



A public web app for transparent police conduct data

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# **Problem:** Underreported Police Misconduct



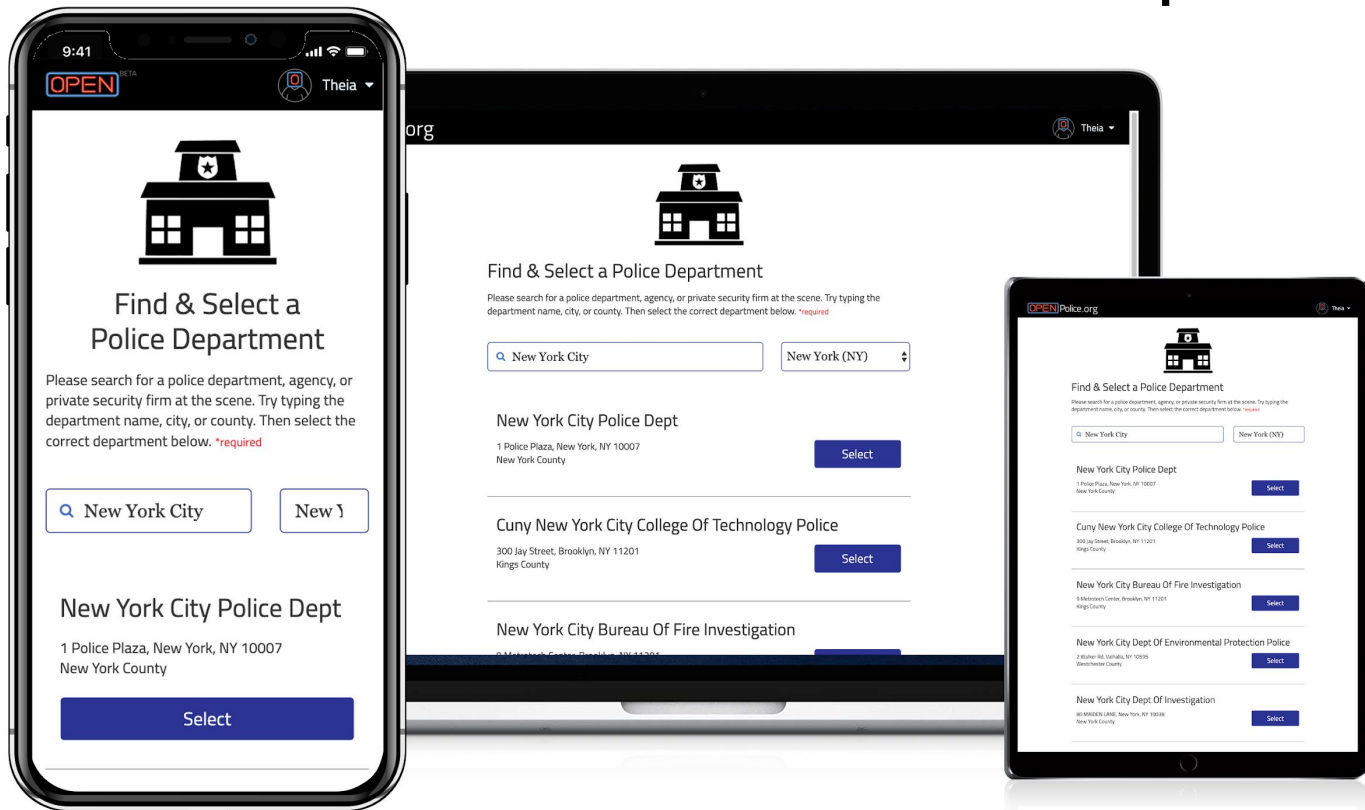
# **Problem:** Underreported Police Misconduct

- **Agencies are bad at collecting complaints data**
  - Poor or no online access, unhelpful employees
  - Data they collect, they don't share
- **Ignored misconduct destroys community trust**
  - Cuts crime-solving cooperation
  - Increases crime & disorder

[WNYC: Is Police Misconduct a Secret in Your State?](#)

[The Atlantic: Police Brutality Leads to Thousands Fewer Calls to 911](#)

# Solution: TurboTax for Police Complaints



# **Solution:** TurboTax for Police Complaints

- **Accessible online reporting**
  - less hassle & intimidation
- **Easy to use step-by-step guidance**
  - no jargon, no bullshit
- **Consistent user experience**
  - covers 18,125 U.S. police agencies

# Every year in the United States...

**31 Million**

experienced  
involuntary  
police contact

**2.9 Million**

said police did not  
behave properly

**4.2%**

of those 2.9  
million filed  
a complaint

*Bureau of Justice Statistics, 2013: Police Behavior during Traffic and Street Stops, 2011*

# Beta Launch +4 Months

**330**

Beta User Signups

**30**

Complaints Created

**20**

Active Users per Month

**11**

Filed for Investigation

# Advantages

- **Independence**

- NGO status sidesteps police secrecy laws
- Users trust us more because **we are *not* the police**

