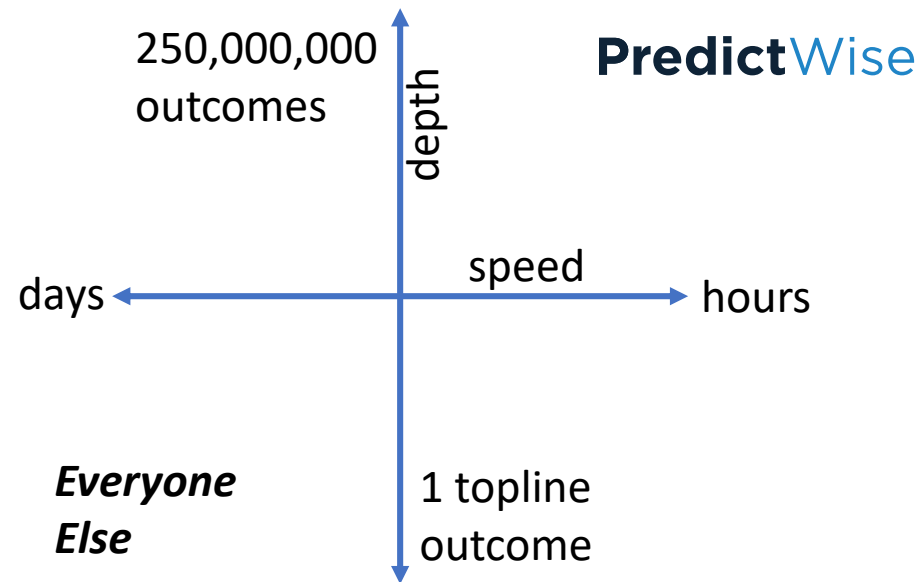


Analytics for Progressive Decision Making

PredictWise

PredictWise is the leading data-driven service: mapping, shaping and predicting public sentiment. PredictWise's engine is based on proprietary algorithms developed over the last 7 years by the founders, allowing us to turn our state-of-the-art mobile polling, and other big data, into uniquely fast, accurate, and deep projections of public opinion relative to any other available solution on the market today.



PredictWise

team



David Rothschild, CEO, *PredictWise*, Economist, Microsoft Research, PhD, Applied Economics from Wharton



Tobias Konitzer, COO, *PredictWise*, Facebook Research, PhD, communication from Stanford University



John Johnson, Chairman, *PredictWise*, Founder: Harmony, BuzzFeed, etc.

Widely Cited in Popular Press

We Gave Four Good Pollsters the Same Raw Data. They Had Four Different Results.

PredictWise prediction for Florida based on provided polling data: Trump won by 1

By NATE COHN SEPT. 20, 2016

How four pollsters, and The Upshot, interpreted 867 poll responses:



POLITICS WHO'S WINNING, WHO'S LOSING, AND WHY. NOV. 30 2016 1:04 PM

Trump and the GOP Have Massively Unpopular Tax Policies

Even wealthy Republican voters support higher taxes for themselves.

By Sam Corbett-Davies, Tobias Konitzer, and David Rothschild



Leading Academic Research

Non-Representative Surveys: Modes, Dynamics, Party, and Likely Voter Space

Sam Corbett-Davies^a, Tobias Konitzer^a, David Rothschild^b

Using Big Data and Algorithms
to Determine the Effect of
Geographically Targeted Advertising
on vote intention:

The Mythical Swing Voter*

Evidence from the 2012 U.S. Presidential Election

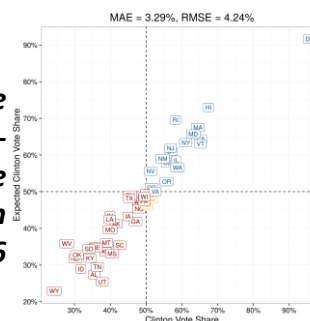
Tobias Konitzer^{a1}, David Rothschild¹², Shaowndra Hall¹², and Kenneth Wibbur³³

¹Stanford University

²Microsoft Research

³University of California - San Diego

PredictWise state-by-state prediction for 2016



Monkey Cage

Trump is closer to what most Republicans believe than the 'establishment' candidates are

By Tobias Konitzer and David Rothschild March 6, 2016

PredictWise

market

- **First vertical: [Political] Survey Research:** \$18 billion industry in US (statista), about 10% public opinion research
- **Crisis Response Polling:** corporate and political clients
- **Digital Advertising Effectiveness:** over \$1 billion and sharmarket in politics alone in 2016; \$83 billion digital advertising industry in US in total (eMarketer/Borrell)

