

THE PROBLEM SPACE

- **Deep partisan divisions, misinformation, and toxic politics** are eroding civic engagement and depleting social capital.
- **Young Americans have been denied civic education** in most states for decades due to federal funding cuts.
- **Political violence has surged** to levels not seen since the 1970s.

THE RESULT: **Young Americans are checked out of civic life.**

Less than half of them vote. They are exasperated with the two party system.

Less than one-third of Americans under 30 trust the government.

They feel that the American Dream is out of reach.

THE OPPORTUNITY:

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 need a nonpartisan digital solution that turns individual concern into collective civic power.

THE SOLUTION: **Hungry Eagle by VoterPrime**

Hungry Eagle is a free iOS mobile app that asks users what they care about in their own words, and connects that to relevant civic action.

No partisan bickering, no surveys, no doomscrolling.

- Hungry Eagle is entirely issues focused. No partisan spin, no tribes.
- Users say what they care about, and the app returns personalized recommendations & easy-to-take civic actions
- Users build their civic profile
- The app is built on validated data from trusted sources
- Designed for Young Americans and with Young Americans

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.



VoterPrime is a Great Investment

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



What We've Accomplished

- Facilitated Focus Group with target users to understand barriers & validate approach
- Developed a robust policy term database & mapping engine
- Formalized partnership agreements with aligned civic engagement organizations
- Engaged a technology platform partner to build & launch Hungry Eagle, our first app, with a confirmed 10-week development timeline.

Near Term Goals heading to Nov 2026 Midterm elections

- Launch Hungry Eagle, engage with campus groups to co-design
- Optimize the user experience based on user data & feedback
- Raise funds to acquire data subscriptions to support new features
- Match user inputs to aligned candidates, ballot measures, interest groups, petitions, volunteer opportunities & relevant educational content
- Drive user acquisition through partners, campus clubs & social media

\$250K Annual Funding Breakdown

- Engineering services, platform fees & compute costs: \$45,000
- Data Subscriptions (Vote Smart, Ballotpedia, Ballotready, Idealist.org): \$15,000
- Marketing (campus outreach, social media, user acquisition): \$15,000
- Salaries & Consultants: \$150,000
- User Research \$15,000
- Overhead \$5,000

IMPACT GOALS

- **2026:** 3,000–5,000 users; 5,000–10,000 civic actions taken; expand feature set
- **2027: Expand** Enable more types of civic action, optimize based on user data
15,000–25,000 users; 50,000–100,000 civic actions taken
- **2028: Accelerate** growth & ride presidential election tailwind.
100,000+ users; 500,000+ civic actions taken

This generation is ready! Let's give them the tools to engage effectively.



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