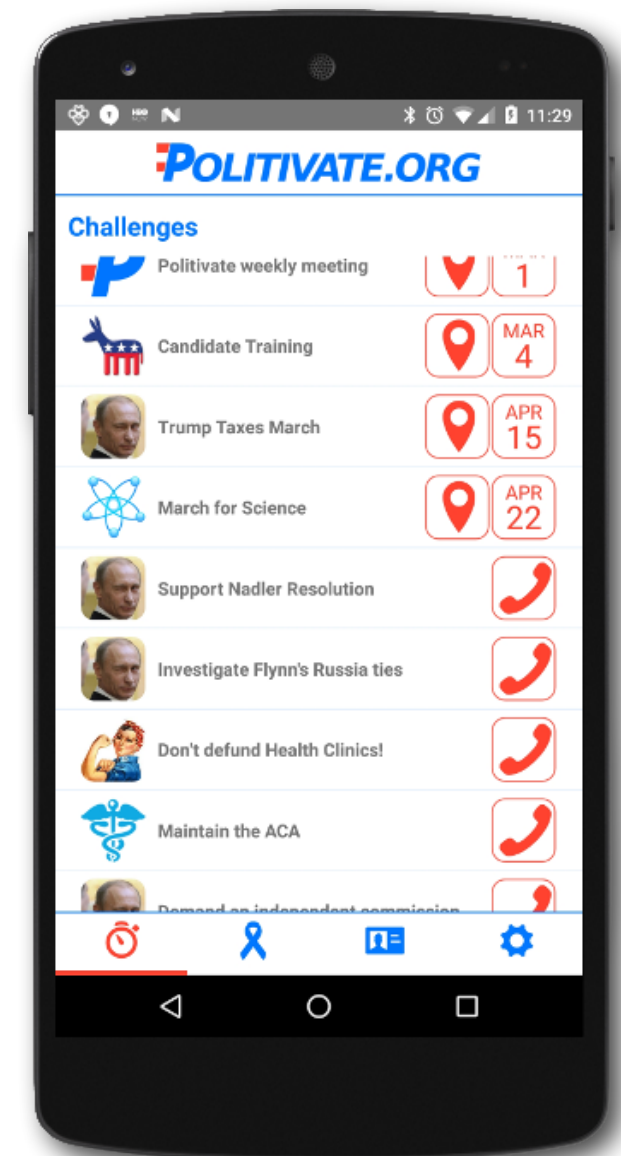


# **POLITIVATE.ORG**

*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*

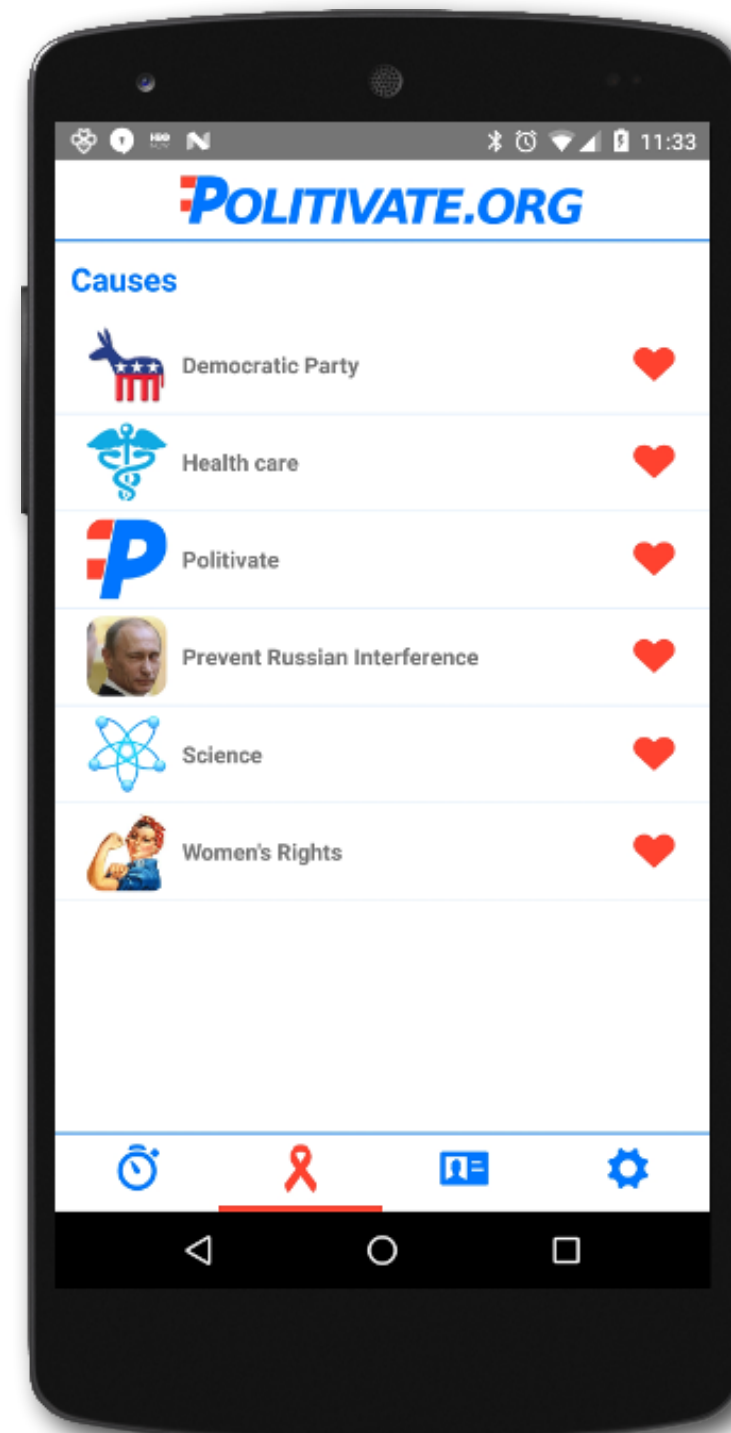
