

# ✓OTUS

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official pitchdeck | [brandon@votus.com](mailto:brandon@votus.com)

# the problem

Citizens are *disconnected* and *disengaged* from local politics.

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Citizens are using ANTIQUATED METHODS  
to engage with their community.



Face-to-face



Phone Conferences

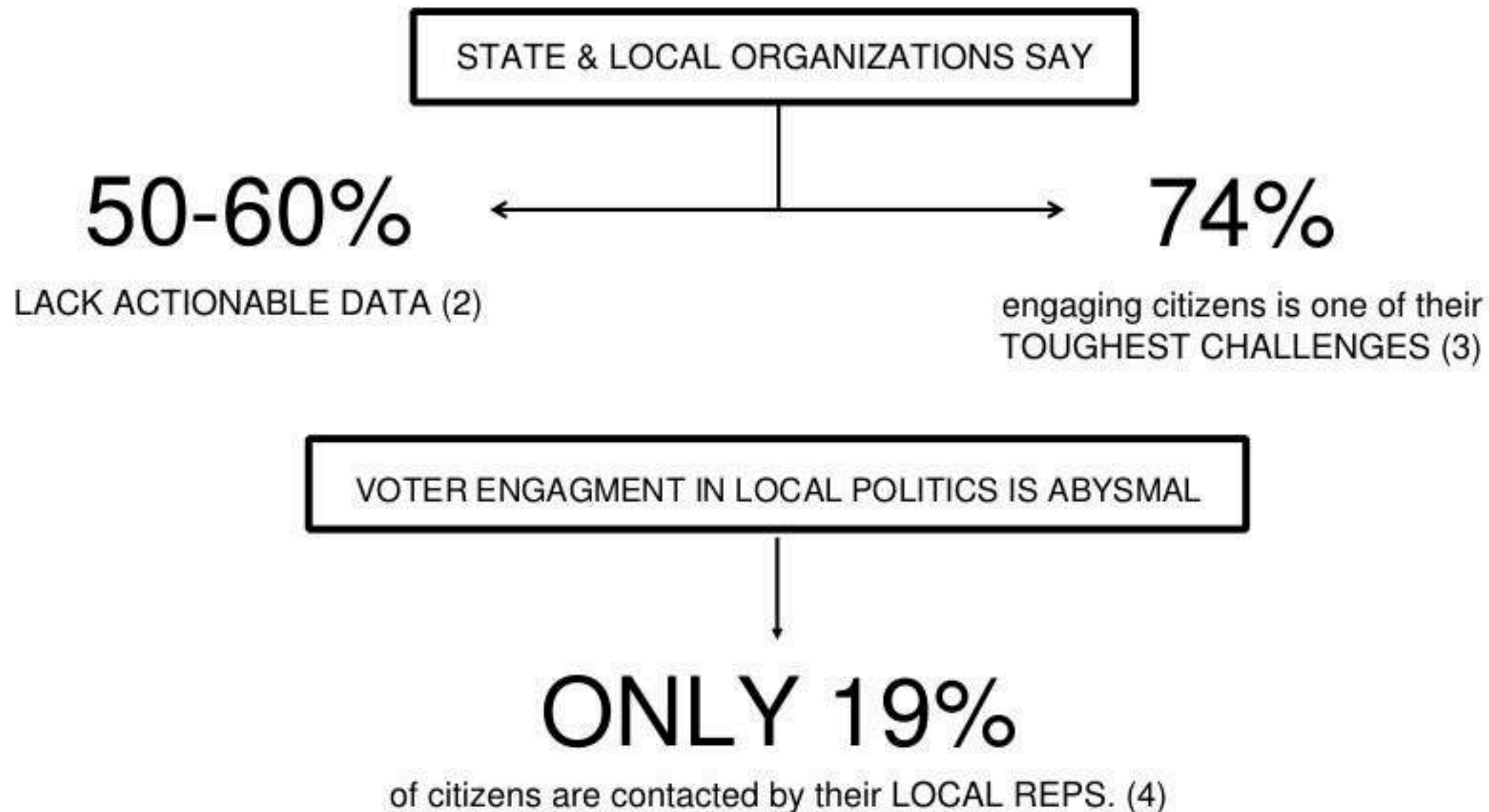


Email

# the problem

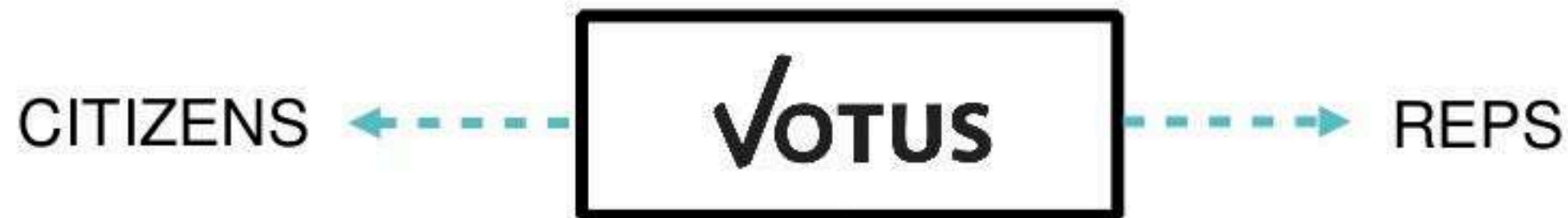
Citizens are *disconnected* and *disengaged* from local politics.

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# what is votus?

Votus is a *Civic Tech* company *Bridging the Gap* between constituents and representatives.



