

A large crowd of people is seen from behind, with many raising their hands in a gesture of approval or celebration. In the foreground, a man in a dark suit is seen from the back, waving his right hand towards the crowd. The scene is brightly lit, suggesting an outdoor event during the day.

# Kuorum.org

A NEW AGE IN POLITICS

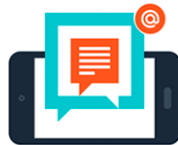
PRESS KIT 2016

**Kuorum is the technology company aimed at improving communication between politicians and citizens.** Its online service helps politicians and political parties to analyze public opinion in real time, reducing the cost of the information by a 90%. Elected officials at all levels – from city councilors all the way up to national parliamentarians – use the tool to **enhance communication with constituents**. And candidates set up their own profiles to connect with electors during their campaign.

Customer Relationship Management Tools (CRMs) are commonly used in other industries to improve the quality of customer service. Kuorum has brought this concept to the world of politics, where the challenges of **many-to-one communication** are essentially the same. Social data statistics, inbox semantic analysis, and regional and behavioral segmentation of audiences are some of the features that customers can subscribe. The interest of politicians for this kind of online service is growing along with **the weight of the internet in the voting intention**.



**SOCIAL DATA  
ANALYTICS**



**SEMANTIC  
ANALYSIS**



**MASS MAILING  
FEATURES**



**DOCUMENT  
MANAGEMENT**



*“Kuorum closes the gap between citizens and politicians”*

David Burrowes - Congressman

All citizens should have easy access to their representatives, even if the latter didn't subscribe a payment account with Kuorum. Therefore we launched **the Internet Politician Data Base (IPDB)**, an open data project to build the world's largest dataset with up-to-date information about politicians. All these politician profiles will be accessible from Kuorum's site. Social and computational science professors in **Harvard, the London School of Economics or the ETH University** [give support](#) to this transparency wiki containing more than 4,000 politician profiles so far.

Kuorum was founded in 2013 and one year later was granted the GameChangers Award to **Social Entrepreneurship**. In 2015 the **European Commission** funded a consortium led by Kuorum to foster political e-participation of the less favored through a project called WE. The Impact Hub, IE Business School and Dotforge Impact are only some of the prestigious organizations that already recognized the positive social, environmental and economic impact of Kuorum's activity.





*"I had a dream that something like Kuorum could exist"*

Manuela Carmena - Mayor of Madrid

Kuorum was born in Spain but its founders – Matías, Iñaki and Chema (32) - soon realized that the ambitious mission of **bringing politics closer to people** should be a global one. In 2015 the company landed in London where it raised a seed round of investment. Today Kuorum is a **global platform available in 5 languages** and its team has covered more than five different nationalities.



**MATÍAS NSO**  
CEO



**IÑAKI DOMÍNGUEZ**  
CTO



**CHEMA GARCÍA**  
CFO



A close-up, portrait-style photograph of a middle-aged man with a receding hairline, smiling broadly. He is wearing a dark navy blue suit jacket over a light pink dress shirt and a red tie with a blue and white geometric pattern. The background is slightly out of focus, showing a white wall with a green poster and a blue poster. The lighting is soft and even.

*“A platform to be transparent, open and inclusive”*

Geraint Davies - Congressman

If you wish to receive more information about Kuorum or its team, you can reach our Communication Department through any of the following channels:

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