

A photograph of a woman with red hair and glasses shouting into a megaphone at a protest. She is wearing a white t-shirt with a graphic design. In the background, there are brick buildings and other protesters. An orange rectangular overlay contains the text.

# CHANGEAGENT APP

## PROJECT PITCH DECK AND INVESTMENT OFFER

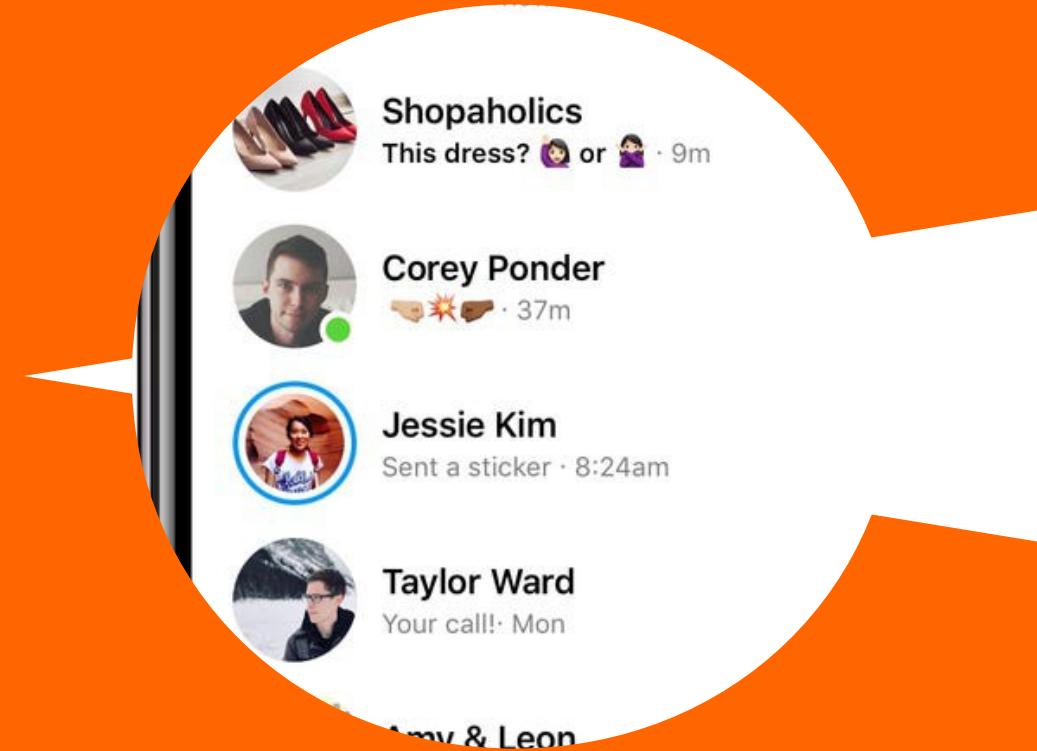
A photograph of a woman with long brown hair and glasses, wearing a white t-shirt, looking down at her smartphone. She is holding a protest sign with a graphic of a person and the word 'Solidarity' on it. In the background, there are brick buildings and other people, suggesting a protest or rally.

Our product is a  
**mobile app for grassroots causes and trade unions**  
that solves a key problem of activists:  
**competing for attention in surveillance capitalism**

## THE PROBLEM



Jenny tried to advocate for progressive politics among her friend group, but she often had to engage in long, repetitive conversations. There was also rarely any impact, as all events and invites get lost in the notifications overload.

