



Who is Politicist?

Politicist is a free application that aims to make college students more politically informed and involved by giving them information about politics in a convenient and concise manner. Our purpose is to educate college students in a way that fits into their busy schedules so that they feel confident voting and being active in politics. We cater primarily to college students, but the hub of information on our app will be available to anyone looking to get informed in an easy way.

Why Politicist?

There is no other app like Politicist in the current market for Wisconsinites. Our survey indicates college students found an interest in all levels of politics, but overwhelmingly with national news as the 2020 Presidential Election closes in. Only 46% of students said they were interested in learning more about local politics and we believe this is due to the lack of informational resources that seek to engage college students. Politicist provides its consumers with the necessary materials to make a confident decision at the ballot box.

About the App

App Features

- News notification banners
 - Concise news articles
 - Candidate alignment quizzes
 - Candidate profiles
 - Voting resources
- With a **paid subscription**, consumers can access:
- In-depth reporting on debates
 - Feature stories on candidates
 - Longer news

Target Market

Our product will be attractive to college students and young voters because of the centralized information and simplicity. Our target audience will appreciate having all of the information they need to be an informed voter on their mobile device

Revenue Options

We will fund the app primarily by allowing local businesses and organizations to advertise on our site. We will not allow national candidates to push their campaigns on the Politicist app. Our team will sell merchandise at the launch date and provide a paid premium subscription to earn additional revenue.

The Goal

Politicist will take the ways that college students, and the American public in general, consume political news and put it into an accessible package. Our data shows that an app like ours is necessary for students, a population group new to voting and seeks clear, concise news. We aim to be not only informative, but profitable as well by using business models that traditional media success with. Politicist will, streamline the process of becoming politically informed and, in turn, create a more educated American electorate.