

INVOLVED

D R I V E   D E M O C R A C Y

# The Problem



Record-low  
government approval  
ratings



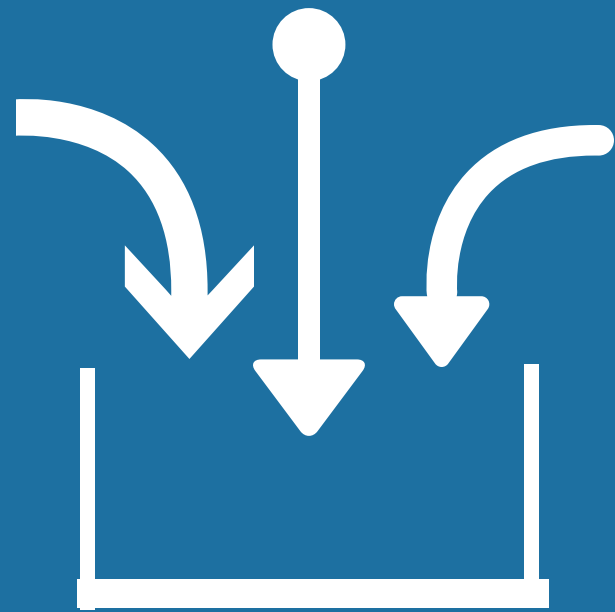
No impact on the  
likelihood of bills  
passing



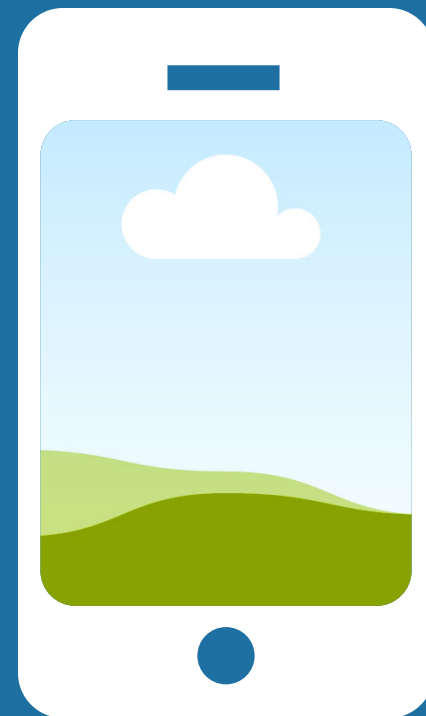
Outdated  
rep-constituent  
communication  
systems

# The Solution

An application that allows people and elected officials to communicate through micro-polling and messaging



