

the information party



COMPANY & SERVICE DESCRIPTION

The Information Party is an online political platform for curated debate, an information aggregation platform and a political party rolled into one entity. By providing a platform that optimizes the engagement process for voters, empowers the politicians that closely align with users, and efficiently processes all available data, we have the means to develop a product that will revolutionize our political process. The business model is structured to create a momentum that will bring unprecedented levels of influence back to the voters, all the while, working within our current system and present-day realities.

The web platform for voters: The web platform will be a forum for political discussion and debate, where our users will be able to chew through various arguments, facts, and opinions to arrive at truly democratic stances. By applying a few basic rules on minimum voter counts and percentages needed for approval, we will be able to identify “party stances” and build a cohesive and flexible, but not volatile, political platform.

Members can submit three types of “Stances”: Platform, Candidate, or Legislation:

- *Platform Stances* are issues like gun control, tax reform, abortion, government surveillance, etc.
- *Candidate Stances* are proposed candidates running for election. Users will be able to view how closely each candidate aligns with the party’s other stances, as well as how they rank on honesty and transparency. This will allow our users to properly discuss each potential candidacy. When resources and exposure are funneled to the candidate as a result, both the users and candidate will be empowered.
- *Legislation Stances* are crowd-sourced legislative drafts or actual bills before congress that can be discussed and debated by our users before becoming official party legislative guidelines. Along with the other benefits of our service previously mentioned, this will also serve to increase congressional transparency and accountability.

Stances will cover regions ranging anywhere from local to national, and Members vote by either supporting or protesting the Stances in their regions. A Stance that receives enough Endorsements will become Officially Endorsed by The Information Party, and Stances that receive enough Protests will become Officially Protested.

Members can join the debate on any Stance by leaving comments or replying to other Members’ comments. These comments will consist of their position and will ideally contain links to informative sources such as videos, news articles, or research studies. Members will upvote the comments that make the best arguments, and we’ll use those upvotes to sort the comments on each Stance. That means the best arguments will rise to the top so newcomers to the debate can easily be brought up to speed with curated content on any given Stance.

Members will receive publicly displayed Reputation points by being engaged with the community: leaving and receiving upvotes on comments, submitting Stances that gain supporters, and maintaining a respectful, humble environment. We are building an open and collaborative community, but certain privacy settings will be available for users as well in terms of their own personal information.

The potential for malicious user generated content is a serious concern for online platforms similar to this. Members can also report Stances and Comments inappropriate for the community, such as spreading clearly false information or hate speech. Moderators will then look at these reported comments and determine whether or not the comments are inappropriate and take action on the banning the user for a period of time. The offender can appeal and the appeal will be voted on by the moderators. All moderator decisions will be public and moderators can be voted out of their position.

Data aggregation for candidates: As our members use our website, they will generate incredibly relevant information for political candidates. By processing and packaging this data that is tailored to each candidate, we will be able to provide very targeted and current information to each candidate that signs on with us. We will be able to provide them with things like sentiment analysis on issues, events, historical data and trends, up-to-the-minute polling information, and other relevant statistics.

When a candidate digests this information and makes decisions accordingly, we are already empowering our voters tremendously. By giving this information to candidates who we have endorsed, we take that level of empowerment to the next level. We estimate that this will be the most profitable component of the platform.

The Political Party: The current U.S. structure has no room for a legitimate third party; that's no secret. Any attempt at establishing one would only act to cannibalize the next closest party and result in the worst case scenario of promoting the least ideologically similar party. That is why we plan to draw inspiration from the Tea Party strategy of endorsing and running candidates as a part of the two main parties. Given the current struggles with the radicalization of the primaries, we believe that the Information Party could, with some financial support for the development of the website, become a valuable tool for either political party to utilize this method in order to run candidates that are more likely to succeed in the general election.

Given the issues of scale that inevitably arise when introducing a digital rollout in government programs such as the Affordable Care Act, we would like to start small, in a local election, testing out this product for a local party. We would like to see how The Information Party is able to be implemented as a platform. We are also willing to adapt the idea to become a platform rather than a party, as long as open, civilized debate is enforced.

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