

# govern

GATHERING OPINIONS, VOICES, AND ENGAGEMENT FOR RESILIENT NEIGHBORHOOD



# Problem Statement

Imagine a neighborhood where your voice is rarely heard, and decisions are made without your input. This is the reality for many communities—disconnected and frustrated.

The breakdown in communication between community members and their leaders creates mistrust and missed opportunities.

Govern bridges that gap, empowering communities to connect, collaborate, and drive the change they need.





# Solution

## 1. Centralized Platform

- **Interactive Map:** View community facilities, educational institutions, and leaders in one place.
- **Detailed Profiles:** Access comprehensive information about each entity

## 2. Enhanced Communication

- **Messaging Tools:** Directly communicate with community leaders.
- **Feedback Systems:** Easily provide and receive feedback.

## 3. Informed Engagement

- **Search & Filters:** Quickly find relevant information.
- **Event Notifications:** Stay updated on local events and meetings.

## 4. Data Privacy & Security

- **Secure Handling:** Protect sensitive information with robust security measures.

**Summary:** Govern provides a unified solution to improve engagement, streamline information access, and facilitate transparent communication within communities.



# Database Design and Schema

## ▼ Data Model

The data model is designed to capture comprehensive information about the Govern community, including members, leaders, local facilities, educational institutions, and their interactions. This will enable users to search, filter, and analyze data for informed decision-making.

## ▼ Database Schema

The database schema is optimized for efficiency and scalability, with tables for key entities such as Users, CommunityMembers, CommunityLeaders, LocalFacilities, EducationalInstitutions, and EngagementRecords. These tables are linked through appropriate relationships and constraints to ensure data integrity and enable powerful data analysis.

# Data Analysis Insights

## 1 Engagement Trends

Through data analysis, insights can be gained on engagement trends within the Govern community. By analyzing the engagement records and interactions between members, leaders, and community facilities, patterns and correlations can be identified to understand the factors that contribute to increased engagement. These insights can be used to inform decision-making and improve community engagement strategies.

## 2 Facility Utilization

Through the analysis of facility utilization data, patterns and trends can be identified to optimize the usage of local facilities. By understanding which educational institutions and community facilities are being utilized the most and least, resources can be allocated more efficiently and plans can be made to address any gaps in access. This information can also be used to develop strategies for improving and expanding facilities based on community needs..

## 3 Sentiment Analysis

Sentiment analysis is another valuable aspect of data analysis that can provide insights into the overall perception and feelings of the community. By analyzing the sentiment of comments, feedback, and communication within the community, trends and patterns can be identified to gauge the satisfaction levels, identify areas of improvement, and address any issues. This analysis can help leaders and community managers understand the community's sentiment and tailor their strategies and actions accordingly.

