The Honey Badgers
THE HONEY BADGERS

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CAMPAIGN FINANCE

Our challenge:

Contextualize and illuminate how money in politics influences officials.
OUR INNOVATION

We highlight hidden facts by linking existing information.

- Connect information that is currently presented alone, masking knowledge.
- Make complex data transparent and easy to navigate.
- Frame the information for various users.

Contributions to political candidates

Legislation, Interests/Issues

Social Media, Background

Ohio Businesses

Government spending
ConnectWatch

What we offer:

- Data-driven website
- Algorithmic analysis
- Utilize public or cheap data
- Expose potential government misconduct

We expose questionable connections — possible instances of unethical behavior.
The Need for ConnectWatch

- New, automated, proactive analysis
- Method provides new insights
- Determine how private sector influences public.
- Our proof-of-concept can scale to all levels of government.
# How ConnectWatch compares

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<th>Features</th>
<th>OpenSecrets</th>
<th>FollowTheMoney</th>
<th>ConnectWatch</th>
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<td>Searchable campaign finance data</td>
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<td>Government spending data</td>
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<td>Contextualization of election and government spending</td>
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<td>Automated analysis of giving, spending trends</td>
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<td>Questionable connections</td>
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Now, discovering private control is based on inconsistent information.

Our approach automates this process.
**BUSINESS MODEL**

**Bloomberg** terminals are a must-have for companies plugged into the world’s financial data.

**ConnectWatch** can become a similar must-buy for anyone who has stake in how America’s rich political system functions.
Tiered-subscription will be offered to organizations and individuals based on their size, role and purpose, similar to LexisNexis’ multiple payment options.

- Subscriptions will offer varying levels of access to our analyses.
- As we build our subscriber base, we will monetize user data.
- We will generate advertising revenue from our website.
PROMOTIONAL STREAMS

Also similar to Bloomberg, revenues will pay for a newsroom that reports on questionable connections and influence in politics.

A free version would allow citizens to better search government spending and campaign finance data that is better contextualized.
Startup Costs for Ohio MVP

$395,000 in salaries, annually.

- 3 developers,
- 2 journalists,
- 1 head of marketing,
- 1 business manager

$6880 for data licensing, annually.

TOTAL: $401,880 for startup salaries and equipment

We have identified venture capital firms to approach to cover startup costs.
DIVERSITY

Free version

- Checking the flow of government money to companies based on the race and gender of their leadership.

Paid version

- In-depth analysis of how race and gender play into campaign contributions.
RETURNING POLITICAL POWER TO THE PEOPLE

Product: A data-driven website with free and paid versions.

Business model: Become an essential, must-buy for groups connected to America’s vast and rich political sector.

Social benefit: Better access to and contextualization of government spending and election contributions.

ConnectWatch can revolutionize elections by offering a window into how America’s vast and rich political system operates.
Thank you questions?