



**POLÍTICA**  
ESPORTE CLUBE

#### FOUNDING - MANAGEMENT TEAM CONTACTS

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#### FOUNDING

COMPANY STAGE: PROTOTYPE READY

PREVIOUS CAPITAL: US\$5.000,00

SEED CAPITAL: US\$100.000,00

TOTAL CAPITAL: US\$600.000,00

#### USE OF PROCEEDS

- GAMIFICATION DEVELOPMENT
- ENGINEERING AND MULTI-DEVICE INTERFACE
- PR
- CONGRESS AND EVENT PARTICIPATIONS
- DIGITAL AD'S / MEDIA PLAN APPLICATIONS
- CONTENT MANAGEMENT
- MAINSTREAM MEDIA
- LAWYER CONSULTANCY

#### REVENUE FORECAST

- IN MAIN POLITICAL CAMPAIGNS, THE RESEARCH REPRESENTS 5% OF THE TOTAL INVESTMENT
- IN THE NEXT 4 YEARS, WE WILL HAVE 2 ELECTIONS IN BRAZIL

#### REACH PROFITABILITY

A HUGE RELEVANCE FOR THE NEXT 5 YEARS. WITH ADVERTISING, BIG DATA REPORTS FOR MEDIA AND POLITICAL PARTIES AND MARKETING AGENCIES

## OPORTUNITY

**BRAZILIAN WORLD CUP**

+

**HUGE PROTESTS IN THE  
STREETS**

+

**ELECTIONS**

=

**INTENSE POPULAR INTEREST  
IN POLITICAL PERFORMANCE**

## ELEVATOR PITCH

We built an amazing experience to follow and get to know, every week, what Brazilian representatives do. The players compose their teams, selecting five politicians that are aligned to their needs and priorities, independent of their parties or political alliances.

The player must analyse and choose a politician that have more points until now or those are getting better numbers, so it is like a raising star. Then every week we give points to the teams, based on the points that the politicians had. So a player can create a league and call friends from the office or college to join. So will win the league who have the team with the best politicians over time.

## MARKET VALIDATION

**2 BI USD** is the size of Brazilian game market:

**135,6 million** people has voted in last election [2010];

**57,4 millions** in 16 to 34 age range [42,36%].

## PROBLEM

Big part of population doesn't have access of their representatives performance. With a complex and corrupted politic scenario, how to measure and get to know easily every week if they are doing a good job? How politicians knows what the population is claiming for?

## SOLUTION

An amazing experience to follow and get to know, every week, what Brazilian representatives do. The players compose their teams, selecting five politicians that are aligned to their needs and priorities, independent of their parties or political alliances.

## TECHNOLOGY

Developed in Python, Flask, D3.JS, QlikView

## MARKET OPORTUNITY

It is the perfect moment for this project in Brazil: There were huge protests on the streets last year. Something that we haven't seen for 20 years and now there are so many youngsters looking to the politicians and trying to talk more about that. Most of the protests were related to the costs of the World Cup. So now you can imagine the scenario that we will have during the World Cup, National Election and World Olympic Games.

## WHY INVEST

Considering that we are in the year and time of politic in Brazil, we are expecting that is possible to go over 3 million players. The revenue will income with Ads, AdSense and main partnerships with main industry and commerce in Brazil. When a player creates a team he have to choose a sponsor that will be printed together with his team logo. But, the great deal is the data reports, giving analysis of the preferences, behaviour and interest subjects of the population needs.