
DAILY MAVERICK
connect

DAILY

Broader trends

1. Big platforms are losing trust
2. People crave real relationships
3. Content drives community
4. AI is useful but not always welcome
5. Smaller, purpose-driven communities are the future

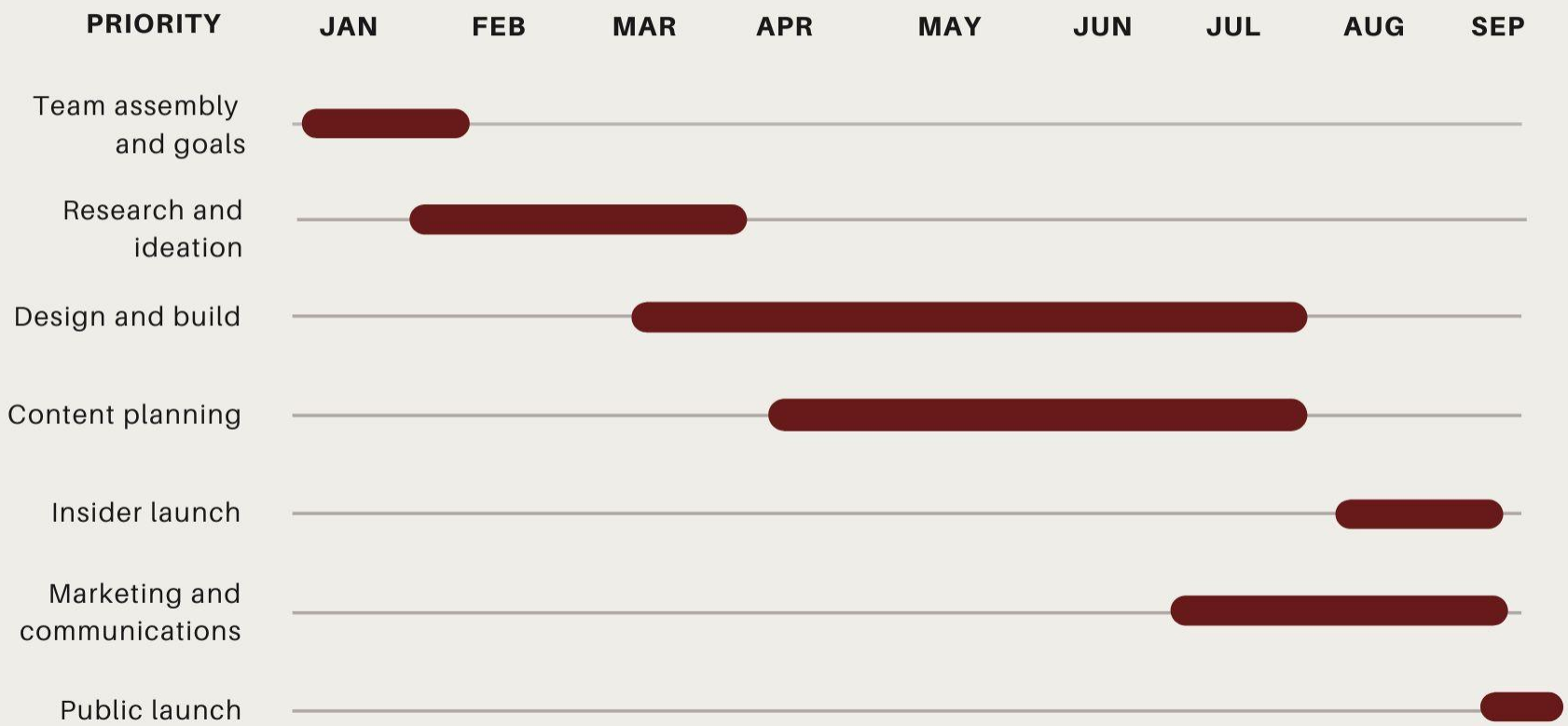


