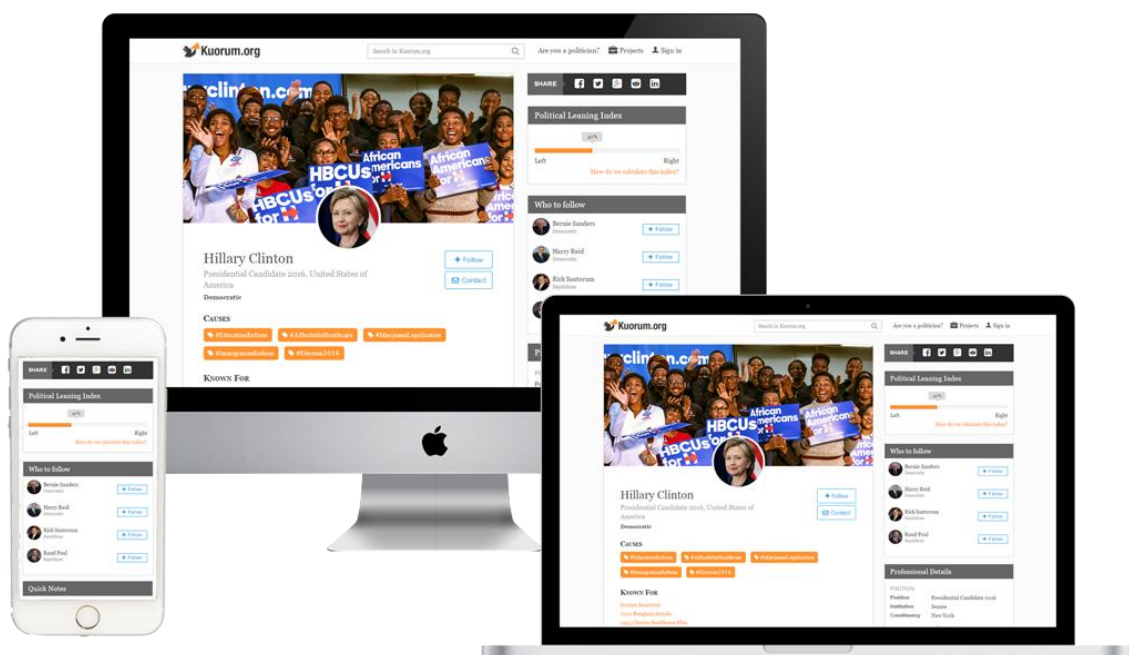


PRESS KIT 2016

# A NEW AGE IN POLITICS

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 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.

Through our activity we target a triple outcome: Transparency, Accountability and Inclusion.





**"Nobody believed that we  
could win that campaign  
but we did"**

**Cat Smith - MEMBER OF PARLIAMENT**

## **THE ARITHMETIC OF POWER**

Attending to the Democracy Index compiled by the Economist Intelligence Unit, there are 116 countries that can be classified as full or flawed democracies - as opposed to hybrid or authoritarian systems. Which means around 3 million elected politicians in democratic countries. Three million people making decisions for 4.5 billion citizens. Decisions that will eventually affect to the whole world population.

But, who are these 3 million chosen ones? What are they currently working on? And ultimately, how could we influence their decisions? Kuorum was born to provide simple answers to those questions.

## **WHAT'S THE USE FOR CITIZENS?**

All citizens should have easy access to their representatives, even if the latter didn't subscribe a Kuorum account. Therefore we launched the [Internet Politician Database](#) (IPDb), an open data project to build the world's largest dataset with up-to-date information about politicians.

**>10**  
**UNIVERSITIES**

**116**  
**COUNTRIES**

**5.2k**  
**PROFILES**

Volunteering editors monitor the activity of their local, regional and national representatives. Social and computational science researchers in top universities - like Harvard or the London School of Economics - give support to this **transparency wiki** containing more than 5,200 politician profiles so far.

Along with the professional and personal details of every politician, our volunteers collect the causes that their representatives are defending at any given time. Thereby, allowing Kuorum users to support these causes and build communities around them. Kuorum's algorithm calculates a political leaning index for every user in order to ease the rise of these lobbying communities.

Finally, politicians who want to take control over their own profile can request an account activation.

## WHAT'S THE USE FOR POLITICIANS?

Transparency is just the first step of the journey towards a new age in politics. There are many politicians out there fighting to dignify their vocation. But living in the era online of communications, they sometimes lack the right tools to analyze public opinion in real time and communicate with their constituents.

**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, which translates into an empowered connected society.



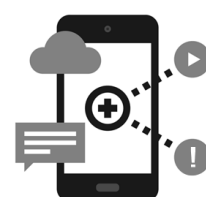
Social Analytics



Semantic Analysis



Mass Mailing



Team Management

## ONLINE IS NOT ENOUGH

One of the main drawbacks of online politics is that is out of scope for the less favored. Therefore Kuorum reinvests its profit in projects to reduce the digital divide and foster a more inclusive democracy.

**WE is Kuorum's subsidiary for social inclusion projects.** [We All Count Europe](#) is the first initiative carried out by WE. The Konstanz University and three NGOs will train

young people in risk of exclusion in Germany, Austria, Italy, Spain and Lithuania. Standards of Evidence<sup>1</sup> are applied to measure the social impact of Kuorum's activity.

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. 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**

## **A GLOBAL TEAM WITH GLOBAL AMBITION**

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)

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<sup>1</sup> Standards of Evidence is a social impact measurement strategy designed by [Nesta](#).

## CONTACT DETAILS

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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Twitter:	<a href="https://twitter.com/kuorumorg">https://twitter.com/kuorumorg</a>
Google+:	<a href="https://plus.google.com/+KuorumOrg">https://plus.google.com/+KuorumOrg</a>
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