

# ✓VoterPrime Empowering the Next Generation of Voters



**The Problem:** Deep divisions and toxic politics are eroding civic engagement. Without action, democracy may fracture.

Young Americans are now the largest voting bloc—and the least engaged. In 2024, just 12% of Gen Z and Millennials turned out, citing apathy, distrust, and distaste for candidates.

**Our Solution:** VoterPrime is a mobile app that maps users' personal priorities—in their own words—to policy terms, in order to deliver highly personalized recommendations for elections and civic action.

**VoterPrime enables values-driven participation without doomscrolling, arguments, or information overload.**



## How It Works

1. Users enter up to 6 priority concerns/values.
2. The app uses NLP and logic to map those issues to policy terms for the user to validate.
3. The app then delivers curated recommendations from trusted nonpartisan sources for candidates and ballot measures, drafts emails to relevant elected officials, suggests aligned interest groups and active petitions, and provides links to related civic content.

***"The more people who vote, the more mainstream our politicians will become."***

— Bradley Tusk, political strategist, founder of Tusk Philanthropies, author of *"Vote With Your Phone"*

## Why It Will Work

- Actions aligned with users' core values are intrinsically motivating.
- Clear, guided steps help build voter agency and civic habits.
- When more voters engage, politicians, who prioritize reelection, are incentivized to enact policies demanded by vocal constituents.
- Civic participation strengthens common ground and social capital.

## Impact Goals (MVP Stage)

- Launch VoterPrime prototype and test with Gen Z and Millennial users
- Test fidelity and reliability; Gather user feedback on usability, value, and appeal
- Engage policy experts to refine policy mapping logic

**Team:** Sharon Hibbert Seitz, Founder/Product; Contractors: Engineering, Design, Policy, Data Privacy

## What We're Seeking

- Sage advice on board recruitment
- Intros to aligned funders and civic partners
- Access to diverse user test populations (eligible voters <40)

**Activating young voters can change the status quo.**

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