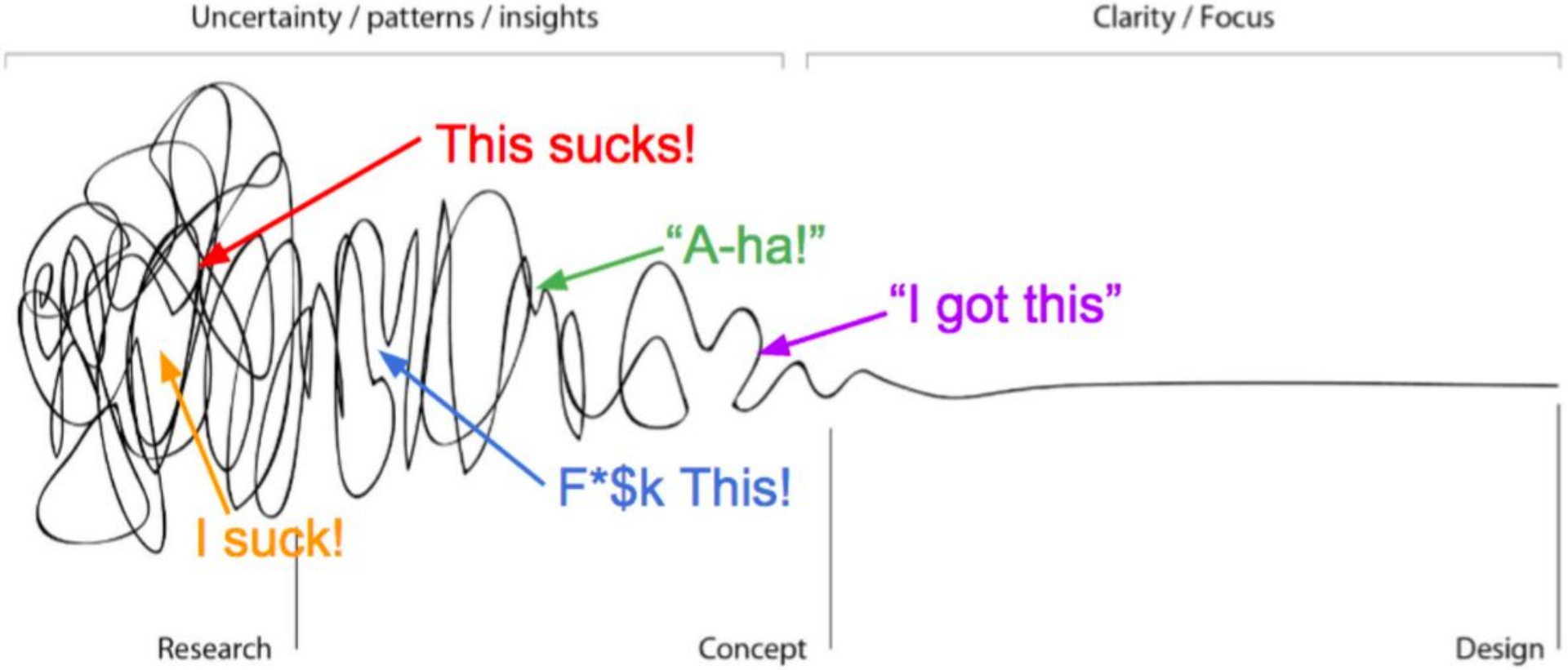
The idea

A community platform where our members can meet, discuss the news, gather around shared interests, and help each other – cultivating a genuine sense of belonging to the Daily Maverick community.

