# 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.

**Solution** by Stanley Chatman



# Our Positioning

#### Our Mission

We turn community voices into action through Al-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 GenAl 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 GenAl 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.



#### Token Model

Credits for running insight queries or generating specialized reports.



#### Org Subscriptions

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



# White-label Licenses

Custom deployments for larger entities seeking branded solutions.



## 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.

# Organization Growth **3153%** P. Monthly Insights **User Retention**

## **Success Metrics**

250+

85%

15K

Organizations

Target number of organizations onboarded in first year

Retention

Goal for user retention after first report generation

Insights

Monthly dashboard views and insight queries by end of year

40%

Growth

Target percentage of new users from referrals and partnerships

### **Next Steps**

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.

#### **COMMUNITYINSIGHTS.AI ROADMAP**

A CIVIC INNOVATION TIMELINE POWERED BY COMMUNITY COLLABORATION

Finalize Chicago Pilot Partnerships



Launch Demo Signup Form



Submit to Civic Innovation Newsletters



Publish First Case Study



Secure commitments from 3–5 local organizations for initial testing and feedback Develop a Loom explainer and open beta access request process Announce project via Civic Tech Field Guide and peer publications Share "Insights in Action" story featuring local impact