

# The AI Information War: Why Progressive Infrastructure Must Come First

Ed Forman — November 6, 2025

Audience: venture investors and progressive technology leaders.

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## The Wake-Up Call

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**“Conservatives are building AI ecosystems. Progressives are still hoping ChatGPT stays neutral.**

**That’s not a strategy. That’s surrender.”**

While progressives debate policy, **the right is building infrastructure** — a new AI layer that will shape how millions understand politics before the next election even begins.

The *New York Times* recently documented Gab’s *Arya*, Truth Social’s *Truth Search*, and TUSK’s *GIPPR*: conservative chatbots with built-in ideology.

They’re not “making AI less woke.” They’re **building their own AI ecosystem**.

Meanwhile, Elon Musk’s *Grok* now echoes conservative talking points — sometimes overnight. When it once said “misinformation” was the greatest threat to Western civilization, Musk called that *idiotic* and changed it to “low fertility rates” by morning.

**This is the new reality: billionaires and political movements are shaping AI in their image — and getting millions of users.**

That’s not neutrality. That’s surrender.

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## The Strategic Asymmetry

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By 2028, voters won’t be reading campaign sites.

They’ll be **asking AI systems**:

“Who should I vote for?”

“What does this candidate really stand for?”

The battle isn't for *search results* anymore — it's for *AI mindshare*.

And progressives are showing up without ammunition:

no structured, authoritative data layer that AI can rely on.

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## The Conservative Playbook

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Conservatives always build in layers:

### **Layer 1 – Infrastructure (foundation):**

Think tanks like Heritage, AEI, Cato, Federalist Society.

They create “authoritative” policy frameworks and structured information.

### **Layer 2 – Persuasion (amplification):**

Fox News, talk radio, podcasts — now Arya, GIPPR, Grok — spread it at scale.

**Infrastructure enables persuasion.**

**Without Layer 1, Layer 2 collapses.**

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## The Progressive Gap

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Progressives have think tanks (CAP, EPI, Brennan Center) and some persuasion outlets (MSNBC, podcasts).

What's missing is the **technical infrastructure for the AI era** — the system that makes progressive policy work *machine-readable, verifiable, and authoritative*.

**There's no Progressive Data Commons.**

When ChatGPT answers “What does Senator Smith think about healthcare?” it guesses — from Wikipedia, old news clips, or conservative framing.

That's not a messaging problem. That's an *architecture* problem.

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## Why KyanosTech Comes First

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**KyanosTech** builds that missing layer — the **Progressive Data Commons**.

Not a giant database, but a **federated network** of structured information living on campaign and cause websites:

- Candidate positions, voting records, policy statements — all marked up for AI discovery
- Evidence and context attached to claims
- Real-time updates as positions evolve
- Monitoring for how AI systems interpret and quote Democratic information

Think of it as *SEO for the AI era* — quality standards, markup, and monitoring that make progressive content authoritative and discoverable.

#### **Who benefits:**

Neutral AIs (ChatGPT, Claude, Perplexity), progressive AIs (if built), conservative AIs that must cite credible data, search engines, journalists, and fact-checkers.

**By 2028, letting AI describe your candidate however it wants will be electoral malpractice.**

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## The Messaging Fallacy

Progressives still perfect *messages*.

But **message discipline doesn't matter if AI can't find your data.**

**Perfect words don't help if the model never reads them.**

**Without KyanosTech:** AI answers are random, incomplete, often hostile.

**With KyanosTech:** AI answers are grounded, contextual, and verifiable.

The lesson is simple: **fix the pipes, not just the prose.**

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## “Forward” Needs KyanosTech — Not the Other Way Around

Call the hypothetical progressive chatbot *Forward*.

- **KyanosTech works without Forward:** it feeds every AI system, serves campaigns directly, and scales sustainably.

- **Forward doesn't work without KyanosTech:** no credible data source; forced to make things up.

**Heritage Foundation can exist without Fox News.**

**Fox without Heritage would just be people yelling opinions.**

**Forward without KyanosTech is just vibes.**

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## The Two-Layer Strategy

### Layer 1 — KyanosTech (Infrastructure · build this first)

- Progressive Data Commons across campaign sites
- Schema markup + integrations with WordPress, NationBuilder
- Monitoring (SCOPE) for bias and accuracy
- Rapid correction tools for misrepresentation

**Business:** B2B SaaS with recurring revenue; path to profitability by Year 3; 250 + customers by 2028.

### Layer 2 — Forward (Persuasion · build second, if at all)

- Progressive consumer AI built *on top of* KyanosTech
- Philanthropic capital, not venture
- Dependent on infrastructure foundation

**Infrastructure before persuasion. Otherwise, we're re-living the podcast mistake.**

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## The Podcast Lesson

Conservatives built studios, training, and pipelines *before* talent exploded.

Progressives tried to launch shows *without* infrastructure — and lost the medium.

AI will be the same story if we don't reverse the order.

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## 2028 Without KyanosTech

- Neutral AIs misstate Democratic positions.
- Conservative AIs distort them.
- Campaigns have no scalable fix.

**With KyanosTech:**

- Every major AI has access to authoritative Democratic data.
- Misrepresentation becomes traceable and correctable.
- Democratic candidates compete on a level information field.

**Infrastructure determines whether AI helps or hurts democracy.**

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## The Investment Case

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**For venture investors:**

- Clear B2B SaaS with paying campaigns
- Recurring revenue, low marginal cost, strategic exit potential
- Mission impact + return alignment

**For the progressive movement:**

- Fills the critical infrastructure gap
- Makes all AI systems — neutral, progressive, even conservative — more accurate
- Enables everything else to succeed later

**For everyone:**

- The clock is ticking.
- Conservative AI is already building habits.
- Trust relationships form now, not in 2027.

**Build KyanosTech in 2025. Prove it in 2026. Scale it in 2028.**

**Not building isn't neutrality — it's surrender.**