

# What Can ProConIt Do For You?

## The Benefits of Social Evaluation

ProConIt's social and dynamic nature will revolutionize the way people and companies evaluate information and make decisions. It provides an effective snapshot of aggregated data by allowing you to focus on what is most important to you and your community. It is not enough anymore to just ask the question, you need to understand the 'why' of the answer. Rather than sifting through an entire comment thread, poll, survey or other forum tool, the relative weights of arguments bring the important factors to the top for the user.

ProConIt is a diverse tool that can be used across many industries and areas in a new and fun way for people to interact, share their points of view, and be engaged. The following are just a few examples of how an individual or company could use ProConIt.

### Entertainment

The entertainment industry strives to be at the forefront of leveraging internet technology to connect with its audience. Social networking, social media, and now, social evaluation! ProConIt provides an easy and more efficient way for entertainment websites or networks to connect with viewers, fans, and consumers to get detailed and actionable feedback. How did a contestant do this week on a given reality show? What did viewers think of that investigative report or editorial? What is good and bad about a new TV series?

ProConIt and social evaluation give audiences an added level of participation, collaboration, and fun, as well as providing valuable data to any entertainment outlet.

The screenshot shows a ProConIt interface for the topic "The Grammys - good and bad". At the top, there is a gauge with a needle pointing towards "The Good". Below the gauge are two columns of arguments. The left column, under "The Good", lists three arguments with scores: "Bob Dylan" (5.0), "Dr Dre and Eminem were reunited!" (4.0), and "Arcade Fire was excellent, and they won album of the year" (4.0). The right column, under "The Bad", lists three arguments with scores: "There weren't any standout performances - boring overall" (4.0), "So much self promotion, by CBS and the celebrities" (4.0), and "Lady Gaga wasn't very...gaga" (3.0). Each argument includes the author's name and the number of votes. At the bottom, there are buttons to "Argue for 'THE GOOD'" and "Argue for 'THE BAD'".

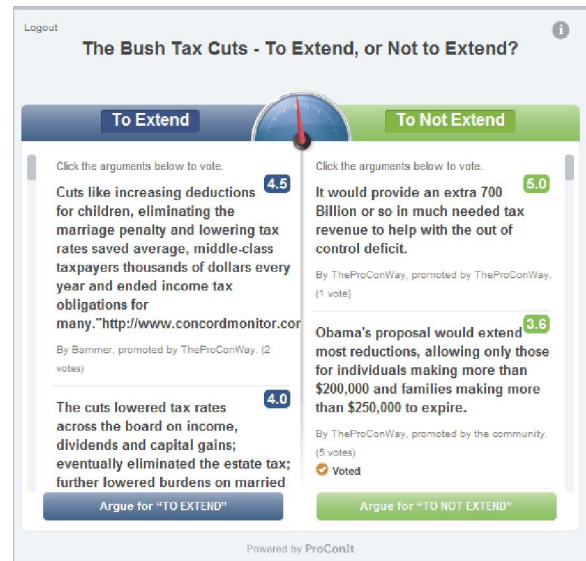
### Sports

Sports sites, blogs, and fantasy specialists now have a great way to engage their users and let them weigh in on the big questions. Many sites already have a poll or question of the day, but users are limited to a couple choices. They do not get a chance to dig to the next level and answer why they made their particular choice. This knowledge would allow for better content and programming choices and create a site or shows that better respond to their users' needs. Which football player to sit during a fantasy bye week? Who is the most overpaid athlete? Find out what your users think AND the reasons why. Sports debates go on and on in comment threads, but Procons allow the best arguments to get voted up and show a true picture of what the community thinks. Ask questions in a new way with ProConIt.

The screenshot shows a ProConIt interface for the topic "Let the Super Bowl XLV discussion begin: Packers or Steelers?". At the top, there is a gauge with a needle pointing towards "Packers". Below the gauge are two columns of arguments. The left column, under "Packers", lists two arguments with scores: "Packers offensive line has been dominant in the playoffs, keeping pass rushers off Rodgers" (4.0) and "The Packers better receiving corps will make a difference since both defenses are strong" (2.5). The right column, under "Steelers", lists two arguments with scores: "They have the experience and now have 3 SB appearances in 6 years...advantage Steelers" (3.7) and "Better running game with Mendenhall" (3.0). Each argument includes the author's name and the number of votes. At the bottom, there are buttons to "Argue for 'PACKERS'" and "Argue for 'STEELERS'".

