**Tag Line: Vote America!!™ – Where Public Opinion Is Power!! ©**

**Project Elevator Speech 1 - Target: General Population**

**Vote America!! ™** is a compelling set of entertainment and related licensed products consisting of a Website, Game, Novel, and Movie that slaps the face of American Politics and Government. It provides choices of exciting, fun, entertaining, or profoundly serious ways to “kick political ass,” responding to the frustration and disillusionment people have about our political process. This is an extraordinary opportunity for you to participate in a multibillion dollar industry while having fun, meeting some incredible people and educating and empowering us all, to really make a difference.

**Quick Take-Aways:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Option 1** | **Option 2** | **Option 3** | **Option 4** |
| Join the Website | Play the Game | Join the Website | Join the Website |
| Play the Game | Get Elected | Get Elected | Play the Game |
| Get Elected | Change the USA | Change Our Country | Change the USA |
| Change the USA |  |   |  |

**The Business Opportunity:**

The objective of this business opportunity is to create an integrated set of **Branded** products and services that could be either:

1. Completely self funded and developed by the project team with full equity and profit sharing provided to business founders
2. Angel funded with significant equity and creative control to the founders and investors
3. Initially funded by founders’ (advocate/crowd funded) seed money to develop prototypes and working components followed by full venture capital support that would continue to allow a portion of ownership and equity for team members, or
4. Joint ventured with a significant company or selling the concept to another entity following the

design and development of the entire concept and attendant Operational Plans

The effort will involve the branding of the integrated set of products and services (Game, Book, Book/Movie Plot, etc.) with the resultant Intellectual Property that could be Word Marked, Copyrighted, and Trademarked (and if appropriate, patented).

**What Keeps Us Going?**

We know that cool ideas for new businesses are a dime a dozen. That — plus all the new tech enablers such as [instant websites](http://www.dotster.com/dotster/hosting/instant-website.bml) and e-commerce platforms — makes it deceptively easy to start up a new venture. The bigger challenge is to start up a big venture that just happens to be small at inception.

Fortunately, real entrepreneurs are growth-obsessed: they cringe when you call them "small." In fact, our team doesn't think you can call something entrepreneurship unless it is driven by big vision, big aspiration, and a burning desire and ability to grow. This concept and this section of our discussion about the Vote America business opportunity is completely based on Daniel Isenberg’s, [*Worthless, Impossible and Stupid*](http://www.amazon.com/Worthless-Impossible-Stupid-Entrepreneurs-Extraordinary/dp/1422186989/ref%3Dsr_1_3?ie=UTF8&qid=1352544146&sr=8-3&keywords=daniel+isenberg). In the book, he tells the stories of scale-up entrepreneurs from around the world, and how they beat the odds to make a mark on their markets. [[1]](#footnote-1)

Members of our Vote America!!™ team have described themselves and their viewpoints in many different ways. Here are some examples of what they say:

* Something inside compels me to create something that will impact the marketplace.
* I have people on my team who are more expert than me in several areas of knowledge or practice. When I don't know what my next step is, I can turn to them for ideas.
* Vote America!!™ is developing and already has the concepts, vision, procedures, policies, and processes in place to be ten times the size we are today.
* There is money out there to fuel a venture that is growing fast; we just have to find it, now that we are ready for it.
* When we achieve our objectives we keep raising the bar higher and higher. We think big; thinking small is a crime.
* If Vote America!!™ stands in one place too long, it runs the risk of perishing. We have to keep moving forward.
* It is more important to know of a big problem that our future customers have and then look for a solution, than it is to have a solution that is looking for important problems to solve.
* I used to think our great technology would take us to leadership in our market — now I realize it is our team, our organization, our marketing and our ambition that will make it happen.
* We have such great ideas. We need more people to understand them, communicate them and help us together achieve success, profits and make a difference in today’s political environment through entertainment and showing how change is possible.

Doesn’t what you just read make you really want to be part of and invest your time and resources with a team like ours??

**Facts to Consider:**

By 2014, the expectation for growth of the mobile market is 150 million smart phone users and 90 million tablet users. BusinessDegree.net reports that for 2012, 64% of mobile users play games daily. This represents a higher percentage than use for social media, news and music. In the US there are over 100 million mobile gamers fifty-two percent (52%) of whom play for more than one hour per day. Zynga’s mobile games bring in $10 billion in annual revenues and have 48 million daily users.

