



VALIDATION BOOSTER PROGRAMME

Turning ideas into viable projects

Moving from concept to reality can be challenging for media professionals, journalists, and content creators. The Validation Booster (VB) programme, created by Thomson, provides a structured, six-month journey to test, refine, and validate media ideas with expert guidance and financial support.

Designed for those with strong ideas but uncertain feasibility, VB helps participants explore market potential, assess viability, and gain the skills to advance their projects.

How does it work?

VB combines workshops, mentoring, peer-to-peer learning, and financial grants, focusing on:

- Idea validation – Testing feasibility and market fit
- Audience engagement – Understanding user needs
- Business development – Building sustainable models

By the end, participants can refine their concepts or prepare for implementation, and they will have opportunities to present validated ideas to potential funders.



Testimonials

“Participating in this programme was a transformative experience that underscored the power of media in shaping society and the importance of giving a voice to youth.”

— **Agnesa Qorri, Journalist & Founder of Youth Voices of Kosovo**

“Even if the project you applied for isn’t validated, the knowledge gained allows you to pivot or pursue other opportunities with a stronger foundation. This is particularly valuable in the media industry, where product thinking has become essential.”

Ioana Epure, Journalist and Editor of PressOne.ro

Impact & future opportunities

- 50+ supported projects that gained support after the programme
- With the new cycles planned for 2026, the programme continues to connect participants with funding networks, ensuring long-term sustainability.

Join our network of media innovators and learn more:

