



Connect to Success Consultee Profile

Logo:  jornalissimo

Name of Company: Jornalissimo

Give a brief description of the company.

In the past, in Portugal, there was a concern of providing teenagers and young adults with news specifically thought for them. But it disappeared... And that's exactly the problem Jornalissimo.com wants to address by creating a news site for teenagers. Jornalissimo is a news website for teens with eleven editorial sections, such as science, arts, sports, animals, environment., which are presented without taboos, in a simple language, but not in a childish way.

We want to be a source of information where teenagers know that they can find trustworthy information about topics of their interest, and a place where they can learn with the news.

One of our great concern is to explain the news that are in the national and the international media agendas in a simple way, explaining the context and what happened until that moment.

We think there is a hand full of good reasons to encourage young people to read news. In countries like United States or United Kingdom the standards were reviewed and nonfiction literacy has now much more importance in the school syllabus, because it's the kind of texts students will deal more with during their life. And news is a good way to work this literacy in a classroom.

What does your business hope to achieve through Connect to Success's MBA/Masters Consulting Program?

We see Connect to Success as a good opportunity to help us dealing with the great challenge we're facing at this moment: a way to make the website profitable, taking advantage of the analysis made by specialists in marketing and economic fields and listen to their advices. Since all my background is in social sciences (I'm journalist), the support given by this MBA/Master Consulting Program can actually make the difference.