# ☑VoterPrime

Sharon Hibbert Seitz
c781-696-2359|
sharon@voterprime.org
www.voterprime.org

**VoterPrime** is a California 501(c)(3) nonprofit corporation. Tax ID#: 33-4912499

**The mission**: Make it easy for eligible voters to take confident, values-driven civic actions that strengthen democracy by focusing on issues over ideologies.

**The vision:** Inspire lifelong civic habits among voters of all ages —and build a more representative, responsive, and resilient democracy through greater participation.

**The Founder:**
Sharon Hibbert Seitz is a product executive with 21 years of experience launching custom software solutions, driving product strategy and facilitating user research. She holds an Ed.M. from Harvard's Graduate School of Education in Technology Innovation.

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## THE PROBLEM:

- **Deep partisan divisions, misinformation, and toxic politics** are eroding civic engagement and depleting social capital.
- **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
- **Political violence is surging** as civic participation plummets—Reuters tracked at least 370 cases since January 6, 2021, including 51 in 2024 and dozens more in 2025, a level unseen since the 1970s.

**Activating this voting bloc could determine the next decade of American policy! By 2028, GenZ + young Millennials will make up the majority of eligible voters.**

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

**THE SOLUTION: VoterPrime is a free mobile app that will enable users to act quickly, easily, and, confindently based on their values.**

- Users describe their top concerns in their own words & enter zipcode
- Using Natural Language Processing (NLP) we map their concerns to policy terms and positions
- VoterPrime then delivers **personalize recommendations:**
  - Aligned candidates and ballot measures (when upcoming election)
  - Ready-to-send messages to elected officials
  - Relevant petitions, interest groups, & local events
  - Civic ed resources from reputable sources

## WHY IT WILL WORK:

- "Digital Natives" expect personalized, values-driven experiences.
- Actions aligned with core values are intrinsically motivating.
- When more constituents engage, politicians—who prioritize re-election—are incentivized to represent their interests!

## WHY IT'S A GOOD 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 data sources, pricing & APIs
- Built a robust policy term database & mapping engine
- Wireframes and clickable demos of UX/UI design
- Ran a Focus Group with target users to validate our approach & gain insights!

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

TARGETING
2026 MIDTERMS*

Alpha → Test → Optimize → MVP dev → Launch

## $200K Funding Breakdown

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

## 2026 Milestones

- Build Alpha with core functionality and first-pass UX/UI
- Conduct user feedback sessions with target users to validate usability
- Incorporate learnings
- MVP development (full tech stack, data privacy, analytics & deployment)
- Launch 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

**American politics are broken. Let's bet on our citizens instead! Let's build VoterPrime!**

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