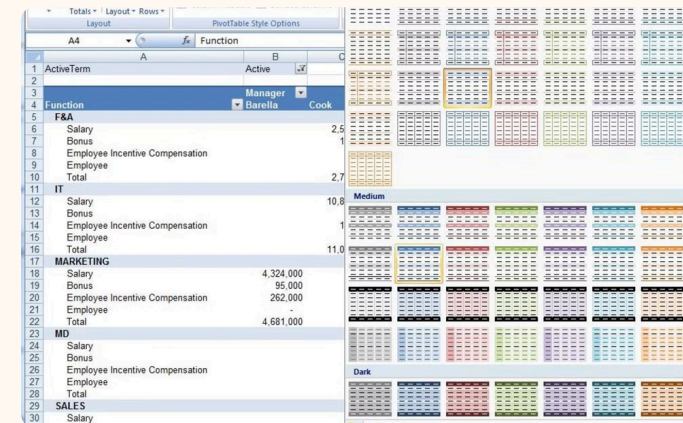
# Excel Dashboard Demonstration



Interactive Dashboard



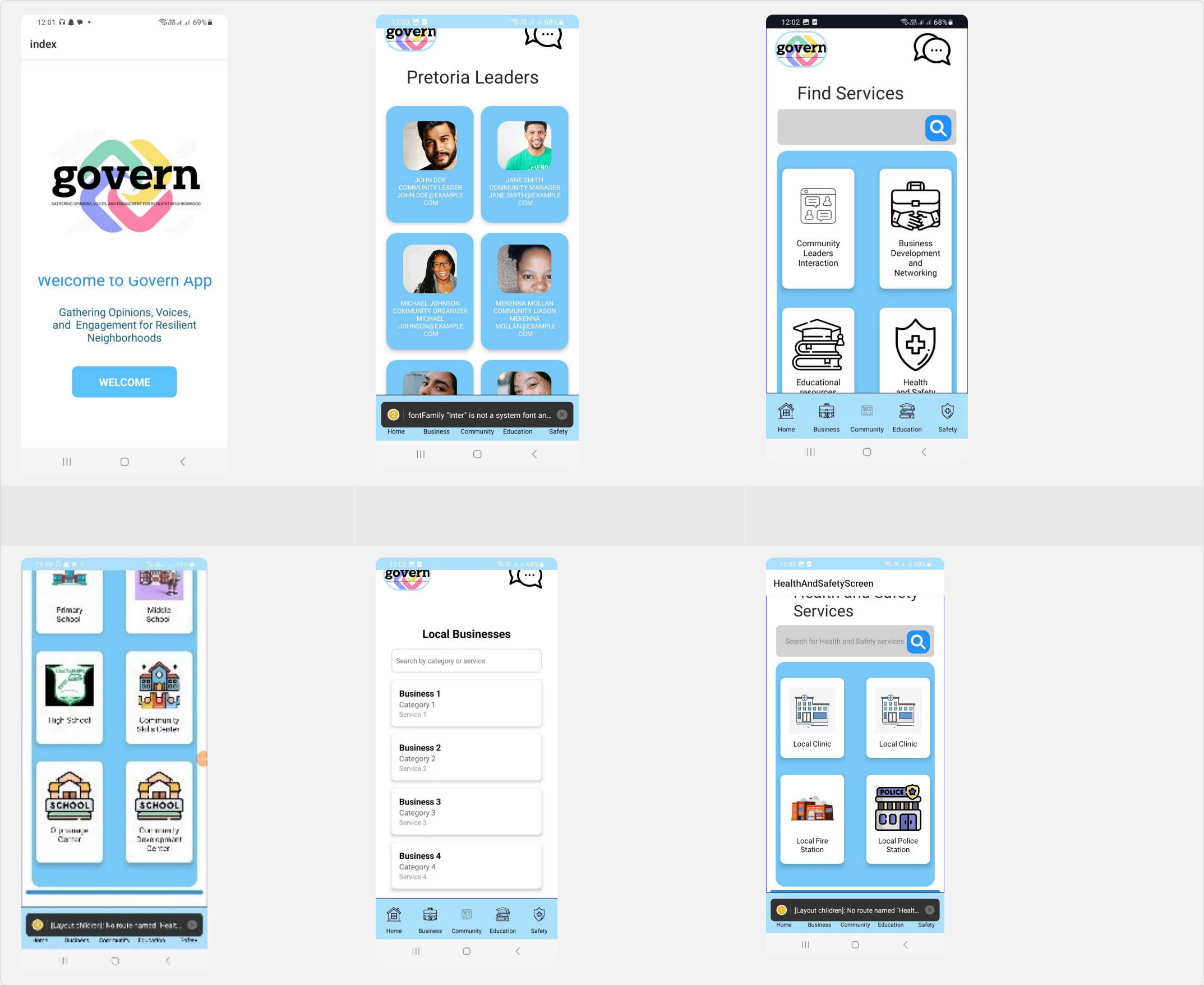
Key Performance Indicators



Detailed Analytics

Our comprehensive Excel dashboard provides a powerful tool for visualizing and analyzing community engagement data. With interactive charts, KPIs, and pivot table functionality, this dashboard empowers stakeholders to uncover valuable insights and make data-driven decisions.

# Govern Application: Revolutionizing Community Engagement



# Target market

## 1 Primary Audience

- **Residents (18-65 years old):** Looking for local information and community engagement.
- **Local Leaders:** Need efficient communication with residents.

## 2 Secondary Audience

- **Schools:** Seeking to connect with the community and engage with students and parents.
- **Businesses:** Aiming to engage with the local community, promote their products and services, and support community initiatives.

## 3 Market Needs

- **Better Engagement:** Platform for interaction.
- **Centralized Info:** Single source for community data.
- **Streamlined Communication:** Effective channels and feedback.

