

VoterPrime

Because civic engagement matters!

THE PROBLEM:

- **Deep partisan divisions, media fragmentation, misinformation, and toxic politics are eroding civic engagement** and depleting social capital. Without action, democracy may fracture.
- Reuters tracked at least 370 cases of **political violence** since the January 6, 2021 Capitol riot, including 51 in 2024 and dozens more in 2025—a surge unseen since the 1970s.
- **Only 45-47% of eligible Americans <40 vote**, citing apathy, overwhelm, distrust, and distaste for candidates. **Yet this bloc represents ~ 1/2 of all eligible voters**—and will be the majority by 2028.

Activating this bloc could determine the next decade of American policy, while low participation enables the 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:

- Actions aligned with core values are intrinsically motivating.
- Clear, guided steps help 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's role as an entry point. The app acts as a funnel, inspiring users to take civic “baby steps” while guiding them towards increased engagement and voting.
- **Candidates who put issues before ideology** will gain exposure to more potential voters.
- **Advocates**—including the champions of petitions and ballot initiatives, civic educators, interest groups, and elected officials—will be introduced to more potential voters.
- **Society** benefits when leaders are held accountable to a broader, more engaged citizenry.

Sharon Hibbert Seitz | c781-696-2359 | sharon@voterprime.org | 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 - refine requirements for MVP
- MVP development (full tech stack, analytics & deployment)
- Launch app with civic partners in time for Nov midterms & gather user data

VOTERPRIME LIGHT.
Less filling.
WEAK SOCIAL CAPITAL.
May leave you disengaged and unsatisfied

VOTERPRIME
Balanced.
STRONG SOCIAL CAPITAL.
Pragmatic solutions inside.
MOST POPULAR CHOICE

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