



openfocus

REAL-TIME OPINION TRACKER

Christina Gagnier - Carter Fort

openfoc.us



Tell us what you *really* think

OpenFocus is an online application that collects real-time data from your audience, wherever they may be.

desktop

Using their **desktop** computers, viewers can watch and rate your live content in real-time.

hybrid

Our **hybrid** model allows people to rate your content during the live event *and* from home.

mobile

Our **mobile** polling units can conduct targeted focus groups. Anytime, anywhere.



What Is It



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**Offline
Deliberative
Dialogue Tools**

**Live Stream
Technology**

**Real-Time
Opinion Tracking
& Data Potential**



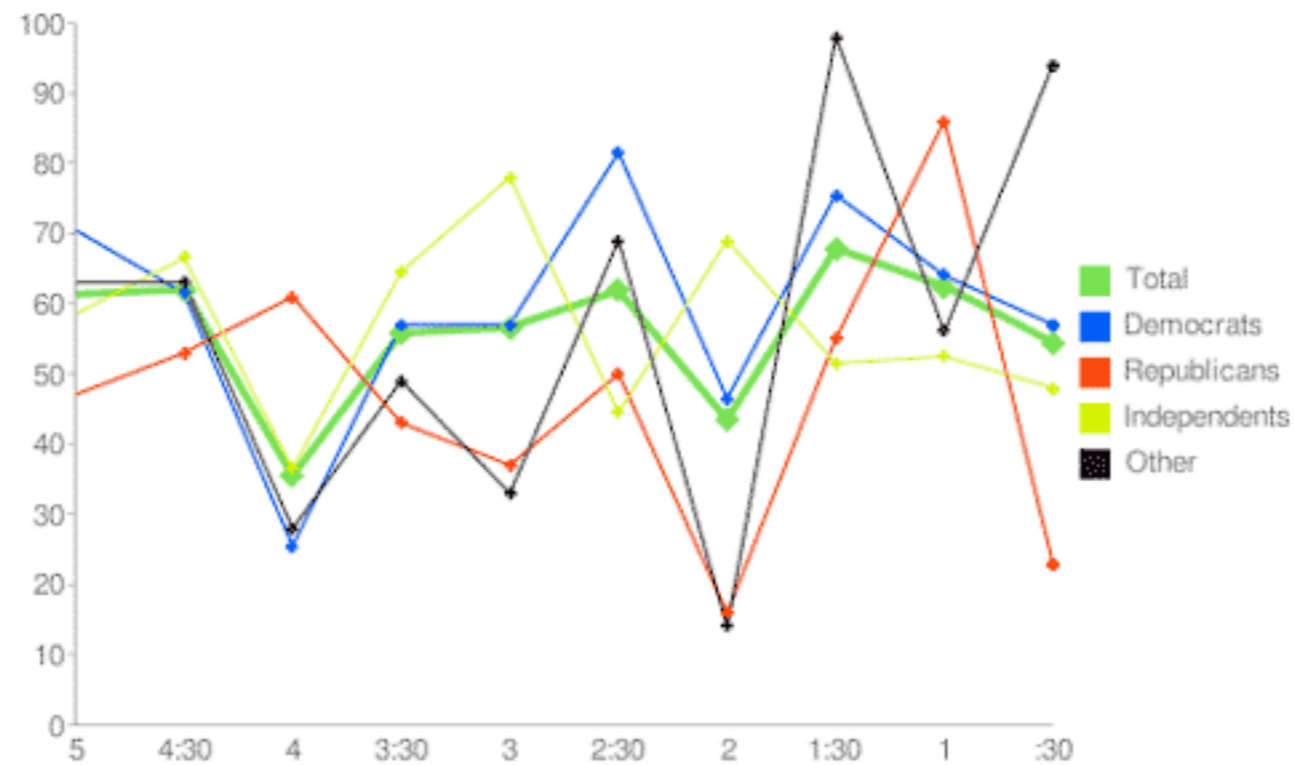
A Test Drive

President Obama's Afghanistan Speech

We invited members of the online community to watch President Obama's December 1, 2009 speech on Afghanistan in an open beta. CBS was webcasting the speech with Ustream.tv, giving us the perfect opportunity to test-drive our platform.

