



CommunityInsight.AI

Marketing Plan Presentation





CommunityInsight.AI Marketing Plan

Empowering local communities with accessible, AI-driven insights.



Positioning Statement

CommunityInsight.AI turns community voices into action — offering AI-powered analysis of civic data, public sentiment, and survey responses. Designed for local governments, nonprofits, and coalitions, it delivers narrative-rich, grant-ready insights without requiring data science expertise.

Core Brand Strategy

- **Tone & Message:** Ethical, empowering, civic-first. AI that listens, not surveils.
- **Value Promise:** “Like ChatGPT meets Tableau/PowerBI — for communities.”
- **Design Language:** Community-focused, warm UI. Plain-language summaries, dashboards that tell stories.

Target Segments & Early Adopters

- **Nonprofits** applying for grants or preparing community reports
- **Local governments** gathering civic input (planning, parks, housing)
- **School district communication teams** analyzing parent feedback
- **Community foundations** tracking grassroots engagement
- **Civic incubators** needing ethical data tools for program support
- **Concerned Local Resident** wants to understand what's happening in their neighborhood and hold local officials accountable.

Go-To-Market (GTM) Phases

Phase 1 – Pilot Launch (Local: Chicago/Cook County Focus)

- Launch MVP with 3–5 local orgs (via GenAI Incubator)
- Conduct feedback sessions and publish case studies
- Recruit local partners (e.g., civic tech orgs, public libraries)

Phase 2 – National Nonprofit Outreach

- Leverage success stories in newsletters/webinars
- Run co-branded pilot campaigns with national nonprofit coalitions
- Target LinkedIn & Twitter ads to nonprofit grant professionals

Phase 3 – Civic Scale

- Attend & present at conferences: NTEN, Code for America Summit
- Integrate with common tools (SurveyMonkey, Google Forms, Airtable)
- Pursue white-label deals with city innovation labs & tech offices



Distribution Channels

- GenAI Incubator marketing & demo day exposure
- Direct outreach and partnerships (schools, foundations, local gov)
- Organic SEO via educational blog (e.g., “How to tell stories with community data”)
- Public-facing dashboard gallery to inspire adoption
- Social media: Thought leadership + community story features



Pricing Strategy

- **Freemium access:** Limited dashboards, data connectors
- **Token model:** Buy credits to run insight queries or generate reports
- **Org subscriptions:** Monthly/annual plans with full access
- **White-label licenses:** Custom deployments for larger entities


Differentiators

- Non-technical, grant-ready reports
- LLMs trained to identify community narratives, not just stats
- Embedded ethics: No surveillance, multilingual-ready, public/consented data only
- Built for public good orgs — not enterprise BI systems



Success Metrics

- Number of orgs onboarded per month
- Dashboard creation and insight query frequency
- Retention rate after first report
- Referrals from pilot users and partners
- Press mentions or presentations delivered

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- ## Next Steps
- Finalize pilot partnerships in Chicago
 - Launch demo signup form with Loom explainer
 - Submit to civic innovation newsletters (e.g., Civic Tech Field Guide)
 - Publish first “Insights in Action” case story by July 2025