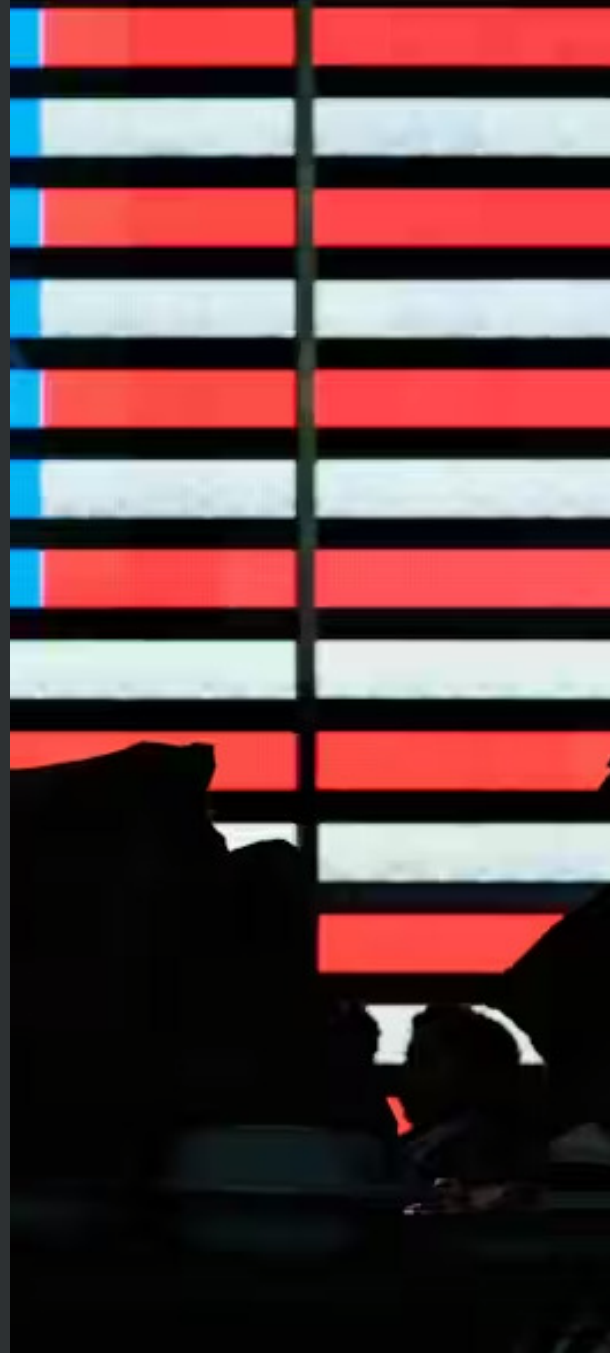


CivicSky Media

Democracy Reimagined

Restoring informed citizenship through decentralized civic media, trusted news, and participatory democracy



The Democracy Crisis

Eroded Education

Since the 1980s, systematic attacks on public education and civic literacy have left citizens uninformed and vulnerable to polarization and manipulation

Media Distrust

Consolidation, disinformation campaigns, and propaganda have shattered trust in news, leaving people unable to distinguish fact from fiction

Civic Disengagement

Concentrated wealth and intentional divisions have created a society where citizens feel powerless and disconnected from democracy

The three pillars of meaningful democracy—an educated, informed, and engaged society—are under assault. Without urgent action, representative democracy itself is at risk.

The Walled Garden Problem

Legacy Platforms Exploit Users

Facebook's Cambridge Analytica scandal betrayed user trust. Twitter's acquisition by extremist actors compromised civic discourse. TikTok is falling to right-wing control. These centralized platforms:

- Extract and monetize personal data without consent
- Amplify division and disinformation for engagement
- Lock users into proprietary ecosystems

The era of walled gardens is over. Users demand transparency, control, and platforms aligned with democratic principles.



Our Solution: A Federated Civic Ecosystem



Short-Form Education

2-minute videos on critical issues—climate action, voting rights, wealth inequality, justice—making civic knowledge accessible and compelling



Creator-First Platform

Support independent journalists like Heather Cox Richardson and Timothy Snyder with an enhanced revenue share, powered by Open Source infrastructure



News Trust Ratings

Transparent system flagging false content while elevating trusted, independent sources with algorithmic verification



Civic Action Engine

Geo-targeted opportunities matched to user interests, with gamification to transform awareness into engagement



Kitchen Table Democracy/Civic Spaces

Invite-only AI-facilitated dialogue spaces bridging divides, building shared values, and scaling agreements into coordinated legislative and policy action



Federated Architecture

Decentralized infrastructure across US, Canada, UK, EU—protecting user data and ensuring platform neutrality

Three-Phase Roadmap to Impact



Phase 1: Validation

Months 0-12

Build MVP with authoring, short-form media, civic actions, and gamification. Secure 10+ author partnerships. Run closed beta with 1,000 users. Validate federation architecture and news-rating prototype.