## **BRIDGING THE GAP**

Our product is a mobile app that allows voting districts to communicate & collaborate with their elected representatives.

## **CIVIC TECH**

Citizen-facing technology that connects citizens, organizations, and governments.



# market opportunity

BILLIONS are being spent to better engage citizens.

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There is a THRIST for  
TECH IN POLITICS

**\$6.4 BILLION**

Spent on Civic Tech in 2015 (1)

Civic Tech is Growing  
**14 x FASTER**  
than Other Forms of Gov't IT (2)

Politicians are spending  
BILLIONS to reach citizens.

**\$6 BILLION**

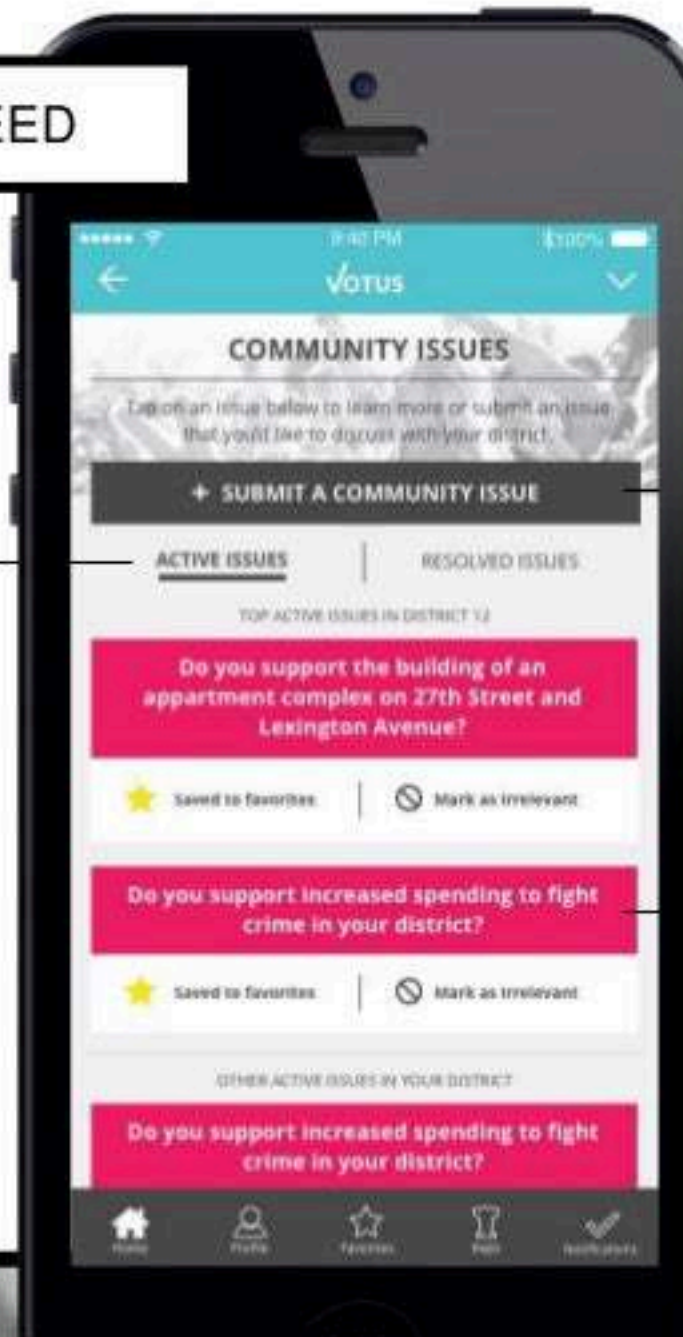
Total Political Ad Spending  
in 2016 (3)

