

P.A.R.T.Y. - Political Action Right To You



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**A platform that
connects people to
their representatives
and people in office**

10 Total Interviews
In-Person: 5
Phone: 5

P.A.R.T.Y. - Political Action Right To You



Ken Jones
Principal Investigator



Munir Ibrahim
Industry Mentor

Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Channels



Key Resources



Decrease the disconnect between citizens and government

Allow communities work together to arrive at solutions to pressing problems

Build an inclusive and collaborative community

Cost Structure



Revenue Streams



What We Thought...

- People cared about being able to contact their representative on a frequent basis
- Customers wanted this function in the palm of their hand
- There were that many issues that people had to get in touch with their representative in an efficient manner
- People would pay for something like this
- The data that we provide is useful to be bought

What We *Did*...

We changed our interview questions completely

We interviewed 8 customers (students, young professionals, older professionals)

We got in contact with a local Campaign Manager and conducted an interview

The Interview Results (Summary)

Key Takeaways:

“...There are enough people who have websites and other sources they follow regularly, political news is in abundance, you just have to search through the weeds to find it.”

“...Information is too dry or hard to find.”

“[Educating yourself on politics] is as easy as you make it. I think I would use something that’s efficient and easy, that doesn’t require lengthy and extensive reading.”

“... The information you find online it has excess or too much information, and sometimes you even have to go through multiple sources to find what you’re looking for.”

“Useful information to me is] a representative's background or stance on issues is useful... It's how I base my votes and opens the door for more transparency.”

“Of course I would [use readily available information] if I didn’t have to use multiple websites or multiple sources for the information. That would be nice”

What's The Overall Picture? What Kind of Data is Useful?

Campaign Managers don't look for anything to use in campaigns for representatives to feed off of. In their case, it's about what issues blow up that can make a message in the campaign

The kind of information they want is one that helps them understand who the voters are (demographics)

Why?

It helps them understand what needs voters have

They don't want to individualize, they want the BIG PICTURE

Becomes the basis of helping a representative get there foot in the door when they have a following for an issue or a topic.

The Interview Results Summary)

Would a prospective representative or current representative, find data useful from a 3rd party? Aside from your campaign representatives?

“Campaign managers are in the hiring business. They are looking for anything and everything that can help make sure their candidate is aligned with their people. In order to do so, we have to use as many resources as possible to help grow our campaign. The Campaign runners are only a piece of the puzzle.”

- *Rogene Calvert, Outreach Strategists*

The Interview Questions (Summary)

Would you pay for the data that could possibly benefit your candidate?

“That is something that already happens. We pay many entities and people to provide their resources. Donations and people come on board for various reasons other than monetary reasons, and we have been able to see just how important it is to allocate funds for information that can help promote campaigns and reps.”

- *Rogene Calvert, Outreach Strategists*

Key Takeaway: The data shouldn't be a contact list... it should be presenting the overall picture.

What We Learned...

- What kind of data can our app provide that fits the needs of someone like a campaign manager?
- People don't care about contacting their representatives or talking to them about problems ENOUGH that it needs to be on an app or website. We need to pivot away from this idea and go back to our original: educating the public on representatives, not giving them a platform to communicate.
- We need to visit the idea of a potential revenue stream from selling our data
- One campaign manager saying that she would pay for data is not enough.
 - We need to get in contact with more (on a national scale)
- The need for information from app users is clear, but millennials are disengaged
- Our product needs to be engaging, interactive
- We need to think creatively... How can our app be an interactive educational tool (that's fun and CONSTANT) while also providing key data collection that people such as Rogene would find useful enough to pay for?

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Campaign
Management
Companies

Voters

Educational
Institutions?
Potentially.

Key Resources



Provide information
that is interactive and
educational

Engage millenials in
politics

Change the reputation
that millenials “don’t
care”

Channels



Cost Structure



Revenue Streams