Phase 2: Launch

Months 12-30

Public release across web, iOS, Android. Scale to 100,000 subscribers and 50-100 creators. Launch full civic action network and Kitchen Table Democracy spaces. Activate federation nodes in UK and EU.



Phase 3: Scale

Months 30-36+

Grow to millions of users globally. Expand to thousands of creators. Achieve profitability with \$10-30M ARR. Establish platform as the trusted infrastructure for civic education and participatory democracy.

Ethical Business Model: ROI and Societal Value

Revenue Streams

User Subscriptions

\$2/month for students, academics, seniors
\$4/month for general subscribers

Reward Journalists and Authors

5% CivicSky platform fee vs. Substack's 10%

Enterprise Partnerships

Universities, foundations, NGOs license platform access and civic-action data

Premium Features

Advanced analytics, dialogue facilitation, federation node hosting for organizations



Ethical economics: We prioritize creator compensation and user privacy over extraction. Our model proves that mission-driven platforms can achieve financial sustainability while serving democratic values.

Market Opportunity

50M+

Content Creators

Global creator economy participants seeking better platforms and revenue models

\$104B

Creator Economy

Market size in 2024, growing 25% annually as creators seek independence

200M+

Civic-Minded Users

Progressive, nonprofit leaders, journalists, and engaged citizens across democracies

3.5B

Social Media Users

Seeking alternatives to exploitative walled gardens and toxic platforms

The convergence of civic tech, creator economy, trusted news, and decentralized platforms creates a unique window. Democratic erosion has generated urgent demand for new models that empower rather than exploit.

Competitive Advantages



Creator-First Economics

95% revenue share vs. Substack's 90%—we put creators first with transparent, fair compensation



Federated Infrastructure

Unlike Facebook, Twitter, or TikTok, we're decentralized—users control their data across jurisdictions



Trust Rating System

Proprietary news verification algorithm—no competitor offers transparent, algorithmic trust overlay



Civic Action Integration

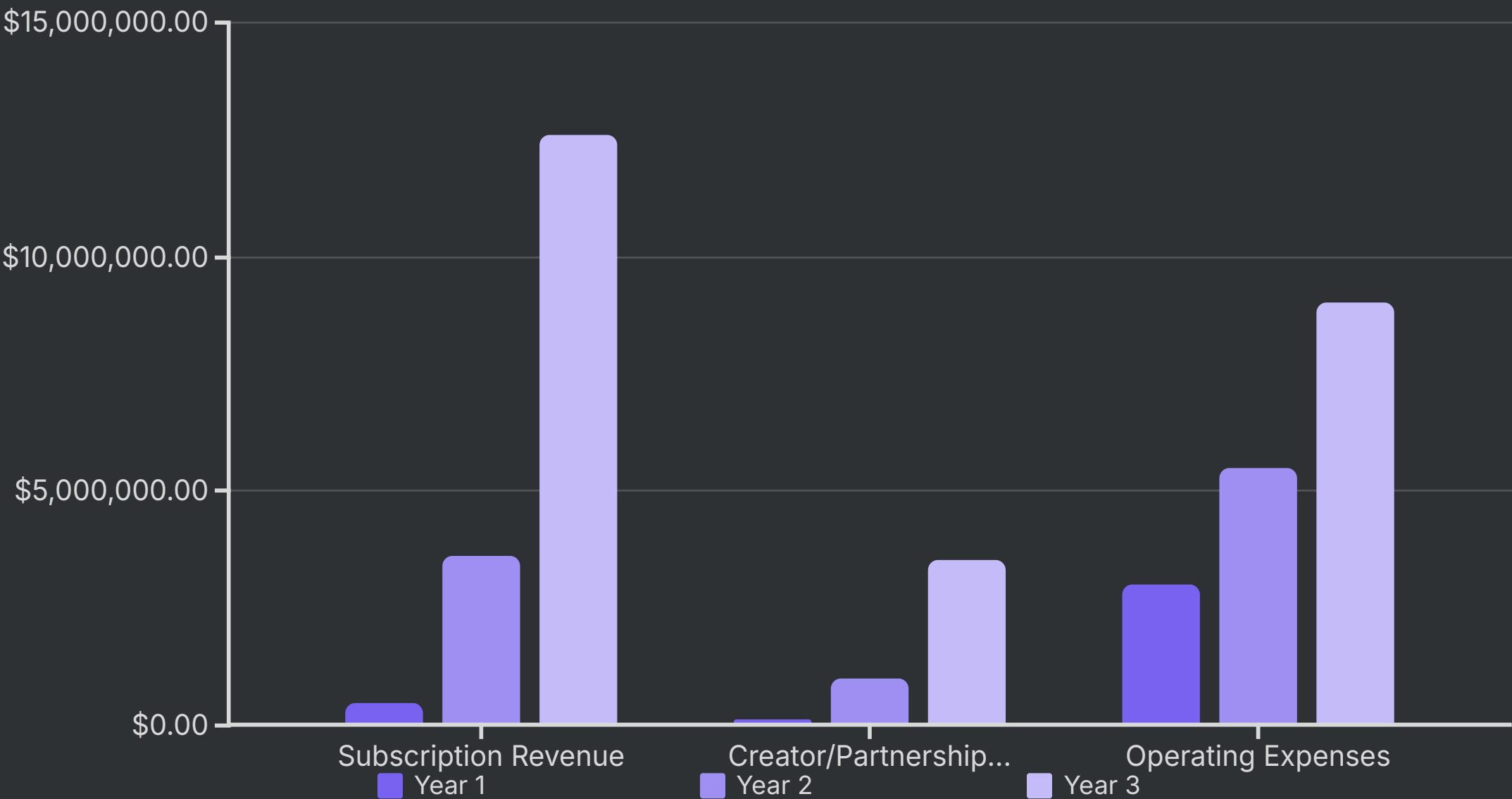
Unique geo-targeted engagement engine with gamification—transforming readers into activists



