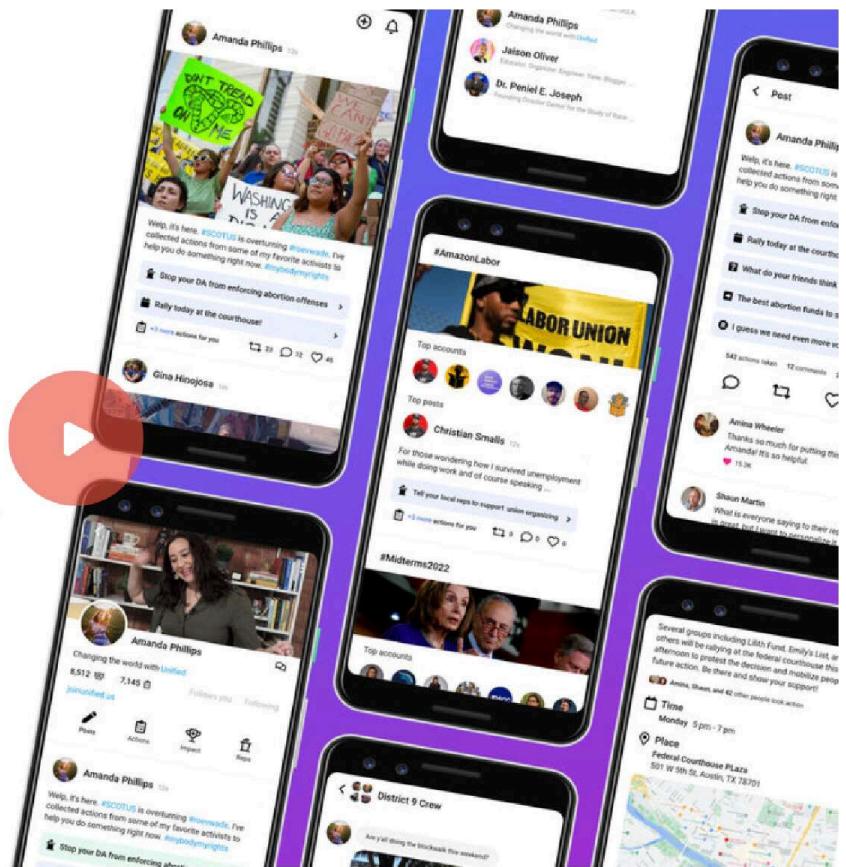


UNIFIED

Build a better world on the
social network for progressive change



UNIFIED

The social network for community organizing
and activism!

joinunified.us

Austin, TX



Technology

B2C

Mobile Apps

Highlights

1 📋 Hundreds of organizers, activists, volunteers, and candidates on the waitlist

2 👥 The first and only social platform for community organizers and activists

3

 A team that has built multiple multi-million dollar companies

4

 \$370B market, \$15B TAM, \$30M ARR in 5 years

5

 Backed by Higher Ground Labs (Y-Com for political tech)

6

 Builds a healthier democracy

Our Team



Shion Deysarkar CEO & Co-Founder

A proven leader in the world of technology and activism. Built a multi-million DaaS firm from the ground up which now grows 50% YoY. Deployed political organizing tools to >40 campaigns. CMU CompSci & Rice MBA grad.

Read our story here: <https://www.joinunified.us/about>



Jeremy Smith Co-Founder

A military, activism, and technology veteran. Has registered >1,000,000 voters via digital tools. CEO @ Civitech, a multi-million dollar political technology firm. US Army Captain, West Point grad, & Marshall Scholar.



Kas Sohr Lead Data Scientist

Data scientist with 15 yrs' experience in community development. Her work has been recognized by the TED Prize, Curry Stone Design Prize, the Royal Society of Arts Bicentenary Medal, WIRED's Rave Award, and the National Design Patron Award.



Brian T. Smith Head of Strategic Partnerships

22-yr campaign & govt relations professional with a recent focus on driving rapid growth for tech startups. Has been in the room where it happens, from winning his first primary election on Sep 11, 2001, to crafting language in the ACA.