## 4 Geographic Focus

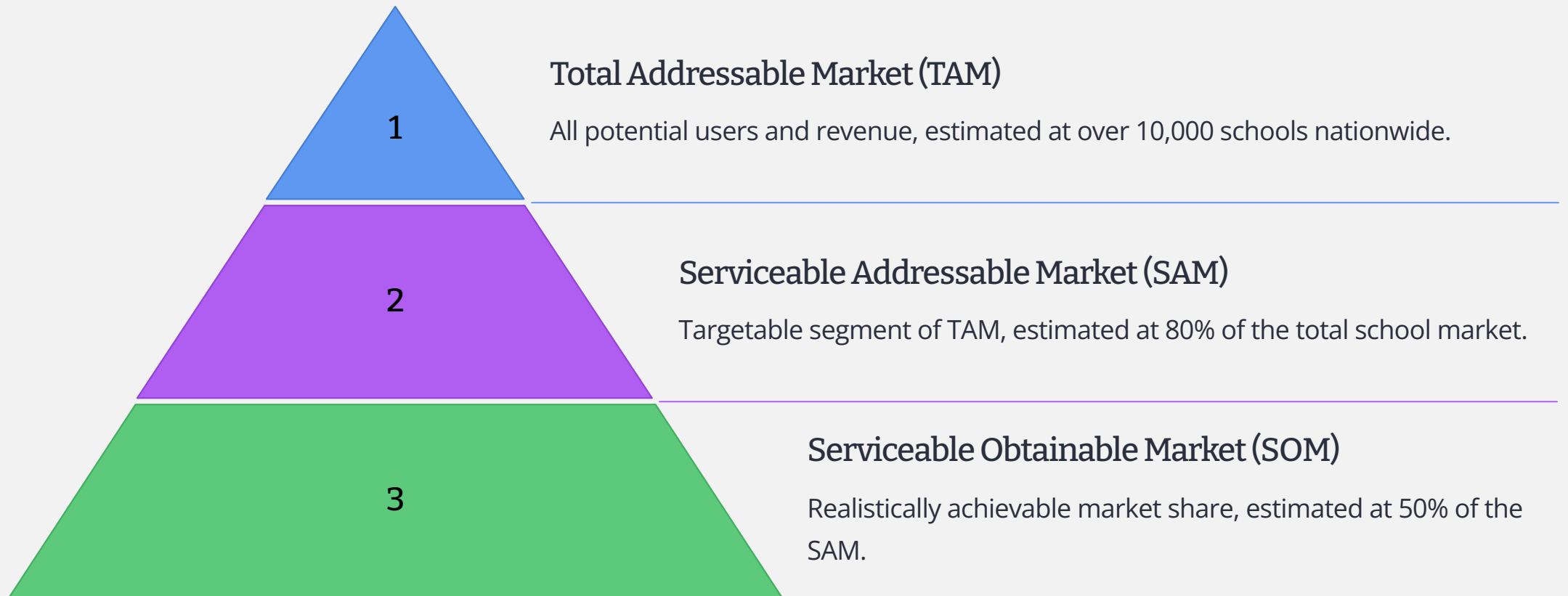
- **Local Communities:** Starting with specific areas, with plans to expand.

**Summary:** Govern addresses the needs of residents, leaders, schools, and businesses by improving engagement, information access, and communication.





# Market size



**Summary:** Govern targets a large market with clear segments, focusing on achievable growth by reaching 50% of the serviceable addressable market.

# Competitors



Smart City App

Established market presence with diverse community services, but complex feature set.



Govern App

Offers in-depth community profiles, structured engagement with leaders, and a centralized platform.



Nextdoor

Focused on local networking and commerce, high user engagement, but limited governance tools.



## Govern's Unique Features

1. Detailed Community Profiles 2. Structured Engagement with Leaders 3. Centralized Community Resource Platform

**Govern** combines detailed community profiles with structured engagement to address gaps left by competitors like Smart City App and Nextdoor.

# Traction

## Current Status

**Development Stage:** Govern is actively in development, focusing on finalizing core features and functionalities.

**Data Collection:** Initiating efforts to gather data from community members, leaders, and local schools.

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## Upcoming Milestones

**Beta Testing:** Planned launch of beta testing phase to gather user feedback and refine the application.

**Data Integration:** Continue expanding data collection efforts and integrating feedback into the app development process.

**Launch Preparation:** Preparing for a full-scale launch with a focus on community onboarding and engagement.

## Early Achievements

**Community Engagement:** Initial outreach to community members and leaders has begun, creating awareness and interest.

**School Partnerships:** Establishing connections with various educational institutions for data and feedback.

**Summary:** Govern is in its developmental phase with active efforts to engage with the community and educational institutions. Upcoming milestones include beta testing and full-scale launch preparations, setting the stage for a successful introduction to the market.

