



## An organizing infrastructure for communities.

**Company:** Own Your Government, LLC

**Location:** San Diego, CA

**Phone:** 619-414-9829

**Fax:** 619-546-4224

**Email:** [exec@ownyourgov.com](mailto:exec@ownyourgov.com)

**Website:** <http://ownyourgov.com>

**Industries:** Social Media & Mobile apps for Community Engagement; Democracy Tech

**Principals:**

Michael Winn, Co-founder and CEO

Norman Katz, Co-founder and CTO

**Auditor/Accountant:** Michael Gerstein, CPA

**Law Firm:** Slate Law Group, San Diego, CA

**Strategic Partners:**

8th Light, Inc.

Vanto Group

**Business Description:** OYG is building a mobile app that gives ordinary people the ability to reduce the influence of special interests, lobbies and campaign financing on government decisions. The app, which can be downloaded from AppStore, Google Play and used on mobile or web, includes features residents can use for community organization and consensus building to take action regarding the needs of the community and government decisions.

**OYG Mission:** To create an app that has mass appeal in communities which can extend to cities, states and world bodies, and which can influence both government and corporate interests so effectively that it cannot be ignored. The desired outcome is people choosing (and able) to effectively meet the challenges of preserving their communities and protecting the planet.

**App Summary:** The OYG app provides a way for people to regain control of their government in a way that makes it inconceivable to misread or ignore the wishes of constituents using this app. The app uses AI to reflect consensus across communities, which can debunk misleading information circulated by organizations with objectives that are not in the community’s best interests. OYG algorithms vet information and report consensus based on statistically relevant samples and provide a channel to send reports to media, officials and elected boards. For communities with the ability to support legal action the app becomes a politically powerful platform that creates transparency in legislative agendas. For those who don’t have legal resources, the app provides its own legal framework.

The OYG app consists of familiar online chat and video streams usually seen in social apps (TikTok, Instagram, etc.), plus anonymous polling of verified community members, similar to apps like Nextdoor, Polco, etc., integrated with communication and collaborative tools like those offered by Slack, Salesforce, Trello, Jira, etc. There are also proprietary features that allow people to define and crowdsource support for their ideas and proposals to build consensus about them within their community. The app allows communities to weigh in on decisions that affect quality of life and species preservation and help direct development and urban planning so it is appropriate and sustainable.

Because a true consensus process requires that there are no barriers to participation, users need not pay for use of the platform, including all of the services regarding their public concerns. Based on current pricing for services from Amazon Web Services and Microsoft, OYG can offer to license and support the OYG platform tailored for each community at a cost of \$0.40 (forty cents) per year per participant.



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**Market:** A proposal to engage citizens in discussions about development, climate, education, health, social justice and crime, etc., which also helps build consensus and take action and guide decision-making, fills a need felt in every community, everywhere, for residents to participate in sustainable solutions.

For less than \$0.50/year per participant, OYG delivers a means of informing and building public consensus to guide local decision-making about use of public resources and private enterprise.

**Business Services or Products:** OYG provides a web platform and mobile app to communities that informs and builds consensus about priorities defined by residents. The app includes access to templates, support and communication technologies to initiate action and enterprise, and to take legal action.

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OYG works through an AI-assisted integration of several technology features so that:

- Participants address and define their own priorities and needs
- Every individual can initiate surveys for consensus about their concerns
- There is an active forum for discussion on any issue
- Information is vetted and verified
- Anonymous voting by verifiable voters defines consensus on priorities
- Verified statistics are reported about community consensus
- Local officials and media are accurately informed with reliable reports about consensus
- There are no barriers to access to OYG resources for collaborative and collective legal action
- Community initiative, enterprise and opportunity are championed and work is supported

### **OYG Revenue Sources:**

- Non-Governmental Organizations (established communities and other CBOs)
- Private Sector Sponsorship (infrastructure and bandwidth providers, etc.)
- Government Sponsorship (public agencies)

**Cost to Users—Sponsor Funding:** (Use of the app and platform is free to individual users.) A statistically relevant percentage (15%) of a community of up to 100,000 residents can be onboarded and continuously hosted for under \$3750/year. State, local government and/or private sector sponsorships may cover license fees for regions of multiple communities, with an annual license at a reduced price.