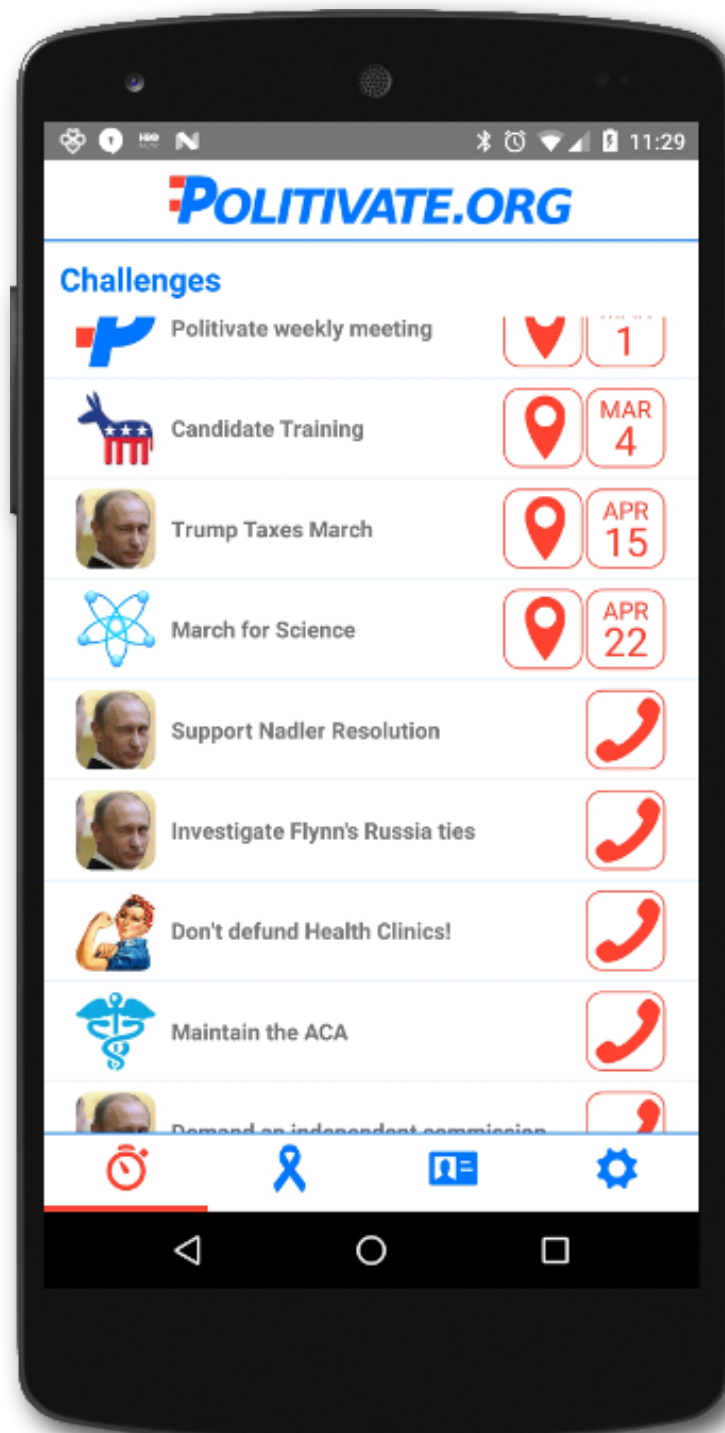
- Find **high-leverage** tasks
- Help their **local causes**
- See & grow **personal impact**
- Work in **real-life teams**
- **Truly join** cause communities

