



# GroupBuild

Rick Ballard, Startup Ideation, October 9, 2024

- **Presumed Need:** A trustworthy group-management platform to help organize the peaceful dissent required by Democracy.
- **Why Needed?**
  - Campaigns by post-truth media, (mainstream and social), are spreading politicized disinformation, propaganda and fear.
  - Autocrats, dictators and extremists are overcoming the information systems that Democracies rely on to fairly-inform their voters.
  - Privacy is increasingly invaded, allowing bad actors to target individuals more aggressively.
  - Public opinion is increasingly manipulated.
  - Voting systems are increasingly unreliable.
  - Democracy is being broken by powerful influencers who (directly and indirectly) disenfranchise the people.
  - Democracies only die, if the people who watch, remain deprived of truthful communication, and a unified voice.
- **Solution Challenges:**
  - Difficult to attract/sustain volunteers into ground-up political causes, especially if marginalized by state-funded or darkly-monetized competition.
  - Existing apps for volunteer crowdsourcing are de-focused by r-selected users and the inherent churn of the newly onboarded.
  - Charity-Fundraiser platforms are not suitable for political dissenters, they do not organize viral demonstrations, instead they assist slow and expensive onboarding via an educational sales approach, and silo-cratic workflows.
  - There is no one-stop-shop for regular folk to “get their heads-together”, **before** agreeing mission/strategy, membership, rules, funds, etc.



# Minimum Viable Product

- **MVP's working name is currently *GroupBuild*** (*we have it as .com and .org*)
  - GB is a free messenger app, with unique e2e-security that is fully-disconnected from users' personal (IRL) identities.
  - User creates a pseudo-identity, (no personal data stored), using a standard-format profile that must remain peer-endorsed for validation.
  - Users are either invited, or they request an invite via a graphics-quiz that resembles a personality test game using facial expressions.
  - App-misuse, by anonymous identities, is prevented by sponsor-approval of their initial posts, and rapid response to warning-flags.
  - All Groups will self-manage via Democratic voting, e.g. Either/Or Clap-Voting and majority-rules, and/or other voting systems.
  - Elected Group Leader(s) MUST use this voting system for all Group decisions, plus default rules list, e.g. no negging, inclusivity, equitability, etc.
  - Group Leader(s) have edit-authority for Group's micro-site which must retain GB's standard structure and brand.
  - Each mini-site presents a consensus mission statement, member expectations, vote-history, activity stats and requests for skills/resources.
  - Brand-related icons will show Group-member status/activity, e.g. leader, observer, monitor, editor, event organizers, etc.
  - Resource page for FAQs, mobilization marketing collateral, how-to protests/rally, example support station setups, campaign best practices, etc.
  - Where possible, avoid reinventing the wheel... Telegram (Russia) may be a key case-study, CMS's may be licensed, software may be borrowed from Bluesky, Substack, etc.



# Business Case

- **Business Model**
  - Prove MVP via secretive test market, perhaps using an adjacent use case (e.g. game-app, event-scheduling, charitable fundraising).
  - Mostly open source, with open-API's so independents can contribute to code base, but core messaging/identity module is proprietary.
  - Obtain global copy-protections for workflow-related intellectual properties, as soon as the workflows appear viral.
  - Introduce advertising revenues after US-launch, e.g. banner space for health and feelgood brands.
  - Then introduce pay-to-use proxy addresses and trust accounts, which are also set up to preserve users' IRL-identities.
  - Solicit no-strings sponsorship from wealthy donors, e.g. hands-off PAC's (Political Action Groups), benevolent corporations.
  - Provide call-to-action partnerships to adjacent apps, e.g. other messaging apps, media, journalist blog-platforms, Youtube.