OYG

An organizing infrastructure for communities.

Company: Own Your Government, LLC	**Principals**: Michael Winn, Co-founder and CEO Norman Katz, Co-founder and CTO
Location: San Diego, CA	
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Website: http://ownyourgov.com	**Strategic Partners**: 8th Light, Inc. Vanto Group
Industries: Social Media & Mobile apps for Community Engagement; Democracy Tech	

Business Description: Own Your Government. LLC provides a mobile app and SaaS platform to communities. Resources available through the platform can be used by citizens to improve personal economic effectiveness, guide government decisions, ensure public safety, engage in collective action and take legal action to address community needs.

Market Size/Growth Rate: National and international market with a potential growth rate similar to Facebook, Twitter, Nextdoor, Reddit, Trello, Evite, Survey Monkey, etc. (See competitive advantages, below.)

Problem/Opportunity: OYG fills a huge demand for trustworthy evidence of public consensus to guide local decisions and the use of public resources and support private enterprise.

Business services or products: OYG facilitates the ability of communities to reach consensus and take effective action. OYG engages and informs and builds consensus for things people really care about because they are personally affected. Furthermore, OYG gives users templates and other communication tools they need to initiate and cause changes, rather than protest decisions.

OYG works primarily through these unique/competitive features:

- Every individual can initiate surveys for community consensus
- Open forum for discussion on any issue
- Community participation in vetting information
- Anonymous voting by verifiable voters
- Trusted statistics on community consensus
- Targeted messaging to local officials and media
- Access to resources for cooperative and collective legal action
- Support for community initiative, enterprise and opportunity

Revenue Streams/Profit Margin: The market for OYG is distributed across three revenue streams:
- Non-Governmental Organizations
- Private Sector Sponsorship
- Government Sponsorship

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Our multitenant architecture allows us to significantly reduce costs for customer onboarding & setup, continuous hosting and support. Our target price of $3000 for a community of up to 50,000 residents can be onboarded and continuously hosted for under $2000/year. State or local government or private sector sponsorship can cover a region with one annual license achieving economies of scale.

Company Background:
LLC formed on 01/25/2019 in California as a startup.

Markets & Market Size:

Government
United States:
2020: 83% urban residents; 14 cities with more than a million people, 335 cities with between 100,000 and 1 million people, and 4115 cities with between 10,000 and 100,000 people.

331,000,000 pop.   Median Age: 38

Latin America:
2020: 82% urban residents: 539,427,335 pop.   Median Age: 31

Private Sector:
Infrastructure, Residential and Commercial Development and Transportation companies, local and regional ISPs and other bandwidth providers, including Starlink, AT&T, Cox, Verizon, Public and Private Utilities and their Contractors, etc.

Non-Governmental
Community Councils, Coops and Collectives, Activists and Advocacy Organizations. Each city of 100,000 people will typically have 20 or more of these councils and other NGOs, any of which can license and deploy an OYG instance for their organization or community at an affordable price.

Founders:
Michael Winn, BS Communications, CSULB; Chair, Point Loma Town Council, Author of Architectronics

After serving in the US Coast Guard, Winn completed a BS degree in Radio and TV at California State University, Long Beach and began making educational, commercial and documentary films, mainly in areas of science and technology. In 1980, in partnership with Xerox, Kurzweil and Nortel, he designed a project that Urban Land Institute lauded as the "world's most intelligent building" in which space for tenants came with file, print, scanning and other servers and digital gateways into the AT&T global telephone network-- tenants could work remotely from their homes. In 1984. He wrote Architectronics for McGrawHill forecasting changes for communities. In 1986, Winn created a survey of students in San Diego schools with the Mayor of San Diego, Maureen O'Connor. Children, parents and teachers engaged in conversation with the city council about issues and policy that affects them. Winn co-founded San Diego Community Housing Corporation with the Union of Pan-Asian Communities in 1991 to provide affordable homes for families with children and in 2003, with the California Department of Transportation, he designed a demonstration of offshore commuter service. Winn organized Point Loma Town Council in 2016 to provide a voice for residents about development. He founded Own Your Government, LLC in 2019 to create software for building consensus and uniting in collective action.