*Let's make activism addictive*



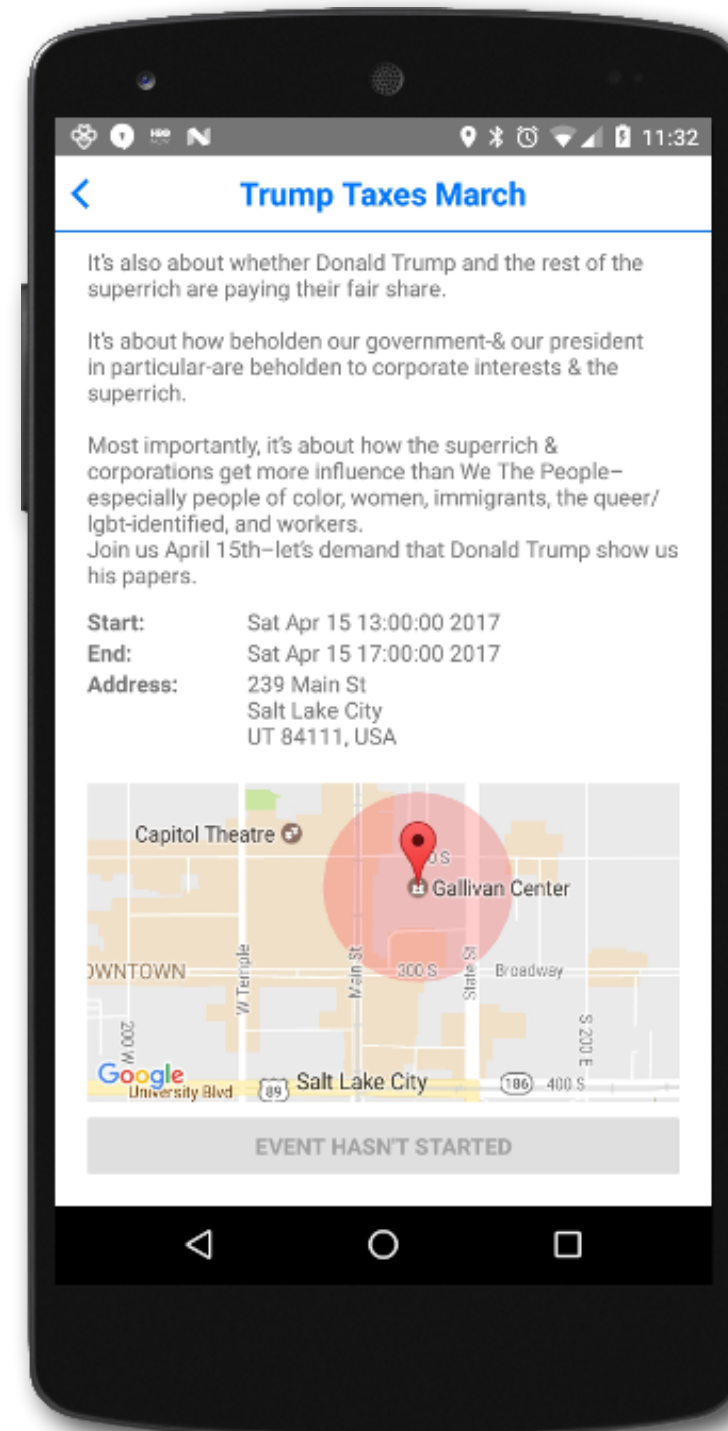
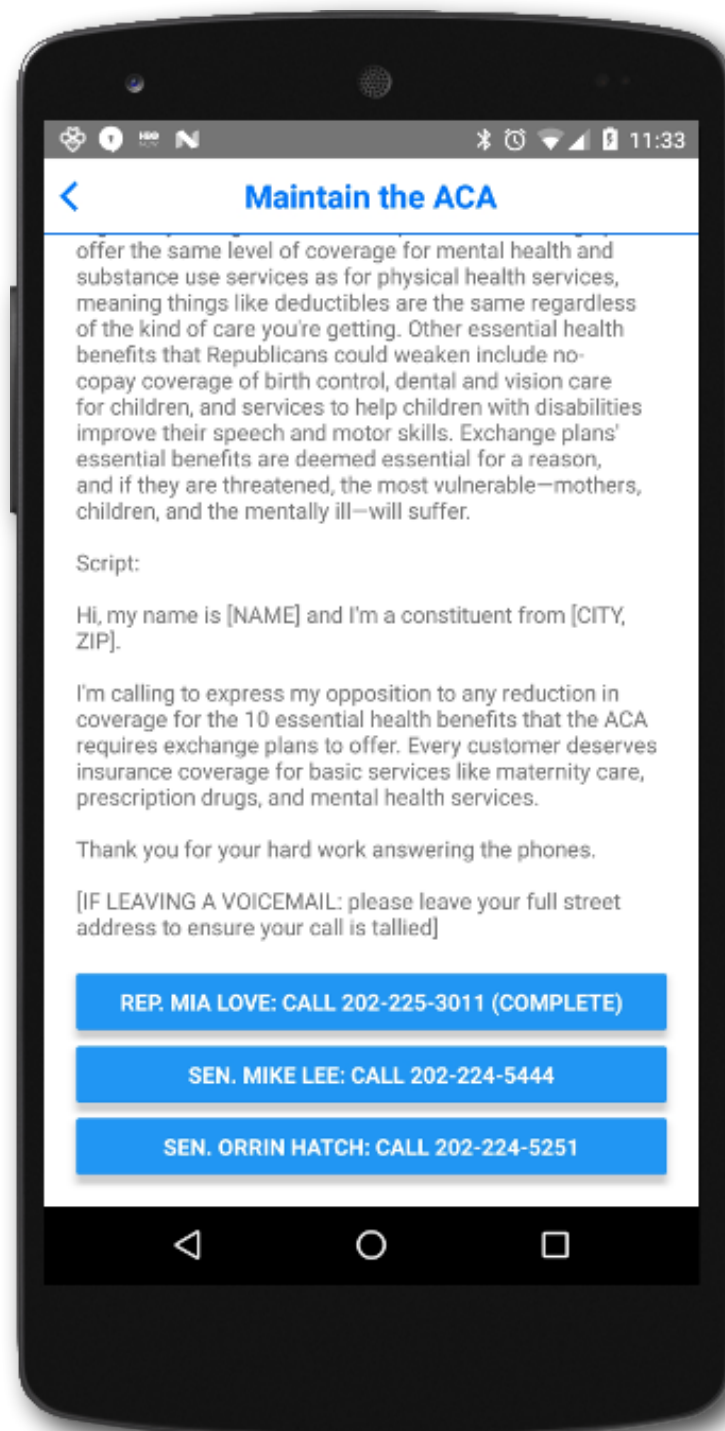
With Politivate on their phones, users easily see:

Where can I help?



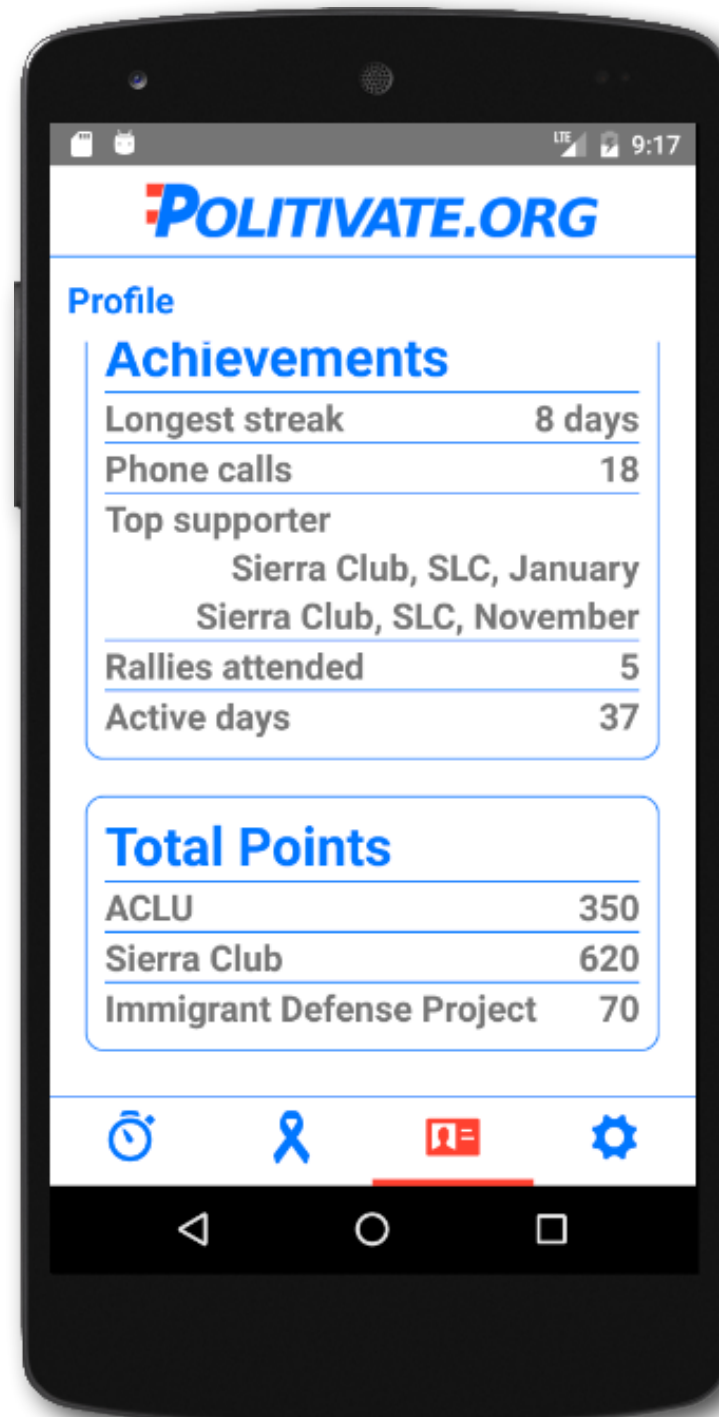