- **Transparency**

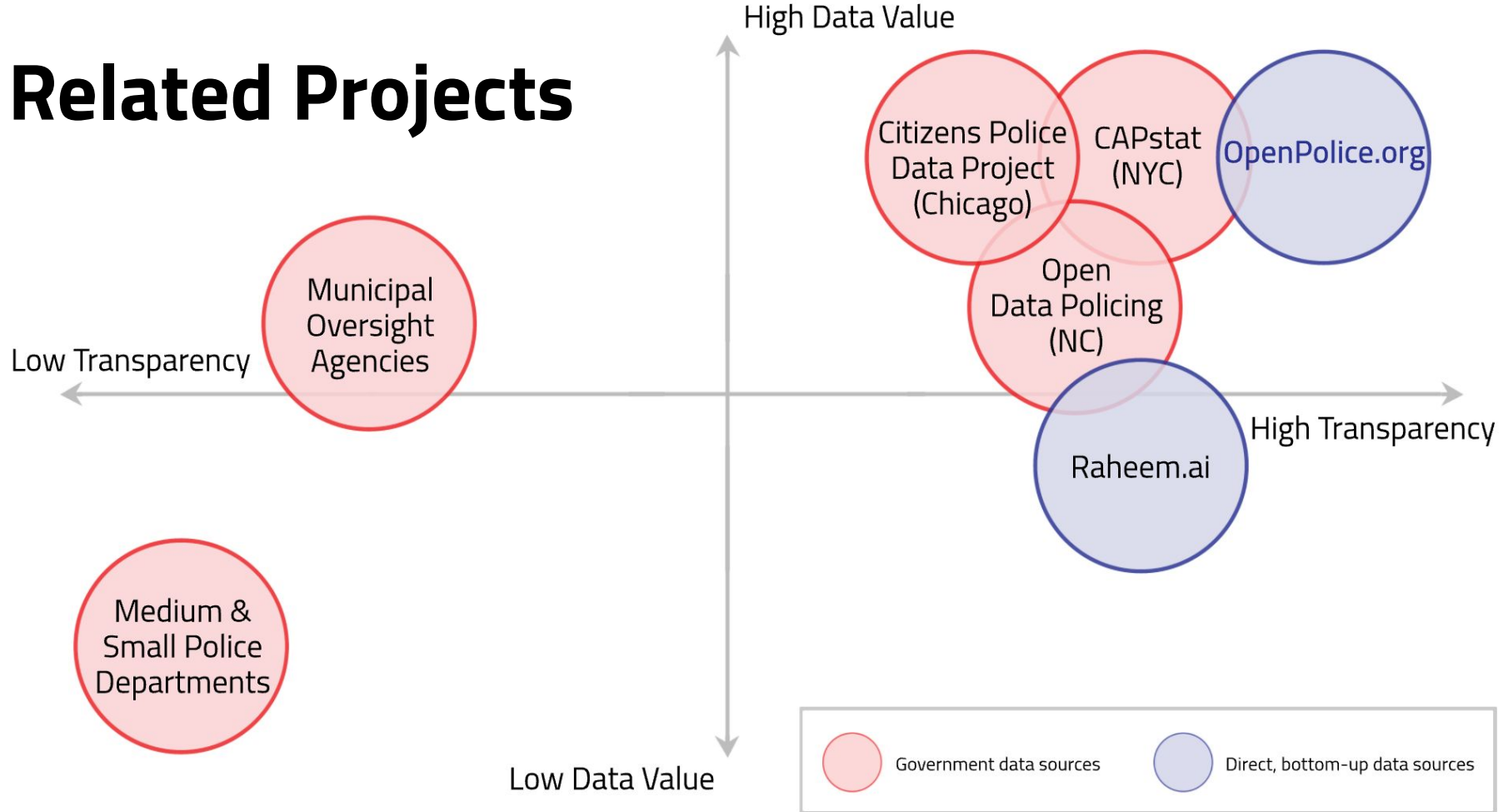
- Public tracking of individual officer conduct

- **Legal Harm Reduction**

- Privacy architecture protects at-risk users and us



# Related Projects



# User Acquisition Strategy

- **Built-in Organic Traffic & SEO Pipeline**
  - **45 Million Views on YouTube, 198K subscribers**
  - Google “How to file complaint against [a dept]”
- **Partnerships**
  - Legal Aid Society, ACLU, NAACP, NACDL, NACOLE, BLM/Community Groups, Celebrity Users
- **Targeted Google & Facebook Ads**



## 10 Rules for Dealing with Police (Full-Length)

3,469,687 views



36K



1.5K



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**Flex Your Rights**

Published on Apr 30, 2012

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www.FlexYourRights.org

45:23

# Team

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#1 Know-your-rights content creator

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**Morgan Lesko**, Co-founder, CTO

Socially conscious CMS developer

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# Impact Projections

**+1 YEAR:** 500 new complaints, 5 partner orgs using the app

**+2 YEARS:** 5,000 new complaints, national and local press

**+5 YEARS:** 50,000 complaints per year, recognized as the national clearinghouse for police complaints

# Revenue Sources & Projections

	+1 Year	+2	+5
<b>Lead Generation Service for Criminal Defense Attorneys</b>	5	50	500
<b>Intake Management for Law Firms &amp; Investigative Agencies</b>	1	5	50
<b>Annual Revenue from Services</b>	\$5K	\$50K	<b>\$500K</b>

# 12-Month Project Budget (to Sept. 2020)

● Engineering	\$60K
● Customer Service	\$60K
● Partnership Development	\$60K
● Branding & UX Upgrades	\$40K
● Marketing & Outreach	\$30K
<b>Total Annual Budget</b>	<b>\$250K</b>