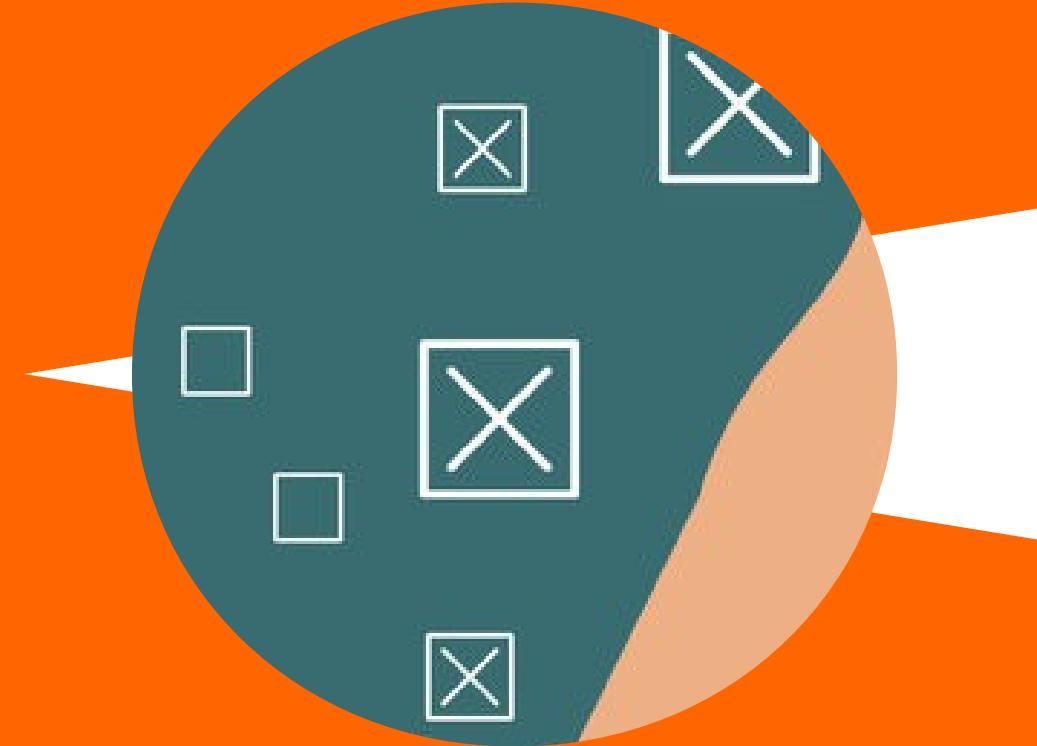


Changeagent allowed Jenny to use partially pre-scripted, customizable messages to directly speak about issues important to her friends. She uses one app now to raise her voice and convince her friends to take part in actionable initiatives via external communication features.

## THE PROBLEM



**Greg had high hopes that the workers' union in his factory would help him fight for better working conditions. However, the lengthy process of meetings, voting with ballot boxes and opaque decision-making left him disappointed.**



**Changeagent allowed Greg to directly follow the announcements of the union and stay updated with less effort. E-voting made it easier to make decisions and choose the winning strategy for the upcoming strike.**

## CURRENT PROBLEMS

faced by: **social and urban movements,  
activists, hackers, local collectives, trade  
unions, small political parties**

- **high costs of mobilizing supporters to act**
- **weak external communications**
- **too many digital tools used...**
- **... or even none at all (!)**
- **lack of transparency in decision-making**
- **low privacy & organization security**

## CHANGEAGENT AS SOLUTION

**convenient, thus low cost**  
**viral marketing features**  
**one-stop shop for organizing**  
**simple onboarding**  
**strong transparency and accountability**  
**crypto by design**

## WHAT WE IMPROVE

event planning & assistance



organization management



secure yet open identity



internal & external communication



## CHANGEAGENT MVP FEATURES

### ORGANIZATION MANAGEMENT

- decentralized instances
- dynamic announcement board
- attached file sharing
- e-voting with external system (Zeus)
- „contact closest coordinator“ (3C) setup

### INTERNAL & EXTERNAL COMMUNICATIONS

- pre-scripted virals / mssgs of the day
- external social media sharing
- local 1:n chats
- push notifications (no abuse though!)

### SECURE YET OPEN IDENTITY

- simple onboarding with private key on phone
- membership fatures with code via SMS/mail
- personal hashtags and localization

# AND THE FEATURES TO COME

## INTERNAL & EXTERNAL COMMUNICATIONS

- **crypto secure 1:1 chats**
- **collaborative games (fun builds trust!)**
- **risk groups (for higher risk activities)**

## EVENT PLANNING & ASSISTANCE

- **creating events (& visibility features)**
- **distribution of responsibilities**
- **engagement gamification**
- **panic button**

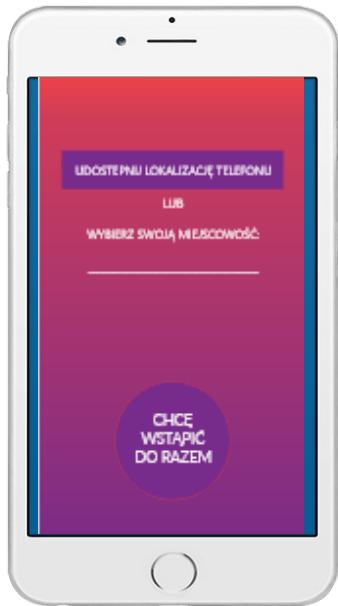
## ORGANIZATION MANAGEMENT

- **in-app payments (credit/debit card)**
- **activity data analytics (only non personal!)**
- **intra-instance communications**

