

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



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.



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.

CommunityInsight.AI

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.