# the solution

The Votus App: A platform that connects citizens to their community and local representatives.

## THE COMMUNITY ISSUES FEED

View the active community issues in your district . (You can also view past issues that have been resolved.)



Submit issues to your representative that you'd like to discuss

Participate in organized, issue-related, community discussions

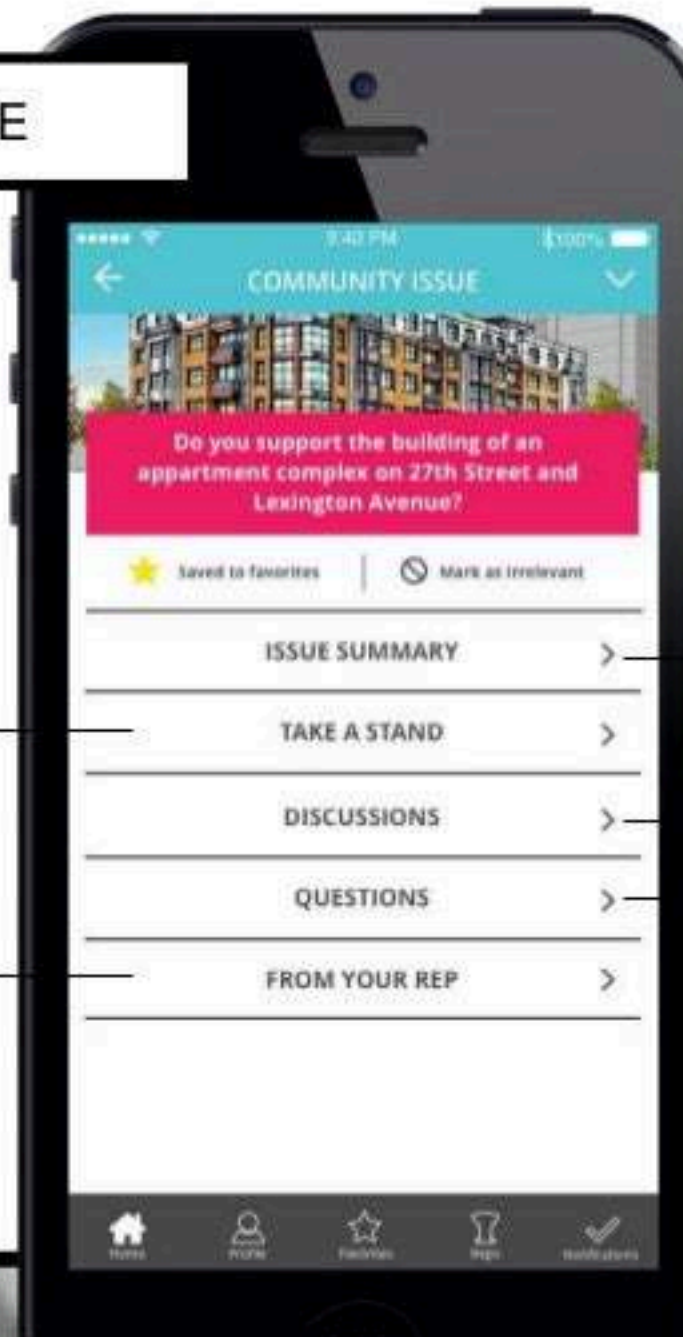
# the solution

The Votus App: A platform that connects citizens to their community and local representatives.

## A COMMUNITY ISSUE PAGE

Take a stand about each community issue, and voice your opinion.

Engaged directly with your local representative, and get updates from him/her about the issue.



