

Movement

Cause Change



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If you want the truth to stand clear before you, never be for or against.
The struggle between “for” and “against” is the mind’s worst disease.

—Jianzhi Sengcan

As quoted in Jonathan Haidt’s “The Righteous Mind: Why
Good People Are Divided By Politics and Religion”



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The Problem

The “us v. them” mentality empower fringe groups and special interests and prevents us from solving public problems.

\$8B+ per election cycle is wasted polarizing the electorate rather than formulating **actionable solutions**.



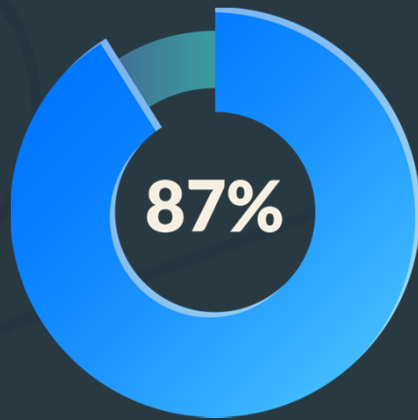
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Tribalism has poisoned policy



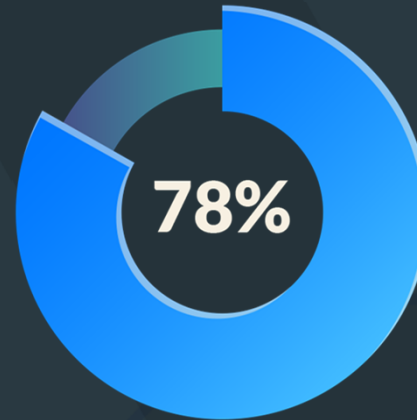
Policy-making has moved dramatically away from consensus problem solving toward tribal polarization, leading to hundreds of billions in waste; directing resources away from solutions.

\$8B wasted each election cycle



Negative Personal Attacks

Source: [Kantar Media CMAG](#)



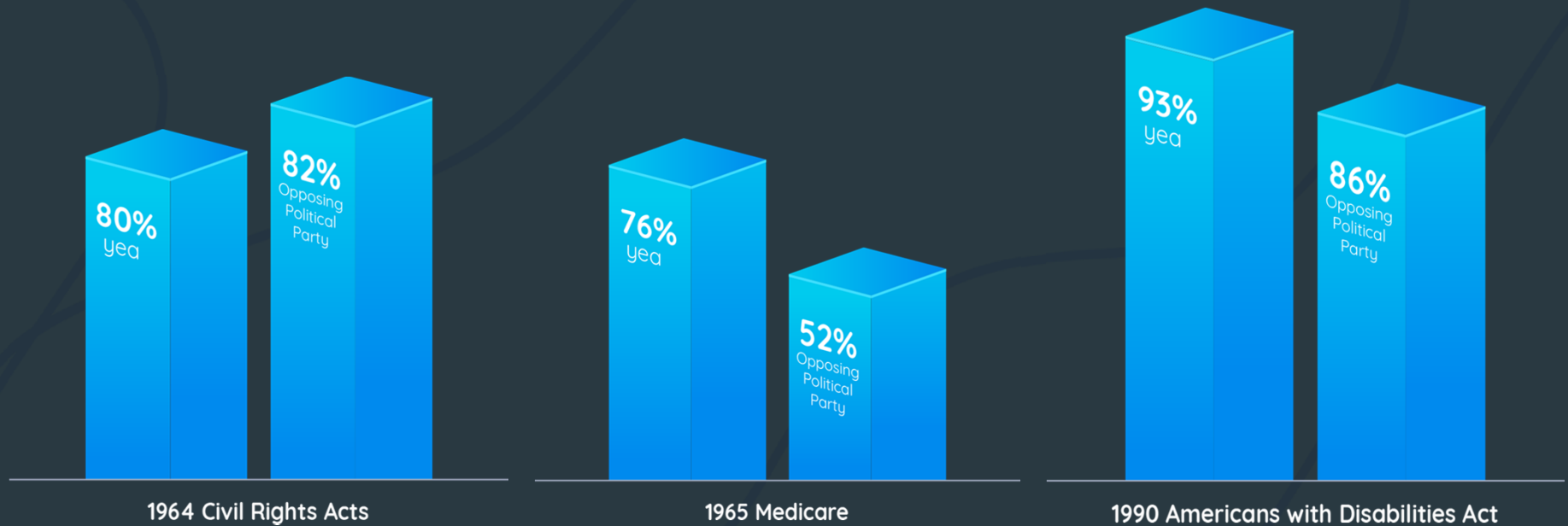
Say Negative Advertising Hurts
Democracy

Source: [University of Akron](#)

"This expenditure has zero impact and is unpersuasive."