RG Hall Operations Manager

A diverse range of organizing experience, including serving on the Biden Inaugural Advance Team, consulting for congressional campaigns, fundraising for US House members, and running field operations for Elizabeth Warren and other campaigns.



Amanda Phillips Community Manager

10 yrs of building communities from the ground up. Versatile creative: photographer, event producer, designer, videographer, & social media manager. Creator of viral posts, events w/ 1000s of attendees, & manager of award-winning community hubs.



Jack Klika Lead Backend Developer

Multi-disciplinary backend and infrastructure engineer. Led scaling of Foxconn's internal AI and customer-facing software. Optimized data analysis for international investment firm. Enumerator for US Census.



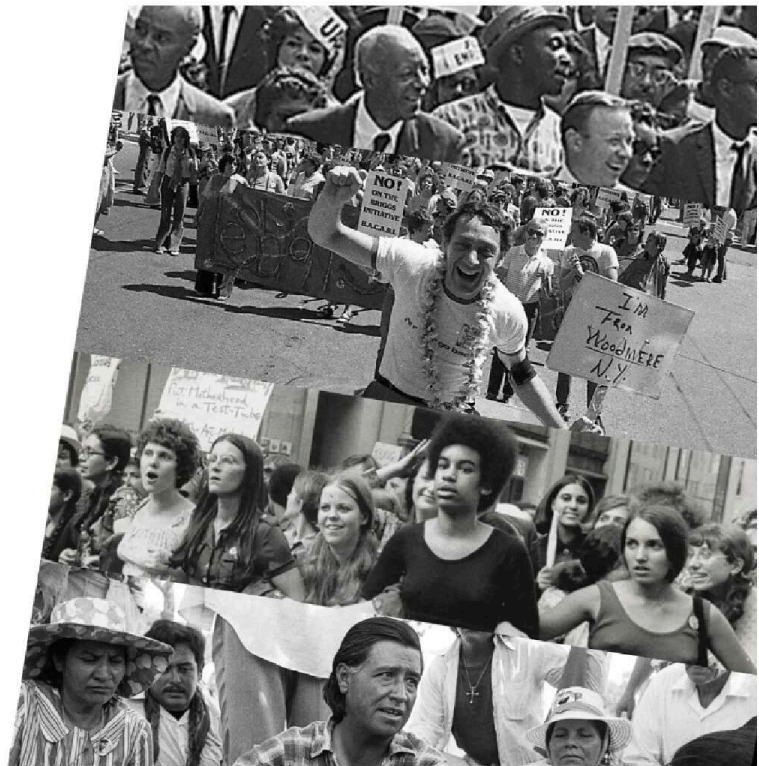
Francisco Jimenez Lead Mobile Developer

Seasoned mobile and web developer with broad experience building application for clients in consumer, analytics, and B2B industries. Built mobile app for relational organizing that was by >2,000 volunteers.

A social network for organizers, activists, and the communities they support.

