

DRIVE DEMOCRACY

The Problem



Record-low government approval ratings



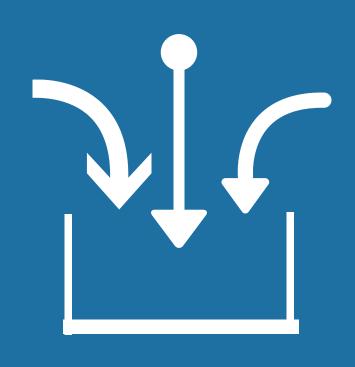
No impact on the likelihood of bills passing



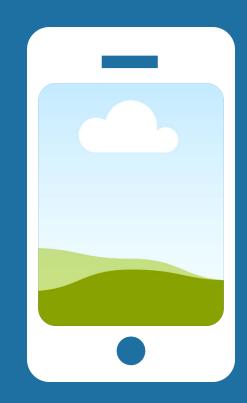
Outdated rep-constituent communication systems

The Solution

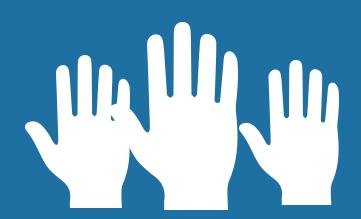
An application that allows people and elected officials to communicate through micro-polling and messaging







Ease of use



Increased outreach

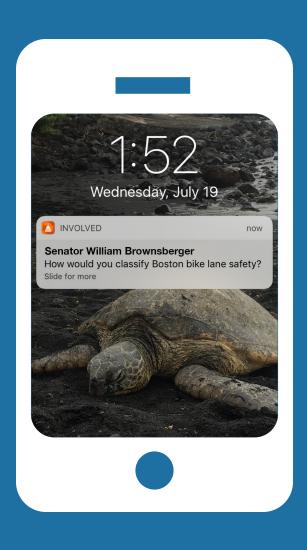
Product*

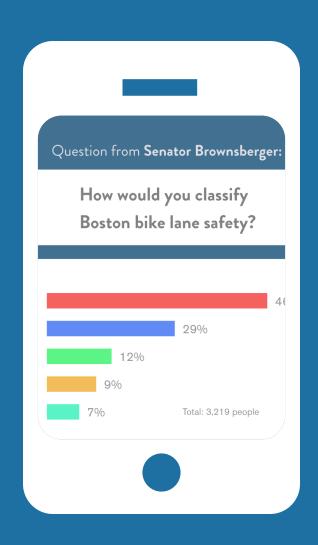
Push notifications

Polling on current issues

Feedback

Al messaging









*for mobile application

Product

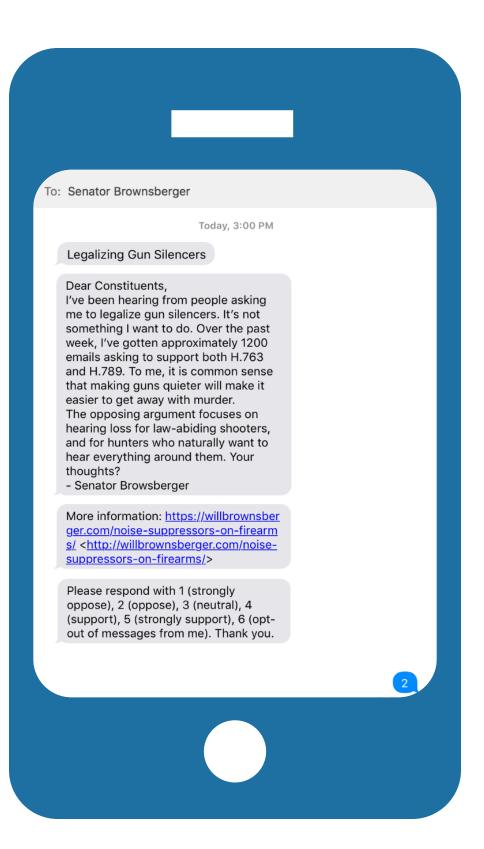
Multiple Use Channels

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 millon 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





