The Information Party (.org)

Business Plan

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Glossary

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# Executive Summary

**What we are:** The Information Party is a web-based political party that crowdsources its party stances through fair and well-researched debate. Through lightly moderated discussions, we will be able to find, represent, and promote the true opinions of the American populace, creating a more representative and efficient democracy. Members will be able to debate stances, evaluate candidates, and propose legislation together, anywhere from the national to local government level. Candidates will get closer to voters than ever before and many inefficiencies in our current system will be corrected.

**Why we’re doing this:** Democracy needs to be updated to the 21st century. We now have the means to provide a more representative democracy and we feel that is our duty to do so. It is time to replace the failing system where partisan political warfare is halting progress and dashing the potential of modern society.

**How we’ll get there:** First, we will build a website that will give us the structural organization for an online community to debate political issues. Members will be able to submit stances the community to vote on to see if it should become an official party stance. Stances fall into three major categories: Platform, Legislation, and Candidate Stances.

We plan on using concentrated marketing to specific local regions so we can have enough users to impact a local election. After getting enough members in a specific region to where we can impact the election, we plan encouraging candidates to become users on the site and promote themselves. This should give us a large amount of press and accelerate our growth.

**Phases:**

1) *June 2013 - May 2014* - Build out the party’s platform and start to gain traction among users.

2) *May 2014 - Aug 2015* - Simultaneously continue to build web engagement while introducing the concept of endorsing real-life candidates from established parties.

3) *Aug 2015 - 2016* - Optimize the packaging of our public information to sell to candidates.

4) *2016 on* - Running our own candidates as a legitimate political party.

**Making money:** In addition to the standard fundraising that political parties and other non-profits participate in, we also plan to sell our technology, packaged public data, merchandise, and advertising space in ways that do not conflict with our greater integrity, but rather protect our independence and add to the overall experience.

**The team:**

*Scott Lowe*

*Tim Crowe* - Software Developer, Designer, and Party Strategist

*Ben Plum*

*Rob Solomon-* a 2012 graduate of Cornell University. Currently working as a part multiple groups focused on traditional small business development and seed-stage venture capital specialized in technology companies as a part of the Downtown Project, a downtown Las Vegas urban revitalization effort.

*Siddhartha Nutulapati*

**TIMELINE**

Ready to be loaded in once this is converted to a Word Doc

**MARKET**

There is a large amount of growth in overall internet use.

As of December 2012, 67% of online adults use social networking sites

http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx

Mobile – with the number of people accessing the internet via a mobile phone increasing by 60.3% to 818.4 million in the last 2 years.

On Twitter the 55-64 year age bracket is the fastest growing demographic with 79% growth rate since 2012. The fastest growing demographic on Facebook’s and Google+’s networks are the 45 to 54 year age bracket at 46% and 56% respectively.

<http://www.jeffbullas.com/2013/05/06/21-awesome-social-media-facts-figures-and-statistics-for-2013/#FFiKhodt6crEujwQ.99>

Politically driven adults in the US

1,225,354 people donated 200$ or more to a political campaign in the US in 2011-2012.

<http://www.opensecrets.org/overview/donordemographics.php>

114 million people voted in the US General election in 2012 <http://www.huffingtonpost.com/2012/11/07/who-won-the-popular-vote-2012_n_2087038.html>

Over 128 million US citizens are register with a political party.

<http://simple.wikipedia.org/wiki/Political_parties_in_the_United_States>

Selling Organizational Software-

From the 2008 census, over 100,000 companies employed more than 100 people, 11,327 companies employed at least 1,000 people, and 1,956 companies employed more than 5,000 people. <http://www.census.gov/econ/smallbus.html>. Cumulatively, these companies spend hundreds of billions of dollars on software.<http://www.computing.co.uk/ctg/news/2080496/business-spend-software-set-rocket>

Ads-

more than 11 billion dollars are spent on mobile advertising in 2013, <http://www.gartner.com/newsroom/id/2306215>.

