Gen-Z
Alexandria Stewart
McKenzie Powell
Miguel Gomez
Tanvir Iqbal
Why aren’t they politically engaged?

Gen-Z & Millennials
(19-37 years old)
80 million market

- Too busy with career/work
- Lack of care and/or interest in politics
- Unknowledgable about registration

Newly Naturalized Citizens & Permanent Residents
(18-68 years old)
6 million market

- Socioeconomic status
- Need a translator
- Length of time in the U.S.
- Cannot connect to the political parties
- Unknowledgable about the political system
Education

- 76% of U.S permanent residents and 86% of immigrants want to vote.

- Need to be citizens but do not want to make the initial step because of “difficulty with the English Language.”

Top Learning Styles

1. Visual
2. Auditory
3. Tactile
Volunteer: capturing “Moments”
Community: discover “Moments”

Examples of Moments

- Campaigns
  - Tabling
  - Register new voters
  - Organize a rally

- Community
  - Informing the public about local issues
  - Provide free English classes
  - Tackling poverty and inequality issues in the area.
## Minerva’s Competitors

<table>
<thead>
<tr>
<th>Feature</th>
<th>Minerva</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Vota!</th>
<th>GiveGab</th>
<th>Reward Volunteers</th>
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<tbody>
<tr>
<td>Local areas to register</td>
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Number of smartphone mobile coupon users in the United States from 2010 to 2015 (in millions)

- 2010: 7
- 2011: 18
- 2012: 30
- 2013: 42
- 2014: 58
- 2015: 74

Note: United States; 2010 to 2012: 10 years and older
Further information regarding this statistic can be found on [page 46](#).
Source: statista.com
Minerva

Non-partisan organization

Campaigns

Algorithm

Brand & Businesses

Volunteer completes service

Volunteer receives reward

Redeem

Donate

Charge advertisers on a Cost Per Engagement model:

- 25 cents to $3 per engagement

Volunteers receive coupons and free samples

Example: Charge $1 CPE
100 volunteers * $1 = $100
1,655: Community Colleges
1,845: Four Year Universities

Discounted price through school’s account

Package Contracts:

- licensing code
- customized content
- customized design
- app and volunteer orientation with training services

Revenue
Cost Analysis

### Development Cost

<table>
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<tr>
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<th>Game</th>
<th>Volunteer</th>
<th>Community</th>
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<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>$120,000</td>
<td>$10,000</td>
<td>$80,000</td>
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<tr>
<td><strong>Time</strong></td>
<td>18 weeks</td>
<td>4-6 weeks</td>
<td>8-10 weeks</td>
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</table>

### Marketing Cost:

- Social Media
- Posters/Flyers
- Events (Workshops)
- T-shirts

Total: $1500

### Launching Cost:

- Apple App Store = $99
- Google Play = $25
- Social media integration costs = $800
- Game Center = $1,000

Launching Cost: $1,874

**Grand Total:** $215,000
Percentage of U.S. immigrants in 2014 by country

Mexico: 11,714,489* 27.6%
India: 2,205,912* 5.2%
China: 1,929,535* 4.6%
Philippines: 1,926,292* 4.5%
El Salvador: 1,315,474* 3.1%
Vietnam: 1,291,807* 3.0%

*Migration Policy Institute, 2014

U.S. Census Bureau, 2014
Minerva

“Connecting communities with every vote.”