



**Democratizing media and civic  
engagement**

# The Team



**Jeff Miller**  
**CEO**

Indiana University  
BS, Business

Manufacturing leadership  
(production supervisor,  
warehouse supervisor) and  
past startup experience  
as finance/logistics employee.



**Shelby Ahern**  
**VP of Marketing**

University of Pennsylvania  
Marketing lead bringing over  
seven years of marketing  
experience, where she's  
developed and executed  
marketing strategies for  
national brands as well as  
startups.



**Mariya Cherk**  
**VP of Public Relations**

George Washington University  
MS, Strategic Public Relations  
Background in public relations,  
politics, and marketing. Passion  
for civic technology, recent  
experience with smart cities  
initiatives and media.

# The Problem

- Society is grossly under-informed and under-engaged (Ex: 2016 election candidates, local/state politics)
- Inefficient news consumption through social media
- Barriers to open expression on Facebook
- Everyday citizen feels disenfranchised from government



## Lighthouse mission:

**To facilitate *efficient*  
media consumption and  
the *constructive* exchange  
of ideas.**

# Void in Marketplace Creates Niche



# Proof of Concept

- Currently >2,300 registered users, analytics reporting >350 monthly active, >190 14-day active
- Average ~2,000 sessions/screens per month
- Organic growth rate of 1.3% per month
- Achieved on very little resources



# Lighthouse: The Proper Environment

**39%** of adults who use social networks sites speak on politics and religion.

**18%** have been unfriended, blocked, or hidden as a result. – *PEW Internet Survey, 2012*

**Lighthouse offers the environment and feature set to facilitate the constructive exchange of ideas.**

**“I truly think Lighthouse and its users have made me a better person. I understand my own views better, and the other side. Some of mine have been changed.”**

-Lighthouse user post  
(real user, not family/friends)



# Lighthouse Social Features

## Social Feeds

### Stance Taking

IT SHOULD BE LEGAL FOR COLLEGIATE ATHLETES TO BE PAID.



**Disagree**

edit

63% share this belief

Updated May 15th



I don't want to see it turn into a situation where the schools with the most alumni donors buy the best team year after year. I think tuition is sufficient, maybe along with a reasonable stipend but nothing crazy.



### Chatroom Debating (public or private)



# News Media Trends

**62% of U.S. adults get news through social media.**

- *Pew Research Center, 2016*

**84% of 18- to 29-year-olds get news through social media.** - *Pew Research Center, 2016*

**People trust individual personalities:**

- The Young Turks average almost **3M views per video.**  
- *VidStatsX*
- “The Daily Show” **lost 35% of viewers** with departure of Jon Stewart. — *Nielsen, May 2016*

# Lighthouse: A Guide You Can Trust

## Daily News Brief

- Consumable “skim” of top news
- Tailored for millennials with friendly tone
- Daily email + presence on platform

