

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. A red strap from a bag is across her shoulder. In the background, there are brick buildings and other protesters.

CHANGEAGENT APP

PROJECT PITCH DECK AND INVESTMENT OFFER

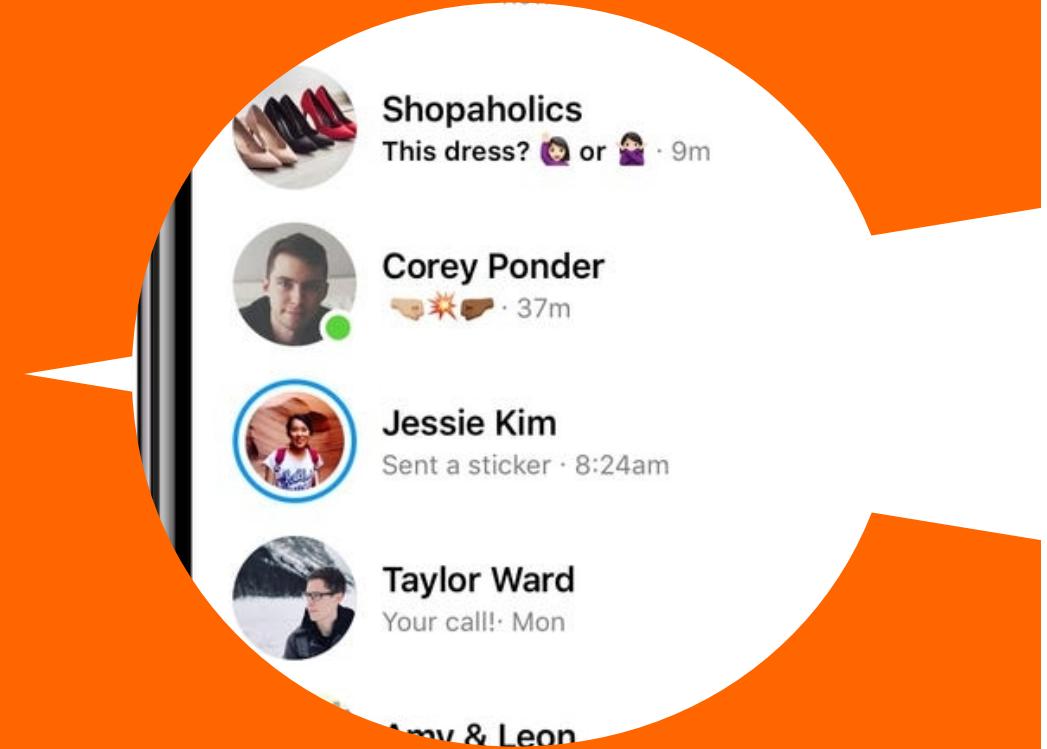
A photograph showing a woman with red hair and glasses from behind, looking at a protest sign she is holding. She is wearing a light-colored top. In the background, there is a large brick building with multiple windows. The protest sign has some text and graphics on it, though they are not clearly legible.

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.