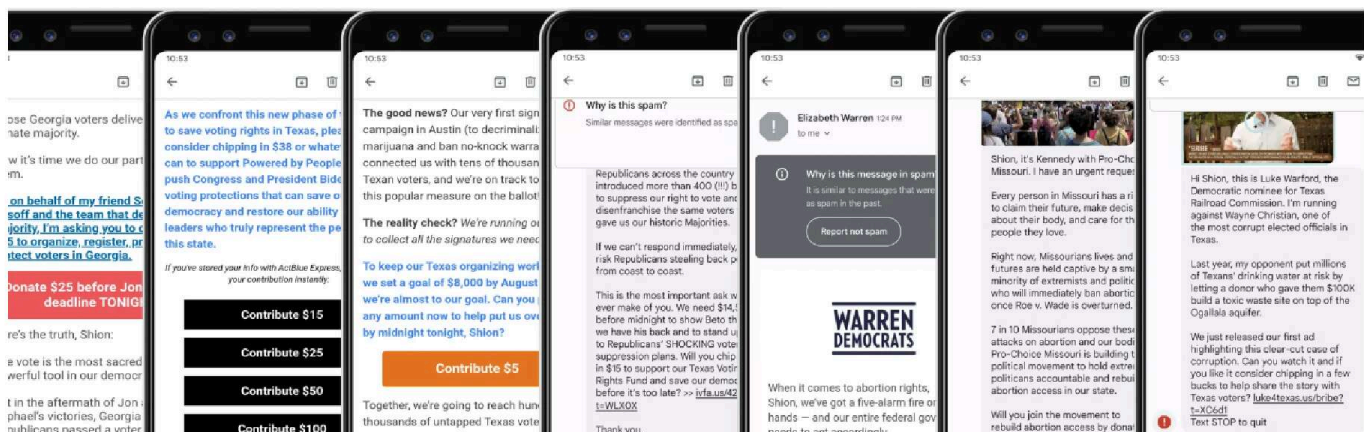
Social progress comes from
community organizing

but community organizing hasn't
kept pace with a changing world.




Organizers and activists today are forced to
spam people with texts, emails, and more

because they have no other way to reach people in modern society.



Organizers, activists, volunteers, candidates, donors are all
begging for a better way - every. single. day.

Organizer **burnout**



6:44

Thread

Caroline 范愷苓 @carolinefan

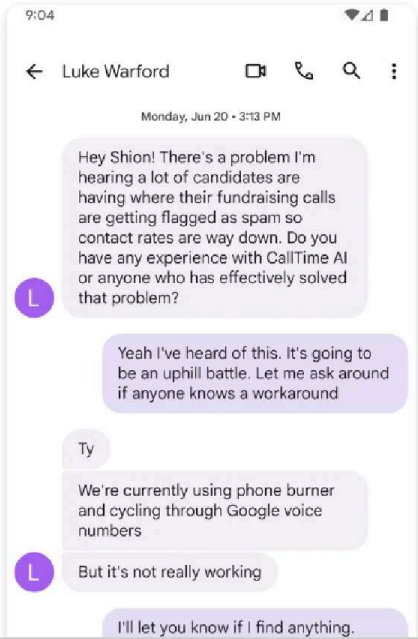
I am so really tremendously sad bc organizer burnout & trauma is real.

And some of the most talented people are leaving bc their bodies and minds cannot take it anymore. I support folks in this bc we cannot organize to make others whole if we are tattered and bruised.

9:42 AM · 12 Nov 21 · Twitter for Android

1 Retweet 1 Quote Tweet 20 Likes

Candidate **frustration**



9:04

Luke Warford

Monday, Jun 20 · 3:13 PM

Hey Shion! There's a problem I'm hearing a lot of candidates are having where their fundraising calls are getting flagged as spam so contact rates are way down. Do you have any experience with CallTime AI or anyone who has effectively solved that problem?

Yeah I've heard of this. It's going to be an uphill battle. Let me ask around if anyone knows a workaround


Ty

We're currently using phone burner and cycling through Google voice numbers

But it's not really working

I'll let you know if I find anything.

Donor **anger**



1:06

Tweet

Cindy Otis @CindyOtis

When acquaintances run for office and add your personal email address to NGP VAN so it's now on every. single. campaign. list.

3:20 PM · 21 Mar 22 · Twitter Web App

2 Retweets 2 Quote Tweets 25 Likes

Rina Shah @RinainDC · 21 Mar

Replying to @CindyOtis

The worst. I feel as if I'm forever unsubscribing.

