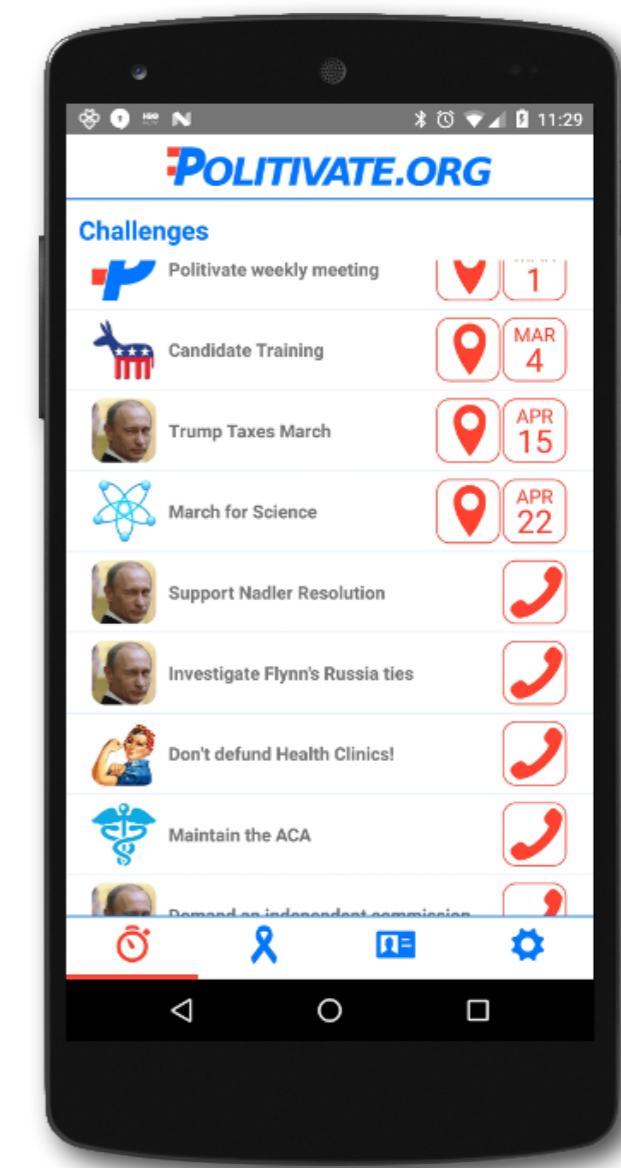




Pokemon Go for Democracy

mobile app turns
new supporters into
committed, connected
super-advocates





Millions are newly engaged

But activism is a long, uncertain marathon
Will they keep at it? Will their activism help?

POLITIVATE is a mobile app that guides users through events and calls

The app helps supporters

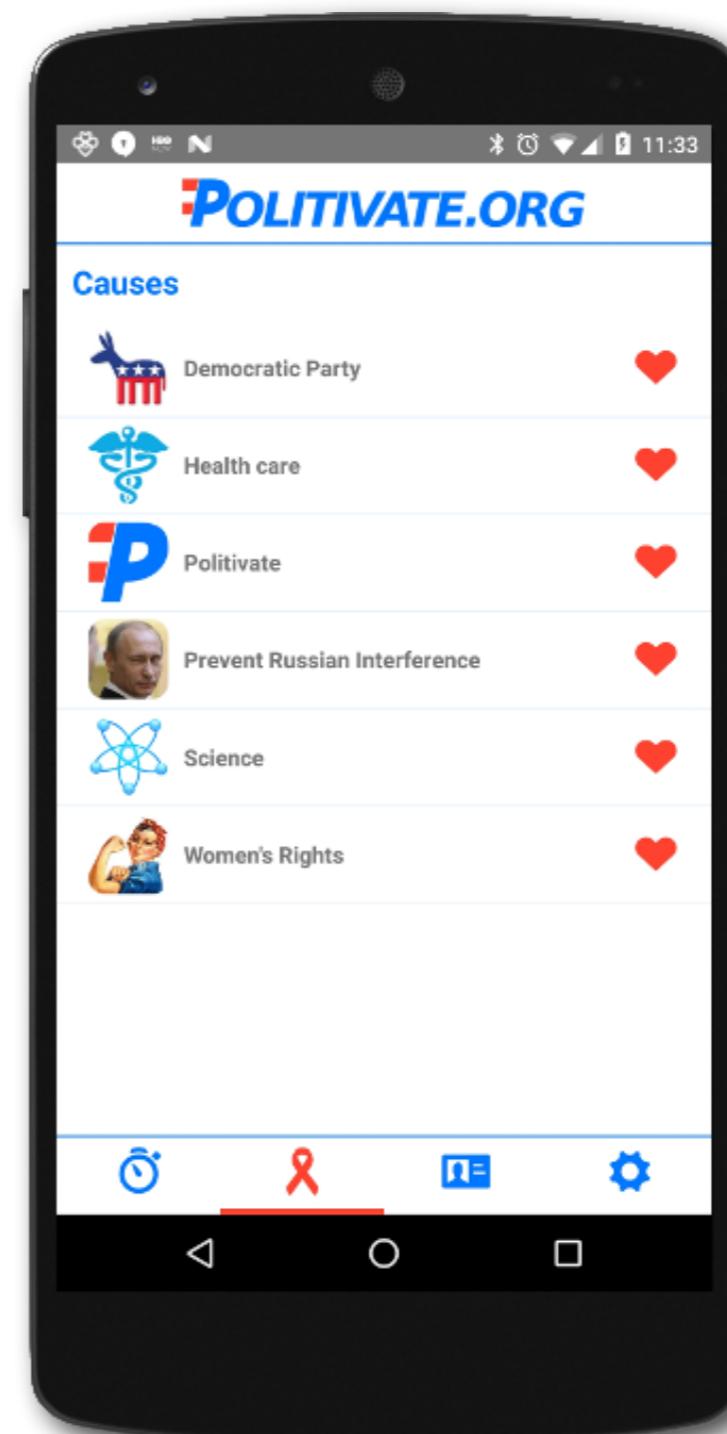
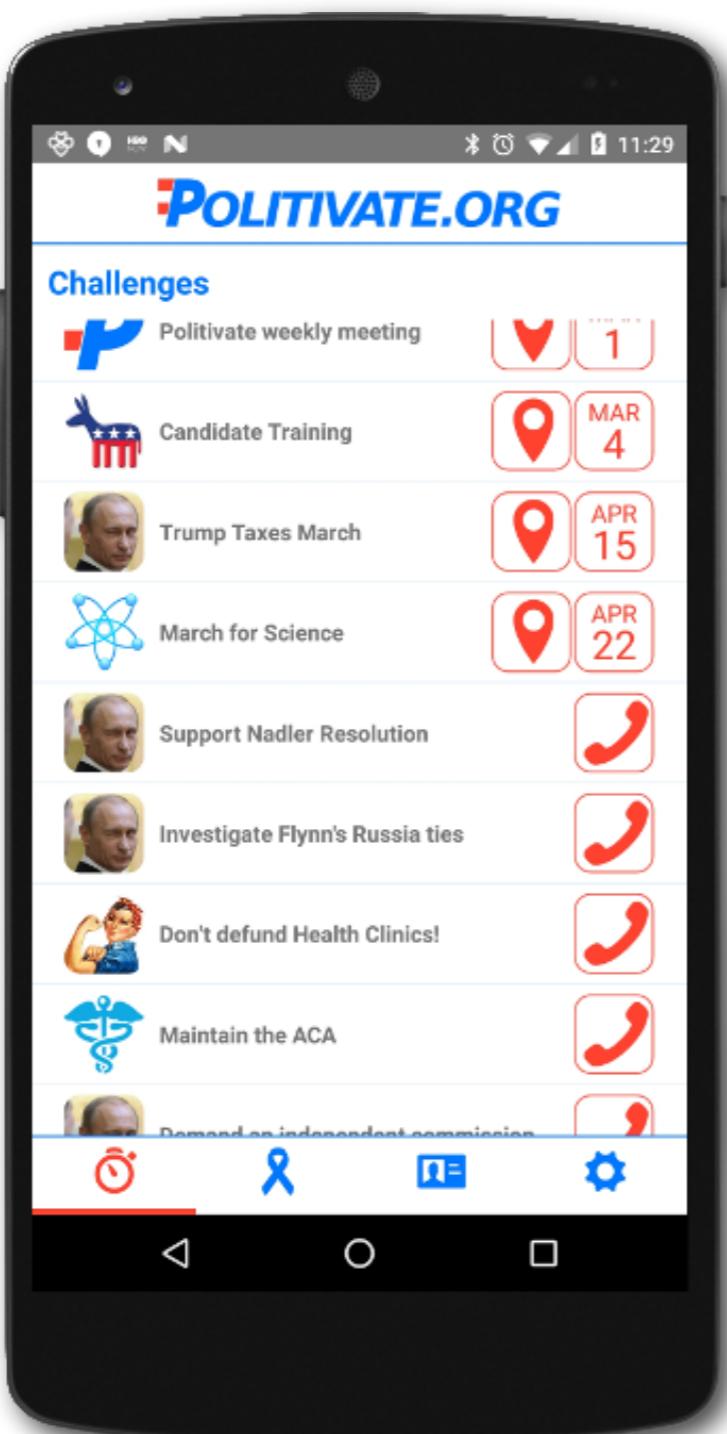
- Find **high-leverage** tasks
- Help their **local causes**
- See & grow **personal impact**
- Work in **real-life teams**
- **Truly join** cause communities

Let's make activism addictive



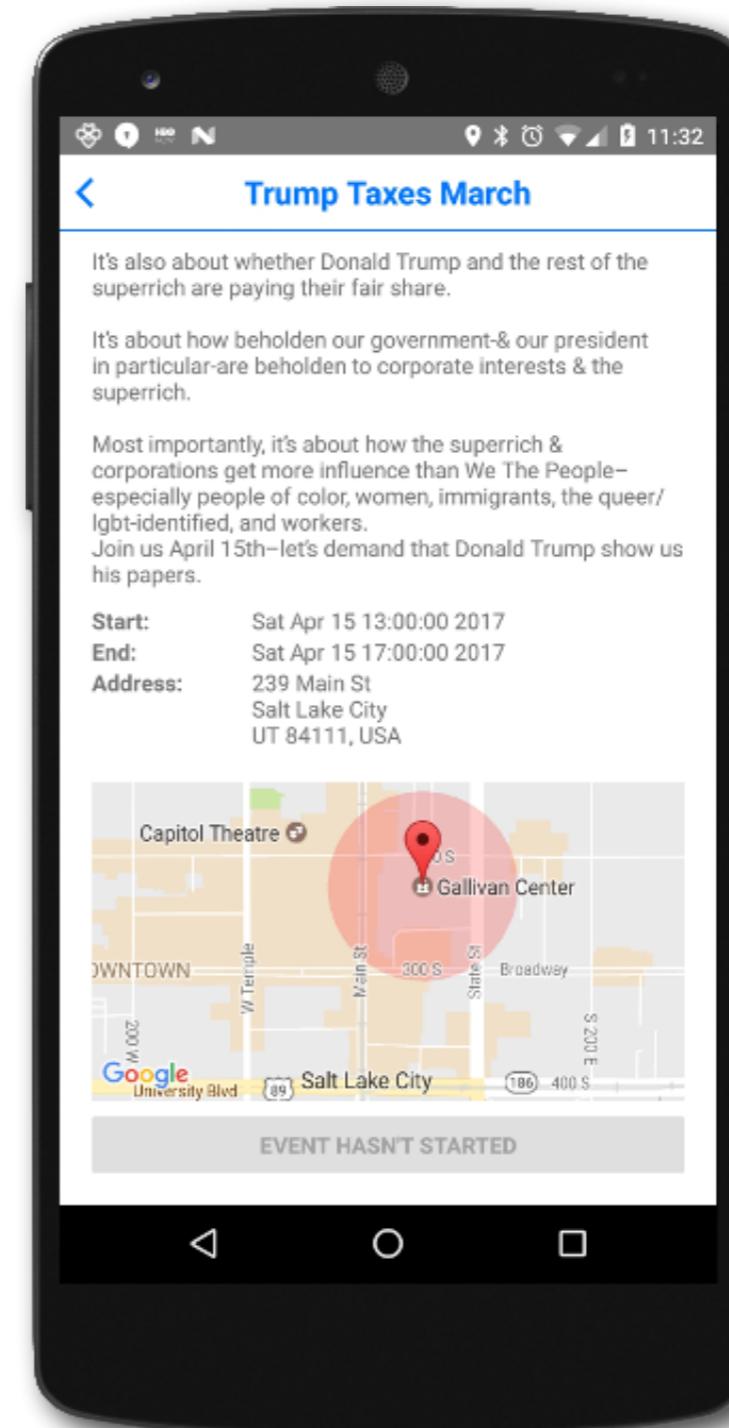
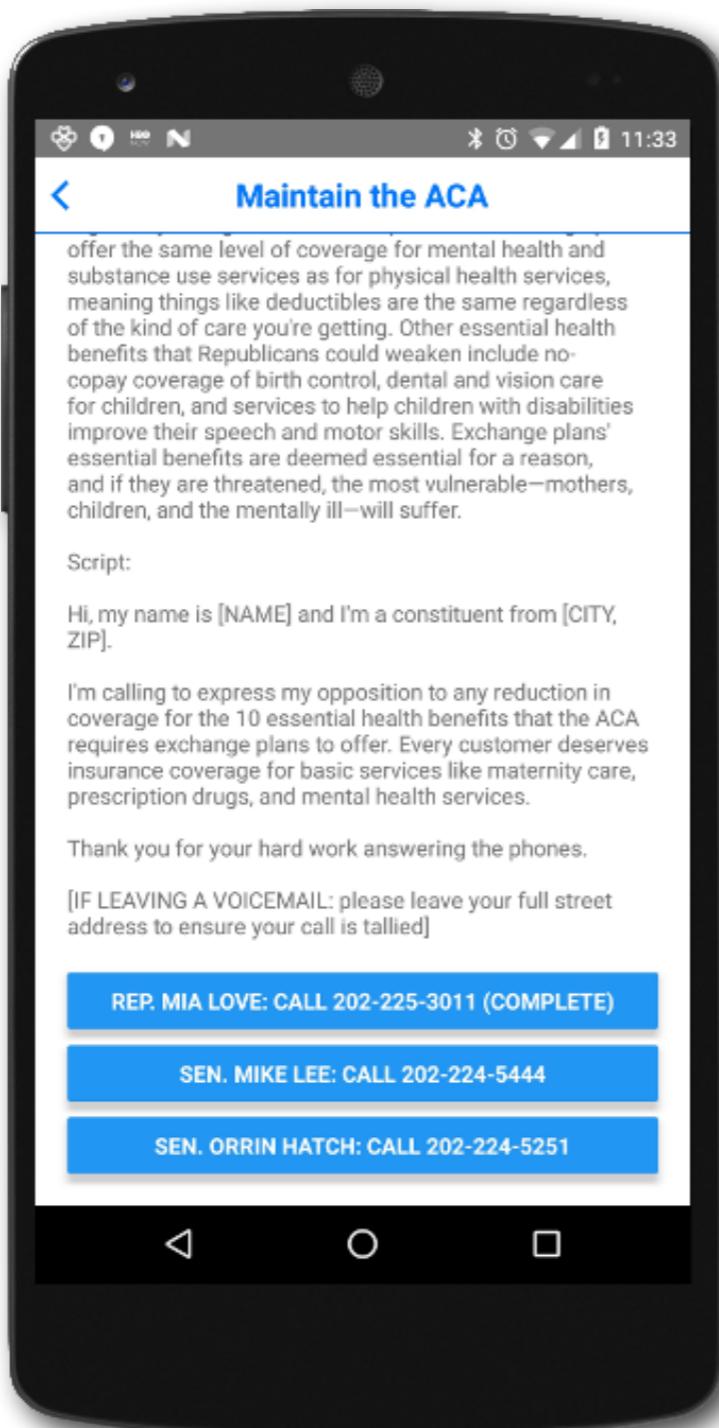
With Politivate on their phones, users easily see:

Where can I help?



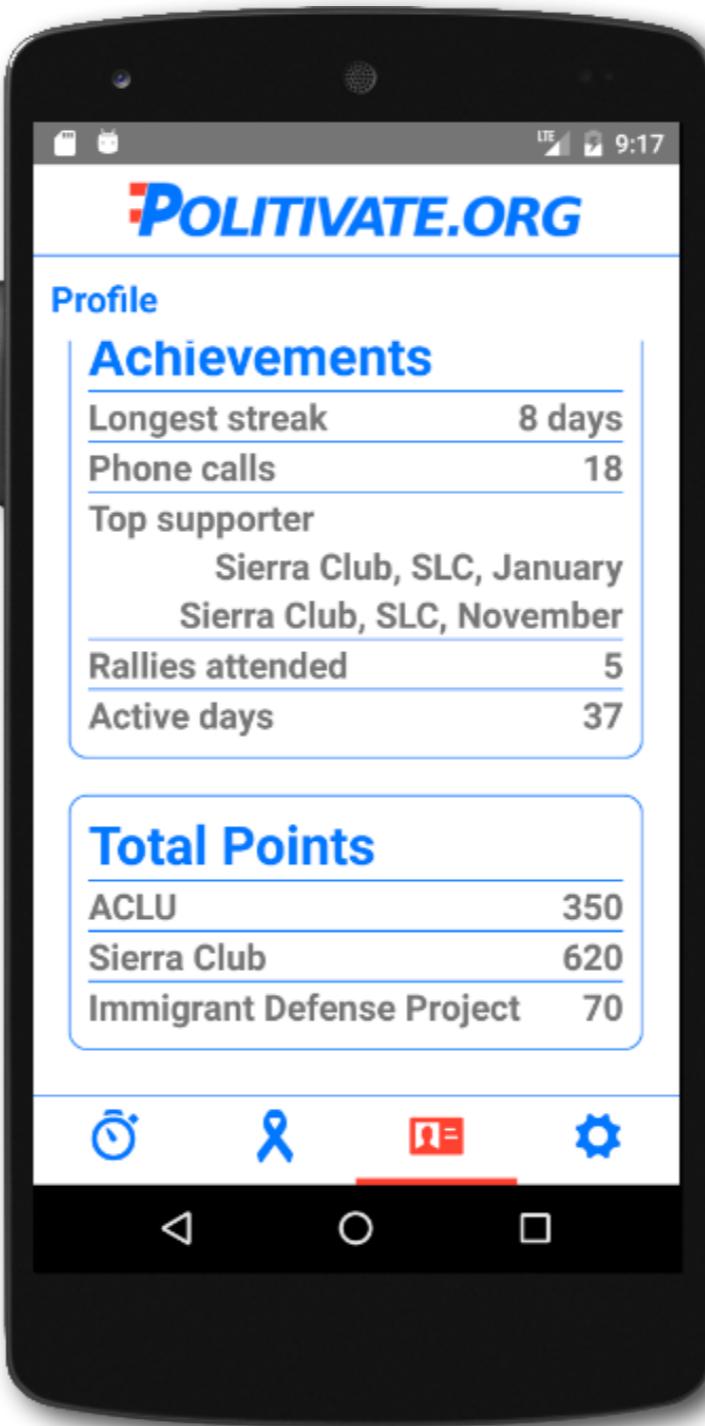
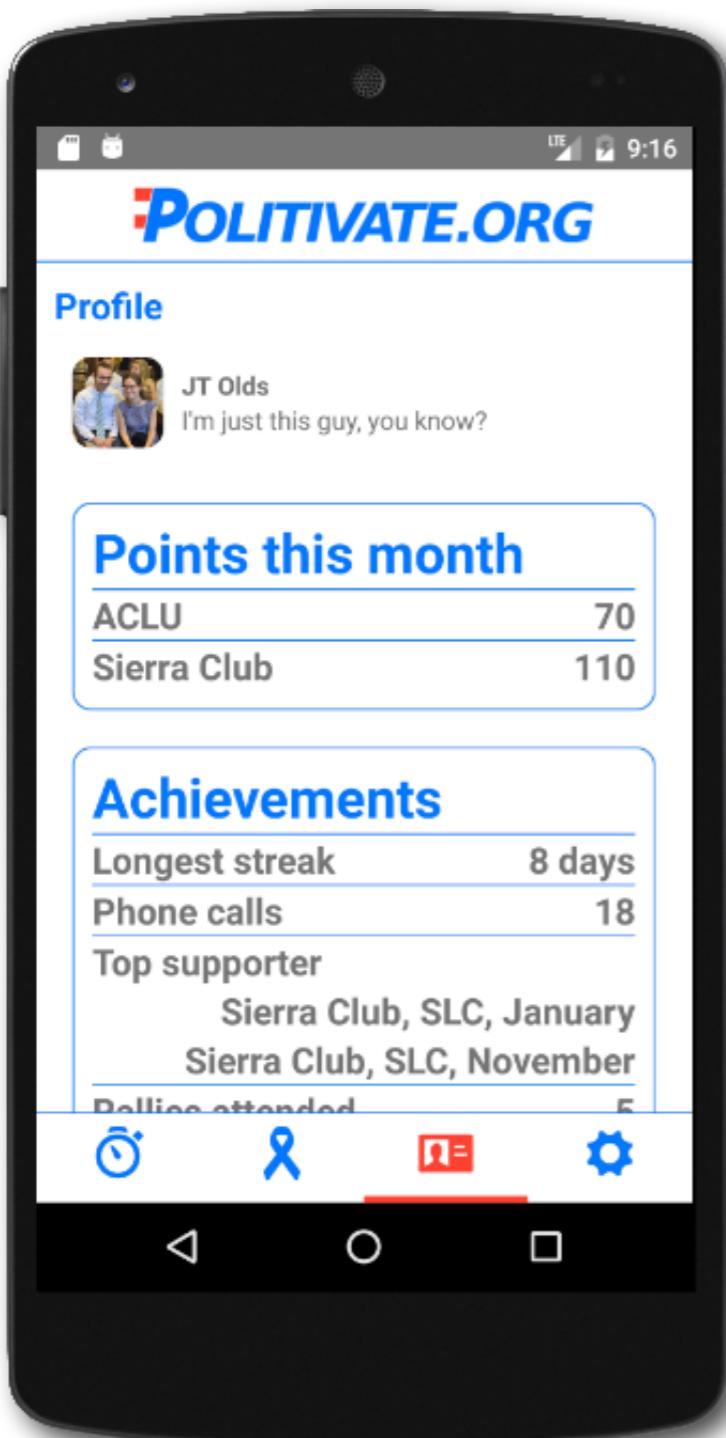
With Politivate on their phones, users easily see:

