on what's happening in the community. We want to move the community forward in an aggressive and concerted fashion. And we want to do it together.