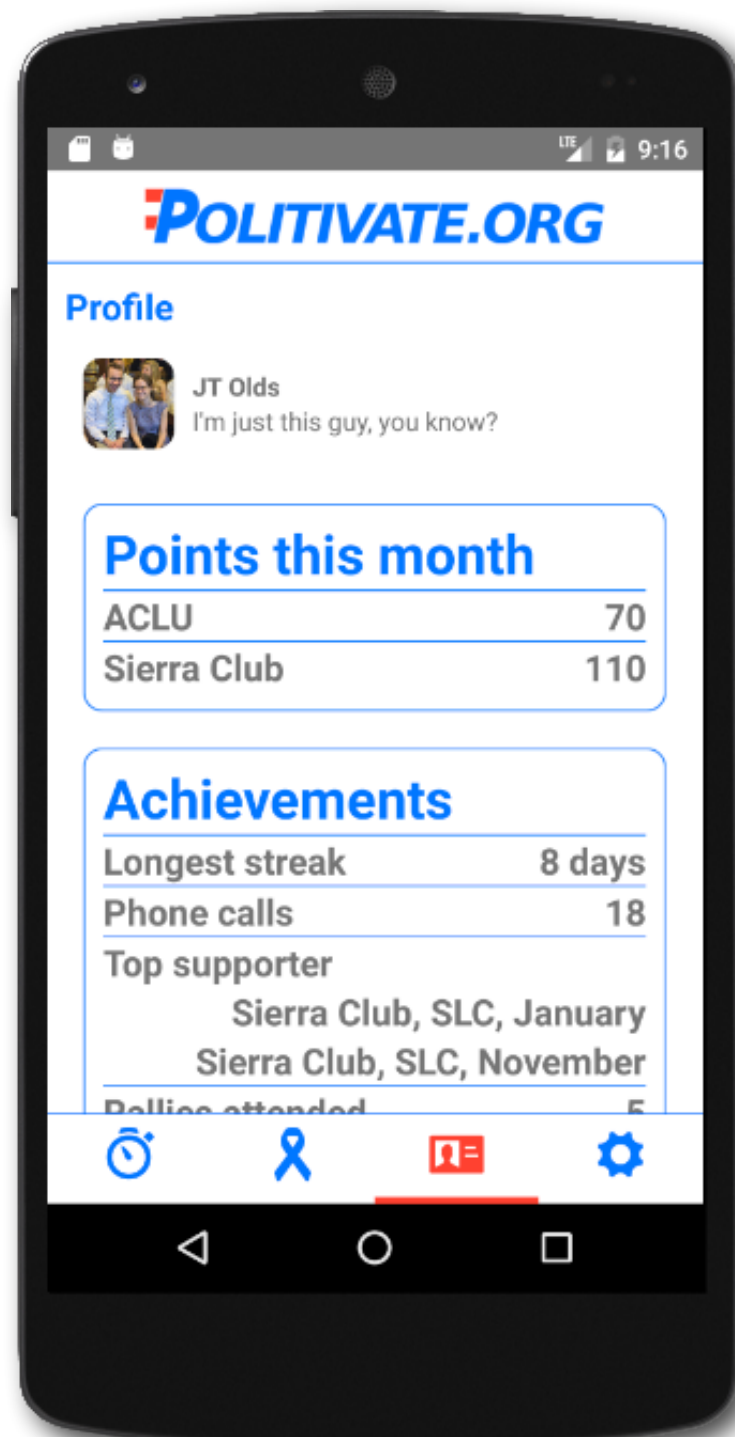
# With Politivate on their phones, users easily see:

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!

### Description

Challenge information goes here

### 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](#))

House Committee ▼

Judiciary ▼

+

### Challenge type

Phone call

Location

### 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

### Date type

None

Deadline

Event

### Deadline

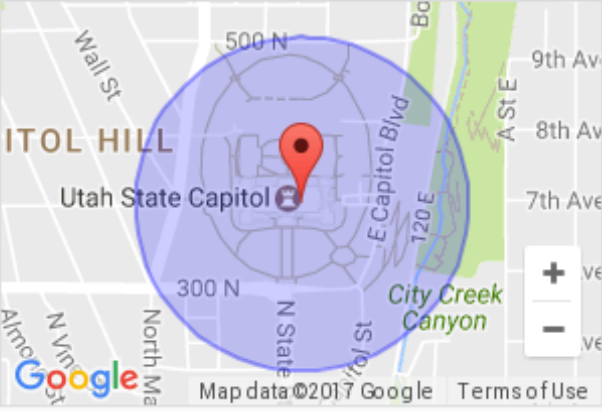
mm/dd/yyyy, --:-- --

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.

|   |  |
|---|--|
| <b>Title</b><br><input type="text" value="Tell Jeff Sessions to resign!"/>  | <b>Challenge type</b><br><input type="button" value="Phone call"/> <input checked="" type="button" value="Location"/>  |
| <b>Description</b><br><div>Challenge information goes here</div> <div>Location challenge: town hall,<br/>office hours at capitol,<br/>training, flashmob, photos of<br/>closed office doors...</div>  | <b>Address</b><br><input type="text" value="Utah State Capitol, 320 E Capitol St, S"/><br><br><input type="text" value="300"/> <input type="text" value="meters"/>   |
| <b>Restrictions</b> <ul style="list-style-type: none"><li>State: Utah (<a href="#">remove</a>)</li><li>OR State: California (<a href="#">remove</a>)</li></ul> <div><input type="text" value="State"/> <input type="text" value="California"/> <input type="button" value="+"/></div> | <b>Date type</b><br><input type="button" value="None"/> <input type="button" value="Deadline"/> <input checked="" type="button" value="Event"/><br><b>Start time</b><br><input type="text" value="mm/dd/yyyy, --:-- --"/><br><b>End time</b><br><input type="text" value="mm/dd/yyyy, --:-- --"/><br><input type="button" value="Submit"/> |

