



Police Complaints^{BETA}

A public web app for real-time police conduct data

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Problem: Underreported Police Misconduct



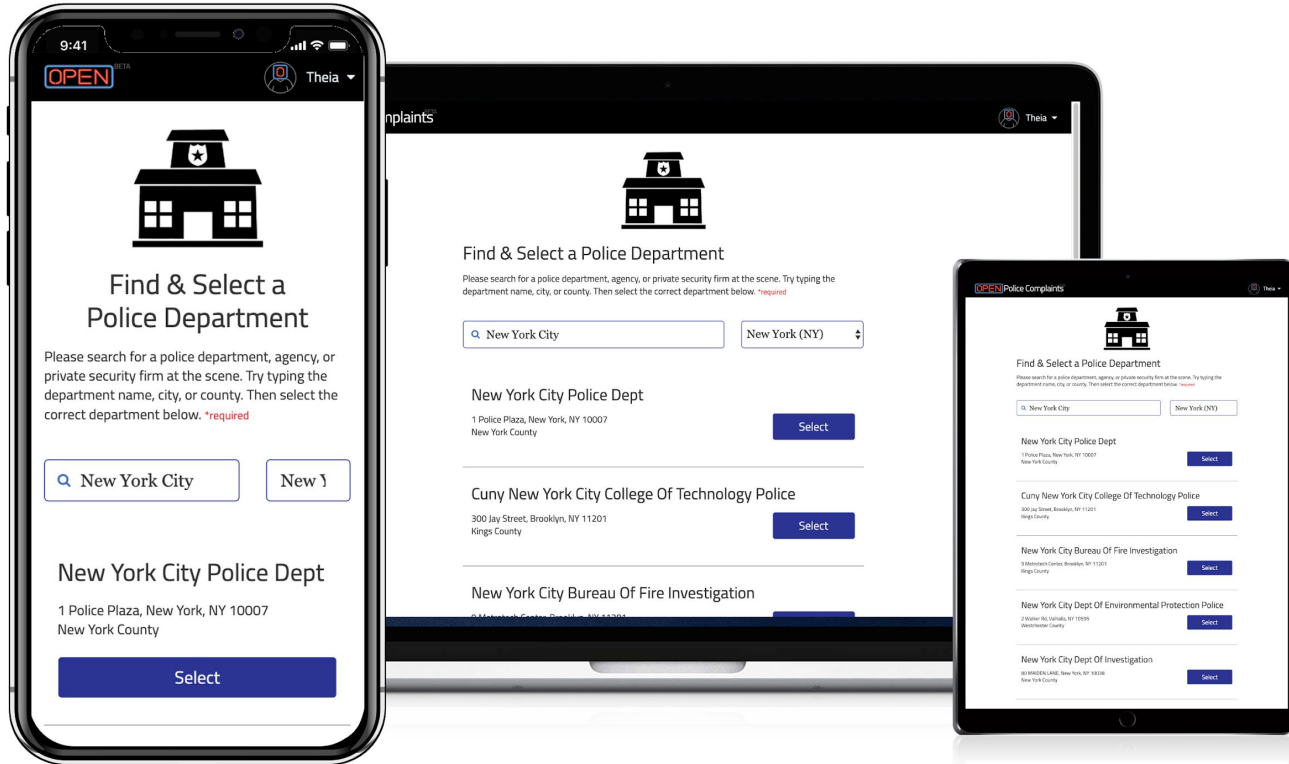
Problem: Underreported Police Misconduct