What do I do?



With Politivate on their phones, users easily see:

How am I doing?



Easy to share w/ team members, friends, and online networks

Users feel support, progress, and accountability

Politivate simplifies the process for cause organizers just add script, time, and target *roles*.

Title
Tell Jeff Sessions to resign!

Challenge type
 Phone call Location

Description
Challenge information goes here

Phone number to call
 Call your local legislator in the US Senate
 Call your local legislator in the US House or Senate
 Call your local legislator in the US House
 Call your local legislator in the US Senate
 Call your local legislator in your state's House or Senate
 Call your local legislator in your state's House
 Call your local legislator in your state's Senate
 Call any of your US or state legislators
 Call a specific number

Restrictions

- Senate Committee: Judiciary ([remove](#))
- OR Senate Committee: Ethics ([remove](#))
- OR Senate Committee: Foreign Relations ([remove](#))
- OR House Committee: Ethics ([remove](#))
- OR House Committee: Judiciary ([remove](#))

Date type
 None Deadline Event

Deadline
mm/dd/yyyy, --:-- --

House Committee ▾ **Judiciary** ▾ **+** **Submit**

Politivate only gives *interested users* in *relevant districts* legislators' names...

...it one-touch dials the right legislator, shows user the script, and logs the call. Organizers know what's happening

Organizing a location challenge is just as easy— but has WAY more impact.

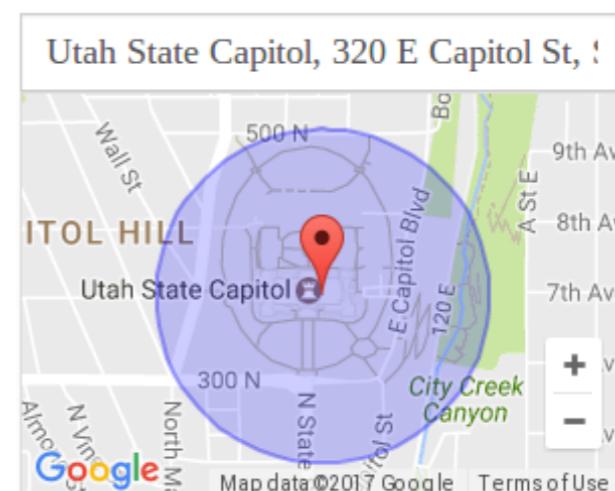
Title
Tell Jeff Sessions to resign!

Challenge type
 Phone call Location

Description
Challenge information goes here

Location challenge: town hall, office hours at capitol, training, flashmob, photos of closed office doors...

