



POLÍTICA ESPORTE CLUBE

MANAGEMENT TEAM / CONTACTS

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FOUNDING

COMPANY STAGE: PROTOTYPE READY
SEED CAPITAL: US\$300,000.00

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

Q1/2015 - 60K USUÁRIOS - 30 K USD / MONTH
Q1/2016 150 K USUÁRIOS - 80K USD / MONTH

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

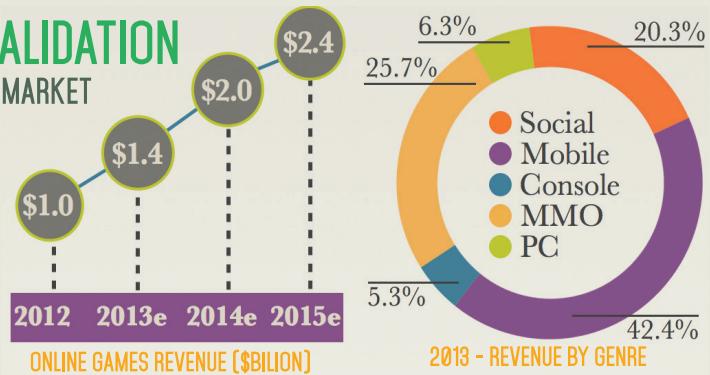
ELEVATOR PITCH

We built a amazing experience to follow and be always in touch about what the politicians are doing. It is a online fantasy game where the player must mount their own team composed by politicians. The player can choose any politicians based on points , regarding the presences, propositions, votes, money expends and other participative indicator.

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

BRAZILIAN GAME MARKET



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?

There is a plenty of data and beautiful charts about those information, unfortunately is not it attractive to look every week, but as a game the user can be in touch in a fun way.

SOLUTION

A fantastic game that shows all main data about what politicians are doing on daily basis. Players can create leagues and compete between them showing who knows more about politic, learning all while gaming. So users can be in touch about the decisions, give their opinion and share with friends.

TECHNOLOGY

There is many intelligence about where/how is the original data and how to use it in a game context. This process is developed in Qlikview Scripts, as a BI solution. The Web part is in Python with Flask framework, SQL Alchemy and MYSQL. All views are using D3.JS [HTML5 + CSS3] and the calls are JSON based with Redis caching. All on Cloud using Linux servers.

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 youngers 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. The CartolfaFC is a great case of study about a online fantasy game that has success in Brazil, with over 3 million players.