## Social Feeds

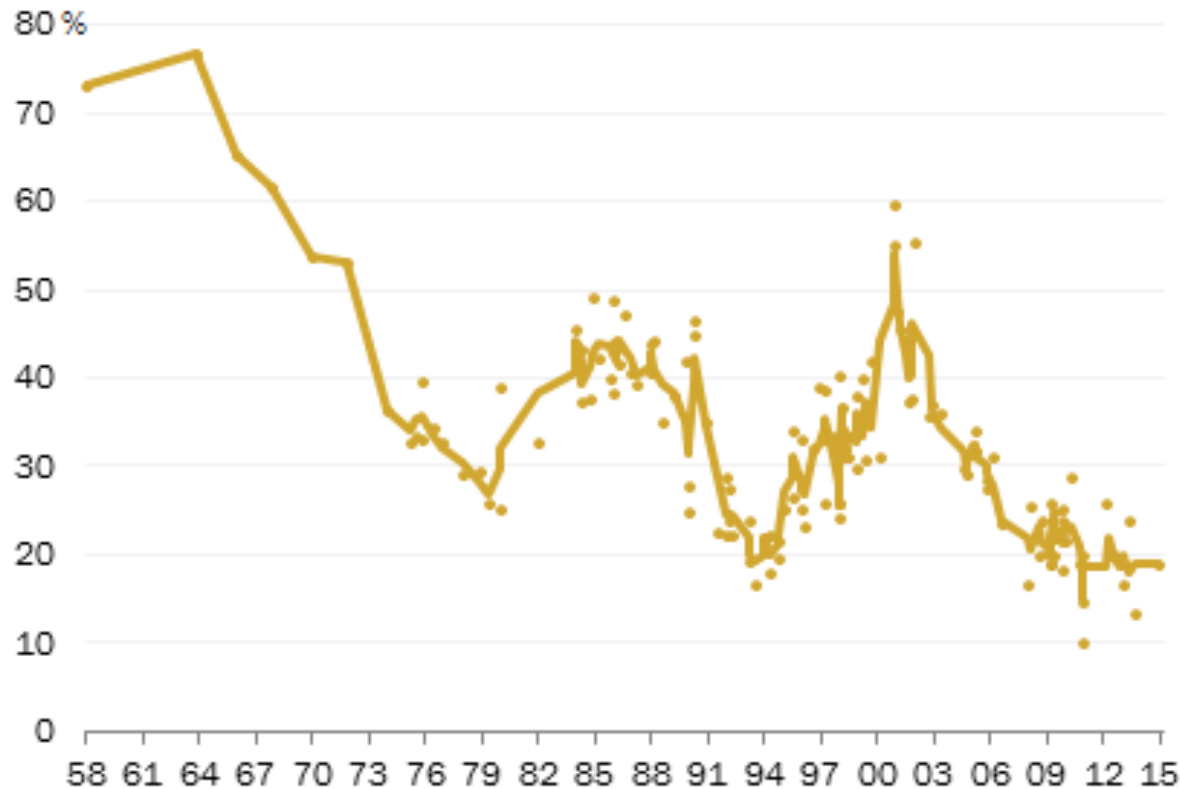
- Content from trusted influencers and media
- Noise absent (food pictures, gym selfies)
- Chronological, no filtered algorithm
- Public, Reddit-style feeds display best content



# Government Needs Transparency

## Public trust in government: 1958-2015

*Trust the federal government to do what is right just about always/most of the time ...*



- Pew Research Center, 2015

# Community/Group Functionality

## **City Partnership Feature**

- Helping communities leverage the power of an educated and engaged citizenry
- Includes effective polling, community discussion

## **Group Functionality**

- Public or invite-only
- Used for internal polling, communication, and media delivery
- Examples: Schools, PTA, HOA, political parties

# Monetization

## City Subscriptions

- Subscription-based polling, communication, and moderation
- \$6.4B civic technology market 2015 – *GovTech*

## Advertising

- Sponsored original content and revenue share opportunities
- Political or targeted based on demographics/stances