ECOUNTABLE

Social Media







Current Methods

Phone Calls Letters

Townhalls Emails

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

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

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

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

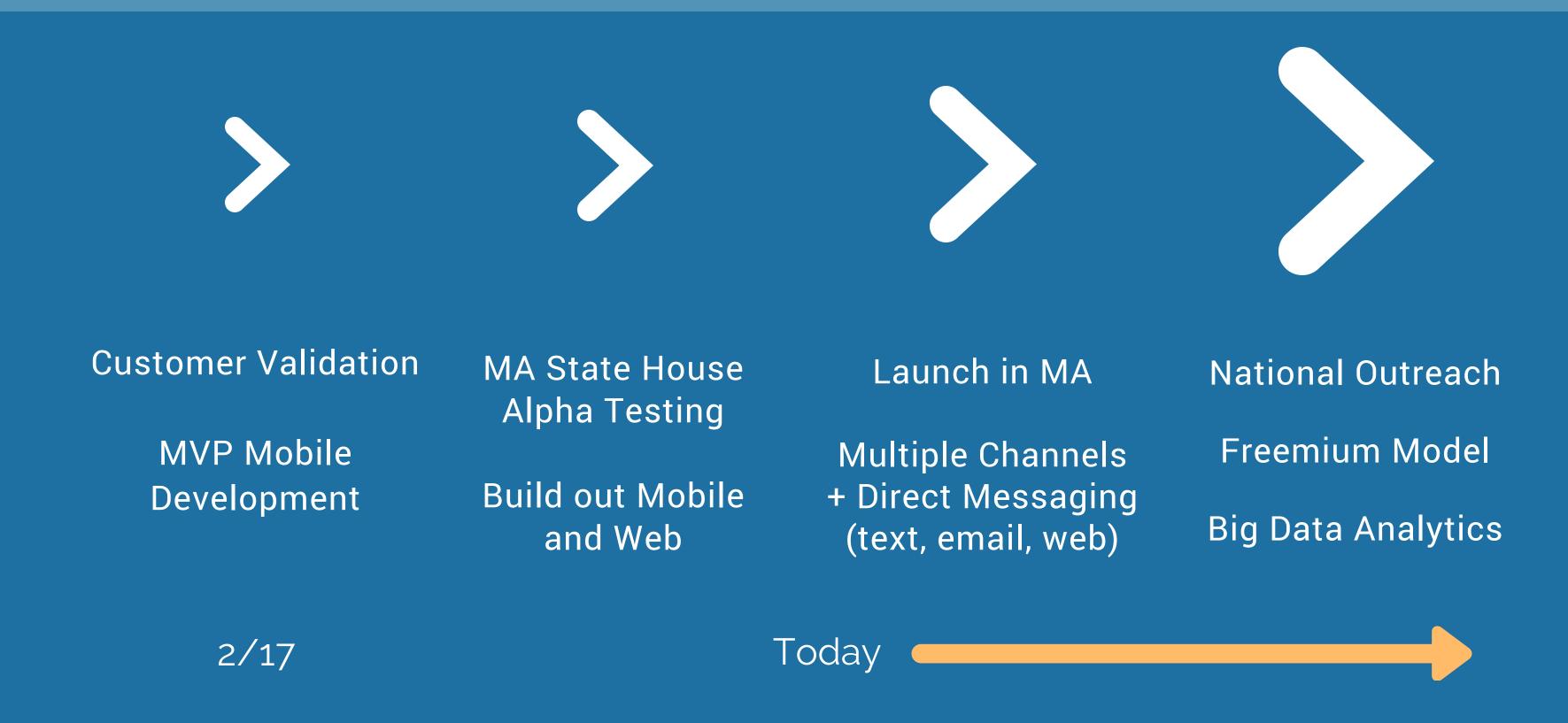
Targeting towns in controversy

Brand ambassador campus programs

Radio interviews

Viral videos

Timeline



Team



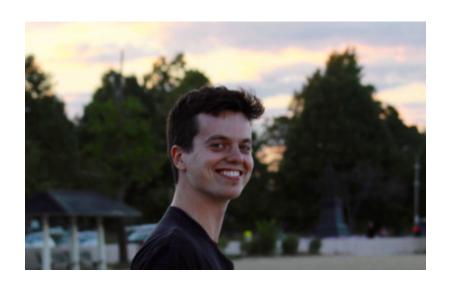
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