



Business Summary: LawMaker is a non-partisan web platform that gives users the power to crowdsource new public policies, build voter coalitions, and engage elected officials to turn their ideas into laws. It is a lobby for the lobbyless, designed to actively engage voters in political interactions that are relevant to them.

While LawMaker’s core services are free to all users, LawMaker is a for-profit corporation. Its business model will monetize high-value political services such as polling, targeted communications, and voter data, and will market them to politicians, parties, campaigns and interest groups that spend into the billions each year, and staggeringly more each election cycle, to win elections and better understand constituent priorities.

The Problem: Trust in government is at an all-time low:¹

- 74% of Americans believe that most elected officials put their own interests first.
- 55% believe ordinary Americans would do a better job solving public problems.
- Only 19% of Americans say they can trust their government to do what is right.

A 2014 Princeton study found, “*the preferences of the average American appear to have only a miniscule, near-zero, statistically non-significant impact, upon public policy.*”² This chasm between voters and government contributes to a host of negative outcomes, including: (1) low voter turnout, (2) extremist political candidates, and, in some cases (3) violence and civil unrest.

Dissatisfaction with the US government is at 83% after a steady incline from 29% in 2002.³ In the same period, voter communications to politicians increased by an average of 400%.⁴ Voters are trying to be heard, and feel a growing discontent toward a government that is not listening.

The Solution: LawMaker is a platform specifically designed to engage our users with the politicians, candidates and organizations who make it their business to connect with voters:

- 1) **Voters Propose Policies:** Everyday voters propose policies to improve their city, state or nation. LawMaker retains where they vote, and the political priorities they care about most.

¹ Beyond Distrust: How Americans View Their Government, 2015, Pew: <http://www.people-press.org/2015/11/23/beyond-distrust-how-americans-view-their-government>

² Gilens, Martin and Page, Benjamin, "Testing Theories of American Politics: Elites, Interest Groups, and Average Citizens," 2014, *Perspectives on Politics*. (Princeton & Northwestern Universities)

³ Congress and the Public, 2016. Gallup: <http://www.gallup.com/poll/166985/dissatisfied-gov-system-works.aspx>

⁴ How Citizen Advocacy Is Changing Mail Operations on Capitol Hill, 2011. Congressional Management Foundation: <http://www.congressfoundation.org/projects/communicating-with-congress/how-citizen-advocacy-is-changing-mail-operations-on-capitol-hill>



- 2) **Voters Engaging Voters:** Facebook has taught us the value of authentic shares. By sharing their policies to earn support, our users invite friends and neighbors into the LawMaker community to vote and collaborate on policies that are specifically relevant to their lives.
- 3) **Two-Way Communication:** While voters use LawMaker to communicate with their politicians, these politicians use LawMaker's district-specific data to update their constituents about how their office is addressing their needs.
- 4) **A Data-Driven Approach:** LawMaker is data-driven. We gauge how voters prioritize their political issues, and can accurately identify users that vote and users that do not. This gives elected officials the opportunity to speak to the most civically active of their constituents.

Revenue Model: In addition to the online coalition-building tools LawMaker offers to all users for free, LawMaker will offer the following six proprietary services for a fee to politicians, campaigns, parties and advocacy groups: 1) In-house political polling, 2) third-party polling, 3) analysis of user data, 4) targeted communication services, 5) news media tie-ins, and 6) advertising.

Target Market: Of the 222 million eligible US voters, 88 million voted in our most recent midterm elections, a reasonable benchmark for *likely* voters. Of likely voters:

- 14% (12.3M) create posts or videos about political issues on social media.
- 33% (29M) view posts or videos about political issues.⁵

LawMaker's early target market will be comprised of these high likely voters who post and view political content on social media (41.3M).

Additionally, government bodies and politicians spend significant funds each year to communicate with likely voters. The US is estimated to have over 87,500 individual government bodies and over 510,000 elected officials. The average spent by California democratic congressmembers (who have traditionally safe seats) is \$107,431/year in taxpayer-funded communications alone, a figure not including significantly higher unreported dollars spent from campaign accounts.

Management Team

Amit Thakkar, Founder & CEO: Before founding LawMaker, Amit Thakkar was a political consultant focused on government relations, coalition building, and strategic messaging campaigns. He started his career as a lobbyist and campaign strategist for Cerrell Associates and was a Coro Fellow in Public Affairs. Thakkar earned his bachelor's degree in Philosophy, Politics and Economics from Pomona College and his MBA from UCLA's Anderson School of Management.

⁵ Rubicon Project, January 2016.



Jon Brennan, CTO: Jon Brennan is CEO of Noobis, an app development firm. Brennan previously served as CEO and CTO of Improvise and as a Sr. Manager at Ingram Micro. In 2008, he founded SocialVoter, a social network focused on political issues. He holds an MBA from Canisius College.

Mike Brennan, VP Marketing: Mike Brennan is co-founder of Noobis and previously worked in marketing for companies like Time Warner, Pulse360, and SeeVast. Mike has a bachelor's in Media Studies from the State University of New York at Fredonia.

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