# Business Model

## 1 Revenue Streams

Freemium model, advertising, partnerships, donations/grants

## 2 Customer Segments

Community members, local leaders, educational institutions

## 3 Value Proposition

Engagement, visibility, collaboration

## 4 Cost Structure

Development, marketing, operations

### ▼ Overview

Govern's business model combines freemium access, advertising, partnerships, and potential funding to create a sustainable revenue structure while offering significant value to community members, leaders, and institutions.



# Go-to-Market Strategy

## Target Launch Audience

- Community members
- Local leaders and organizations
- Educational institutions

## Marketing Channels

- **Digital Marketing** - Social media, online ads
- **Local Events** - Workshops, meetups
- **Partnerships** - With local organizations

## User Acquisition Funnel

1. **Awareness** - Digital ads, events, partnerships
2. **Consideration** - Early adopter incentives, referrals
3. **Conversion** - App downloads, website signups

## Sales and Distribution

- App stores (iOS, Android)
- Website with app info and download links
- Local business partnerships

**Summary:** Govern's go-to-market strategy targets key audiences through a mix of digital marketing, local events, and strategic partnerships to drive awareness, consideration, and conversion.



# Our Ask

## Funding

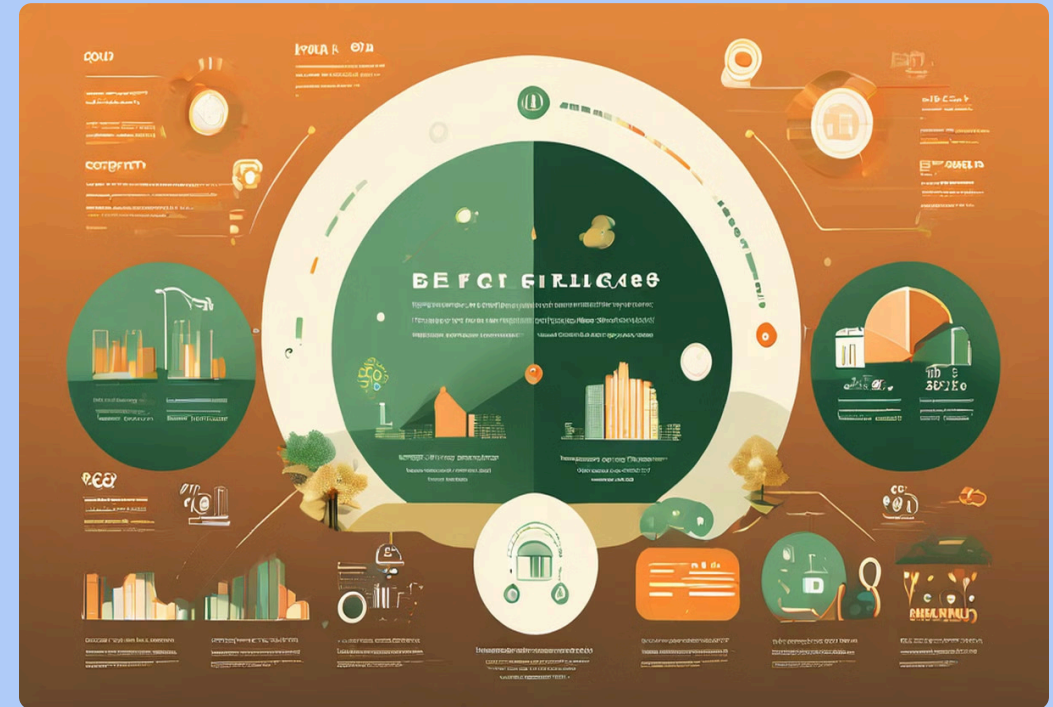
We are seeking **R 200,000** in investment to support our development, marketing, and scaling efforts as we work to expand Govern's reach and impact.

## Partnerships

We are looking to collaborate with local organizations, schools, and community leaders to collect valuable data and drive user engagement. Your support and connections would be invaluable.

## Beta Testers

We invite early adopters to participate in our beta testing program. Your feedback will help us refine the app's features and deliver an exceptional user experience.



# Meet the Team:



Scrum Master and Front-End

[kmdagane@gmail.com](mailto:kmdagane@gmail.com)

Self teaching Scrum Master and Front-End Developer specializing in React and React Native frameworks.

Skilled in mobile and web development with a strong focus on agile methodologies and the Scrum framework

Thank you !!!