Internet ad revenue was over 36 billion dollars in 2012,[**http://www.iab.net/media/file/IAB\_Internet\_Advertising\_Revenue\_Report\_FY\_2012\_rev.pdf**](http://www.iab.net/media/file/IAB_Internet_Advertising_Revenue_Report_FY_2012_rev.pdf)

**No known competitors at this time.**

**MARKETING PLAN**

Goal: Find the niche market who most feels our pain points

This will be really hard.

[Resources](https://docs.google.com/document/d/1mI0hqK__cQxVip2X-W1MlPoR-4XQ48w0i98rqvrbg9E/edit)

* Industry Description and Outlook
* Target Market
  + Size
  + Characteristics
  + Demand considerations
* Distinguishing characteristics
* Pricing and financial considerations
* Competitive analysis
  + Market Share Distribution
  + SWOT Analysis
    - Strengths

· We will have access to a wealth of opinions and information, submitted directly from impassioned users and members

· As the founders the website, we will become very well versed in the most popular opinions on some of the most debated issues of our time, making us subject matter experts on nearly all topics

· Our system for awarding reputation points to members should keep members and users engaged with the site

· We provide a platform for people to share their opinions not only in-house on the site, but also through social media (Facebook, Tumblr, Twitter, etc)

Weaknesses

· Few of us have formal education in political science

· Few of us are experts in any one professional or political arena

· Our website is based on opinions, and trusts users to provide links to relevant sources of data to support their arguments - something users may or may not do

· We rely entirely on users / members to moderate the content of our website **for free** - There is no incentive for them to do the job we want them to do, beyond reputation

Opportunities

· Many young people consider themselves politically moderate and are under-educated on pressing political issues. Our site will ideally provide the best arguments for and against all of the most pressing political topics, so people can make an informed decision

· We provide active and impassioned youth who are politically oriented a venue to express their thoughts, passions, and concerns

· There is an absurd amount of money in Washington DC, and we suspect there are hundreds of politicians and would-be politicians who would be willing to pay for mass data that is relevant to their political causes

Threats

· PopVox.com already exists to sell online polling data to politicians

· There’s technically nothing stopping someone else from adopting a similar model for a crowd-sourced political party and conquesting our idea / user base

Target Market Attractiveness to direct and indirect Competitors

Barriers to Entry

Building a website takes a tremendous amount of time

Incorporating as a non-profit

Gaining tax-exempt status

Becoming an official political party)

Evangelizing / Spreading the word about the idea

Window of Opportunity to Enter Market

Indirect Competition

What barriers to market are there (e.g., changing technology, high investment cost, lack of quality personnel)?

Political Party Considerations

· What does it take to become a political party?

Must have a functional website

· Designing and Developing a website is only a start.

o We will need to maintain it and scale our servers to host it as we gain more traffic.

o This may require us to hire and pay staff to do this as a job

Regulatory restrictions

**ORGANIZATION & FOUNDING TEAM**

**FUNDING REQUEST**

TODO

**Funding wishlist**

* Technology
  + Server space
  + Software Tools
    - Google Apps
    - Business class Google Analytics
    - MailChimp
    - Mandrill
    - Quickbooks
* Marketing
  + Online advertising (Google, facebook)
  + Marketing intern(s)
  + Youtube ads
  + Television commercials
  + Business Cards
  + Research
* Legal
  + Incorporation
  + Terms of service
  + Privacy policy
  + Intellectual Property
  + Taxes
* Full time development staff
  + Security Admin
  + Frontend Dev
  + Backend Dev
  + Designer
* Information Party fundraising events
* Nerf guns, bean bag chairs, ping pong tables, margarita machine, boat

Financials

(In a separate excel file now. needs market data on companies who may buy and info on campaigns)

Supporting Docs

Scott- grab screenshots from Cortney and existing screenshots of the demo version that lacks the front end dev