

Counter-Proposal

Response to Momentum AI's Quarex Adoption & Interactive Portal Proposal
Prepared by Peter Nehl, Quarex — February 2026

What Works

I really like this proposal. The role-based portal concept — giving voters, educators, civic organizations, and investors each their own way in — is exactly the kind of thinking Quarex needs. And the focus on institutional trust over paid advertising matches how I believe this should grow. The pricing is fair and the phased structure makes sense.

I want to move forward with your approach. This counter-proposal just adjusts the scope to reflect where the ecosystem stands today and asks a few questions about how we'd measure progress together.

What Has Changed Since Your Proposal

The ecosystem has grown substantially. Quarex is no longer just an election research tool. It is now a structured knowledge system spanning 647 books, 3,369 chapters, 4 university-level curricula, and full 2026 election coverage — all served across 5 interconnected sites.

SITE	STATUS
quarex.org	647 books, 3,369 chapters, 332 tags. Redesigned as ecosystem hub.
knowableonline.org	Live. University structure with Schools and Curricula.
publicstudies.org	4 curricula live (Women's Studies, AI Studies, Media & Information Studies, Visual Arts).
election2026.net	All 435 House, 33 Senate, 36 Governor races. Every state covered.

I want to make sure the portals reflect this full picture. An educator arriving at Quarex should see curricula and books, not just candidate data. A civic organization should see a structured knowledge library they can point patrons toward, not just a voter guide. The election coverage is a major asset, but it's one part of a larger system now.

A Few Things to Get Right

These carry over from our earlier conversations and are important to me:

- **Describe the zip code lookup accurately.** Election2026 has a zip code lookup for congressional district finding, which routes users to their specific House race. It also provides structured state-by-state navigation to every federal race. That's great — just don't promise a full personalized ballot experience beyond what's actually there.
- **Keep testimonials real.** Aspirational framing is fine ("Here's how a library could use Quarex"), but no invented quotes from people who don't exist. Trust is the whole brand.
- **Use real numbers.** 647 books, 3,369 chapters, 4 curricula, all 50 states covered. These are genuinely strong — they don't need inflation.

Hosting

Momentum-hosted interactive application is fine. The interactive portal can live on Momentum's infrastructure at quarex.momentumboost.com. It functions as a demonstration and routing layer that points users into the Quarex ecosystem — it does not replace any of our sites. The \$75/month hosting and maintenance fee is acceptable. Adoption materials (one-pagers, PDFs, deployment kits) should be delivered as files we can distribute independently.

Adjusted Scope

The Portal Concept — Adapted to the Full Ecosystem

Your four-portal model is the right idea. Here's how I'd like to see it adapted:

- **Voter Portal** — Routes to election2026.net. Zip code lookup for congressional district finding, plus state-by-state navigation to every federal race. Explains what Quarex provides for voter research.
- **Educator Portal** — Routes to publicstudies.org and Quarex books. Highlights 4 live curricula, classroom applications, discussion prompts, research questions. This was your strongest section in the earlier prototype — I'd love to see it expanded further.
- **Civic Organization Portal** — Deployment playbook for libraries, nonprofits, community organizations. QR materials, one-pagers, implementation checklist.
- **Investor / Partner Portal** — Infrastructure scope, design principles, the solo-builder model, partnership opportunities.

What I Want from Your Adoption Materials

- Messaging that explains Quarex to non-technical audiences in under 30 seconds per audience
- Finished, deployable one-pagers for each audience (print-ready PDF + web)
- Social media templates for X, Bluesky, LinkedIn
- QR code materials linking to curricula and election tools
- Outreach email templates for institutional targets

Engagement Options

I'm working from your pricing structure with some adjustments for scope:

Option 1: Portals + Messaging

\$900

- Four audience portal pages hosted on Momentum infrastructure
- Landing page with trust messaging adapted to full ecosystem
- Messaging framework: 30-second pitch for each audience

Best for: Clear, shareable demonstration of the ecosystem for each audience.

Option 2: Portals + Adoption Kit

RECOMMENDED

\$1,750

- Everything in Option 1
- One-page explainers for each audience (print-ready PDF + web)
- Educator deployment kit: classroom applications, discussion prompts, curriculum links

- Civic organization deployment kit: one-pager, QR materials, implementation checklist
- Outreach email templates for educators, libraries, civic orgs
- 30-day social visibility plan (X, Bluesky, LinkedIn)

Best for: Launching adoption with ready-to-deploy materials for every target audience.

Option 3: Portals + Outreach Execution

\$2,750

- Everything in Option 2
- Drafted outreach for first 25 institutional targets (libraries, schools, civic orgs, voter education groups)
- Partner deployment package ready for distribution
- Light iteration based on early feedback
- 60-day social visibility execution

Best for: Generating early traction through targeted, trust-based outreach.

Option 4: Extended Reach

\$4,500

- Everything in Option 3
- Outreach expanded to 50 institutional targets (25 additional)
- Southern and red-state institutional outreach strategy
- Contacts sent, responses tracked, messaging iterated based on feedback
- 90-day social visibility execution with content calendar
- Monthly adoption report: who responded, what worked, what to adjust

Best for: Sustained outreach with real feedback loops and geographic reach beyond blue-state institutions.

How Do We Measure Progress?

This is something I'd genuinely like your input on. Quarex doesn't run analytics or track users — that's a core principle — so traditional web metrics aren't available. But I still want to know whether the outreach is working. Some questions I'm thinking about:

- What does a successful outreach look like after 30 days? After 60?
- How do we define a meaningful institutional response — a reply, a meeting, an actual deployment?
- What benchmarks would you set for social visibility — impressions, engagement, follower growth?
- If we reach 50 institutions, what response rate would you consider a strong result for a cold outreach campaign?
- How should we track which materials are actually being used by partners once they're distributed?

I don't have answers to these yet, and I'd value your perspective. If we go with Option 3 or 4, I'd like us to agree on a few simple benchmarks upfront so we both know what success looks like.

Scaling Beyond This Engagement

If the outreach generates real institutional interest, I'm open to a follow-on engagement to

continue at the same per-target rate. The goal is adoption, and I'm happy to invest in reach if the method proves effective.

Payment Terms

- Invoice upon delivery of completed files — payment due within 7 days
- \$75/month hosting and maintenance for the interactive application is accepted
- All adoption materials (PDFs, deployment kits, templates) are owned by Quarex upon payment
- For Options 3 and 4, outreach execution invoiced upon completion of each 25-target batch

Summary

I think your approach is the right one, and I'd like to work together on this. The main adjustments are scope — the ecosystem is bigger than elections now — and making sure everything we put out is accurate and trustworthy.

I'm leaning toward Option 3 or 4. If the outreach method works, there's more to do and I'm happy to keep going. Let me know what you think — especially on the measurement question. I'd like us to be aligned on that before we start.

Peter Nehl
Quarex — quarex.org
Knowable Online University — knowableonline.org
Public Studies — publicstudies.org
Election 2026 — election2026.net