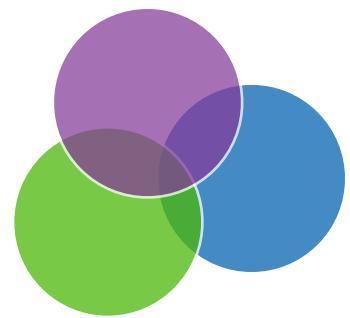


Virtual Leaders. Real Results

Using Facebook to form a more perfect Union



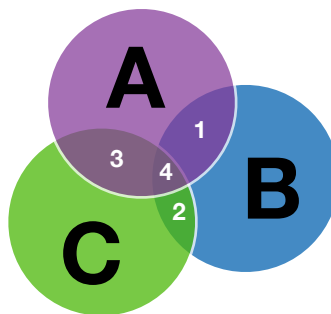
Virtual Leaders

America's looking for a few good leaders. Leadership requires money, votes and buzz and the iVote4U project is designed to be the easiest and quickest way to get all three, a Salesforce for modern politics. The iVote4U Facebook project is designed to be the engine for a new power center: Voters who partner with their Senators and Representatives to pass or kill laws according to the voters' wishes.

Raising money and votes online is the golden goose of 21st Century politics. Online political power emerged in 2003 and has been mastered by four Presidential campaigns. iVote4U.US and its sibling, the iVote4U Facebook application, deliver the core techniques that have been hidden in the engine rooms of those few successful campaigns: combining individual votes and small donations, millions at a time, to create overwhelming political power. It's inevitable that those forces will be harnessed to transform American politics at the congressional level. Doing so will transform the relationship among People, Politicians and Policy Experts.

A People	B Politicians	C Policy experts
Frustration Americans, screwed by politicians, can't rescue themselves.	Irritation Politicians' only customers: the media and rich guys buying media.	Resignation Policy experts lack the political power for systemic renewal.
Change iVote4U members, guiding government at every level.	Change Easier to raise money & votes from voters than rich guys.	Change Partnership with constituents to guide votes in Congress.

The iVote4U project is designed to empower voters who pledge their iVote4U based on issues, not sound bites. iVote4U users Identify themselves by their location and their collective goals, and exercising their overwhelming power: which Senators and Representatives they choose to support, inform, manage or, if required, **replace** using iVote4U.



The molecular structure of a political renaissance

Political Renaissance

1. **People and Politicians** partner to define issues and laws in detail, ending the hegemony of finance and industry.
2. **Politicians and Policy experts** drafting laws the way politicians and lobbyists have before now.
3. **People and Policy experts** uniting to ensure that politicians vote for laws that make sense.
4. A **Political Renaissance** requires only the publication of voters' intentions, based on policies, not sound bites.



Facebook Activists and iVote4U Donations

A single cause-based Facebook app, **Causes**, raised \$5 million in funding, has attracted 23 million monthly active users (MAU) in 21 months and is currently adding 1.4 million users per week, 36% per month. The iVote4U Facebook app aims to attract 3% as many monthly active users while providing a more viscerally compelling experience. That's 6,000 members for each Senate seat and more than 1,000 for each congressional district. iVote4U will help causes (and, probably, **Causes**) by training voters to use the iVote4U system to manage their politicians as they have become accustomed to using iTunes to manage their music. For the new cohort of political junkies, it may become an obsession. Whether obsessed or simply seeking sensible policies, hundreds of thousands of people are likely to express their power by advertising their pledge to vote against any representative who refuses to support the causes the voter prefers. We intend to partner with activist campaigns as they realize they need iVote4U's unique affordances.

As Americans pledge their money and votes through iVote4U to get the laws they want, their attention becomes highly valuable to many stakeholders:

- Voters who want to wake up their politicians
- Politicians and their staffs
- Potential candidates
- Community leaders maintaining their influence
- Political junkies
- Political activists
- Policy wonks
- Issues campaigns
- Social networking mavens
- Publishers

Individuals who want to lead a community, especially those forming around individual politicians, will be invited to make a "Founding Donation". These will be standardized and modest: \$5,000 to be the editorial voice of a Congressional district and \$25,000 to be the editorial voice of a state, which includes the state's two senate seats. This one-time donation gives a leader of the jurisdiction the right to manage the front page of the web site of the district or senate seat. The virtual jurisdiction will carry the name of its Founding Donor in perpetuity. This is not merely a vanity gesture: surprisingly, Senate seats have no absolute designation. By naming the virtual Senate seat for a founding donor, the iVote4U project designates what the government has not: the interest group associated with that seat, in perpetuity.