PredictWise

mapping public sentiment

- **Scores** of core issues, psychometric value frames, and economic indicators
- **Individual Deliverable:** scores for all 250,000,000+ potential American voters
- **Subscriber Deliverable:** scores for all 435 congressional districts/50 states, DC, National (8,640 demographic and geographic combinations) + more depth (>1 B data points), detail, and commentary + customizable questions + ad-hoc polling (including scoring voting file)
- **Informs:** general orientation, allocation of resources, messaging, fundraising, canvassing
- **Timing:** now for Target Smart voter file / April, 2018 for subscription service for demo/geo bundles
- **Target Customers:** progressive organizations, campaigns, candidates

Values: Government v. Private, Populism, Racial Resentment, Traditionalism, Compassion, Globalism, Economic Populism, Authoritarianism, Trust in Institutions, POTUS leadership qualities.

Placeholder from PW 2.0

+ horse race
+ presidential approval
+ economics

Issues: Government Regulation, Safety Net for Poor, Immigration, Defense, Sexual Identity, Healthcare, Taxes, Women's Health, Religious Freedom, Trade

Placeholder from PW 2.0

State-by-State populism before Election
(PredictWise data; red=populist)

PredictWise

State-by-State sentiment on increasing taxes on families making >\$250,000 (PredictWise data; blue=progressive)

Go-to-Market

- Attract clients via visibility through TargetSmart, a leading political data provider
 - Beginning in February, PredictWise will launch 19 psychometric scores for more than 250,000,000 American adults via TargetSmart's voter file, guaranteeing exposure of PredictWise to virtually all national and sub-national progressive campaigns
 - Deep dives and further exploration will only be available (1) on individual-level for revenue share through TargetSmart (2) on aggregated-level behind PredictWise paywall
- Attract clients via visibility through PredictWise.com and media partners
- Subscription will be offered for \$1,000/month starting April 2018
- Customary Add-ons to subscriptions:
 - 12 Question Poll: \$3,500/month for subscriber
- One-off Mapping Public Sentiment
 - 12 Question Poll: \$30,000
- +\$5,000 to map any poll to voter file

PredictWise

shaping public sentiment

- Timely, in-depth coverage of breaking and important issues, corporate and political
- **Deliverable:** daily polling is featured on the PredictWise page (as marketing vehicle) and in concert with media and corporate partners (for charge)
- **Informs:** quick reactions, keeping important issues in the news, detailed messaging, shaping public sentiment on unfolding events
- **Timing (political):** May, 2018 for subscription service for demo/geo bundles. Subscribers will be part of advisory group that helps design questions and provide direction for advocacy
- **Timing (non-political):** Live
- **Target Customers:** progressive organizations, campaigns, candidates, corporations