Product roadmap

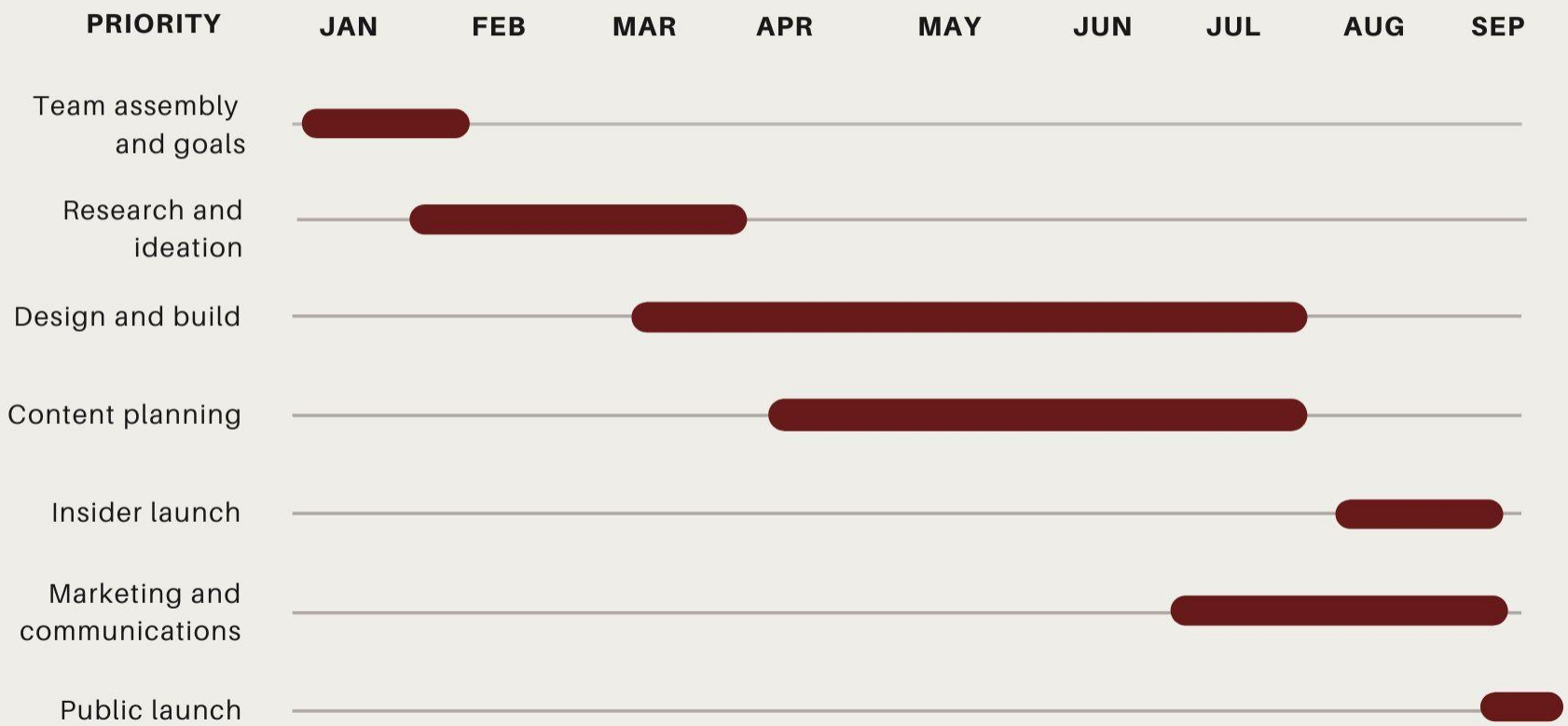
Target: August 2025




Uncertainty / patterns / insights
Clarity / Focus
This sucks!
"A-ha!"
"I got this"
F*$k This!
I suck!
Research
Concept
Design