Norman Katz, BS Computer Science, Temple University, Vice President R&D at Seqster

Formerly, Director of Engineering at CSID/Experian. Developed backend architectures for web-scale consumer-facing apps and cloud-based scalable web services hosted on AWS and Azure with Kubernetes and Docker Containers. His projects include a patient-centric interoperability platform for health data retrieval, harmonization, visualization and data sharing, subscriber management systems supporting millions of users' PII and credit card data for identity protection and exposed data matching, a data warehouse with ETL from multiple business units, and a social network for traveling nurses.

Norm Katz assisted startups in healthcare, consumer products, financial services and defense: CSID (acquired by Experian in 2016 ($360M), Sony Electronics, Orincon (acquired by Lockheed Martin in 2003), AMN Healthcare, San Diego Police Department's New Technologies Unit, UCSD and CMU. In 2018, Katz began advising Winn about the state of the art in software engineering. He co-founded Own Your Government, LLC with Winn to help create this new technology optimized for citizen engagement.

Services/Products/Benefits:
Own Your Government provides a mobile app and an enterprise-class SaaS platform to communities. The platform is licensed per community or region on a per-population graduated pricing scale. The product is used by citizens to improve personal economic effectiveness, guide government decisions, engage in collective action and take legal action to address community needs.

Technologies/Special Know-How:
There are several features in the design that we are currently exploring for patentability. There are some unique aspects of branding the use of technology, traditionally monetized through advertising which will be licensed directly by communities and sponsors. We may file patents for proprietary features:
1. Use of natural language processing (NLP) and machine learning (ML) to combine similar poll questions across communities to achieve broader consensus capable of influencing wider regional concerns.
2. Copyright protection for community action and enterprise templates in areas common to most communities, such as:
    a. Controlling traffic congestion, pollution, flooding, crime
    b. Collective enterprises for supplying communities with energy and telecom/internet
    c. Support for community council election and administration

Distribution Channels:
(Internal or out-sourced sales team, industry or independent co-marketers, internet, etc)

OYG is open to using ISVs and related channel partners as well as large infrastructure providers such as AT&T and enterprise marketplaces such as Salesforce, AWS, Azure and Google to simplify the onboarding of new customers, which will significantly lower onboarding and setup expenses. End users, of course, will download our apps from the AppStore or Google Play.

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Competition and Competitive Advantages:

Feature	OYG	Polco	NationBuilder	NextDoor	Trello	Asana
Community Identities	Yes	Govt Initiated	Govt Initiated	Yes	No	No
Government Controlled	**No**	Yes	Yes	Through Partnerships	No	No
Polls (Surveys)	Yes	Yes	Yes	Yes	No	No
Every individual can initiate surveys for community consensus	Yes	No	No	Yes	No	No
Open forum for discussion on any issue	Yes	No	No	Yes	No	Yes
Community participation in vetting information	Yes	No	No	No	No	No
Anonymous voting by verifiable voters	Yes	?	?	Yes	No	No
Trusted statistics on community consensus	Yes	Limited	Limited	No	No	No
Targeted messaging to local officials and media	Yes	Local Govt	Local Govt	No	No	No
Access to resources for cooperative and collective legal action	Yes	No	No	No	No	No
Project Support for community initiative, enterprise and opportunity	Yes	No	No	No	Limited	Limited
Exploits data from individual users' profiles and activity	**No**	No	Yes	Yes	No	No

Summary

OYG offers cities and their communities a cost-effective method of safely gathering reliable consensus data, organizing legal action, and making convincing arguments for decisions on behalf of residents, reducing the need for citizens to resort to protests and petitions and providing a safe container for advocacy, while preventing unsupported government decisions and practices. OYG enables user participation in discussions and anonymous polls of verified participants to efficiently inform and arrive at community consensus, and OYG prepares this information for community action. OYG is designed to augment (not replace) political systems with a strategy that supports community-centered alternatives to top-down government initiatives.