Data aggregation



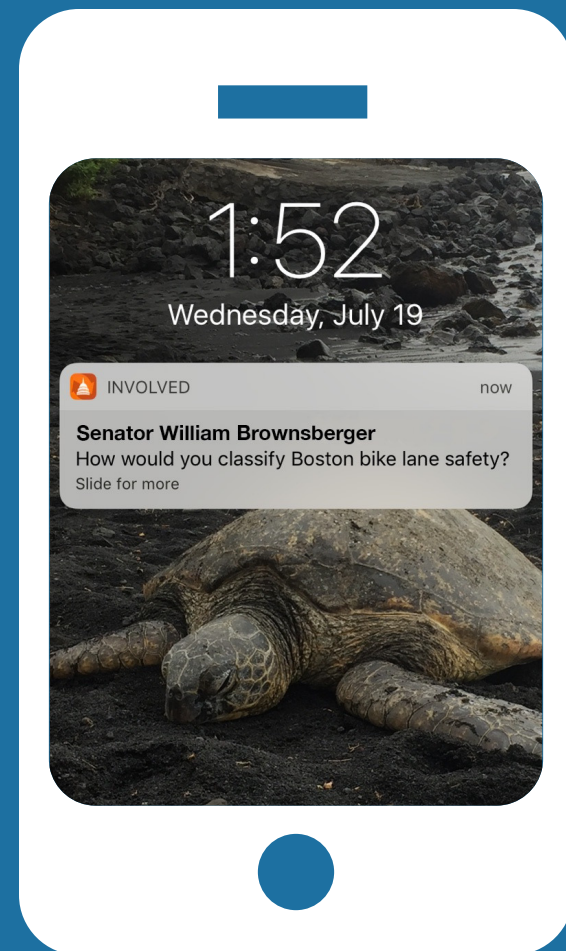
Ease of use



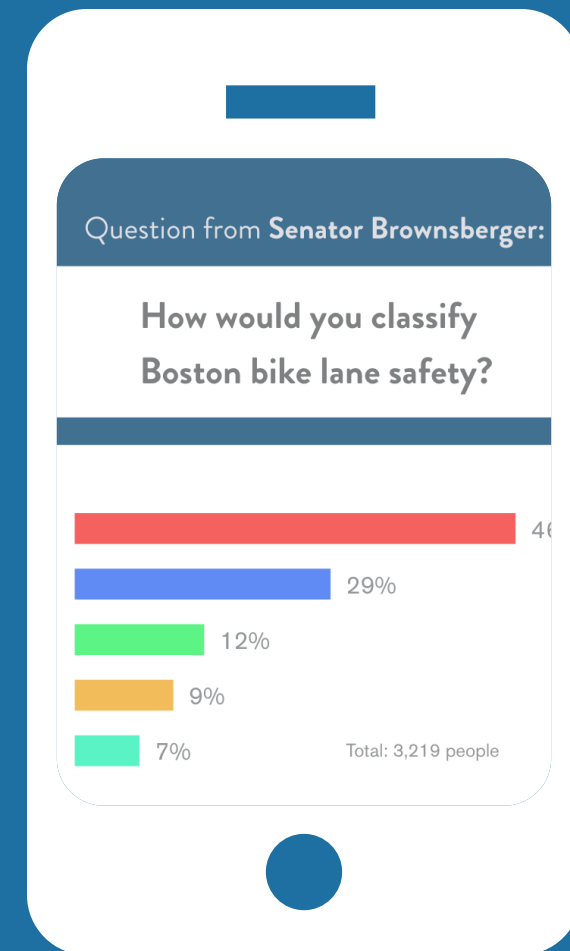
Increased outreach

# Product\*

Push notifications



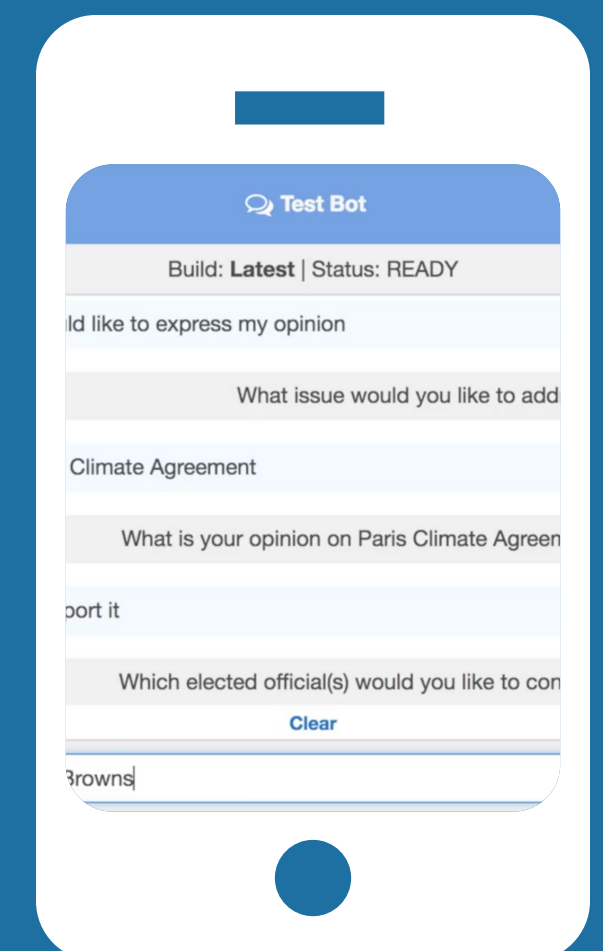
Polling on current issues



Feedback



AI messaging



\*for mobile application

Product

# Product

## Multiple Use Channels

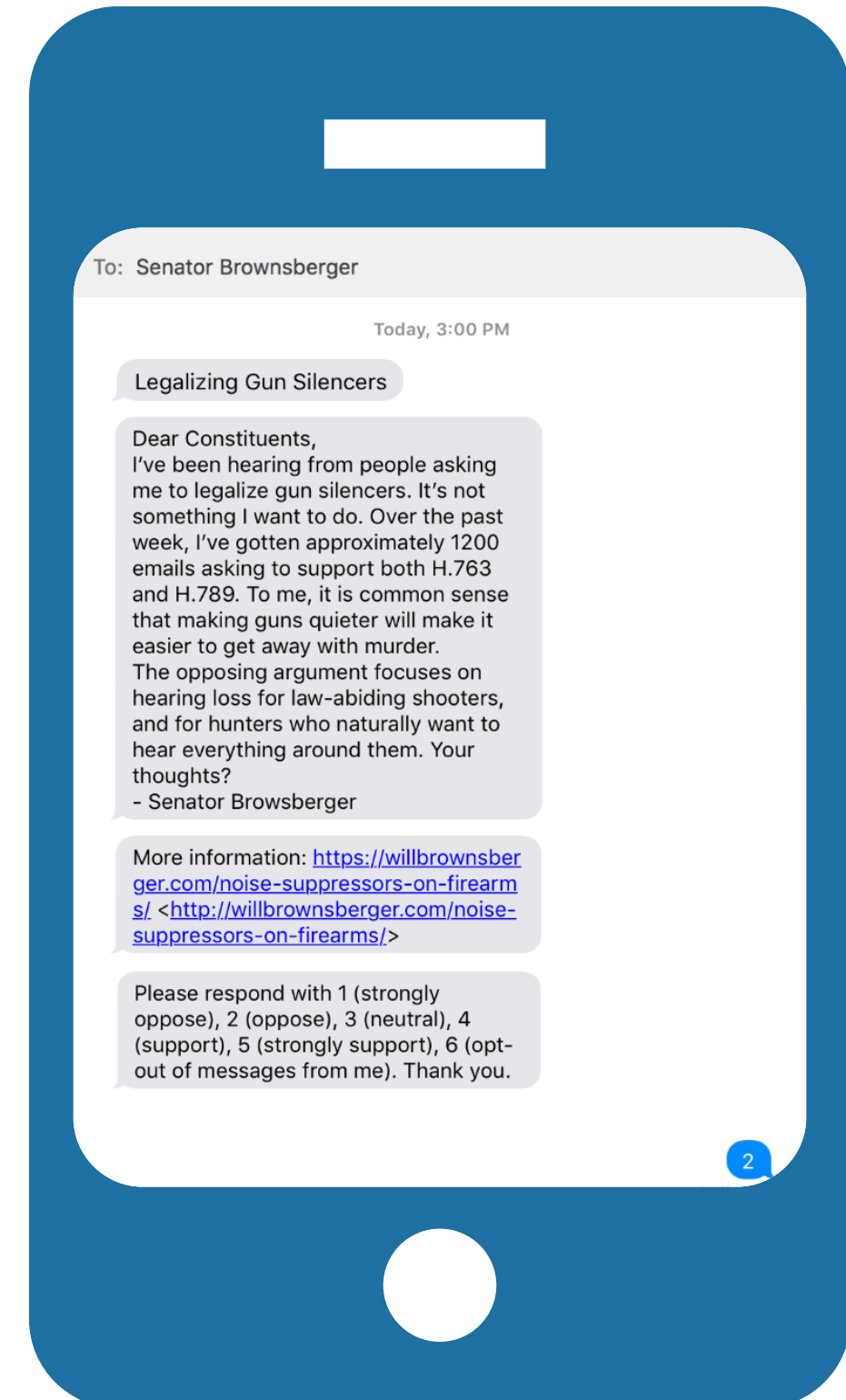
Mobile Application

Email

Text

Web Application

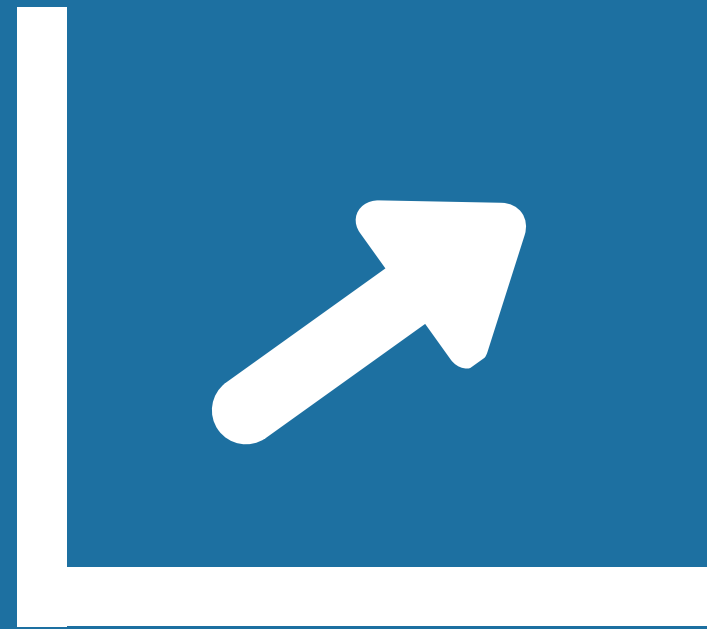
Widget



# Business Model



Freemium  
for elected officials



Free  
for people



Third-Party  
Data Sales

# U.S. Market Size

**181 million** registered voters

**39%** of adults recently contacted a  
government official

