

## THE PROBLEM:

- **Deep partisan divisions, misinformation, and toxic politics** are eroding civic engagement and depleting social capital.
- **Political violence has surged** to levels not seen since the 1970s. In the first half of 2025 alone, researchers recorded 150 politically motivated attacks, nearly double the year before. (University of Maryland)
- **Young Americans are checked out.** Less than half of them vote; they feel “politically homeless” and increasingly alienated from a political system they don't trust.

## How did we fail them?

- Federal funding for civic education has been declining since 2010. Today it sits at just five cents per student per year.
- Proficiency rates have not meaningfully improved since the assessment began in 1998. Today only 22% of eighth graders score proficient in civics (NAEP 2022).
- The result spans two generations. **This is not apathy. It is a systemic failure.**

**By 2028, GenZ + young Millennials will make up the majority of eligible voters.**

**Activating this voting bloc could determine the next decade of American policy!**

**It's time we equipped them with the tools to shape the future of this great republic.**

**That's why we're raising \$200K to build a nonpartisan digital solution that turns individual concerns into collective civic power.**

## THE SOLUTION: VoterPrime

**VoterPrime is a free mobile app that asks young Americans what they care about and connects that to relevant civic action. No partisan bickering, no surveys, no doomscrolling.**

- 100% nonpartisan!
- Tell us what you care about — we return personalized recommendations & easy-to-take actions
- Explore aligned candidates & ballot measures. Message officials. Join groups & local events. Sign petitions. Learn about the issues (civic ed!)
- Save & share. Create a voting cheat sheet.
- Built on validated data from trusted sources, not AI guesswork
- Designed specifically for “Digital Natives”

## WHY IT WILL WORK:

- “Digital Natives” expect personalized, values-driven experiences.
- Actions aligned with core values are intrinsically motivating.
- When more constituents engage they create pressure on politicians to solve problems & represent their interests.



## Why VoterPrime is a Great Investment

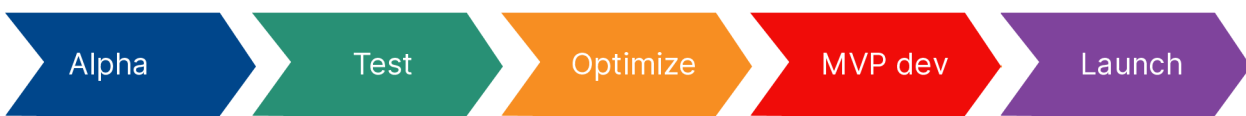
- **Nonpartisan:** works regardless of who wins
- **Durable:** VoterPrime builds civic infrastructure that outlasts election cycles
- **Measurable impact:** Civic engagement actions, registration & voting metrics

## What We've Accomplished

- Detailed technical requirements including reliable data sources, pricing & APIs
- Built a robust policy term database, mapping engine, & clickable demo
- We facilitated a Focus Group/Product Design Workshop with target users to validate our approach & gain valuable insights about how to appeal to young Americans

## Goal: Build, Test, & Pilot for Nov 2026 Midterms

TARGETING  
2026 MIDTERMS\*



## \$200K Funding Breakdown

- 20% Alpha Build & UX Design (\$40K)
- 45% MVP Development & Deployment with full tech stack (\$90K)
- 15% Technology & Infrastructure (\$30K)
- 20% Marketing & Launch (\$40K)

## 2026 Milestones

- Build Alpha with core functionality & intended user experience
- Conduct user feedback sessions with target users to validate usability & appeal
- Incorporate learnings & optimize design
- Build: full tech stack, data privacy, analytics & deployment
- Launch MVP with civic partners & campus outreach clubs for Nov midterms

## IMPACT GOALS

- **Year 1 Pilot:** 3,000–5,000 users; 5,000–10,000 civic actions taken
- **Year 2: Expand** notifications & gamification; optimize based on user data  
15,000–25,000 users; 50,000–100,000 civic actions taken
- **Year 3: Accelerate** growth & ride 2028 presidential election tailwind.  
100,000+ users; 500,000+ civic actions taken

This generation is ready! Let's give them the tools. Let's build VoterPrime!



Donate Now