## Data

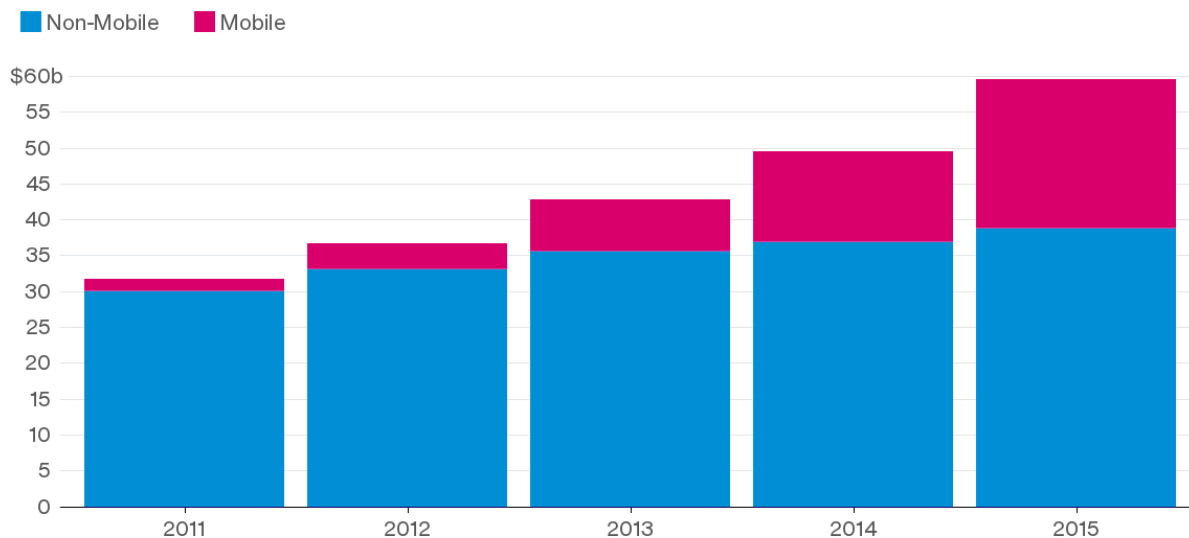
- Cultivating extremely valuable data (only sold ethically)
- \$197B market by 2019 - *IDC*

# Market Opportunity

## Digital Advertising – Market Size

- \$59.6B in 2015, \$1B political expected for 2016
- US digital advertising to surpass TV next year
- US digital display ads to surpass search in 2016

### U.S. Internet Advertising Revenue Is Booming



Source: IAB/PwC Internet Ad Revenue Report, FY 2015

Bloomberg 

# Current Stage and Plan

## **Product**

- MVP Stage - professionally built with scale in mind
- Mobile apps (iOS & Android) as well as responsive web
- Must incorporate key product upgrades

## **Marketing & Business Development**

- Influencer marketing is key!
- Working to build city relationships
- Campus rollout events/efforts
- User referral and engagement marketing



# Financing

## **Investment To-Date**

- \$390k from three investors.. \$610k left on \$1M round (\$2.5MM price cap, 20% discount).
- ~\$95k invested personally in addition to the \$390k

## **Ideal Short-Term Burn: \$30k/month**

## **Cash Needs**

- High value development items
- Influencer marketing
- Campus rollout events (streaming)
- Meager salaries

# Appendix A: Why Lighthouse Fills Void Better



- Reddit – Anonymity reduces meaningfulness and ability to connect with your network



