

PUBLIC-DEMOCRACY

ALLOWING YOU TO HAVE YOUR SAY



PUBLIC-DEMOCRACY PTY LTD

Executive Summary

Introducing an Interactive On-Line Platform for Politicians and Constituents, Organisations and Members, offering direct, un-mediated feedback.

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GENERAL OVERVIEW

WHAT IS PUBLIC-DEMOCRACY?

Public-Democracy was established to empower constituency to influence outcomes by providing tools to trial policies, products and content.

Public-Democracy can change the way people interact with all forms of content:

- Visual content (videos, TV & mobile devices),
- With each other (mutual response & interactivity),
- With their elected representatives (Local, State & Federal),
- Globally in Communities of Interest (social, environmental and political advocacy).

The platform empowers people through the use of web tools, downloadable applications for smart phones, tablets and other devices, and secure intranet solutions.

Visual Wrappers allow any visual content to be customised, ranging from personal videos shot on mobile phones to large scale TV productions.

Unique presentation formats allow content to be appropriate to particular groups of users, and those viewers to interact in real-time by expressing how they feel about what they are viewing.



MR ERIC GYORS
Founder

WHO IS PUBLIC-DEMOCRACY?

- **Eric Gyors** is a former political Campaign Director with a background in I.T. and media.
- **Gary Davis** is an experienced media manager/owner with extensive background in public listings.



GARY DAVIS
Founder

In 2007 Gyors & Davis founded *iPowow Limited* (www.ipowow.com) which since 2013 has successfully contracted to most major TV networks in the US, delivering 2nd screen technology and direct real time viewer interaction to TV programs. They were the originators and designers of the software which has since 2010 been deployed in many of the best known entertainment, sports and reality TV programs, watched by a global audience. Programs such as “*Miss Universe*” have proved the concept and value of viewer engagement when *iPowow* clocked up an impressive tally of more than 20 million responses over a 9 minute window from 155 countries, in real time. This exposure was valued at over a billion dollars by the network executives and sponsors.



HOW DOES IT WORK?

Public-Democracy creates specific content formats, tailored to individual clients such as

- governments,
- politicians,
- political parties,
- lobby groups,
- large member-driven organisations,
- corporations, and

individuals who may want to put specific issues out for debate or to raise the level of awareness around these issues or to test-drive or validate policies or campaigns.

The public can download Mobile Phone Applications from either the Apple App Store, or the Google Store and, after registering and being verified as an individual or organisation, participants can view and interact with content that that they can share with others to generate more review and comment.

Video content can also be distributed via email, embedded in websites, via social media, and any other form of community of interest blog. Links to a wrapped version of the video for interaction can be viewed on a computer or smart device and can be distributed in an infinitely scalable manner.

When people interact they can immediately see how their opinion or assessment compares to the overall opinion or assessment of everyone else who has interacted with the video. This immediate report can be shared to stimulate extensive engagement, and all participation results are dynamically updated everywhere and anywhere they appear instantaneously.

The system can handle in excess of a million hits or transactions per second.

The ongoing collection of information and data from participants builds extremely sophisticated Big Data, and generates useful profiles of both individuals and groups, demographically stratified in real-time. This dynamic, cross-relational database provides the ability to 'gauge the mood' in relation to any content presented, and the very real option to amend the content on-the-fly in order to maximize acceptance.

These systems represent exciting opportunities to test-drive or validate policies, ideas, products and service offerings before actually committing to implementation, in both politics and business.

WHAT IS THE VALUE?

For the investor the value lies in significant revenue opportunities through government and other client relationships, alongside the very strong per capita value currently being ascribed to growing collections of Big Data based on user sentiment and attitudinal psycho-dynamic data.

THE FUTURE WITH PUBLIC-DEMOCRACY?

Public-Democracy has established strong relationships with governments in the USA, Europe and Australia. Public-Democracy also have strong alliance partners in the US with a number of campaigns underway.

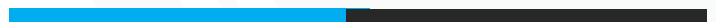
Public-Democracy have access to and control a very large database of 114 million users. This will assure an articulation for Public-Democracy to become a major participant in global constituency decision making.

New wearable technologies and bio-metrics, such as the Apple Watch, are currently being incorporated into the Public-Democracy platform. This will enable highly sophisticated viewer sentiment to be collected against content, without requiring physical interaction, and in turn producing valuable emotional & physiological data indicators.

Public-Democracy aims to generate value and to change viewer empowerment via Big-Data Utilisation.

PUBLIC-DEMOCRACY USAGE

- The Public-Democracy App is the latest and most technologically advanced method of communication and engagement between a politician and their constituents.
- Constituents can view video content recorded by elected representatives via Apps, downloaded from the Apple App-Store or the Google Play-Store, on their smart phones, tablets or in a browser on their
- Constituents can interact with the content they are viewing and highly sophisticated and instant responses can be easily collected, which can then be reported in a detailed and demographically
- The App by-passes all 'media spin' and provides the capability of high volume rapid communication, on demand. It allows for instant collection of highly valuable data from the electorate at a fraction of the cost of traditional methods.
- It also allows for much more frequent communication which helps to keep 'the finger on the pulse' of how voters really feel about issues that matter to them.
- All information is collected in 'real time' and the results of any viewer engagement are available instantly. This allows for an easily continued and on-going communication cycle, which in turn can greatly reinforce trust with the voting public
- When used in election campaigns it can provide early warning signs and help prevent being blind-sided on issues when it may be too late to take corrective action.
- Capacity to fully integrate all social media streams into a single source



PUBLIC-DEMOCRACY BENEFITS

- Controlling the message
- Staying a step ahead of the media
- Guaranteed 'Clean Air' (uncluttered by mainstream media opinion)
- Closer communication with constituents
- High electoral recognition and visibility
- Positive perception by constituents
- Cost savings over other more traditional methods of big-data collection
- Inexpensive polling on issues & pre-release versions of policies
- Fund raising (for campaign funds)
- Volunteer recruitment
- Updating & maintaining demographic integrity
- Capacity to fully integrate all social media streams into a single source

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