**\$3 billion** survey research industry

**\$8 billion** election cycle (2016)

**~\$210 billion** big data industry (2020)

# Industry & Competitors

## Political Apps



These platforms target political activists by tracking issues, news, or campaigns. We target 'silent majority' as a direct channel between people and their elected officials

## Social Media



These platforms do not validate constituent identity, gather little analytical data, and deter constituents who don't want to publicize political opinion

## Current Methods

Phone Calls	Letters
Townhalls	Emails

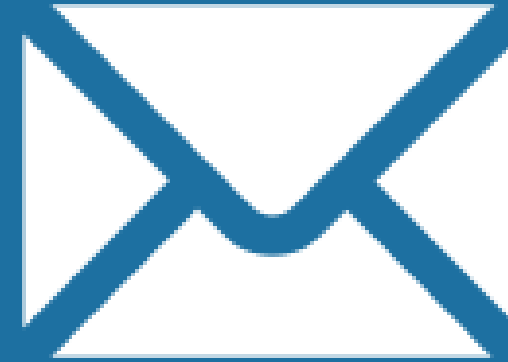
These methods are passive engagement tools that are inefficient in either convenience, outreach, or data aggregation



# Early Adoption



Direct Meetings



Elected Official  
Channels



Grassroot  
Campaigns

Adoption