- **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 +90 Days

142

Beta Users Invited

21

Complaints Created

12

Active Users per Month

8

Filed for Investigation

Advantages

- **Independence**

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

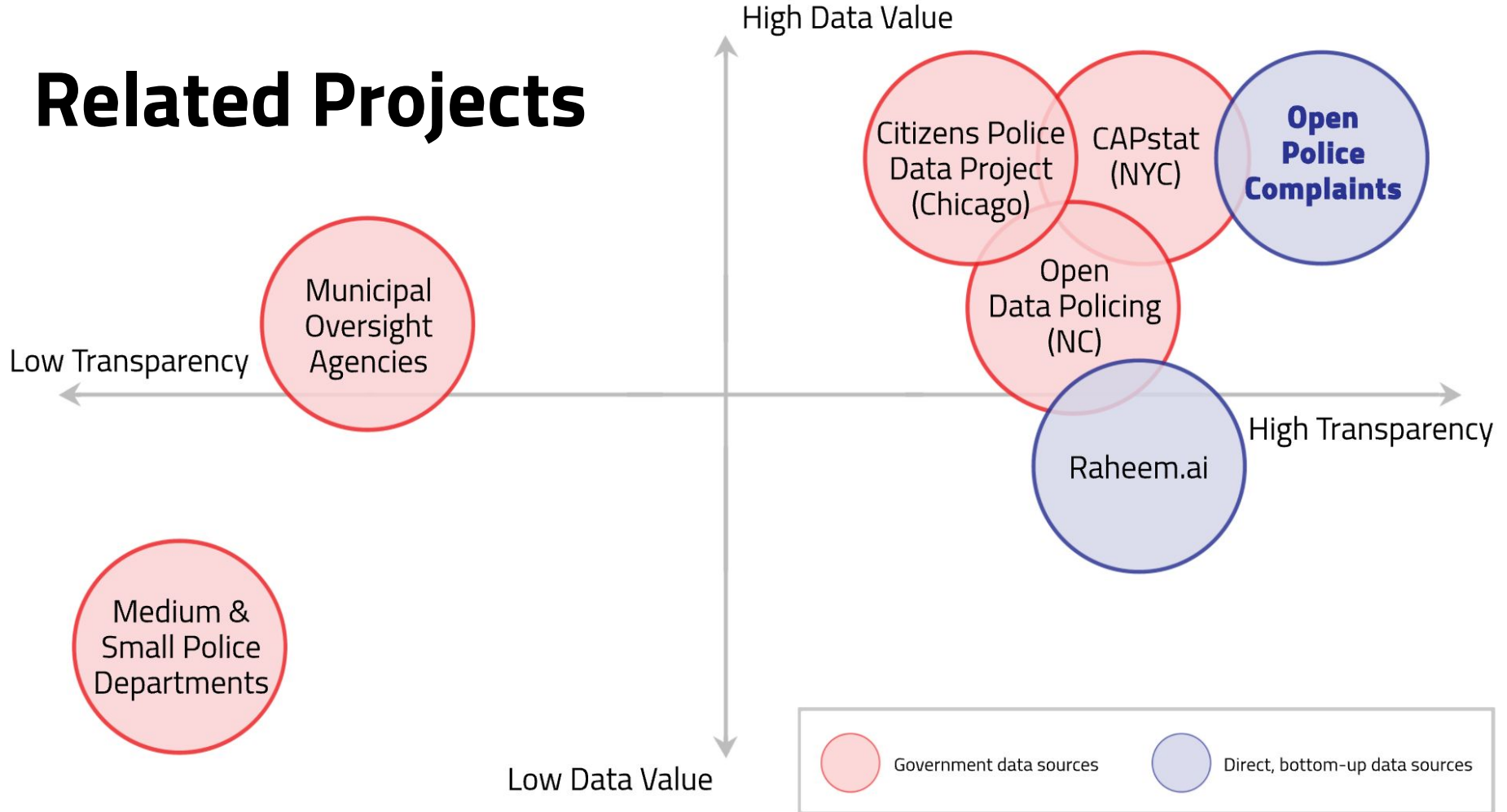
- **Transparency**

- 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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Flex Your Rights

3.9M views

Learn more at
www.FlexYourRights.org

45:23

Team

Steven Silverman, Co-founder, CEO

#1 Know-your-rights content creator

[linkedin.com/in/stevedsilverman](https://www.linkedin.com/in/stevedsilverman)



Morgan Lesko, Co-founder, CTO

Socially conscious CMS developer

[linkedin.com/in/morgan-lesko](https://www.linkedin.com/in/morgan-lesko)



Impact Projections

+1 YEAR: 250 new complaints, 5 active partner orgs

+2 YEARS: 1,000 new complaints, national and local press

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

Revenue Source Projections

+1 YEAR: 5 Attorneys paying for lead-generation service,
1 Investigative Agency contract

+2 YEARS: 100 paid subscribers,
5 Investigative Agency paid contracts

+5 YEARS: 500+ paid subscribers,
10 Investigative Agency paid contracts

12-Month Project Budget

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