We asked participants for their age, gender, ethnicity and political affiliation. The real-time results tracked the political affiliations and looked like this:

Now: 14:57:15



Last Ten Seconds

56.25

Download the [Results PDF](#) for an example of more extensive analysis.



Team

Carter Fort
CTO & Founder

- ➔ CTO & Web Development,
REALPOLITECH
- ➔ Web Developer,
Out to Lunch Productions

Christina Gagnier
CEO & Founder

- ➔ CEO & eCampaigns
Strategist, **REALPOLITECH**
- ➔ Chief Information Officer,
Mobilize.org

What This Means

- ➔ Experience working with & advising non-profits & political candidates in online engagement.
- ➔ Developed dialogue methods in the civic engagement space.
- ➔ Produced interactive live webcasts.
- ➔ We have experience *building stuff people have to use & understand.*



Market -- Political & Non-Profit



- ➔ Poll the country on both Executive & Legislative Decisions (Real-Time Congress)
- ➔ Conduct a online town hall
- ➔ Test a candidate's message
- ➔ Avoid "Demon Sheep"





Competitors

Primary Competitors

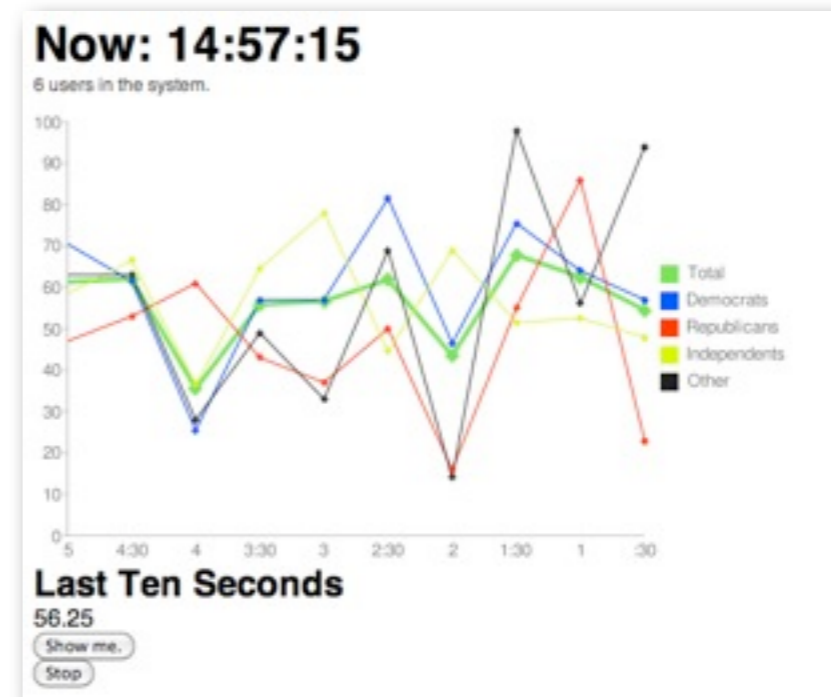
- ➔ Turning Technologies (Mobile Polling)
- ➔ Zogby (Text Polling)
- ➔ PollStream (Business, Mobile)
- ➔ AmericaSpeaks (Deliberative Dialogue)

openföcus Defensibility

- ➔ We are opening up a conversation for users **online** & making it useful to our clients.

openföcus Competitive Advantage

- ➔ Real-time results & potential for real-time interactions
- ➔ Synching live stream technology through both web & mobile





Value to Customers

	openfocus	Traditional Polling	Webcasts	Offline Dialogues
Ease of Use	Use from home. 1-2-3 Instructions.	They call you. They invite you.	Log on. Tune in.	Have to go somewhere physically.
Benefits	Real-time results. Live video feed. Customized to small groups or public.	Statistical Relevance. Landline Random Digit Dialing.	Access to content a user may normally never get to see & experience.	Get to have real conversations. Get to have your voice heard and vote counted.
Costs	Lower than polling or setting up an in-person event.	Thousands of dollars, large firms.	Can be reduced due to new breakthroughs.	Thousands to millions of dollars. No online participation.