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



# Try out the app!

[politivate.org/demo](http://politivate.org/demo)



this is our alpha!  
MVP @ end of March

# Feature matrix: For end-users

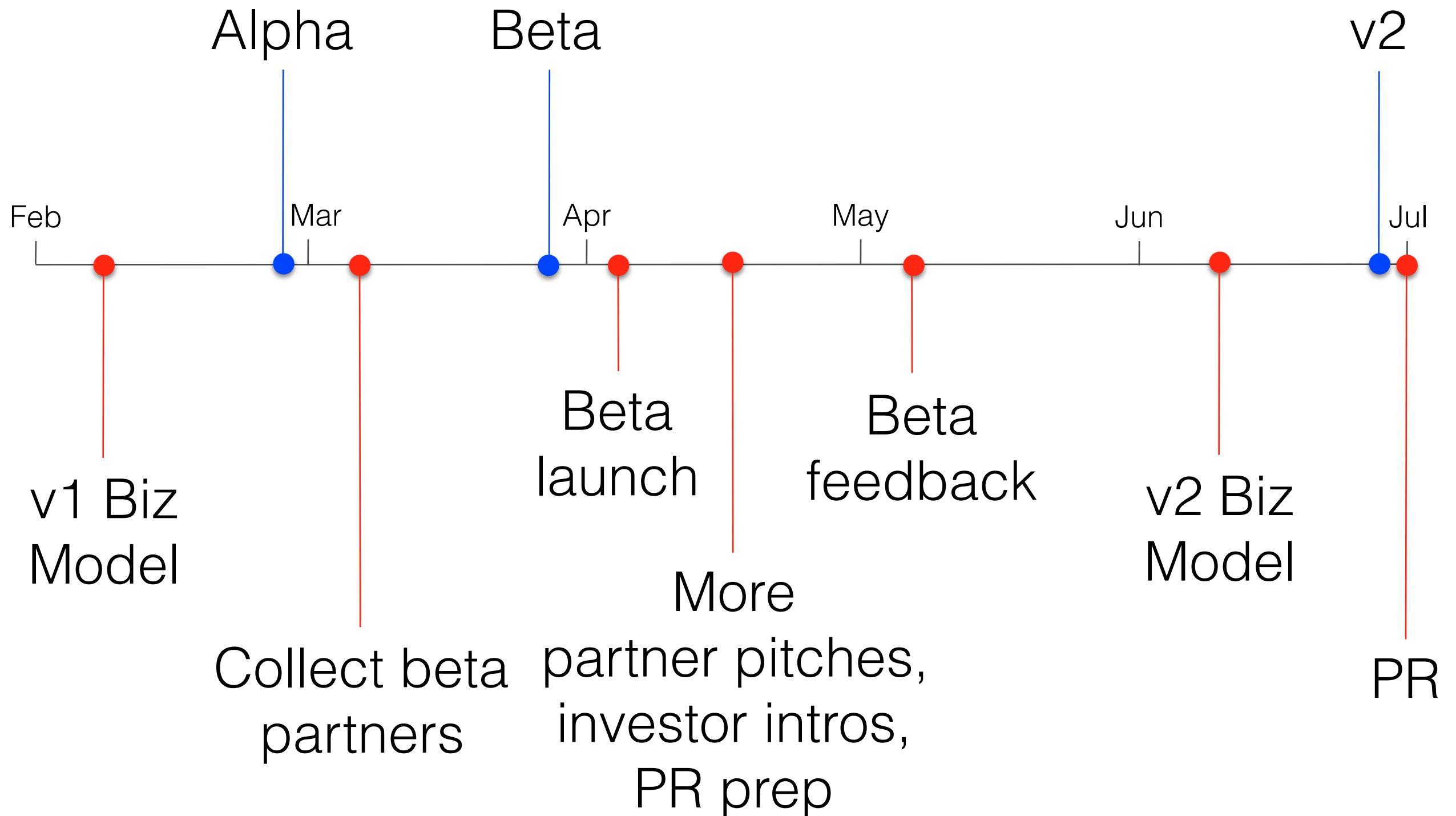
| <b>Competition</b>       | <b>Find your<br/>national reps</b> | <b>Find your<br/>state reps</b> | <b>Concrete<br/>actions</b> | <b>Filter actions<br/>by interest</b> | <b>Shareable<br/>actions</b> | <b>Shareable<br/>achievements</b> | <b>Mobile<br/>alerts</b> | <b>Leaderboards</b> |
|--------------------------|------------------------------------|---------------------------------|-----------------------------|---------------------------------------|------------------------------|-----------------------------------|--------------------------|---------------------|
| 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          |                                    |                                 |                             |                                       |                              |                                   |                          |                     |

# 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          |                        |                     |                    |                |                         |



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

\*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*

Join us!