poliana

Poliana is a web application that simplifies the legislative system by analyzing and visualizing money's influence in politics.

Problem

People are losing faith in how their government operates. Both Congress and the media are failing to convey integrity and transparency to the general public. Currently, it is extremely difficult to figure out who is financing our politicians and thereby influencing legislation.

Solution

We use standardized, algorithm-based methods to take this firehose of data and trim it into a digestible size. We then provide intuitive visual tools that allow people to interact with this data in order to draw their own conclusions.

Customers

Our primary target customers are advocacy organizations and the media with vested interest in objective political messaging.

Sales & Marketing Strategy

We have partnerships with the Center for Responsive Politics and Sunlight Foundation, which we will use to push to an initial user base. We will approach media networks with a more detailed analysis of entities to help make their coverage more engaging.

Business Model

We sell custom-tailored interactive graphs pertaining to certain politicians, bills, or organizations for use by the media or advocacy groups. The pricing varies on the complexity of the analysis.

Funding Stage: Seed **Previous Capital:** $15,000 (Jumpstart)

Monthly Revenue: N/A **Capital Seeking:** $250,000

Competition

Our primary competitors are ElectNext, MapLight, and Politifact, all of which rely on subjective, human-written content. Our approach is completely data-driven and automated, and thereby is objective by delivering "just the facts". With this approach, we can provide a completely scalable application.

Team

Grayson Carroll - *CEO*
Patrick Cason - *COO, Lead Developer & Designer*
David Gilmore - *CTO, Lead Engineer*
Seth Whiting - *Marketing Director*
Shawn Whiting - *Strategic Director*
Kenny House - *Lead System Administrator*

For all corporate inquiries, please contact Grayson Carroll at **grayson@poliana.com**.