Product roadmap

Target: August 2025



The team



Project management
Editorial
Community manager

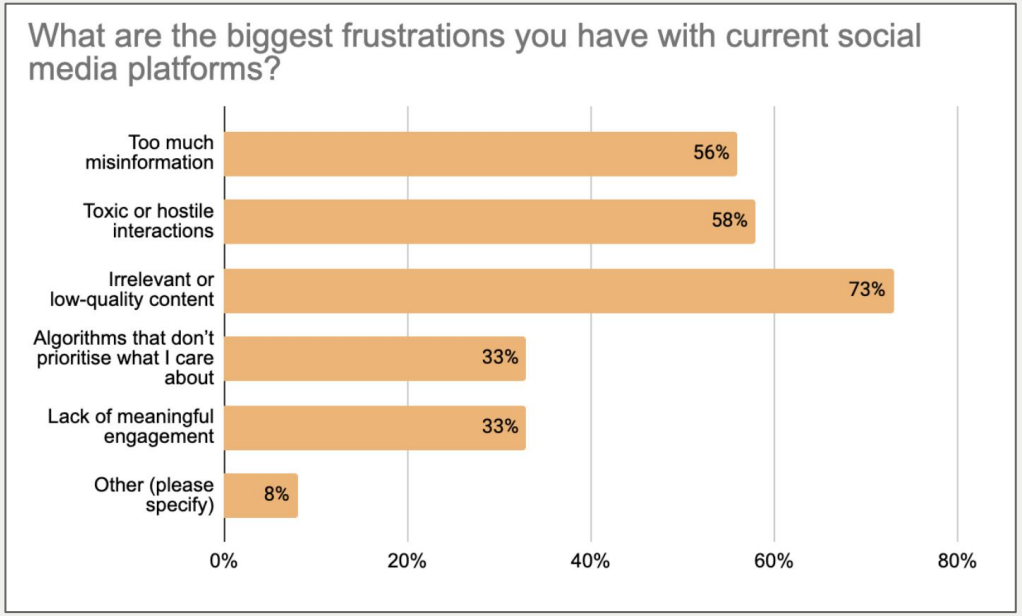


Development



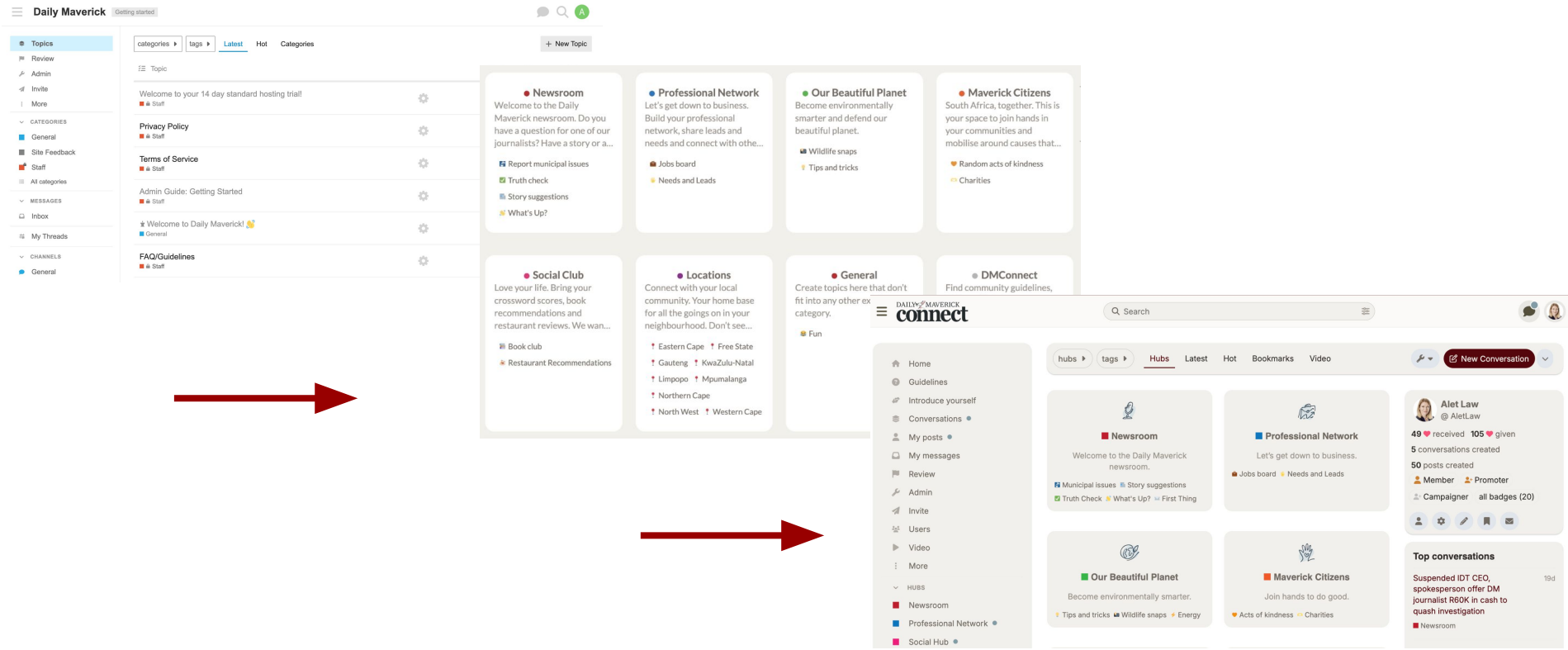
Monetization

Research

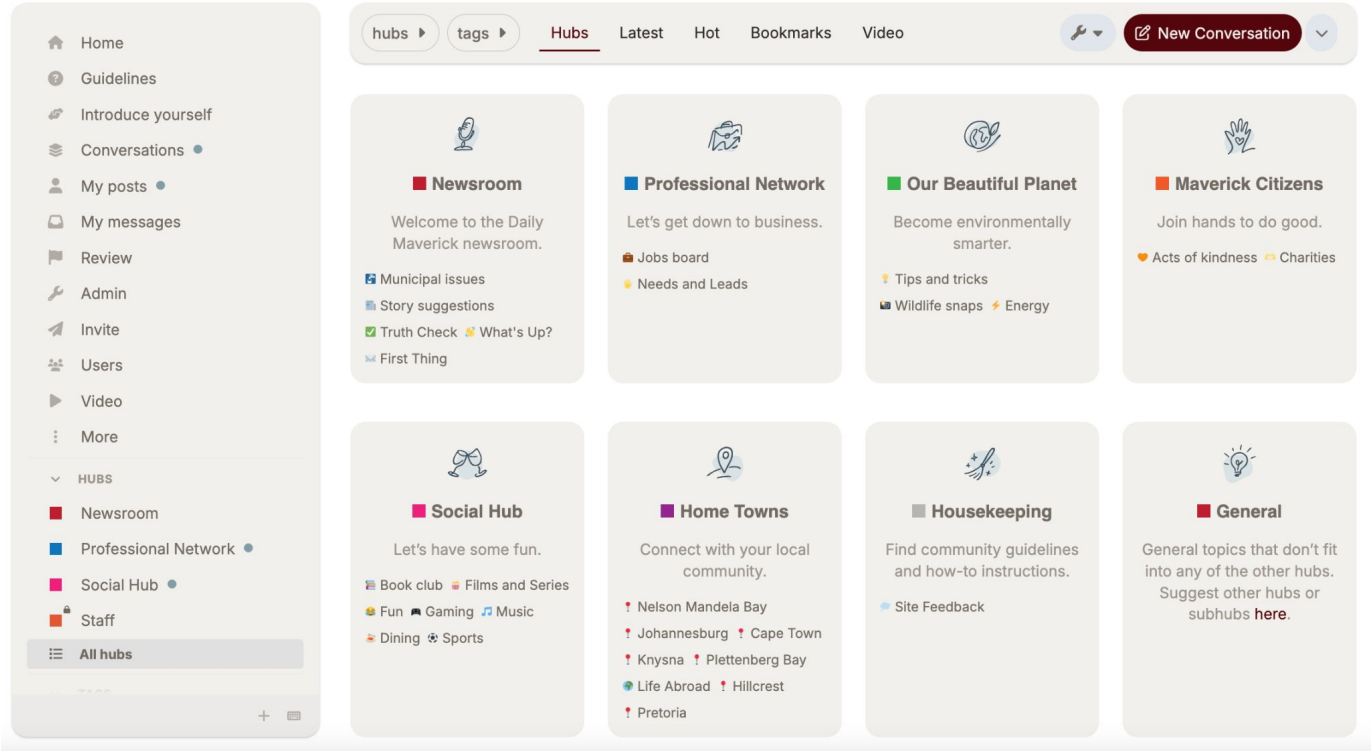


"If you plant a beautiful garden, people will come." - Pia Ranada, Rappler community lead

Design and build



Content planning



Community guidelines

Engage respectfully

We're all here to share ideas and perspectives, but let's keep it civil. Disagreements are natural, but personal attacks, insults and derogatory language will not be tolerated. Remember, behind every screen is a real person. Don't say anything you wouldn't say in front of your mother.

Stay on topic

Our discussions are meant to be relevant and enriching. Please keep your contributions focused on the topics at hand. Avoid spamming the community with unrelated content or promotional material. If it doesn't add value to the conversation, it doesn't belong here.

Uphold integrity

In an age where misinformation runs rampant, we encourage you to share accurate information and credible sources (e.g. official government or company communications, reputable news publications). Be mindful of the facts you present and strive for honesty in your contributions. Additionally, respect the privacy of others – do not share personal information without consent.

Use your real name

We really want you to use your real name and surname when you set up your profile. We're all friends here and there should be no need for you to want to hide your true identity. There is an anonymous tip line for stories should you want to share something confidential with our editors.

Embrace diverse perspectives

Our community thrives on a rich tapestry of voices and viewpoints. Engage with an open mind and be willing to consider ideas that differ from your own. We don't pretend to know everything and neither should you. Diversity of thought is what makes us stronger!

Badges



Good Reply

Received 25 likes on a reply



Good Topic

Received 25 likes on a topic



Home Town Hero

The Home Town Hero badge is awarded to users who have made significant contributions to the Home Towns hub.



Hot Link

Posted an external link with 300 clicks



Maverick Citizen

The Maverick Citizen badge is awarded to users who have made significant contributions to the Maverick Citizen hub.



News Buff

The News Buff badge is awarded to users who have made significant contributions to the Newsroom hub.



Planet Warrior

The Planet Warrior badge is awarded to users who have made significant contributions to the Our Beautiful Planet hub.



Professional

The Professional badge is awarded to users who have made significant contributions to the Professional Network hub.



Social Butterfly

The Social Butterfly badge is awarded to users who have made significant contributions to the Social hub.