### **Distribution Channels:**

Government vendor channels (SAP, Tyler, Visma, Civica, CGI, Oracle, etc.) Internal or out-sourced sales team, industry or independent co-marketers, etc.

OYG may partner with independent software vendors and other channel partners, including infrastructure providers; such as, AT&T and enterprise marketplace platforms (Salesforce, AWS, Azure and Google) to simplify and scale onboarding of new customers, to facilitate and lower the cost of onboarding and setup.

**Market Size:** The potential market consists of geographic communities of any size, culture, political structure, language, anywhere in the world, where a local online network is feasible. Use of the app can become indispensable and growth potential is unlimited. Governments in the U.S. currently spend \$16.5B on software and the worldwide expenditure is \$16.5B.



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**United States:** 331,000,000 pop. Median Age: 38

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.

**Latin America:** 539,427,335 pop. Median Age: 31

2020: 82% urban residents:

**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. may sponsor communities.

**Non-Governmental:** Community Councils, Coops and Collectives, Activists and Advocacy Organizations. Cities of 100,000 will typically have 20-50 neighborhood councils and many other civil organizations for which an OYG instance may be affordably deployed.

### Competition and Competitive Advantages:

Currently, several platforms offer organization and enterprise software for public agencies and other organizations. This table compares **OYG** to five platforms that currently offer civic participation and productivity support for public agencies and campaigns. All of these features are necessary for participants to build consensus for priorities of the community and participate in sustainability programs.

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



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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

### Company Background:

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

### PLACEHOLDER FOR INVESTMENT ROUND STRATEGY

### Co-Founders:

**Michael Winn**, Author of Architectronics, McGrawHill 1987, BS Communications, California State University

Michael Winn organized the virtual Point Loma Town Council in San Diego in 2016 to engage a statistical quorum of residents in finding solutions to sustainable development. He formed Own Your Government, LLC, with Norman Katz, a software startup executive, to build the necessary software.

Winn's background prepared him for this task. He earned a degree in Communications at California State University, Long Beach in 1964. He began his career making films on physics and sociology for elementary school use. In 1980 he designed a building-wide Ethernet LAN giving tenants file and print servers and access to digital gateways into the global telephone network in a partnership with Xerox Corporation and other members of the ARPANET consortium of advanced technology companies. Winn wrote Architectronics, published by McGrawHill in 1987, about digital technology and community development.

With the office of the Mayor of San Diego Maureen O'Connor, Winn engaged San Diego school children about development for families. With LISC and San Diego's Union of Pan-Asian Communities, Winn created San Diego Community Housing Corporation and developed homes for low income families in San Diego.

In 2003, working with Caltrans, Winn was a co-leader of a demonstration of offshore commuter service between Oceanside and San Diego. In 2008, Winn left San Diego and spent 4 years visiting urban centers and coastal towns between Seattle, WA and Santa Barbara, while he earned a master's degree in music and sound design for motion pictures at Academy of Art University, San Francisco.

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



## **An organizing infrastructure for communities.**

Norm Katz began advising Winn about software engineering for community self-government in 2018 and joined with him in creating Own Your Government, to design and develop technology optimized for successful citizen engagement in consensus building.

Katz's career prepared him well for this task. Norm has developed backend architectures for web-scale consumer-facing apps and cloud-based web services hosted on AWS and Azure with Kubernetes and Docker Containers. The complexity of some of his projects are at the scale of OYG and required similar levels of privacy protection and security. 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, a data warehouse with ETL from multiple business units, and a social network for traveling nurses.

Currently, Norm is VP Research and Development at Seqster. He has previously achieved success in several startups across multiple markets; including healthcare, consumer products, financial services and defense: Sony Electronics, Orincon, acquired by Lockheed Martin in 2003; CSID, acquired by Experian in 2016 and AMN Healthcare. He developed software solutions for the San Diego Police Department's New Technologies Unit, medical imaging research at UCSD and robotics at Carnegie Mellon University.