# Growth Strategy

**In-app elected official invite**

**Advocacy groups**

**Local News & TV**

**Street teams**

**Attending rallies, marches**

**Civics classes**

**Online poll widgets**

**Non-profit organizations**

**Targeting towns  
in controversy**

**Brand ambassador  
campus programs**

**Radio interviews**

**Viral videos**

# Timeline



Customer Validation

MVP Mobile  
Development

2/17

MA State House  
Alpha Testing

Build out Mobile  
and Web

Launch in MA

Multiple Channels  
+ Direct Messaging  
(text, email, web)

Today



National Outreach

Freemium Model  
Big Data Analytics

# Team



Jacob Dansey

CEO

BU, Computer Engineering



John Knollmeyer

CTO

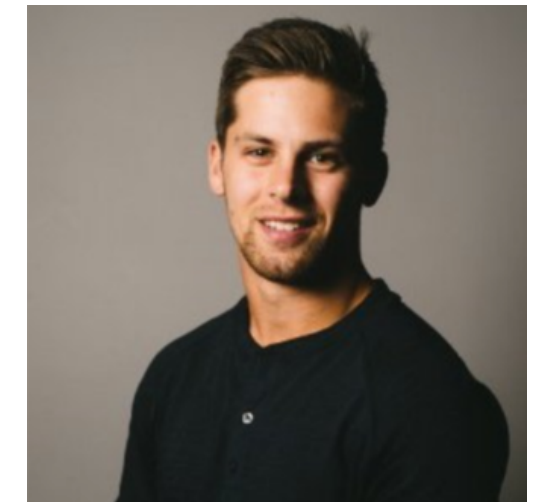
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Head of Finance

BU, Finance

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