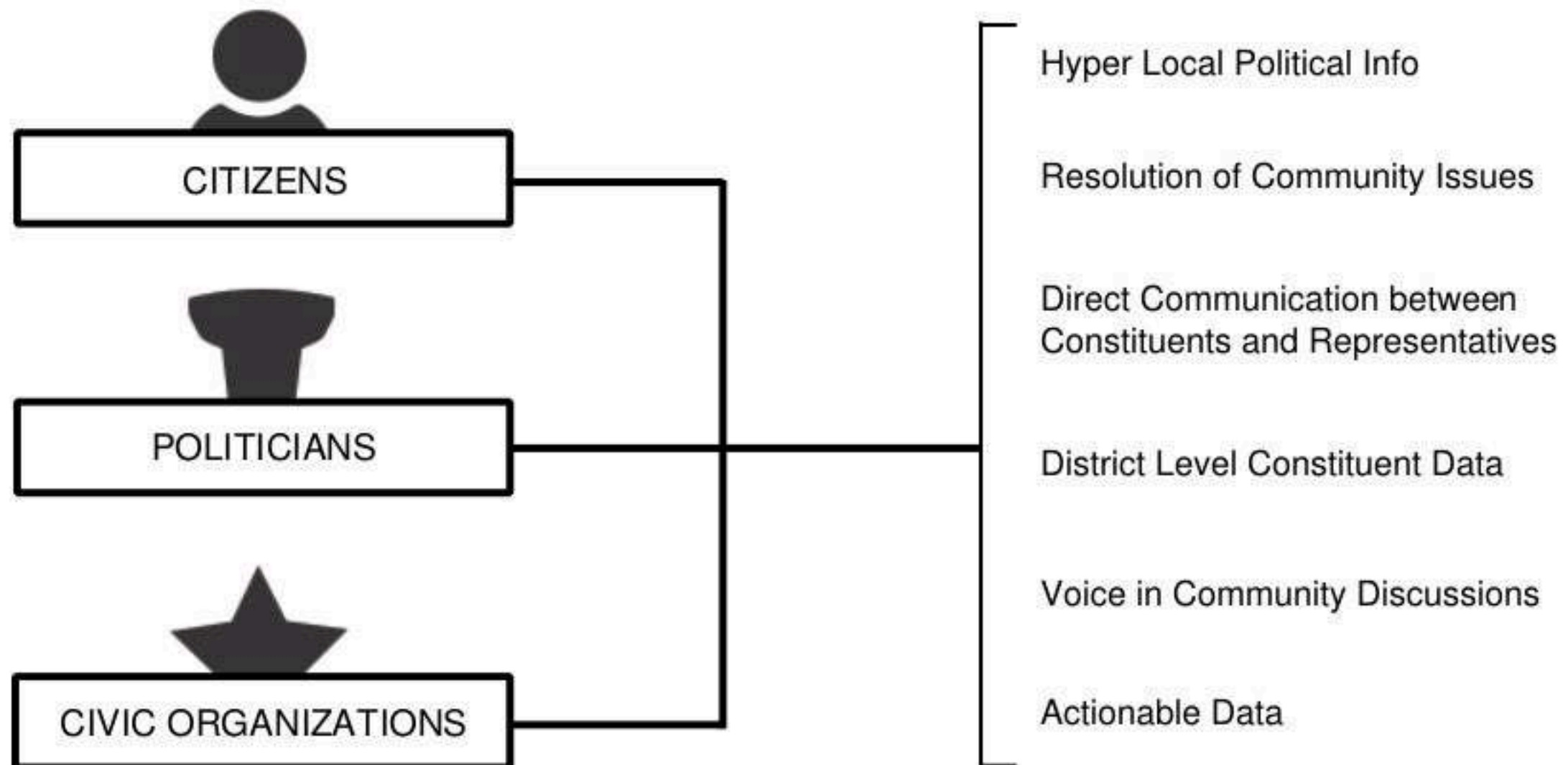
Get important information about the issue.

View the opinions of your neighbors, participate in discussions, and ask issue-related questions.



# a unique value proposition

District-specific data and communication creates value for politicians, citizens, and non-profits.





# plan to scale

Initial Rollout: 6 Nashville metro council districts.

