SimpleGOV

April 11, 2025

What We Are Building: SimpleGOV

Business Model

Freemium Model
- Donor sort by: organization, amount, and party
- Legislation sort by: bill name, status, and sponsor
- Can view comments and analysis made by certified users

Premium Model
- Begins at $25 per month
- Correlation and Analysis Function
- The chart and graph comparison can be exported
- Certified Researcher and Institute can make comments

Financial Model
- **Team Salaries:** ~$15,000–$40,000/month for 3–5 people
- **Office Space:** ~$2,500–$4,000/month for a small coworking office
- **Tech & Hosting:** ~$750–$1,500/month for servers, software tools, and data aggregation
- **Professional Services:** ~$1,400–$1,600/month for legal, accounting, and insurance
- **Marketing & Miscellaneous:** ~$2,000–$3,000/month for ads, branding, utilities, and extras
- **Fixed Total: 30-50,000 USD per Month**
Estimated monthly customers: 2-10,000 in the first year and growing.
-Cyclical customer count peaks during election years
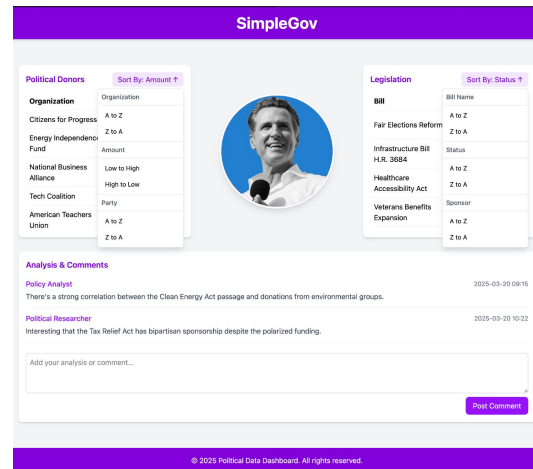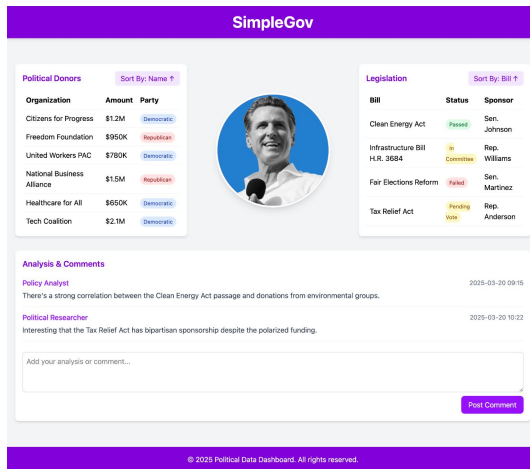
SimpleGOV's Function:
- Provide simplistic legislation and donation data
- Provides simple social forum to comment on correlations between this data

Top Problem: Journalists and political NGO's spend hours aggregating political data - it is unstructured, unintuitive, and made to be hard to access.

Blockers: Aggregating and updating data across hundreds of public sources and convincing journalists to adopt our solution are some of the biggest roadblocks we face.

SimpleGOV

SimpleGOV addresses the problem of inaccessible, overly complex political data by offering a user-friendly platform that clarifies the links between donations and legislation. It solves this by displaying simplified legislative and donation data alongside a social forum for commenting on correlations, supported by both freemium and premium analytics tools. Stakeholders include students, researchers, professionals, journalists, and politically engaged citizens who need transparent, unbiased political insight. The go-to-market and business model strategy includes a freemium access tier and a paid premium version for advanced data visualization, exporting capabilities, and certified commentary, supported by a projected $30–50k monthly operating cost.