In 2012 e-commerce sales amounted to $225.5 billion. Statista.com further reports that books, music and videos accounted for 9.1% of total retail e-commerce. By simply multiplying, the book, music, video segment of e-commerce amounted to $20.52 billion. In 2011, the net revenue from e-books was over $2 billion.

In 2010, $370 million in revenue was generated from Graphic novels, according to ICv2.The burgeoning market for comics has been driven recently by a series of successful film adaptations, most notably Warner Bros. The Dark Knight, which stands as one of the highest-grossing films of all time.

According to Nash Information Services, for movies based on comic books & graphic novels between 1995 and 2012 the average gross per movie was $86,540,424.00. The average gross for the same time period for movies based on a game was $37,140,806.00 and for movies based on a book/short story, average revenue was $31,629,992.00. Clearly, the type of movie we wish to produce as part of the project is located within a very robust portion of the marketplace.

Licensed products have become a popular way for mobile games to generate additional revenue. Angry Birds has led the way, but other brands like Tetris have been finding licensees interested in mobile game IP. Mobile games have become, in many ways, the new Saturday morning cartoons, and the advent of licensed products shows the broad reach of the top mobile game IP.

Advertising revenue is a lucrative revenue stream. By 2012, the revenue stream for the mobile advertising segment of internet advertising alone in the U.S. was $5.3 billion.

We are proposing the following variety and sources of advertising revenue that would be built into the products of Vote America (website, digital novels, and games): sponsorship, direct ads (pop-ups), side ads (both passive and active), product placement and users paying for “no ads.”

 **Vote America!!™ Products and Services:**

Perhaps most exciting from the investor perspective are the multiple revenue streams of the Vote America!!™ Business Opportunity. As Figure 1 below shows, there are four product packages, each of which provides initial or subsequent revenue streams along with non-revenue producing components that provide the “glue” to assure repeat visits and further interest for the target market segments.

 Figure1



Let us now explore a high level view of each product package and related component products and/or services.

**The Vote America!!™Website:**

The Vote America website will include some of following:

1. Access Point to the Vote America Game (based on a functional model of Congress)
2. Access Point to the Vote America Fantasy Game
3. Access Point to the Vote America Educational Game for school students
4. A Political Arcade, a series of brief carnival games with political themes and/or politicians in the news
5. A weekly political cartoon
6. Political Grins and Giggles (video clips of comedy routines involving political humor, such as found on YouTube)
7. A social meeting site and/or a dating service for like minded people
8. Vote America Product Store (books, graphic novel, graphic audio novel, “trinkets & trash”
9. Trailers for Products (Book, Graphic Novel, Movie and Faux Trailer for the Game)
10. The Daily Question (polling)
11. Weekly Survey Questions
12. Ratings of politicians based on a standardized tool
13. Fact Checking (performed by website participants)
14. The National Gripe Station known as the “Gripes of Wrath” (only about the government, politics, etc. no comments about mothers-in-law)
15. In My Opinion – where participants can submit written opinions or video (with links to immediate placement on Facebook, Twitter. etc.) or if erudite, they can have a personal blog
16. A Political Careers Job board
17. A Volunteer for a political campaign section
18. Links to other political websites
19. Political Podcasts
20. A button for “Design the Future,” giving participants the ability to submit ideas for the game and other Vote America products while gaining profit sharing in the site
21. Crowd Funding Request button, our own version of “Kickstarter” to raise additional funds for enhancements to the site
22. “Put Your Money Where Your Mouth Is” (Campaign Fundraising) in which participants can donate to specific campaigns from the Vote America site
23. A Button for a section “Why Should I Vote?” for people under 40 years of age who are not interested in voting and who do not understand the impact of politics on their lives (e.g. student loan rates, the economy, jobs, etc.)

**The Games:**

There are in actuality three separate games that will exist on the website. The first, is the CyberPolitics Game, a simulation Game based upon Congressional Politics in which subscribers can run for the House or the Senate, bring bills to the floor, vote, etc. In addition, individuals can become lobbyists and influence members of Congress prior to voting.

The second game is a mini-version of the above game which will be free, as its purpose will be to educate children and those not familiar with the American form of democracy and/or new immigrants. The target audience will be junior high school students and the game will be available in both English and Spanish.