—Professors Brookman (Stanford) and Kalla (Berkeley), 2017

It wasn't always this way ...



Impactful , debated topics and idea-driven solutions, such as Civil Rights Act, Medicare, Disabled Americans, and Acid Rain (95%), had **broad approval** well beyond the “tribes”.

The Promise...

Movement-based organizations have proven effective in remaining true to their objectives while avoiding capture by special interests and partisans.



What's a "Movement"?

Patricia Aas (@pati_gallardo) *tweeted at 5:05 AM on Thu, Nov 01, 2018:*

👏 The Norwegian government is proposing to make it mandatory to have at least one manual 👏 vote count!
I started this campaign July last year, and look at this, people!
Activism works, fight for your cause 💜

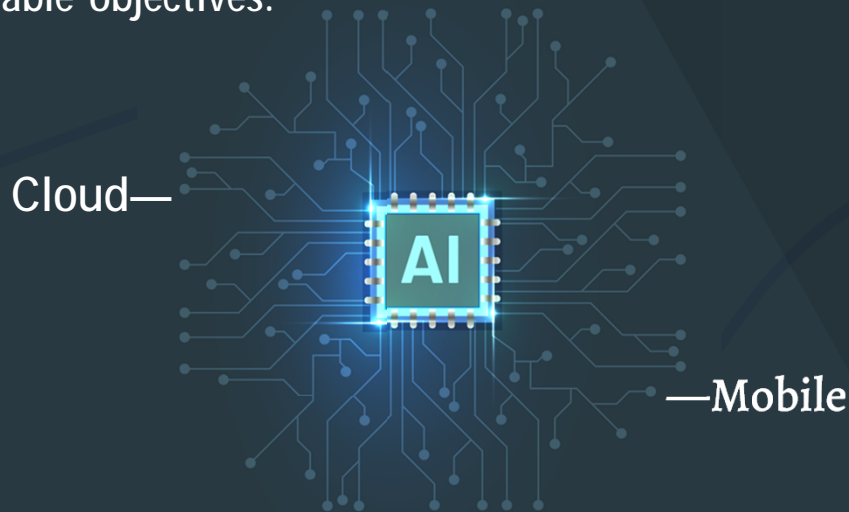
Movements are concrete; **measurable** and **accountable** and engage our passions constructively. Movements cause change locally, nationally, globally.



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The Promise...

Movement is a path to a broad-based, financially powerful “hive mind” to accomplish concrete, measurable and accountable objectives.



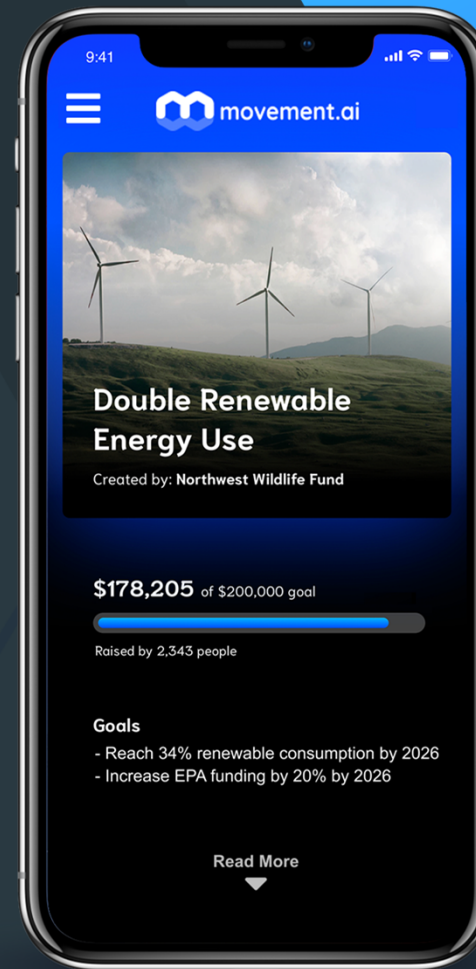
1% of \$400B in annual charitable giving + Movement =
Permanent *change* to the political landscape... For the better.

The Solution...

Movement

Movement harnesses the passion for change by focusing collective efforts on concrete objectives.

Creating the Tribe of Reason and Persuasion.