Our heat map analysis for our rollout strategy:

Council District	Rollout Order	Size of Active Voting Population	Councilperson
District 13			Holly Huezo
District 15			Jeff Syracuse
District 16			Mike Freeman
District 17			Colby Sledge
District 19			Freddie O'Connel
District 25			Russ Pulley
District 26			Jeremy Elrod



A vertical color scale legend on the right side of the table indicates the rollout order. The scale ranges from dark orange at the top, labeled 'First/Largest', to light yellow at the bottom, labeled 'Last/Smallest'. The colors transition through lighter shades of orange and yellow. The table data shows that Districts 13, 16, and 19 are in the 'First/Largest' category (dark orange), Districts 15, 17, and 19 are in the middle category (light orange), and Districts 25 and 26 are in the 'Last/Smallest' category (light yellow).

# the votus team

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## Brandon Harris | CEO

*Federal Law Clerk, Western District of TN*

*Full Time Votus CEO*

B.A. Howard University

JD, Vanderbilt University

First ever two-time Student Body President,  
public Policy Fellow, Carnegie Mellon



## Sean Hill | CTO

*Principle, Relax, LLC.*

University of Houston

Organizer, Ruby on Rails Meetup, 12 years of  
web and software development experience,  
and former VP of Operations of Technicool  
Systems



## Philip Armstrong | COO

*Business Analyst, Aon Plc*

B.A Finance, Howard University

Aon plc, EverFi, Goldman Sach, recognized by  
Aon plc as a rising young leader and awarded  
participation in their global Early Leadership  
Career Development program.



## Herbert Brown | Political Outreach

B.A. University of Tennessee - Knoxville

MPA Tennessee State University

Involved with the Tennessee Higher Education  
Commission. Experienced in public policy.  
New Leaders Council Fellow.



## Secia Zappitielli | Creative Director

*Principle, Zapp Design*

B.A. New York University, Graduated with  
Academic Honors

A.A.S. Parsons School of Design at The New  
School University, Deans Scholar



## Richard Exton | Political Outreach

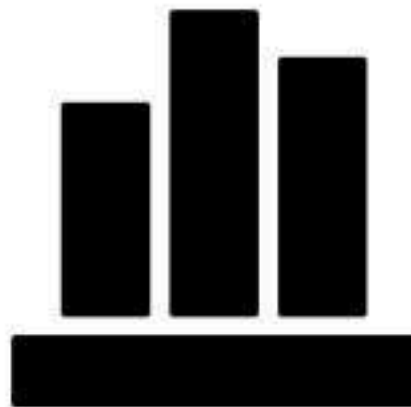
B.A. Tulane University

9 years of campaign experience: Obama for  
America 2012, Presidential Inaugural  
Committee, Jim Cooper for Congress, and  
Harold Ford, Jr. for US Senate.

# business model

SAAS Subscription Model: Access to unique district-level polling data, and qualitative analytics through a backend dashboard.

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UNIQUE DATA



SUBSCRIBERS

Data Dashboard:

Trending Community Issues

Visualizations

Polling Results

Popular Comments & Questions

Politicians

Non-Profits

Lobbying Groups

Activist Groups

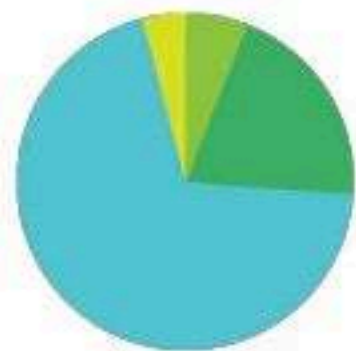
Local Governments



# the ask

Raising \$100,000 via Common Stock | Our 6 Month Plan

## KEY USE OF PROCEEDS (as % of total raised)



- Tech / Product Development - 70%
- Sales/Opportunity - 20%
- Founder's Salaries - 6%
- Reserve Funds - 4%

## FUNDABLE MILESTONES



REVENUE  
GENERATION

## KEY HIRES

2 Full Time Coders  
(Front-End & Back-End)

1 Full Time Sales &  
Opportunity Lead

30% PENETRATION  
of Active Voter Population  
in Each Council District

thank you!

# APPENDIX

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1. <http://www.accela.com/images/civic-tech-infographic-idc.jpg>
2. <http://www.accela.com/images/civic-tech-infographic-idc.jpg>
3. [www.latimes.com/entertainment/envelope/cotown/la-et-ct-political-ad-spending-6-billion-dollars-in-2016-20151117-story.html](http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-political-ad-spending-6-billion-dollars-in-2016-20151117-story.html)