### Political Issues and Debate

The pros and cons of issues, candidates, and anything else in the political arena are constantly debated in articles and traditional forums, with users expressing their opinions in long comment threads or by shaking their fists and saying, “so and so will ruin America!” These are antiquated ways of capturing information in today’s dynamic, social web environment. ProConIt can be used to discuss and debate any political topic, providing a new kind of collaborative forum, where people submit their arguments, weigh others appropriately, and create a socially evaluated result. Political polls tell a high-level story, but they don’t go deep enough. It’s no longer enough to know that 53% of the people feel a certain way...we need to know why. ProConIt can provide this valuable information.



Often the loudest voices are the only ones heard. Talking heads in the media often dictate the issues and define the reasons to support or not support something. With a Procon, it doesn’t matter how loud someone yells, all arguments start with the same value and are voted more or less important, allowing people to express their opinions, weigh in on all issues, and create a picture that encompasses the entire landscape of opinions. Put any pundit or political subject to the test with ProConIt.

### Product Feedback

Companies spend an incredibly large amount of money on focus groups, testing, and marketing to find out what consumers think about a given product before they ever release the it for public consumption. Proper market research and knowledge help a company maximize the market potential of a product, commercial campaign, or publicity campaign. What do people like about it? What product works and what doesn't? And most importantly, what are the reasons WHY consumers will buy it? Any company can take advantage of ProConIt as a feedback tool to aggregate information and socially evaluate their product. Procons added to any website will provide invaluable, validated information from consumers about your products.



## Corporate

There are literally thousands of applications for Procons in the corporate world. Use them to help evaluate potential projects, contracts, clients, acquisitions, TPS reports, or even a new logo. Important decisions in the workplace are often magnified in effectiveness when they are supported and accepted by an entire workforce. ProConIt provides an easy way to frame any corporate decision and list the key arguments, with the stakeholders weighing in, saving time and money. To give an example, we actually used an early iteration of ProConIt to help us make decisions about building our company, such as which software development firm to hire.

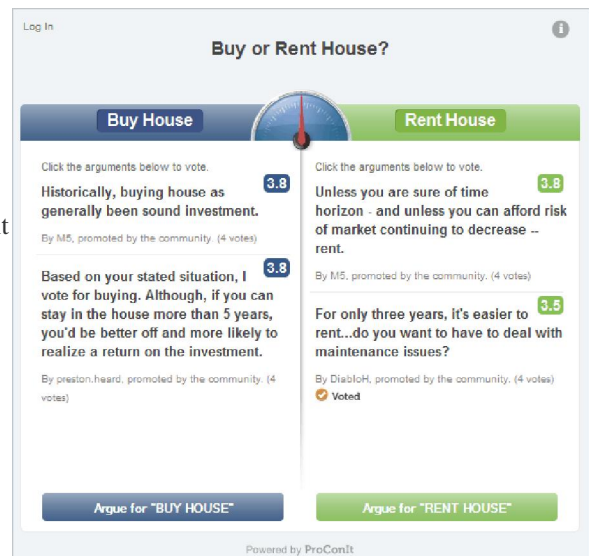


## Consumer Reviews

It is well-documented that avid online consumers like to write and post reviews of restaurants, music, movies, books, cars, hotels, airlines, or any product or service in the marketplace. They want others to know about their opinion and in turn benefit by reading, and usually disagreeing with, what others have to say. But it is time consuming and confusing to read through review after review, many of which are contradicted and focused on details that may, or may not, be relevant to you. ProConIt's social evaluation tool makes this significantly better by organizing the useful bullet points from the reviewers into the main positive and negative arguments, with weights voted on appropriately. This gives people a quick and easy snapshot in a way that allows them to focus on arguments that are important to them.

## Individual Decisions

People have used the pro/con list for centuries to help them make decisions. ProConIt has taken that basic analytical tool and applied it to the web, where you can leverage the personal experience and knowledge of others, and ultimately make better and more informed decisions. Should I buy a house? Should I take that new job? Should I break up with my boyfriend/girlfriend? A Procon allows you to be creative and thorough, analyze your decision in a straightforward way, and get advice from your friends and the ProConIt community. Procons can be serious, trivial, topical, entertaining, or all of the above.



## Social Evaluation is Good for Everyone

At the heart of Social Evaluation is the desire to uncover the best arguments on any given topic and have them in one place. It focuses on the reasons why something is good or bad, instead of just the acknowledgment something is that way. With everyone connected through social networks, ProConIt can revolutionize the way people evaluate any subject, helping everyone make better, more informed decisions.

Bottom line: if you want to take advantage of a cutting edge social media format, engage your audience, customers, friends, or co-workers in a new and interesting way, and give them a chance to weigh in on your content, product, blog, decision, etc, look no further than ProConIt.

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## Contacts:

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