We combine the benefits of all three while reducing the costs.



Business Model

- ➔ OpenFocus clients have a variety of options.
- ➔ OpenFocus can be set up for a closed polling environment or an open conversation.

Stand Alone Platform

Clients can just use the OpenFocus platform with their own event.

Platform & Production

OpenFocus has the production capabilities to can do a live production in conjunction with the platform.

Research & Analysis

OpenFocus has the public policy & field knowledge to conduct research on behalf of clients using the platform.

Mobile Opportunities



Business Model

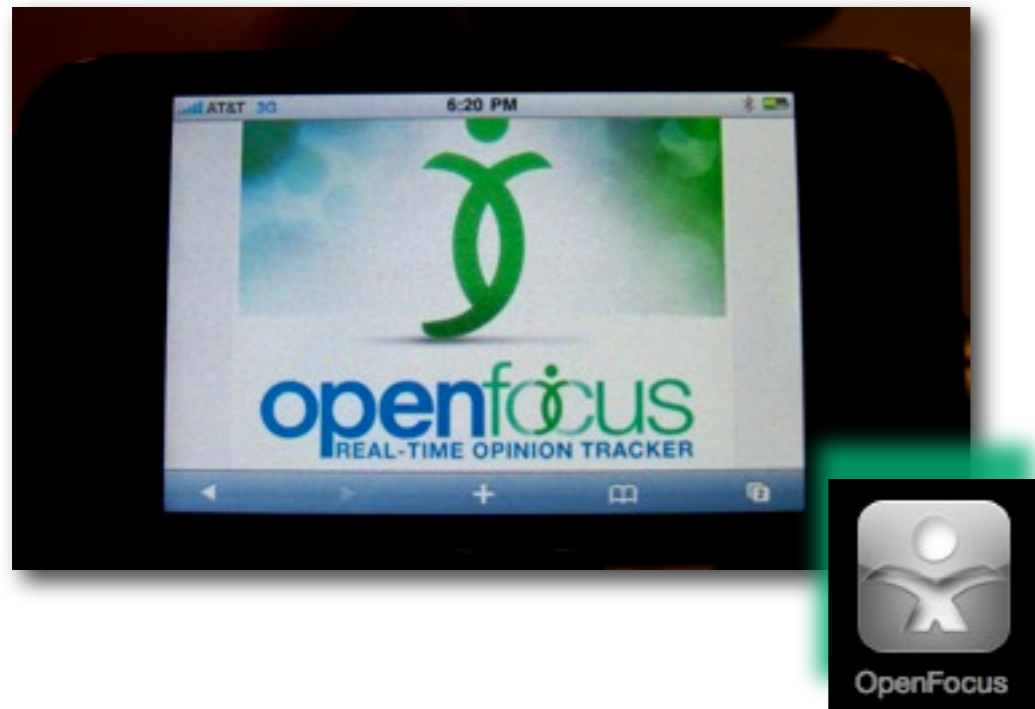
- ➔ Provide a free version of the platform or an application with limited functionality

Stand Alone Platform

- ➔ Must use through the platform with OpenFocus branding
- ➔ Subject to advertising (our revenue source for the free version)
- ➔ Limited to fewer demographic data collection choices
- ➔ Allows potential clients to test drive while experiencing our brand



Advertising Opportunities



- ➔ Specifically with mobile device use, potential for advertising opportunities with specific verticals
- ➔ OpenFocus' conversational model is a prime place for people to interact with a brand

***Engage & create* more impressions than an offline event.
Combine the *power* of both.**



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Thank you.

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