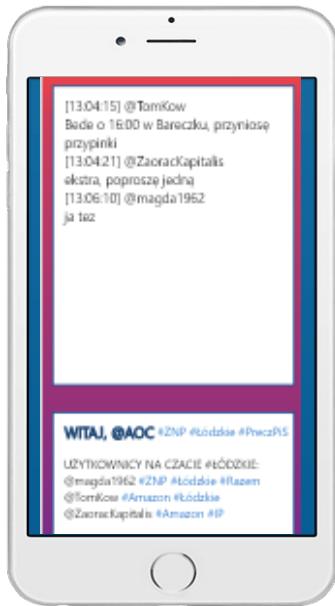
## SECURE YET OPEN IDENTITY

- **easy „contact card” sharing**
- **back-up and password**
- **searching with hashtags**

# EARLY MOCKUP



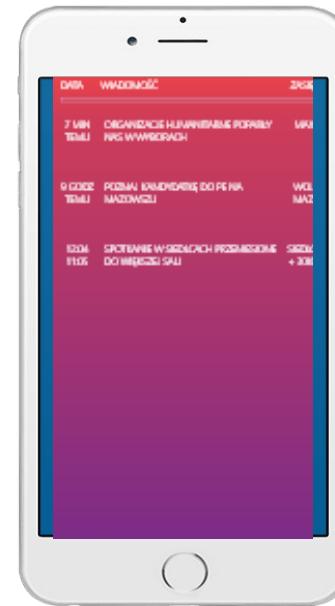
„Join the cause” with a single push of a button – minimum effort required from user.



Mobilizes users based on location – connect and take decisions with down-to-basics chat with ephemeral, decentralized feel.



Customises pre-scribed virals for the addressee based on the sender's direct familiarity.



Location-based announcement board to better mobilize the supporters.

## BUSINESS MODEL

- SaaS model (CRM-like)
- Revenue sources:
  - 1) instance implementation – fixed fee (for clients above size threshold)
  - 2) monthly/annual subscription fee (for organizations)
  - 3) later on: very low, fixed fee for in-app payments
  - 4) later on: individual fees for profile personalization, app skins etc



## BIZ DEV STRATEGY

- 1) Pilot MVP with a political party / union -> feasible for payment & rich learning case
- 2) Iterate and implement new features
- 3) Expand to other organizations in Poland+EU: grassroots communities, protest, social, urban movements, hackers, NGOs.
- 4) Build intra-organizational social medium with already achieved user critical mass

## INVESTMENT OPPORTUNITY

**Our cost plan requires 150 k EUR as pre-seed investment to complete MVP for secure pilot with chosen organization.**

**The equity received for the investment is subject to negotiation.**



# CHANGEAGENT DREAM TEAM



**Dr Eva Infeld - CEO**

**Mathematician, hacker and brainstormer. Lectured at the world's best universities, now a software designer, educator, and security and privacy consultant. She's an author of cryptocurrency protocols and educational games. She received her PhD from Dartmouth in probabilistic combinatorics and is a graduate of University of Cambridge and London School of Economics. She was a volunteer for Bernie Sanders in 2016, a consultant for American Civil Liberties Union New Hampshire and led numerous operational and information security trainings for NGOs in Poland.**



**Anna Olchowik - CTO**

**Currently working for medical AI startup RowAnalytics as a software developer. She has 5 years of experience in game development. Former research fellow at International Institute of Molecular and Cell Biology (IIMCB) Warsaw (bioinformatics). Formerly a lecturer at a Poland's first programming bootcamp and university lecturer. Graduated from the University of Edinburgh.**



**Jan J. Zygmuntowski – CFO/CSO**

**Economist working in the fields of innovation, digital economy and sustainability. Board chairman at the Instrat Foundation think-tank. Formerly at the Polish Development Fund. He's written on social and economic issues for leading Polish opinion and business media. He advises and supports a number of tech projects with positive social impact. Graduate of the Warsaw School of Economics (SGH) and fellow of the G20 Global Solutions**



**Bartosz Owczarek – Backend Dev**

**IT specialist and grassroots organiser with background in telecommunications, as well as logistics of large protests. A majority of his professional career has been in delivering backend and middleware solutions.**



**DO NOT HESITATE TO CONTACT US!**

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