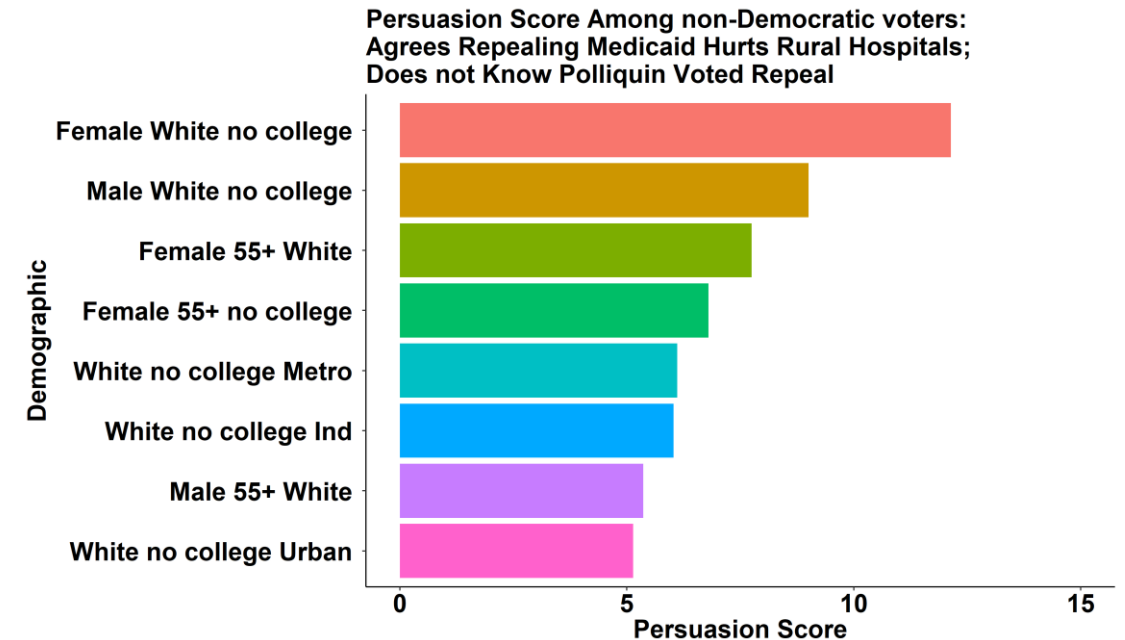
PredictWise

predicting public sentiment

- Develop range of political messages that focus on (a) issues for which our polling data show high support, (b) are positive in tone and character
- Target messages to demographics efficiently based on PredictWise persuasion score
- Close the loop: test for persistence of effects in targeted demographic clusters as intermediary validation between platform-native metrics and election
- Rinse and repeat!
- **Timing:** July 2018



Ad placed on Facebook in ME-II In conjunction with
The New Media Firm



Based on PredictWise polling in ME-II

PredictWise

next 12 months: Product Dev

- **Mapping Public Sentiment**
 - **February 2018:** Release psychometric scores for more than 250,000,000 American adults via TargetSmart; update monthly
 - **April 2018 :** Release core product and update monthly
- **Shaping Public Sentiment**
 - **May 2018:** Launch Daily polling via PW backend
 - **March 2018:** Launch crisis-response polling for corporate clients
- **Predicting Crowd Sentiment/analytics**
 - **July 20018:** release political ad analytics product
 - **January 2019:** release non-political ad analytics product
- **Costs** (=\$1,000,000)
 - \$200k per year in polling
 - \$750k per year in salary
 - \$50k miscellaneous

PredictWise

next 12 months: Benchmarks

- **Advertising/Media/Marketing**
 - **May 2018 and going forward:** regular features of our data in: Washington Post, New York Times, Slate, Vox, and Crooked, The Atlantic
 - **August 2018:** build PredictWise.com to over 1 million MAU (peak was 300k MAU in late 2016)
- **Revenue from Core Product (Mapping Crowd Sentiment)**
 - Goals: 2-3 clients for subscription by April 2018 and 25+ clients by July 2018
 - Goals: 12 ad-hoc polls/month by June 2018
 - revenue share for updates of PredictWise values in Target Smart voter file
 - revenue share for limited custom polling that goes back into Target Smart voter file
 - Goals: 50 clients by end of September 2018
- **Revenue from Future Product**
 - Goals: 1-2 political clients for daily polling by May 2018 via pay-to-play (**Shaping Crowd Sentiment/daily polling**)
 - Goals: 1-2 corporate clients for crisis response polling by May 2018 (**Shaping Crowd Sentiment/daily polling**)
 - Goals: 1-2 political clients by end of June 2018 (**Predicting Crowd Sentiment/advertising analytics**)
 - Goals: 2-3 non-political clients by 2019 (**Predicting Crowd Sentiment/advertising analytics**)
- **Costs** (=\$1,000,000)
 - \$200k per year in polling
 - \$750k per year in salary
 - \$50k miscellaneous

PredictWise

partnerships

Pollfish:

PredictWise has been working with *Pollfish* for several years to harness mobile-based polling. They continue to be a key partner in data collection



Design Partner TBD

Quote to come

TargetSmart:

Starting in 2018, *PredictWise* will provide a single snapshot of selected value and issue clusters for over 250,000,000 Americans as part of *TargetSmart* voter files, the leading data company in the progressive ecosystem



PredictWise

ask

- Up to \$500,000 SAFE with 20% discount and a hard cap of \$8 million.

