Silent majority
avoids confrontation
avoids public shaming
avoids being doxed

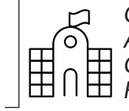
all voices can be heard

Don't monetize the end user (voter)
This would discriminate against poor
Users expect everything for free
Know you will use their data

Can be used for national emergencies
Can be used for PR crises

Installed and running within 24 hours
Software analyzes responses and summarizes

Virtual Townhalls



Citizens can attend meetings remotely
Asynchronous comments in real-time
Comments hidden from public view
Real-time analysis performed on feedback

new bill or proposal

Right to Repair Tractors

A.I. can summarize the issue
Can select article that best details issue

Be careful flooding the end user
Would stick to actual legislation
and perhaps "one-off" events

Why "Observation?"
No voter is fully informed
React to sound bites
Take with grain of salt

Phone numbers from voter roles
By from 3rd party vendors
Collect as you go

Can also be used for bond issues and propositions to gauge voter responses

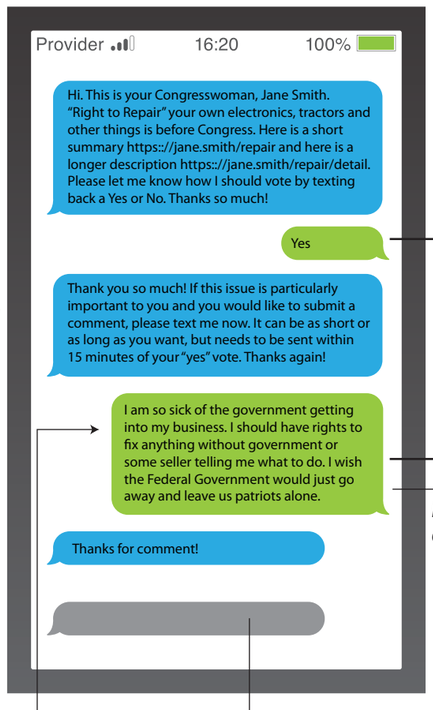
Remove "screamers" and comments that are incendiary, threatening and especially angry

Demote users who vote the same way every time
Stuck in extreme allegiance to a party or ideology

Patent the engine
Capitalize it
High multiplier on exit

Political action committee funds
Political party funds at scale
Individual donor underwrites

Amazon Simple Notification Service



Politician not on board?
Run it anyway and release to public
Politician has no control over system
Politician gets no detailed reports

Cohorts of similar comments on this specific issue

Cohorts of similar people on all issues to date

Observation Engine

Voting Results

Auto-summarization

Sell to politicians
Vote counts
Comment summaries
Geo analysis
No specific comments!

Can be used "real-time" during virtual townhalls

No limits on length of comments

Translate utterances into features

Both metadata and collaboration features

Cohorts of people who live in similar geographies

Politicians want to do right thing
Not always follow party or donors
This gives them data to support their vote

FOX
CNN

Easier to respond to mass media

The people have spoken
They want right to repair
Donors and party leader take backseat

Use a vendor to handle all the communications

Everyone checks and knows how to send text messages

No mobile app is needed

But can only submit after a Yes/No

And can only submit for 15 minutes after Yes/No

Comments anonymous
Never posted or shared

After candidate finalizes position or votes
Text message sent out - here is how I voted
Here is a summary of all your feedback

High School Government Class

Walled off and private
No politician can use
Great to teach civics and voting
Graduate and become full users

Large "Enterprise" Version

Walled off and private
Data not shared with enterprise
CSuite only gets summaries/votes
Can be used for situational feedback

It's hard to advertise and get anyone to install an app
If not an app s/he uses daily, it will be ignored
Users not fan of notifications coming from apps - turn them off

Users will confuse rating the app versus legislation
Users will send comments 24/7 about every problem

A better "polling" system that Gallup+
It's less of a one-off poll, sample, guesstimate
More of an ongoing relationship with each voter

Can be used to predict next election results
Rollup and analyze data to show voter approval