Not all leaders are exemplary. If any jurisdiction's community feels that its lead donor should not continue as its editorial voice, the donor can be ousted if the community completes a "Free the District" fundraising campaign that raises twice the funds that the lead donor contributed: \$10,000 to redeem a district and \$50,000 to redeem a state site. When a jurisdiction is redeemed, the Founding Donor receives a full refund. There will no subsequent leader for that jurisdiction. See Appendix A for the projected Profit and Loss from the iVote4U project.

Metrics

The iVote4U project will measure its progress against objective criteria. The application will track membership in the virtual jurisdictions represented at iVote4U.US, relative to the federal jurisdiction each represents. Success will be based on their relative populations, With the "A" level being the highest and "D" the lowest:

- A. 10% of Presidential Election voters
- B. 10% of Presidential Primary voters
- C. 10% of Congressional Election (midterm) voters
- D. 10% of Congressional Primary (midterm) voters

10% of the voters in any election represent a powerful bloc. Even at the lowest D level, congressional primaries, they will exert significant pressure on a congressperson. That's because Primary elections pose a greater threat to most congressional incumbents than the general election: the Primary turnout is always low and party loyalists are willing to listen to anybody from their party. This fear was [the reason](#) the bare minimum of Republicans supported the Stimulus bill:

"So according to [Jonathan] Alter, the fear of a primary challenge from a right-wing "extremist" is why Republicans – 226 out of 229 in both the House and the Senate – opposed the stimulus.



" 'And in primaries, sometimes you get like 9-10 percent turnout,' Alter continued. 'So, a few wing nuts, a few extremists can actually determine the primary. These members know that and the risk of facing an expensive primary challenge is bigger than the risk of that they might get knocked out of what's usually a safely Republican district by a Democrat in a fall election.' "

Primary elections can strip the [shallow veneer](#) of party unity:

"Sen. Jim Bunning all but declared war this morning on his own party's Senate campaign committee chairman and threatened to sue the GOP if committee officials recruited an opponent to run against him in Kentucky's 2010 Republican primary."

Vision

Nothing so concentrates a politician's mind like the threat of losing votes.

— [Britt Blaser](#)

These guys have been working on networked campaigns and governance for a long time, and know how power flows in this country.

— [Craig Newmark](#)

What tomorrow's campaigns need today—If I ever have to run a political campaign, I want one of these ORGWare things that Brit Blaser is building.

— [Michael Froomkin](#)

A lot of what Larry Lessig wants here is what Britt Blaser and friends are working on..

— [Doc Searls](#)

Political power is expensive. The iVote4U project is a public utility to deliver inexpensive power to voters, using techniques that propelled Barack Obama to power.

Openness and transparency are the new Washington buzzwords, but meaningless without a practical way for voters to act on newly public knowledge. The iVote4U engine gives voters total and visible control over their politicians' careers.

iVote4U provides voters with a dashboard to dial up their support or resistance to politicians' actions in Congress. Without making a sound, the voters' outcry can be deafening.

iVote4U helps voters combine their votes and small donations in public to support, inform, guide and manage politicians to the compliance the constitution intended, but with a generous serving of Internet-based small-d democracy.