PredictWise

Appendix

PredictWise

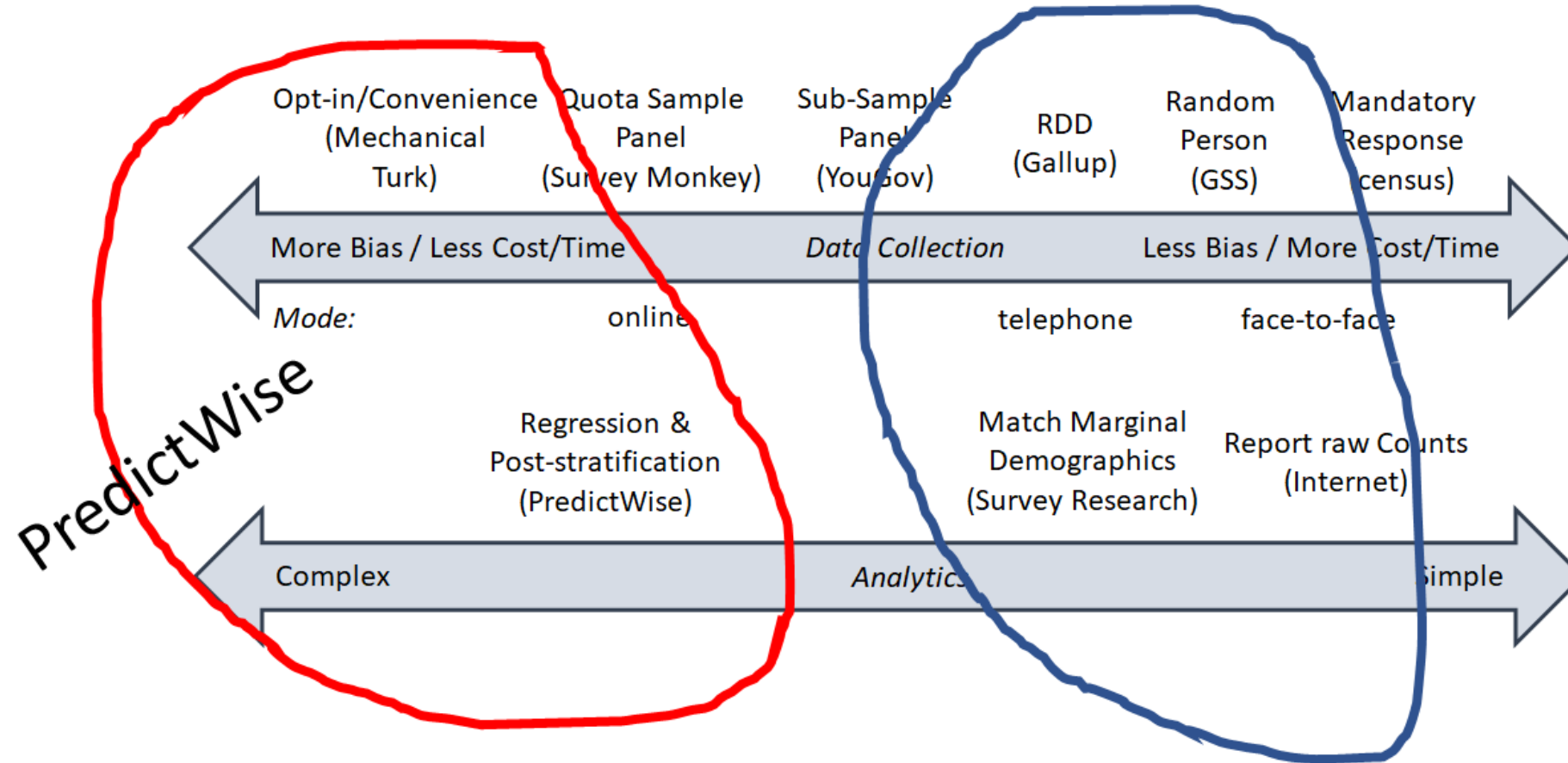
dynamic MRP

- Rather than just report how people answer a poll, we use polling + behavioral data + past polling + analytics to model how people would answer a poll
 - E.g., rather than depending on how 18-29/white/men say they will vote, we will model based on all available information, including older/white/men, 18-29/non-white/men, and 18-29/white/women
- Rather than just report which people say they will be in the target population, we use analytics + behavioral data (e.g. past turnout from the full voter file) to model who will be in the target population
 - E.g., rather than just reporting who will vote in Wisconsin based on a single poll of Wisconsin, we use the history of every eligible voter in the history of Wisconsin (and other states) to model the voting population
- Dynamic MRP is the most advanced method in the field