Kitchen Table Democracy

AI-facilitated bridging conversations—scaling agreement into policy action, unmatched in civic tech

Financial Projections



Year 1: Validation

10,000 subscribers

Total revenue: \$580K

EBITDA: -\$2.42M

Heavy investment phase

Year 2: Launch

100,000 subscribers

Total revenue: \$4.60M

EBITDA: -\$900K

Public scale-up

Year 3: Profitability

300,000 subscribers

Total revenue: \$16.10M

EBITDA: \$7.10M

44% margin achieved

The Investment Opportunity

\$4M Seed Round

40% Product & Engineering

Federation infrastructure, mobile + web platform, news-rating algorithm, civic action engine

30% Content & Creators

Author partnerships, creator acquisition, content marketing, short-form media production

20% User Growth

Marketing campaigns, community building, university partnerships, network effects

10% Operations

Legal, compliance, data governance across US/Canada/UK/EU jurisdictions

Valuation: \$16M pre-money, \$20M post-money

Equity offered: 20% to strategic investors



Milestones by Month 30

- 100,000 paying subscribers
- 50-100 prominent authors onboarded
- Civic action engine live with measurable impact
- Federation nodes operational in UK and EU
- Path to profitability validated

The Democracy Imperative

- 1 **1971–1980s: The Powell Memo Era**
Lewis Powell's "Attack on Free Enterprise" blueprint launched systematic assault on education, regulation, and civic institutions. Reagan's policies concentrated wealth and began erosion of systematic guardrails.

- 2 **2010s: Walled Garden Betrayal**
Facebook's Cambridge Analytica scandal exposed data exploitation. Commercial platforms amplify division for profit. Citizens have lost trust and control.

- 3 **2020s: The Reckoning**
Disinformation crisis, democratic backsliding, platform failures create demand for alternatives. Decentralized infrastructure and creator economy converge.

- 4 **2025+: The Civic Sky Media Decentralized Social Platform**
BlueSky, Mastodon, and federation protocols mature. Users flee exploitative platforms. Civic technology investment accelerates. This is our moment.

Democracy Reimagined

Join Us

CivicSky Media isn't just a platform—it's infrastructure for the future of democracy. We're building the tools to educate millions, empower independent voices, restore trust in news, activate civic participation, and bridge our divided society.

The question isn't whether democracy can be saved. It's whether we'll invest in the systems to save it.

"Democracy is not a spectator sport. It requires an informed, engaged citizenry willing to participate, question, and act. We're building the infrastructure to make that possible—at scale, with integrity, for everyone."