The Fantasy Game is the third game on the web site and will require a subscription. There will also be adapted versions for tablets and smart phones. Additionally, a board game will be available based upon the characters and processes in the fantasy game.

The Game player experience is designed for the following results: endorphins flowing (addictive); finding the game interesting and provocative (for example, avatars can speak to other avatars); forming of real relationships from the virtual ones and learning about the real political process. Any one of these outcomes would be desirable. Taken together, a powerful experience will be forthcoming.

**Entertainment Products**

The array of entertainment products is extremely robust:

1. The Book Series
	* 1. A print on paper (traditional) book
		2. An Audio Book read by an Actor in the role of a character in the book
		3. An Audio Book with background music and sound effects with a cast of actors reading the story
2. The Graphic Novels

2.1.0 A “Traditional” Graphic Novel on inexpensive paper with soft cover

* + 1. A Prestige Format Graphic Novel (high quality publishing)
		2. A Graphic Audio Novel read by a single actor representing a character in the novel
		3. A Graphic Audio Novel with dramatization (multiple actors reading the parts of characters with sound effects and music
1. The Comic Book Series – a shorter and less expensive version of the Graphic novel(s)
2. The Cartoon Series – a syndicated comic strip appearing in newspapers and/or magazines

**Collateral Products**

Collateral products for purchase directly from the web site (or other vendors) will be rolled out just as the various aspects of the project will unfold. The obvious items imprinted with the Vote America logo will include clothing, such as T-shirts and hats, coffee mugs and water bottles, posters and bumper stickers, temporary tattoos and children’s stickers, lapel pins, mouse pads and computer accessories and ultimately action figures from the novels and movie. Negotiations are currently underway to offer “Political Chocolates and other Political Candy” products with catchy names and intriguing packaging. An alarm clock (“Wake Up America”) is also under consideration. A fiber artist has been contacted about creating a special “collection” of political themed accessories and objects such as baby bibs, toys, animals, etc. representing the major political parties, including the tea party and independents.

**Revenue Streams:**

As conceived, this branded franchise cannot be brought to fruition without significant financial investment. As a result, this section will discuss the staging of product roll-outs to create revenue to develop and implement other products within the franchise.

The Website is crucial to the success of the project and will be implemented first. Initially, not every component (as described above in the Website section) will be fully functional. For example, the Faux Trailer for the Game and Movie will build the “buzz” for both products. Additionally the “freemiums”, such as The Political Arcade, Political Grins and Giggles and Political Trivia will be teasers to the actual VA games and will be relatively inexpensive to implement. The VA Games will require pay-for-play subscriptions at different levels (such as a higher premium level to block pop-ups or to participate in the social network site). The game revenue will assist in the funding of movie production and publication of the traditional book. The Graphic Novel will be less expensive to bring to market then a traditional book. The Graphic Novel may take the form of an Audio Version initially and/or a Graphic Audio Book (read by actors, with sound effects, music, etc.) The Graphic Novel revenue can fund collateral products. Once the political fundraising section is implemented, in which donors can give to specific campaigns, a percentage of the donation can fund administration of the fundraising as well as portions of the website. Of course, advertising revenue will support several aspects of the project. These are just a few examples of ways in which the staging of product implementation will help to finance the continuation of the complete franchise.

**More about Solution Technology Associates, Inc.**

Since 1974, STA has a history of helping companies and national and international organizations grow and improve through: People, Process, Innovation and Improvement Technologies. STA has a sterling record of designing and/or developing complex custom business and IT software solutions. STA projects have included Venture Capital support activities; International Business Development, Business Process Engineering, Value Stream Analysis, Global Enterprise Quality Systems Management; Lean Manufacturing, Six Sigma, ISO 9000 and Global Enterprise Project Management; developing and implementing Enterprise and Small Business Web and Client Server applications; P.C. hardware and software dealer and distributor marketing, sales and support programs; accounting and automotive repair software solutions; design and implementation of industry specific management information systems; computer programming services; training workshops; needs assessments; state and local government strategic planning and evaluation; statistical research and data analysis; technical writing, cost accounting, and organizational development. These activities enable us to develop high quality, reliable, robust, and long term solutions.

STA is a sound organization with the depth and breadth of expertise to successfully deliver the most challenging projects.

1. HBR Blog Network (<http://blogs.hbr.org/cs/2013/05/are_you_a_scale-up_entrepreneu.html> ) [↑](#footnote-ref-1)