

# **VoterPrime**

**Because civic engagement matters!**

## THE PROBLEM:

- **Deep partisan divisions, media fragmentation, misinformation, and toxic politics** are eroding civic engagement and depleting social capital.
- **Digital natives** under 40 could determine the next decade of American policy, but over half **are checked out, alienated from institutions, and not voting.**
- **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, while low participation enables extremists on both sides to dominate the agenda.**

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

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

- Users describe their top concerns in their own words.
- The app uses Natural Language Processing (NLP) and Machine Learning (ML) to match user concerns to policy terms.
- VoterPrime then delivers:
  - Aligned candidates and ballot measures
  - Ready-to-send emails to elected officials
  - Relevant petitions and interest groups
  - Civic ed resources from reputable, nonpartisan sources



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

## 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!

## WHO BENEFITS?

- **Civic partners** gain from VoterPrime as an entry point—the app funnels users through civic "baby steps" toward increased engagement and voter activity.
- **Change advocates**—candidates, petition champions, civic educators, and elected officials—gain exposure to potential voters who were previously disengaged.
- **Society** benefits when leaders are held accountable to a broader, more engaged citizenry.

Sharon Hibbert Seitz | c781-696-2359 | [sharon@voterprime.org](mailto:sharon@voterprime.org) | [www.voterprime.org](http://www.voterprime.org)

## Phase 1 Goal: Build, Test, and Pilot VoterPrime

### \$200K Funding Breakdown:

- 22% Prototyping, User Testing, UX Design \$44K
- 45% MVP Development & Deployment (full tech stack) \$90K
- 15% Technology & Infrastructure \$30K
- 18% Support Activities (fundraising, product management) \$36K

### Plan (Pending funding)



- Build prototype (v1 of policy mapping + clickable demo of core functionality) initial UX/UI
- Conduct user testing with target users, gather feedback on value, appeal, and usability
- Refine policy mapping engine & UX/UI design - evolve requirements for MVP
- MVP development (full tech stack, data privacy, analytics & deployment)
- Launch app with civic partners in time for Nov midterms & gather user data

**VoterPrime**

**VOTERPRIME LIGHT.**

Less filling.

**WEAK SOCIAL CAPITAL.**

May leave you disengaged and unsatisfied

**VOTERPRIME**

**Most Popular Choice**

Balanced.

**STRONG SOCIAL CAPITAL.**

Pragmatic solutions inside.

**VOTERPRIME STEROID EDITION**

**WARNING:**

MAY CAUSE DELUSIONS OF GRANDEUR

AVOID SOAPBOXES WHILE USING

Help us build VoterPrime. Democracy deserves pragmatic solutions. **DONATE NOW! Let's get this on shelves!**

Donate Now



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

Sharon Hibbert Seitz | c781-696-2359 | [sharon@voterprime.org](mailto:sharon@voterprime.org) | [www.voterprime.org](http://www.voterprime.org)