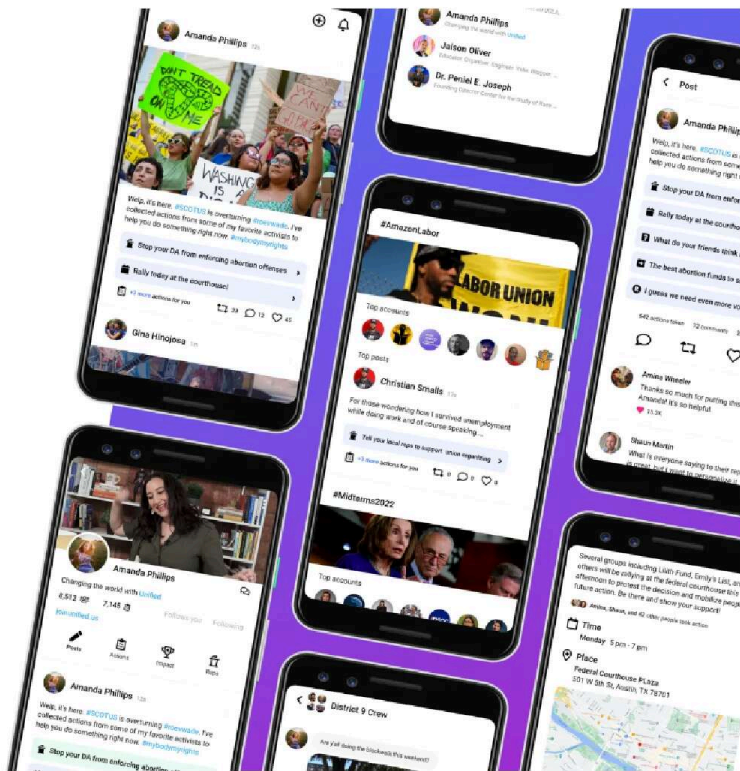
ECMadTown @ECmadtown · 21 Mar

Replying to @CindyOtis

Our solution:

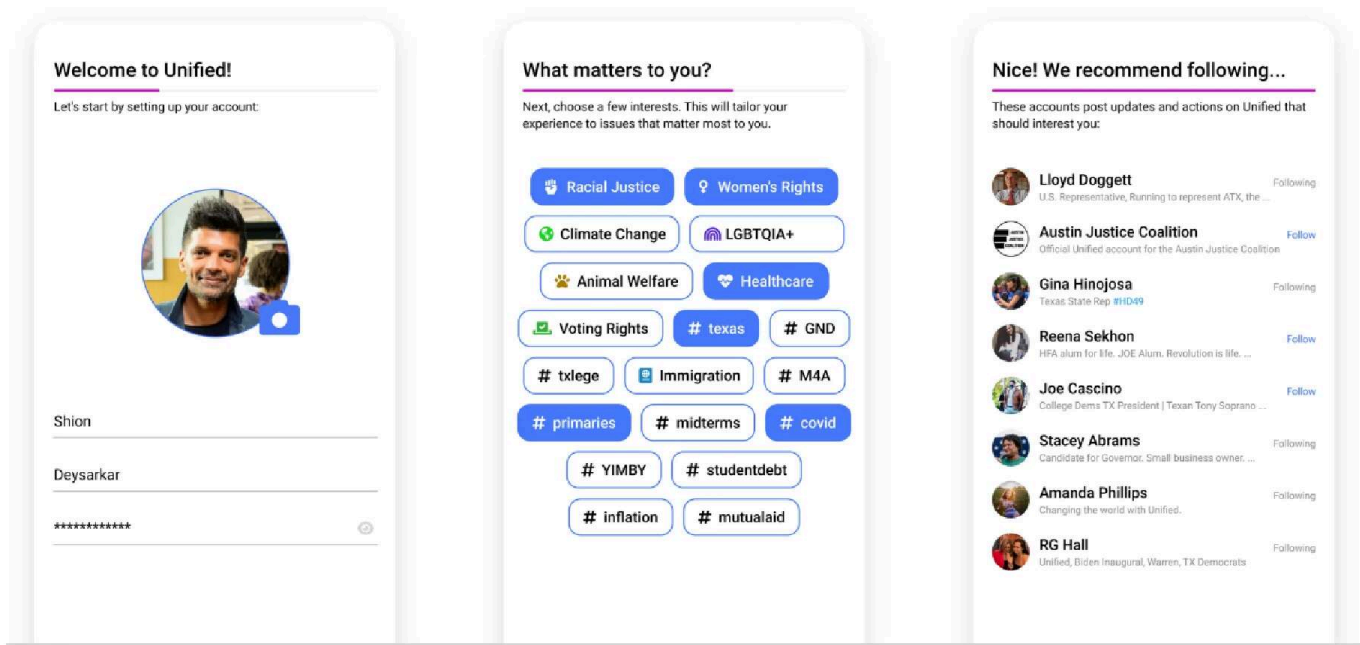
UNIFIED

A social network for organizers, activists, and the communities they support



How it works:

Sign up **connects** you with organizers you'll love



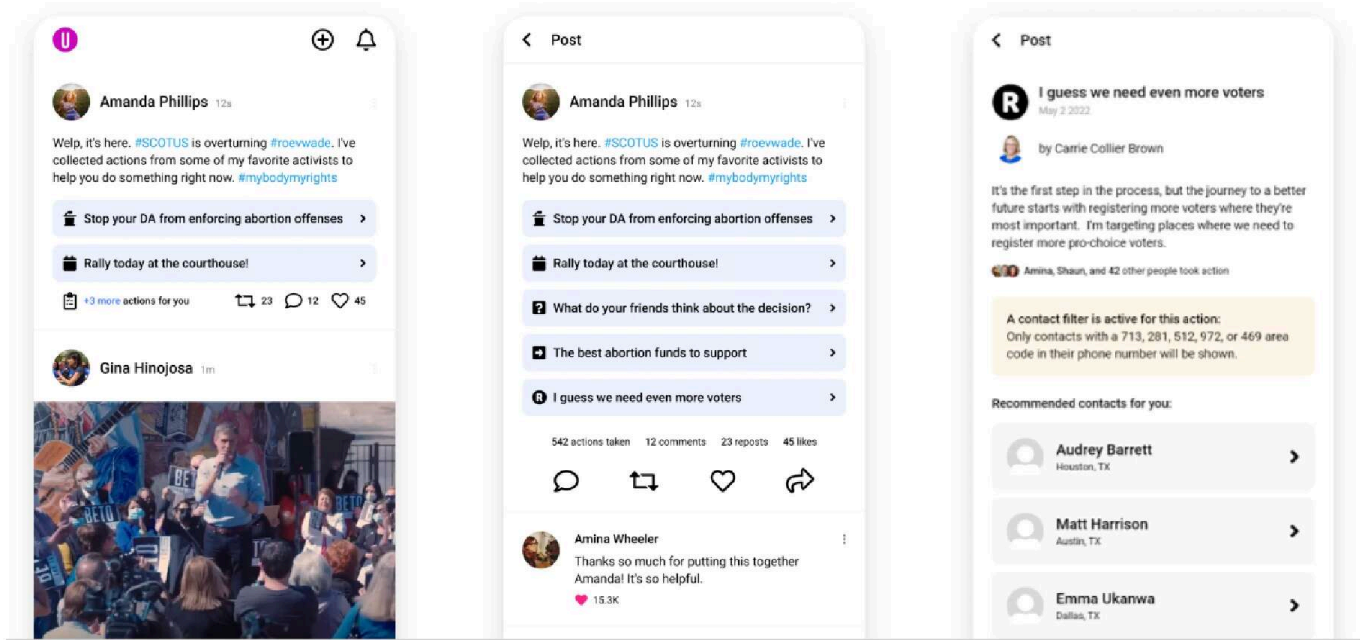
Create an account

Pick your interests

Follow accounts

How it works:

Complete **targeted actions** in every post



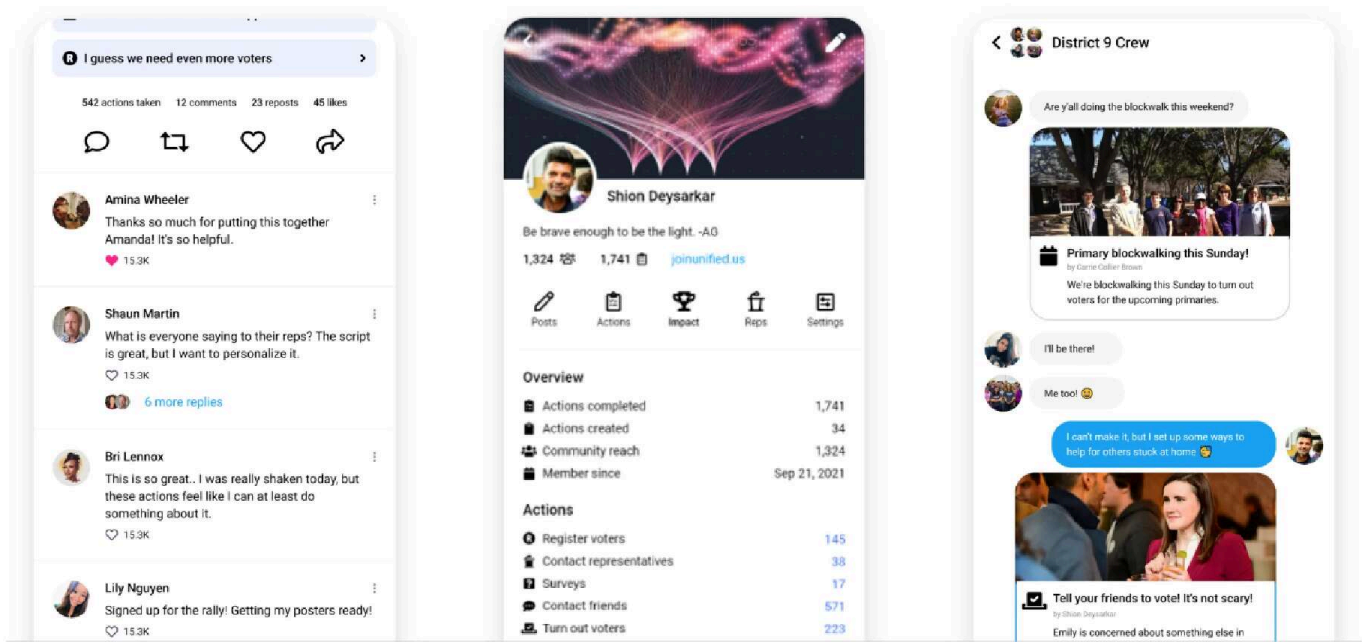
Discover relevant posts
on your home feed

Take action immediately
from within each post

Engage your contacts
with targeted asks

How it works:

Connect with people and build a community



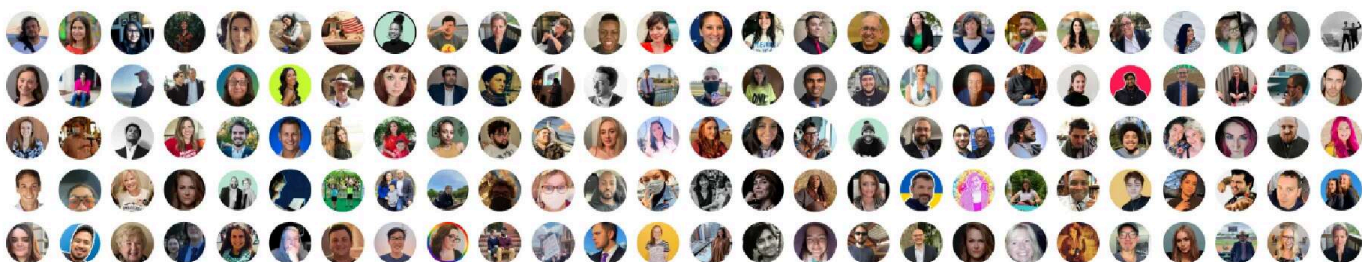
Collaborate with other
activists on each action