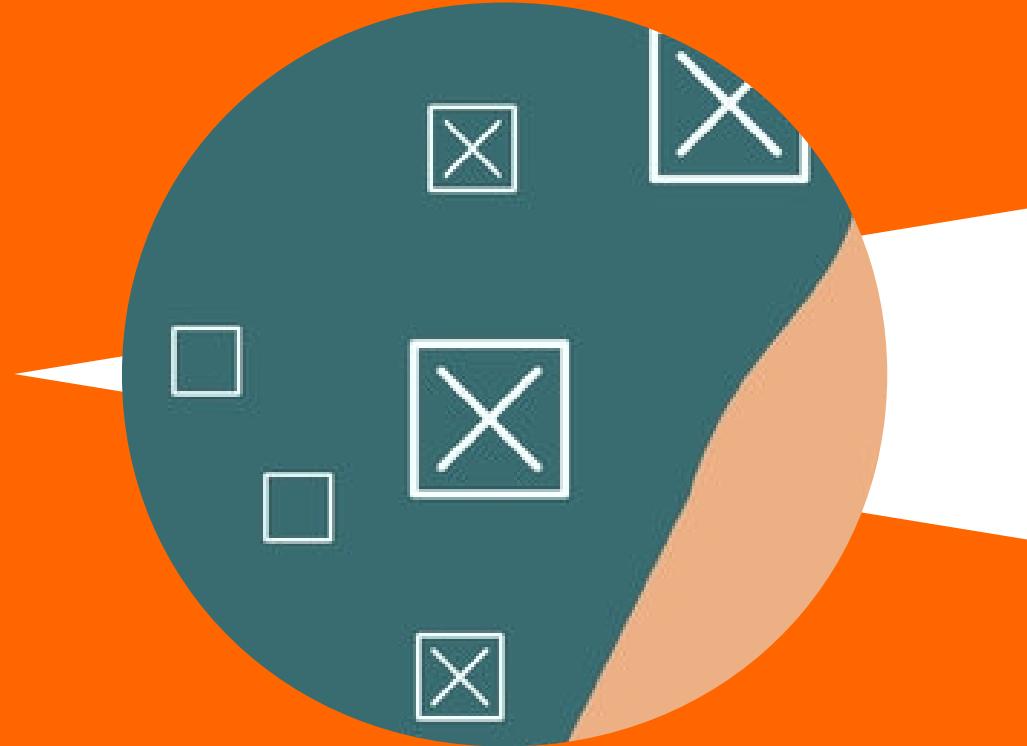


Changeagent allowed Jenny to use partially pre-scripted, customizable messages to directly speak about issues important to her friends. She uses one app now to raise her voice and convince her friends to take part in actionable initiatives via external communication features.

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



INTERNAL & EXTERNAL COMMUNICATIONS

CHANGEAGENT MVP FEATURES

ORGANIZATION MANAGEMENT

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

SECURE YET OPEN IDENTITY

- Ø simple onboarding with private key on phone
- Ø membership features with code via SMS/mail
- Ø 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**

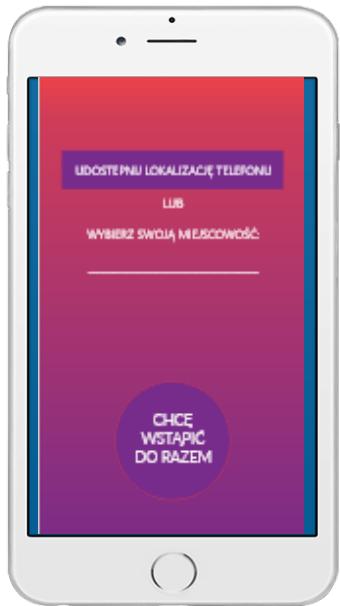
ORGANIZATION MANAGEMENT

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

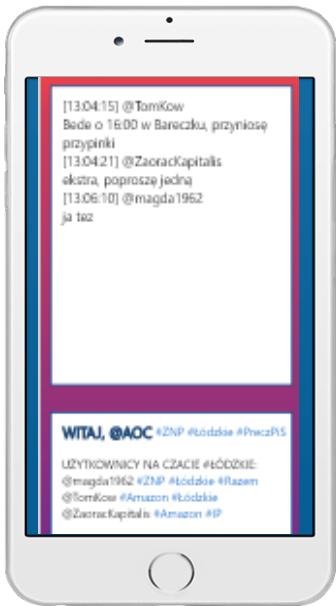
SECURE YET OPEN IDENTITY

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

EARLY MOCKUP



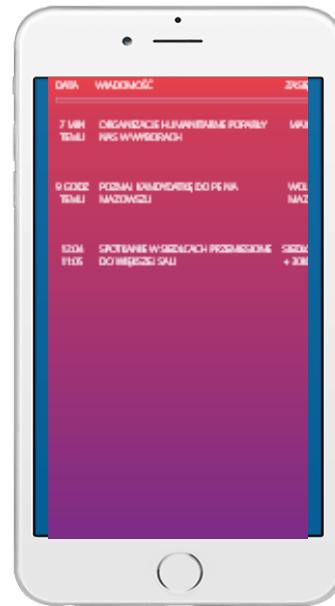
„Join the cause” with a single push of a button – minimum effort required from user.



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



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



Location-based announcement board to better mobilize the supporters.

NO TRACKING

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.



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



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.



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.



A photograph showing a group of people gathered outdoors in front of a large, multi-story brick building with many windows. One person in the foreground is holding a small electronic device, possibly a smartphone or a small tablet, and others are looking at it. The scene has a warm, orange-tinted filter.

DO NOT HESITATE TO CONTACT US!

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