PredictWise

dynamic MRP v. traditional methods

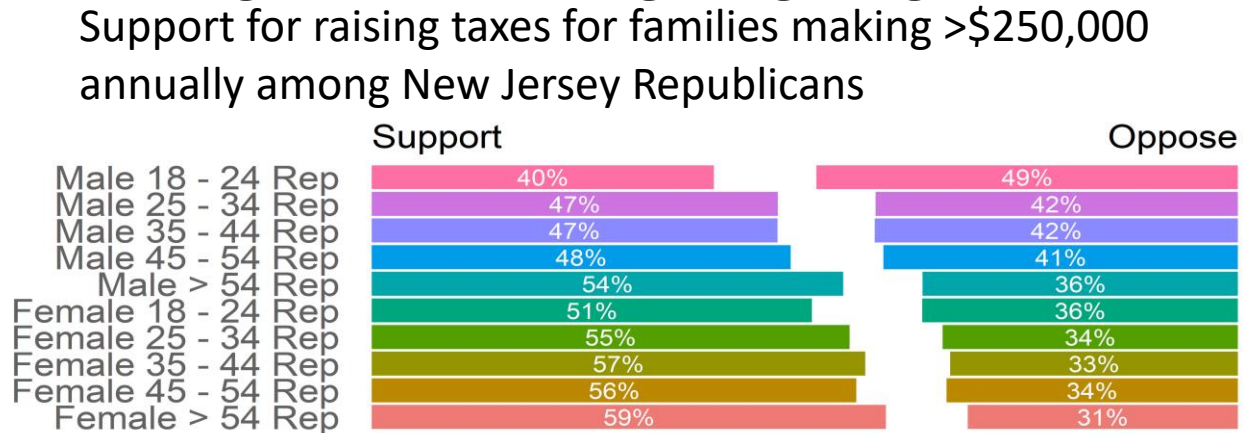
Turns non-representative polling and behavioral data into representative projections
Faster, cheaper, deeper, accurate projections for progressive decision-making



PredictWise

more detail

- Create deep and actionable projections of public opinion down to very granular demographic/geographic clusters or even individuals which can inform:
 - General orientation/ Allocation of resources for political/non-political campaigns, progressive groups and investors
 - Messaging for campaigns
 - Advertising: targeting and effectiveness for campaigns
 - Fundraising and canvassing: targeting and effectiveness for campaigns



Who would you target in a campaign to raise taxes if you need to get some Republican support? We provide prime demographics based on targetability, support, persuadability, and size (i.e., feasibility and return)

PredictWise

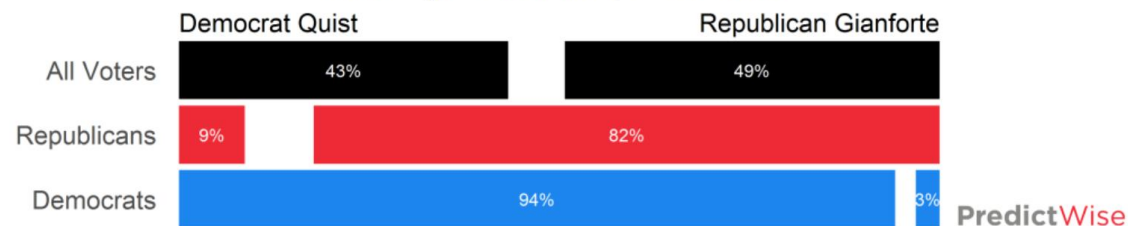
Our record

PredictWise state-by-state prediction for 2016

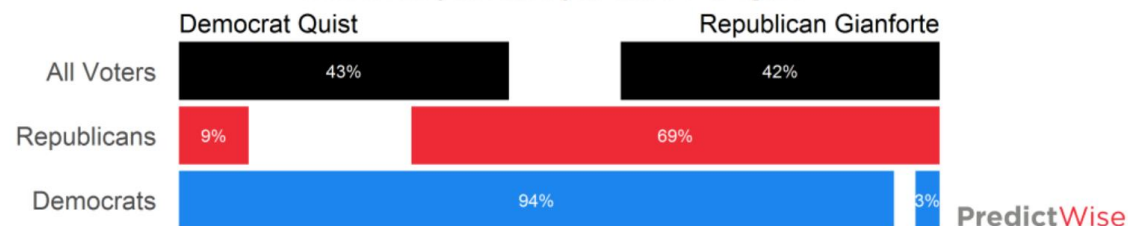


Montana Special Election

How will you vote in the special election?



How would you vote if you could vote again?



Conceived at 11 AM MT, Launched at 12 PM MT, Closed at 7 PM MT, Distributed at 7:45 PM MT.

PredictWise
prediction for
Florida based
on provided
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Trump won by 1

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