Editorial onboarding

Personal finance questions: Sourcing themes for articles, Money Cents, Kenny Meiring's advice columns and podcasts.

Budget impacts: Food basket prices, unexpected increases/decreases.

Stock watch: Insights from readers with eyes on the market.

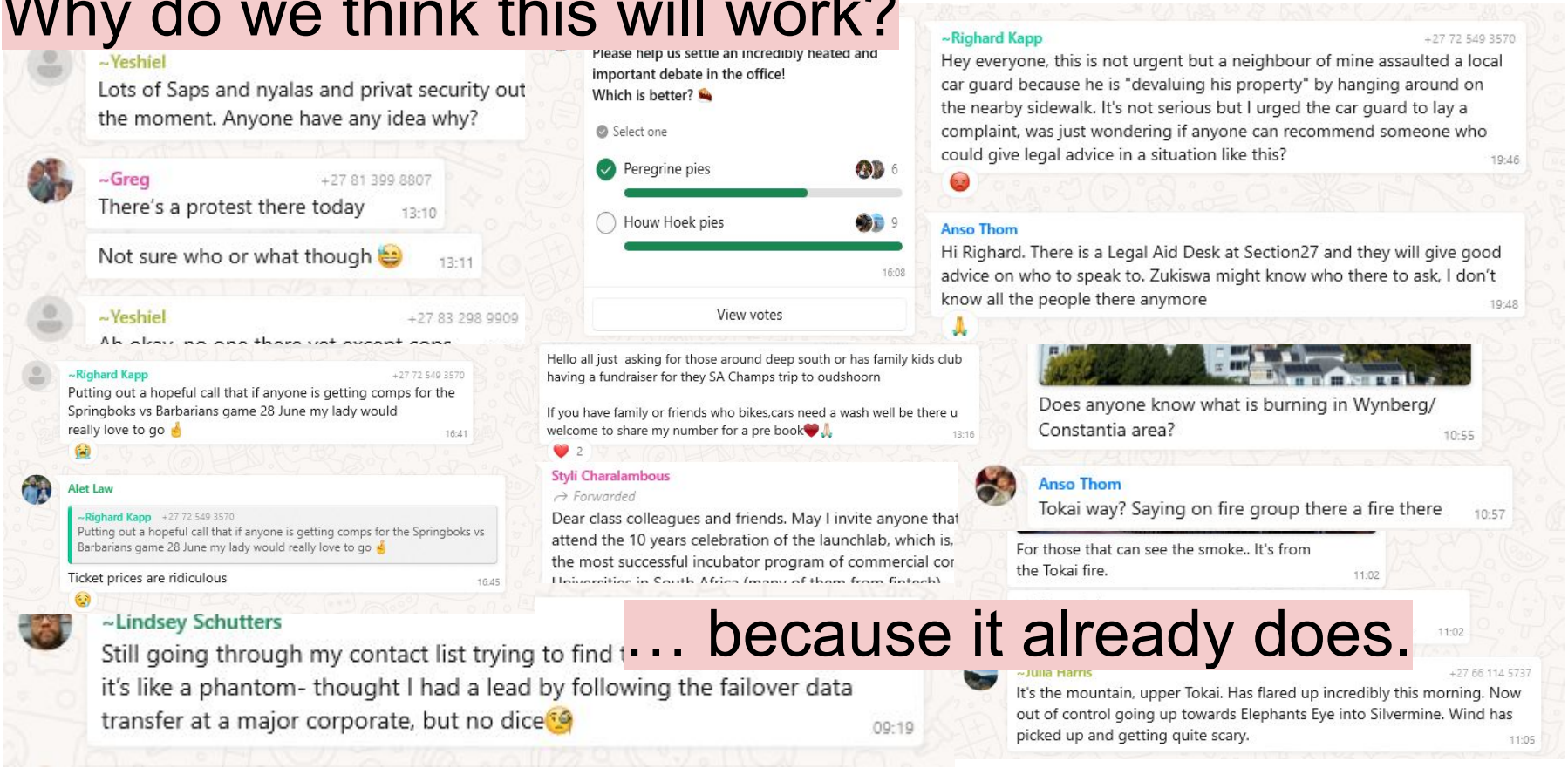
Entrepreneurship: Connection to individuals in the SME sector.

Expert finding: Connection to experts in the business field.

Whistleblowing: Tip-offs.



Why do we think this will work?



… because it already does.

Thank you

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