Address
Utah State Capitol, 320 E Capitol St, Salt Lake City, UT 84101, USA



Map data ©2017 Google Terms of Use

Restrictions

- State: Utah ([remove](#))
- OR State: California ([remove](#))

Radius
300 meters

Date type
 None Deadline Event

Start time
mm/dd/yyyy, --:-- --

End time
mm/dd/yyyy, --:-- --

Text Area
Location challenges build real community: it's easy to meet people with same values, share experience with old friends, be a visible group

Submit

Try out the app!

politivate.org/demo

this is our alpha!
MVP @ end of March

Feature matrix: For end-users

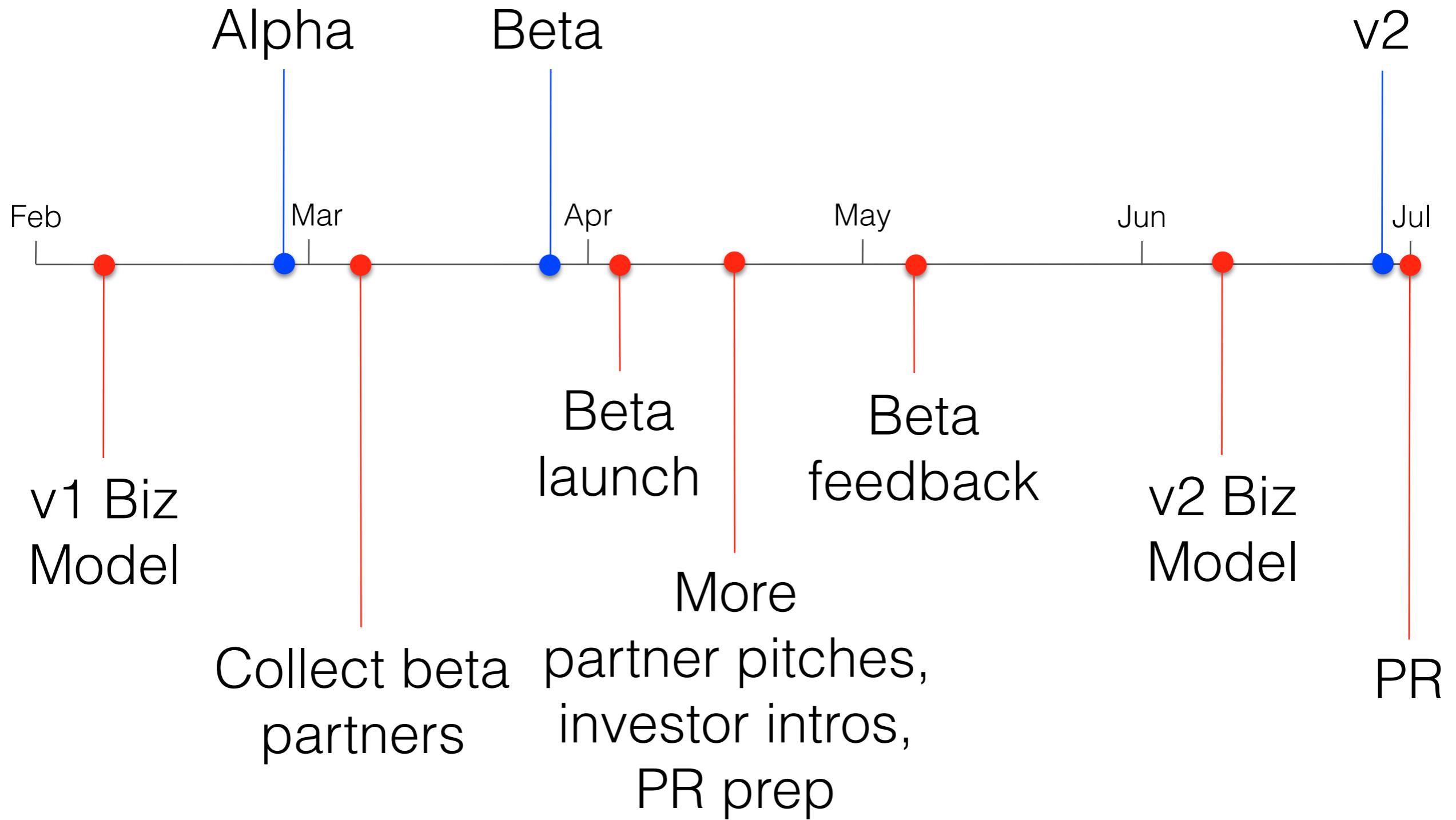
Feature matrix: For organizers

Competition	Simple action creation	Phonecall analytics	Location analytics	RSVP analytics	Top-supporter analytics
5calls.org					
dailyaction.org					
the 65					
wall of us					
weekly-resistance.online					
<u>2hoursaweek.org</u>					
my civic workout					
brigade.com					
countable.us					
hellogov.org					
Politivate MVP					
Politivate V1.5					

Business Model

- SaaS organizing/analytics platform for progressive groups. No data sales.
- Likely additional products:
 - White-label version of app (maybe not to single-issue groups)
 - Robo-advisor for advocacy groups (using group's own data)
 - Consulting (anonymized analysis of cross-group/cross-sector data)
- Team commitment: business only worth considering if app significantly grows group *membership*, member *stickiness*, or per-member *impact*
- Assumption: if it does, large/well-funded groups will pay enough to cover costs
- Fallback: democracy-supporting groups might be willing to subsidize
- Strategy: see if beta shows promise before getting all TAM/SAM/SOM about it

Milestones and Projections



Milestones and Projections

- April beta test with local causes already on board:
 - Utah Sierra Club
 - Southern Utah Wilderness Alliance
 - Utah Rivers Council
 - more to come!
- Capture data and collect feedback
- Use launch to recruit additional developers/staff

Technology Roadmap

	MVP	v2	Future
Cause management	<ul style="list-style-type: none"> • Create a cause • Create a challenge (call & location) • Edit causes/challenges • Basic reporting 	<ul style="list-style-type: none"> • Enhanced Cause profile customization • Push notifications • Detailed reporting 	<ul style="list-style-type: none"> • More challenge types (polls, donations, photo documentary) • Full cause analytics