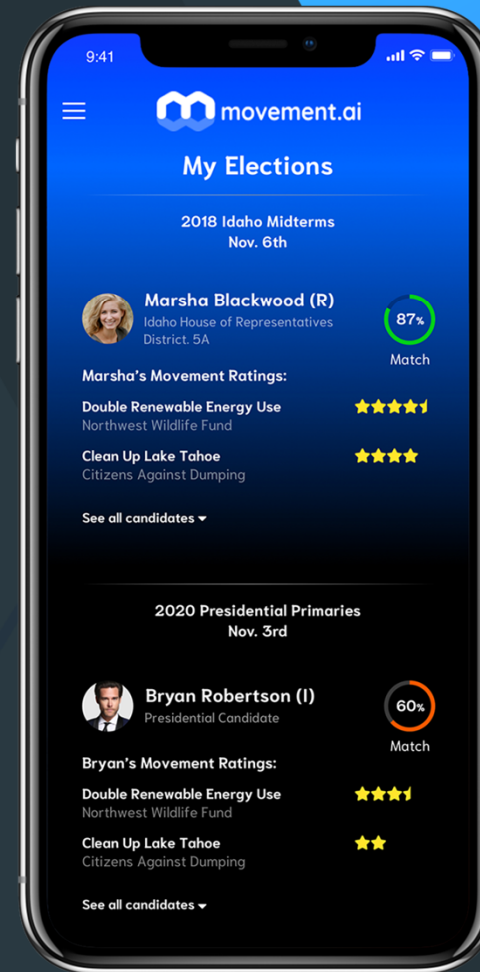

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Voter Guidance

Matches user with candidates based on their alignment with your Movements.

Follow local to national races based on your location.

AI engine scores candidates and recommends movements

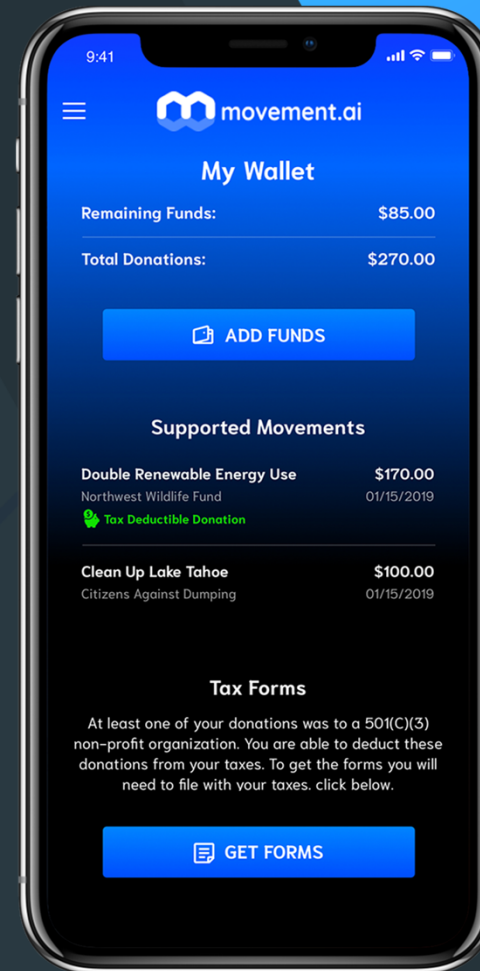


Wallet

Support and track your Movement-related contributions, enabling micro-payment functions during participation

Centralized 501(c)(4) that can with its partners make 501(c)(3) contributions

Generate receipts year end documentation for tax deductible donations.



The Current Landscape...

ActBlue; GoFundMe; Change.org

- Powerful crowd sourced petition and fundraising
- Raised \$1B+
- BUT Hyper-partisan, personalized, siloed

ActBlue 

Think Tanks

- Idea driver but a catalyst for change
- Slow moving

Legacy advocacy groups

- High overhead
- Captured by special interests and partisans

Vote Smart, Ballotpedia

- Inconvenient
- Dated information
- Not crowdsourced



VOTE SMART
FACTS MATTER

BALLOTPEDIA



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Your money now goes to ideas and change, not personalities and partisan bickering ...

Let me now take a more comprehensive view, and warn you in the most solemn manner against the baneful effects of the spirit of party generally. This spirit, unfortunately, is inseparable from our nature, having its root in the strongest passions of the human mind.

- Washington's Farewell Address (1796)

Contacts

Movements cause change.

Join Movement in causing change... Contact us to learn more.

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About ventive

Movement Technology Partner

Ventive builds digital products, invest in ideas, and helps companies scale.

Ventive was founded by entrepreneurs.

Find out how we're different.

[FIND OUT](#)



Ranked #172 fastest growing private
company in the nation by Inc. Magazine in
2018



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The Team - experienced national leaders in ...

Voter Interface - UI/UX Expertise @Ventive

- Guide and scores
- Me and the movements

The Movement Maker - Partner Manager

- Concrete, Measurable, Actionable
- Sponsored or Sui Generis

The AI - Chief Privacy Officer AI Engineers

- Movement recommender
- Candidate scorecard

The Wallet - Fintech, Processing, GRIC

- Micro to Macro
- Reporting for tax and accounting



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Thank You!