

Introducing VoterPrime. Because civic engagement matters!



The Problem: Deep divisions and toxic politics are eroding civic engagement and depleting social capital.

- **76% of Americans believe democracy is under serious threat**
- **73% say politically-motivated violence is a major problem**

Only 45-47% of eligible Americans <40 vote, citing apathy, overwhelm, distaste for candidates, and distrust in the system.

Activating this bloc could determine the next decade of American policy, while low participation enables the extremists on both sides to dominate the agenda.

The Solution: VoterPrime is a nonpartisan mobile app that maps users' priority concerns—in their own words—to policy terms, in order to deliver highly personalized recommendations for elections and civic action.

No hyperbolic headlines, information overload or doomscrolling.



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.



WHY IT WILL WORK:

- Digital natives expect personalized, values-driven experiences.
- Actions aligned with core values are intrinsically motivating, and clear, guided steps build voter agency and civic habits.
- When more constituents engage, politicians—who prioritize re-election—are incentivized to represent their interests!

"The more people who vote, the more mainstream our politicians will become."— Bradley Tusk, political strategist, author, philanthropist

Current Activities

- Building demo and user testing plan
- Prototyping policy mapping engine
- Pursuing seed funding

How You Can Help

- Sage advice for our success
- Intros to mission aligned funders and partners
- Access to diverse user test populations

Funding Goal: Raise \$200K to build, test, optimize, and pilot the solution in time for 2026 midterms.



Inspire action. Engage voters. Strengthen democracy.

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