- Brigade – Limited feature set, offers little value to user



- iCitizen – No social element, offers little value to user

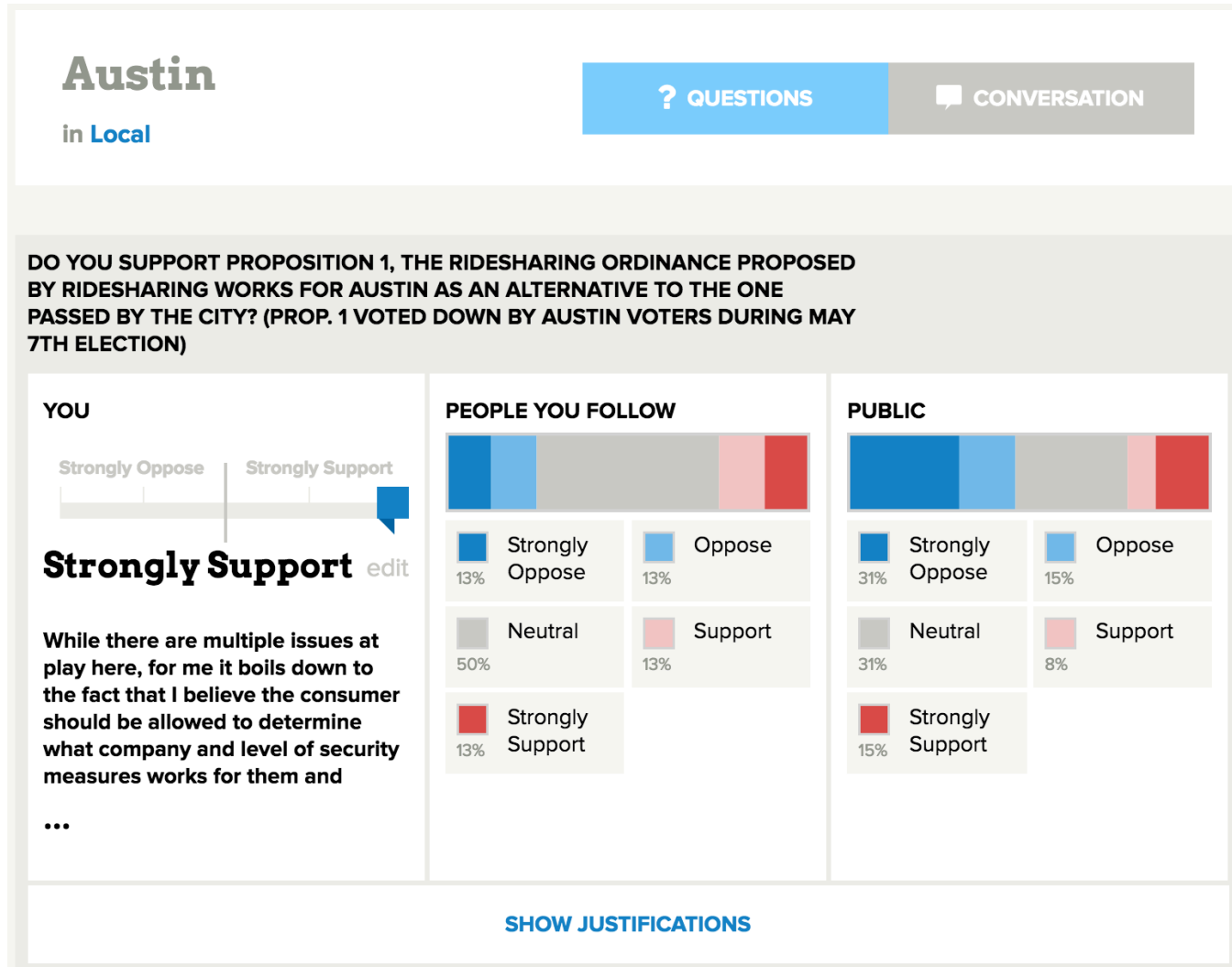


- Medium – Reading/writing blogs not for everyone, leaves room for intelligent discussion elsewhere using short posts, articles, and debating



- Facebook – Relationship dynamics for open expression, inefficient for finding quality news
- All lack efficient, curated news, debate feature, & local engagement

# Appendix B: Example Polling Screen



# Appendix C: Financial Projections

## Pro Forma

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>					
Digital Display Ads	\$0	\$133,320	\$1,345,890	\$3,630,945	\$13,714,181
Debate Sponsorships	\$40,000	\$402,000	\$676,000	\$1,092,000	\$1,664,000
News Delivery (Ads)	\$0	\$323,760	\$1,536,150	\$4,031,610	\$12,871,740
Video Content (Ads)	\$0	\$0	\$11,411,400	\$33,584,400	\$107,111,550
City Subscriptions	\$0	\$540,000	\$2,340,000	\$5,040,000	\$10,080,000
Data	TBD	TBD	TBD	TBD	TBD
<b>Total Revenue</b>	\$40,000	\$1,399,080	\$17,309,440	\$47,378,955	\$145,441,471
<b>Expenses</b>	\$549,855	\$2,086,318	\$16,374,968	\$41,018,622	\$109,762,707
<b>Net Income</b>	-\$509,855	-\$687,238	\$934,472	\$6,360,333	\$35,678,764