

# CommunityInsight.AI: Empowering Local Voices

Welcome to our marketing plan presentation! We're excited to share how CommunityInsight.AI will transform community data into meaningful action across local governments and nonprofits.

 **by Stanley Chatman**



# Our Positioning

## Our Mission

We turn community voices into action through AI-powered analysis of civic data, public sentiment, and survey responses.

## Our Audience

Local governments, nonprofits, and community coalitions seeking meaningful insights without data science expertise.

## Our Promise

Narrative-rich, grant-ready insights that transform raw data into compelling community stories.



# Brand Strategy



# Target Segments

## Local Governments

Planning departments,  
parks, housing initiatives  
gathering civic input

## Nonprofits

Organizations applying  
for grants or preparing  
community reports

## School Districts

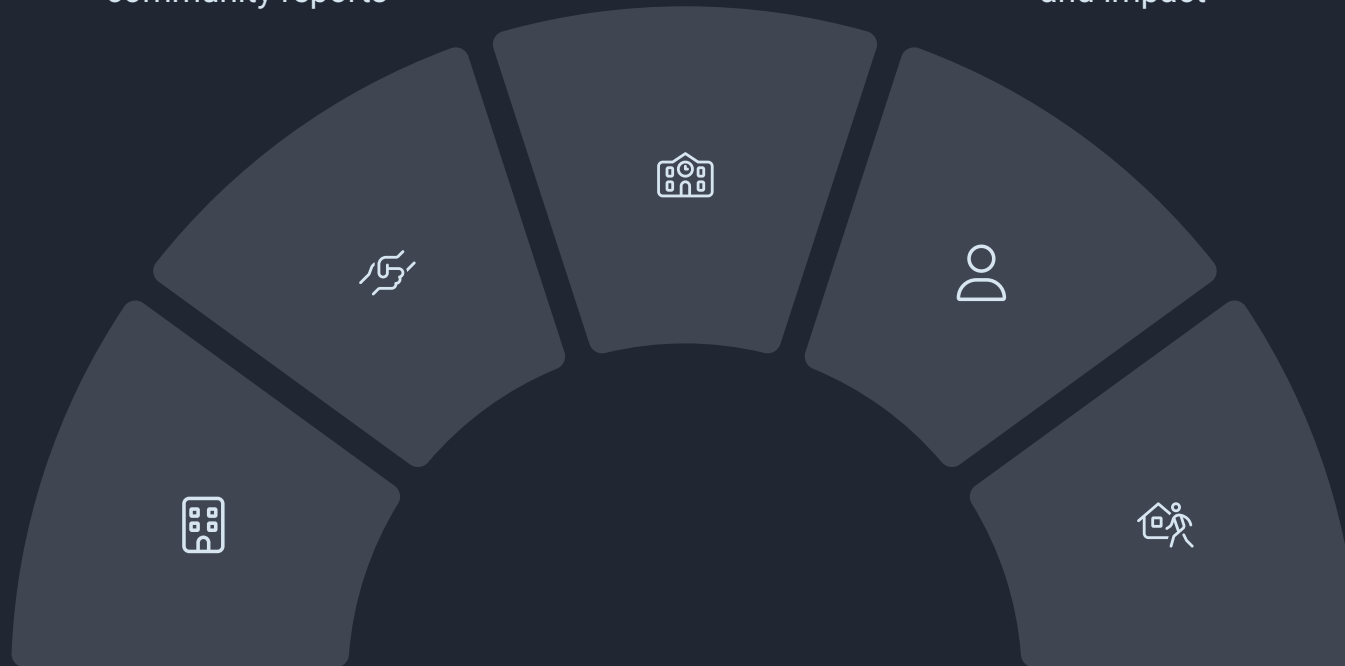
Communication teams  
analyzing parent and  
community feedback

## Community Foundations

Groups tracking  
grassroots engagement  
and impact

## Local Residents

Citizens seeking to  
understand neighborhood  
changes and advocate  
effectively



# Go-To-Market Strategy



## Phase 1: Pilot Launch

Chicago/Cook County focus with 3-5 local organizations via GenAI Incubator



## Phase 2: National Nonprofit Outreach

Success stories, co-branded campaigns, targeted ads to grant professionals



## Phase 3: Civic Scale

Conference presentations, tool integrations, white-label deals with innovation labs



# Distribution Channels



## Incubator Exposure

Leverage GenAI Incubator marketing and demo day connections to reach early adopters.



## Direct Partnerships

Targeted outreach to schools, foundations, and local government innovation teams.



## Educational Content

Organic SEO via blog posts like "How to tell stories with community data."



## Social Leadership

Thought leadership content and community success stories across platforms.

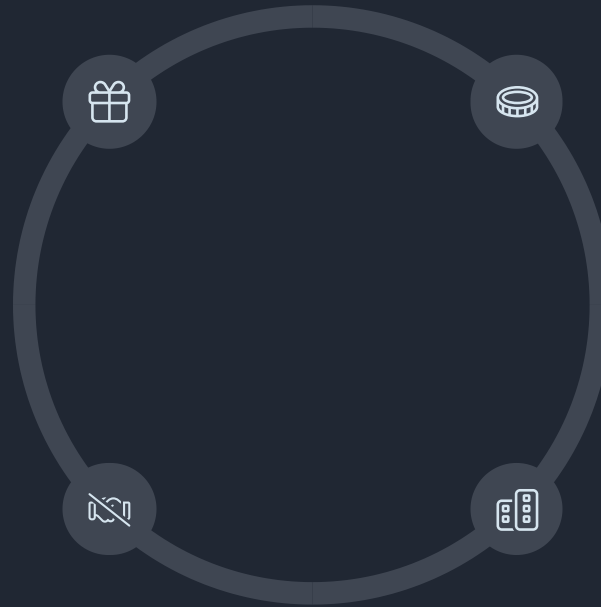
# Pricing Strategy

## Freemium Access

Limited dashboards and data connectors to attract first-time users.

## White-label Licenses

Custom deployments for larger entities seeking branded solutions.



## Token Model

Credits for running insight queries or generating specialized reports.

## Org Subscriptions

Monthly/annual plans with full access for dedicated community teams.



## TRADITIONAL DATA ANALYSIS

## CommunityInsight.AI APPROACH

VS

# Our Differentiators

## Grant-Ready Reports

Non-technical, narrative-rich outputs ready for funding applications.

## Community Narratives

LLMs trained to identify stories and themes, not just statistics.

## Embedded Ethics

No surveillance, multilingual support, public/consented data only.

## Public Good Focus

Built specifically for civic organizations, not enterprise businesses.



# Success Metrics

250+

Organizations

Target number of  
organizations  
onboarded in first year

85%

Retention

Goal for user retention  
after first report  
generation

15K

Insights

Monthly dashboard  
views and insight  
queries by end of year

40%

Growth

Target percentage of  
new users from referrals  
and partnerships



# Next Steps

## 1 Finalize Chicago Pilot Partnerships

Secure commitments from 3-5 local organizations for initial testing and feedback.

## 2 Launch Demo Signup Form

Create Loom explainer video and beta access request process.

## 3 Submit to Civic Innovation Newsletters

Place announcements in Civic Tech Field Guide and similar publications.

## 4 Publish First Case Study

Document an "Insights in Action" success story by December 2025.