Gamification	<ul style="list-style-type: none"> • Challenge verification (call & location) • Basic badges (daily login, 5 day call streak) • Level system 	<ul style="list-style-type: none"> • User profile customization • More badge types • Leaderboards • More challenge types (e.g. NFC bring-a-friend) 	<ul style="list-style-type: none"> • Competitions (best rally sign, leaderboard challenges, sponsored swag)
Social	<ul style="list-style-type: none"> • User social signin • Cause subscriptions • Share profile via social • Share cause or challenge via social 	<ul style="list-style-type: none"> • Link to a friend via NFC • Display mobile light-up • Event RSVPs 	<ul style="list-style-type: none"> • Team pages • Event photo galleries
Tech	<ul style="list-style-type: none"> • Congressional API integration • Android support • iOS support • Graphic design 	<ul style="list-style-type: none"> • Townhall Project integration • Calendar export • Reduced load on Sunlight/OpenStates APIs 	<ul style="list-style-type: none"> • Host own gov't data APIs • Move to Kubernetes/GCP cluster

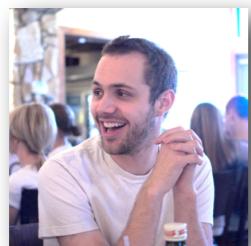
*bold items are complete!

Technology Roadmap

Key Features

- Push notifications
Rally tonight in your area!
- Townhall Project integration
One-click go to next town hall challenge creation
- RSVPs + NFC contact sharing
Be notified which events your new friends are going to!
- New challenge types
Polls, donations, picture taking
- Team pages
Set group goals

Team



JT Olds

Founder

- Director of Engineering @ Vivint
- CompSci Ph.D. student @ U of Utah
- Successful exits: Space Monkey (acquisition), Instructure (IPO), Mozy (acquisition)
- Formerly @ Google, EMC, Mayday PAC



Mitchell Wade

Founder

- Senior Fellow, Social Innovation @ Babson College
- 20+ years strategy and innovation for social good (RAND, Open Society Foundation, Accenture, StartingBloc, Schwab, Vilcap)



Nick Halden

Founder

- Solutions Architect @ Vix
- Formerly @ Brown



Dr. Andrea Bild

Founder

- Associate Professor, Principal Investigator, Genome Science Program Founder @ U of Utah
- Formerly @ U of Colorado, Denver