Track your impact on
your own unique profile

Build a community
around your cause

360

organizers, volunteers, donors, and candidates
are on the waitlist



Leading, active in, or alumni of dozens of progressive groups:



Eager to use Unified for:

Recruiting
STEM candidates

Mobilizing
Gen-Z in Wisconsin

Running
for Mayor of Houston

Inspiring others
to fight climate change

Coordinating
Black sorority activism

Promoting
activism on podcasts

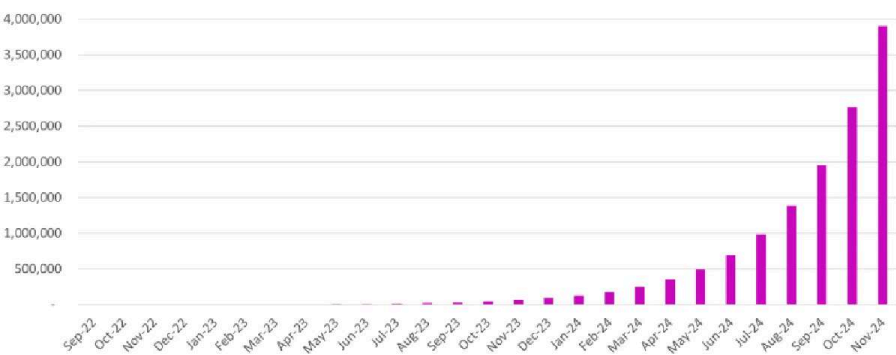
Unionizing
Starbucks locations

Organizing
suburban moms in Texas

3.5M

monthly active users (MAUs)
by 2024

- Comparables:**
- 2M Pod Save America daily listeners
 - 2M Hasan Piker Twitch viewers
 - 4M Mobilize users
 - 5M Indivisible guide views
 - 8M Everytown supporters
 - 15M ActBlue donors
 - 16M Planned Parenthood supporters
 - 30M Snapchat voter education users
 - 52M Twitter MAUs talking about politics



Forward-looking projections are not guaranteed.

Domestic TAM
\$15B

Primary revenue channel:
3.95% commission on donations through Unified

\$15B TAM: \$3.95% of \$378B political/advocacy donations in 2020
\$197M SAM: \$3.95% of \$5B ActBlue donations in 2020
\$19M SOM: \$3.95% of 10% of \$5B ActBlue donations in 2020



Future revenue channels:

- Digital goods/subscriptions for users
- Donor & volunteer management software services
- Third-party API ecosystem access

Back a team with:

Roots in the movement. **Rocket ship** experience.



Shion Deysarkar
CEO & Co-Founder
50% YoY 3-year growth as DaaS firm CEO
Brought relational organizing to 40 campaigns
CMU CompSci, Student Pres. @ Rice MBA



Jeremy Smith
Co-Founder
Registered over 1,000,000 voters
CEO @ Civitech (\$63M valuation)
West Point, US Army Captain, Marshall Scholar

Core Engineering Team



Kas Stohr
Lead Data Scientist
Let social listening for Simon & Schuster
Led non-profit that impacted 1.2 million people



Francisco Jimenez
Lead Mobile Developer
Built relational organizing app used by >2000 vols
10 years building applications for SaaS companies



Jack Klika
Lead Backend Engineer
Led scaling for Foxconn's AI systems
Enumerator for US census



Core Business Development Team

Brian T. Smith
Head of Partnerships
22 years working campaign & government relations
Election-winner and legislation-crafter



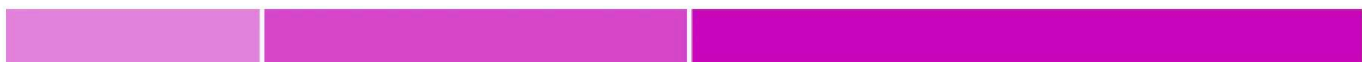
RG Hall
Operations Manager
Organizer with Biden Inaugural, Warren for President
Fundraiser and consultant for US House races



Amanda Phillips
Community Manager
10 years in community and event management
Volunteer deputy registrar