Appendix B

Advisers

- Britt Blaser** For 36 years, Britt Blaser has formed companies and organized projects to seize opportunities dimly glimpsed by others. In the 1970's and early 80's, he was a real estate developer in Colorado. In the late 80's and 90's, he transitioned to tech, co-founding Dynamac Computer and the Trust Company of Washington in Seattle. In 2003, Britt joined the Howard Dean campaign as Senior Internet Strategy Adviser. His experiences there inspired the system design that powers the iVote4U application suite.
- Joe Trippi** Joe Trippi is a long-time American Democratic campaign worker and consultant. A mainstay in presidential politics, Trippi has worked on the presidential campaigns of Edward Kennedy, Walter Mondale, Gary Hart, Dick Gephardt, and most recently John Edwards. Most notably, he served as campaign manager for presidential candidate and former Vermont governor Howard Dean.
- Doc Searls** Senior editor, Linux Journal; Proprietor, Doc Searls' IT Garage, a group journal published by Linux Journal's parent company, SSC. Frequent speaker on Internet and society.
Visiting Fellow, Center for Information Technology & Society, UC Santa Barbara.
Fellow, Berkman Center for Internet and Society, Harvard University, ProjectVRM.
Co-author, The Cluetrain Manifesto.
Radio veteran, a regular on the Gillmor Gang podcast and on Steve Gillmor's Attention Deficit Theatre, eagerly sought podcast participant.
A marketing, PR and advertising veteran. Co-founder, Hodskins Simone and Searls, one of Silicon Valley's top advertising and public relations agencies, absorbed by Publicis Technology in 1998.
Contributor to OMNI, Wired, PC Magazine, The Standard, The Sun, Upside, The Globe & Mail, Release 1.0 and Linux Journal.
Adviser: British Telecom, Jabber, Inc., Ping Identity Corp., Top Ten Sources, Tabblo, Socialtext, SpikeSource, Dabble, Technorati and ORGware LLC.
- David Weinberger, Ph.D.** Ph.D., philosophy, University of Toronto.
Freelance author: humor, reviews and intellectual and academic articles, The New York Times, Harvard Business Review, Smithsonian, Alfred Hitchcock's Mystery Magazine and TV Guide, among others.
Marketing: 1985-93: Interleaf. Helped launch the industry's first document management system and its first electronic document publishing system, years ahead of the Web. Rose to VP of Strategic Marketing. 1994: Founded Evident Marketing. Clients have included RR Donnelley, Intuit, Sun Microsystems, Esther Dyson's Release 1.0, Edelman and CSC Index. 1995-96: VP Strategic Marketing, Open Text. Helped Open Text evolve from an early Web search engine company (the engine behind Yahoo!) to market- and thought-leadership in Web-based collaborative software. Helped take Open Text public.
Author and authority: 2000: co-author, The Cluetrain Manifesto, 2002: Small Pieces Loosely Joined, 2007: Everything is Miscellaneous. Contributor: three weblogs, Wired, Salon, USAToday, Esther Dyson's Release 1.0, etc. 2003: Senior Internet Advisor to the Howard Dean campaign. 2004 to present: Fellow, Harvard's Berkman Institute for Internet & Society. 2007: Senior Internet Advisor to the John Edwards campaign.



Philip Windley, Ph.D.

A nationally recognized IT expert with a focus on interoperability, web services, XML, and digital identity. Dr. Windley is a frequent author and speaker on these topics, an Associate Professor of Computer Science at Brigham Young University, and Executive Producer of IT Conversations. Prior to joining BYU, Dr. Windley co-founded iMall as its CTO and was CTO of Excite. From 2001-2002 he served as the Chief Information Officer (CIO) for the State of Utah, serving on the Governor Mike Leavitt's Cabinet and as a member of his Senior Staff. Chief technical adviser to ORGware since 2004.

Craig Burton

Creator of breakthrough concepts like NetWare Open Systems, the Network Services Model, metadirectory, and the Internet Services Model, Craig Burton is a leading visionary and analyst in the computing industry, a frequently consulted expert on new technologies and the process of making software infrastructure ubiquitous. His visionary understanding of new technologies and familiarity with the needs of technology users led him to identify the market for a metadirectory product and allowed him to articulate the essential attributes of such a product. Craig invented the conceptual basis for metadirectory over 20 years ago while leading Novell, Inc. to success. One of the founding members of Novell, he served as senior vice president of corporate marketing and development. During eight years with Novell, Craig's unique market strategies (which included the development of concepts such as file server technology, hardware independence, fault tolerance, Universal NetWare Architecture and NetWare Open Systems) resulted not only in market leadership for Novell, but also served to accelerate the movement toward transparent multivendor computing.

Diane Francis

Editor-at-Large for the Canadian publication National Post, well known across Canada for her hard-hitting newspaper columns. Broadcaster and author of nine best-selling books. Frequent speaker, host of events and participant in conferences worldwide. Many prestigious awards from associations, publications and universities across Canada, including Chatelaine Magazine's Woman of the Year for 1992.