How you can help:

Join our \$4M seed round (includes this crowdfund)



\$50K - 1.07M

\$1 - 2M

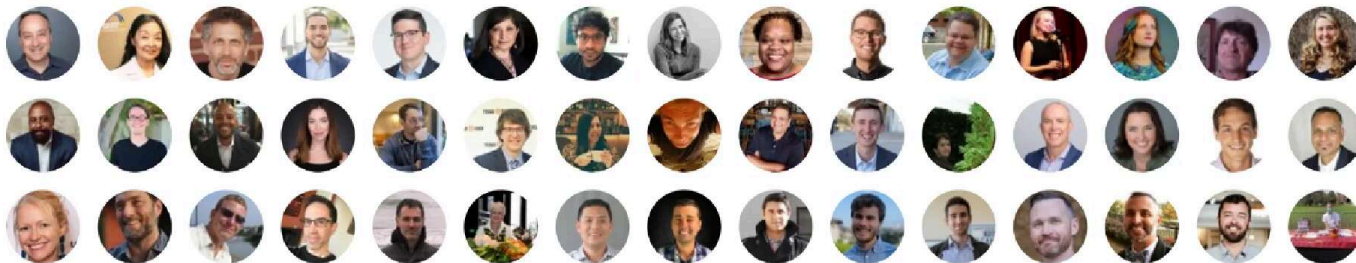
\$1 - 2M

crowdfund
min \$100

impact investors
min \$10K

venture capital
min \$100K

Backed by the same organizers, activists, candidates, and donors on our alpha waitlist:



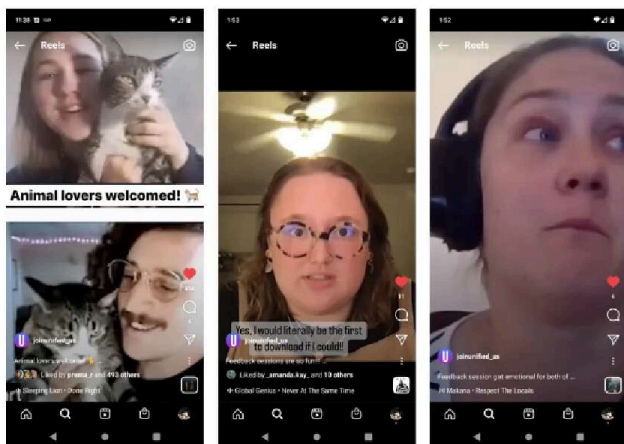
Also backed by:



Additional Resources

User testimonials

Live reactions during user interviews



[Click images to watch videos](#)

Quotes from interviews

"It's fulfilling **something that's missing** in the space. Wish I had it in 2020." "This is **absolutely a missing piece in organizing**. Nothing like it exists." "What you're proposing **kicks the competition's ass**. It's way better." "I could finally get rid of Facebook with what you just showed me." "This is **better than Instagram or Facebook for taking action**." "A social platform that sync with VAN would be **the greatest thing I've seen in organizing**." "I

hate most political tech and [I love this](#)." "Our volunteers will love this." "I [would love to beta test this](#) with my groups." "I [want to start using this like NOW](#)." "I'm ready to download this and [get others to download this asap](#)." "I want to be one of the first to use it." "Super [close to the perfect app](#)." "There's a big need for this - I'm with y'all." "[OH WOW](#)."

Testimonials from pilot partners:

Thank you!

Thank you so much for reviewing our story. We hope you find our mission, product, and vision compelling. Please let us know if you have any questions!

Want to join our superfan community? [Sign up for a feedback session](#).

Additional links

- Learn more about Unified features: [Feature Announcements](#), [Feature Deep Dives](#)
- [Activism on social media](#)
- [Charitable giving statistics](#)
- Political giving statistics: [OpenSecrets](#), [FollowTheMoney.org](#)
- ActBlue statistics: [2020 report](#), [2021 analysis](#)
- Creator economy success stories: [Patreon](#), [Twitch](#)