

BRIDGENATION

A painting of a stone bridge over a river in a rural landscape. The bridge is made of grey stone and has a central archway. The river is a vibrant yellow color. The background shows a forest of tall, thin trees under a sky with soft, blended colors of green and yellow. The overall style is impressionistic and painterly.

345 North Street, Chicago IL 92837

800-394-9837

DISCLAIMER

This business plan is being provided for information purposes only, and is not in any way to be construed as an offering of securities in the Company. This business plan includes forward-looking statements. Forward-looking statements can be identified by the use of forward-looking terminology such as “believes,” “estimates,” “projects,” “expects,” “may,” “intends,” “will,” “should” or “anticipates” or the negative thereof or similar terminology. These statements appear in a number of places in this business plan and include statements regarding the Company’s good faith intent, belief, or current expectations with respect to, among other things: financial projections regarding the Company’s future financial performance and condition, trends affecting the Company’s financial condition and results of operations, and the Company’s business and growth strategies. These forward-looking statements are subject to risks, uncertainties and assumptions about the Company. In light of these risks, uncertainties, and assumptions, the Company can give no assurance that the events disclosed in the forward-looking statements in this business plan will in fact transpire. All forward-looking statements and other information in this business plan are based on the Company’s reasonable belief at the time such statements were made. The Company undertakes no obligation to update or revise any forward-looking statements, whether as the result of new information, future events, or otherwise. As such, the Company expressly disclaims any representation regarding any forward-looking statements. All forward-looking statements in this business plan are expressly qualified by the foregoing cautionary statements.

TABLE OF CONTENTS

- INTRO 3
- HOW IT WORKS 4
- CASE STUDY 6
- WHY NOW 7
- SURVEY RESEARCH 8
- MARKETING PLAN 9
- USER PROJECTIONS 9
- AD REVENUE 10
- DEVELOPMENT CYCLE 11
- E GOVERNMENT PILOTS 12
- EXECUTIVE TEAM 15
- PROPOSAL 16

BRIDGENATION IS A WEB APPLICATION:

- Visibly reduce animosity among individuals belonging to opposite political groups.

- Find points of commonality and understanding.

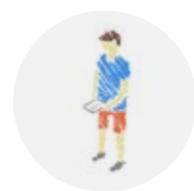
- Gamify and create a rewarding social experience.

- Reduce stress and anxiety.

- Ultimately integrate with e-government to participate in public forums, elections, and political processes; starting with small pilots and moving up to real transformation in our political system.



HOW IT WORKS



1. Users log in and create accounts. As part of the account creation process, there is an extensive personality quiz and test on their political beliefs, as well as points of compromise, intensity of beliefs, and levels of anxiety, stress, or anger. Users are categorized into groups, initially there will be just 2 groups: Democrats and Republicans.



2. Through a gamified process, users are asked to “solve” or present solutions to specific social problems, this is done in essay and multiple choice format.



3. Users will then anonymously see points of agreement between themselves and those who are politically opposed to them. The AI will comb through statements, opinions, and tests of both sides and only display points of agreement.



4. Those points of agreement will then be relocated to a new screen, which will be viewed through the gamified UX as a “new level” on a videogame.

HOW IT WORKS



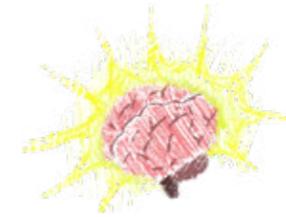
5. From there, the process will start over, with various members contributing, until a comprehensive list is built that only contains points of agreement between the opposing sides.



6. The final process is “ratifying” the agreements. The key here is that disagreements are never even shown to the other side. Once the agreement has been “ratified” it becomes a “law” or an “agreement” and all participants receive points which can increase their “level.” Levels can be displayed with fun gamified avatars such as “Newbie,” “Intern,” “Scholar,” “Wiseman,” “Patriot,” and “Founding Father.” Various levels increase your voice, reach, and profile customization.



7. Neutral facts, only with bipartisan media citations can also be accessed on the side of debates.



8. Periodic assessments will be mandatory, with the South Korean model showing us that levels of political division and mental health will improve through use of the application.



9. Ultimately, this will be used in e-government pilots on real divisive local issues.



SOUTH KOREAN CASE STUDY

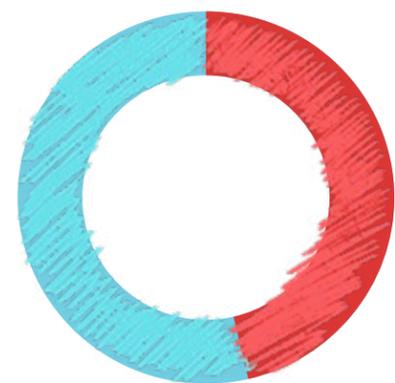
- Over 6,000 participants.

- Prototypical version.

- Integration into e-government.

- Participants saw significant reductions in levels of disagreement and anxiety.

WHY NOW



40% of Americans experience anxiety.

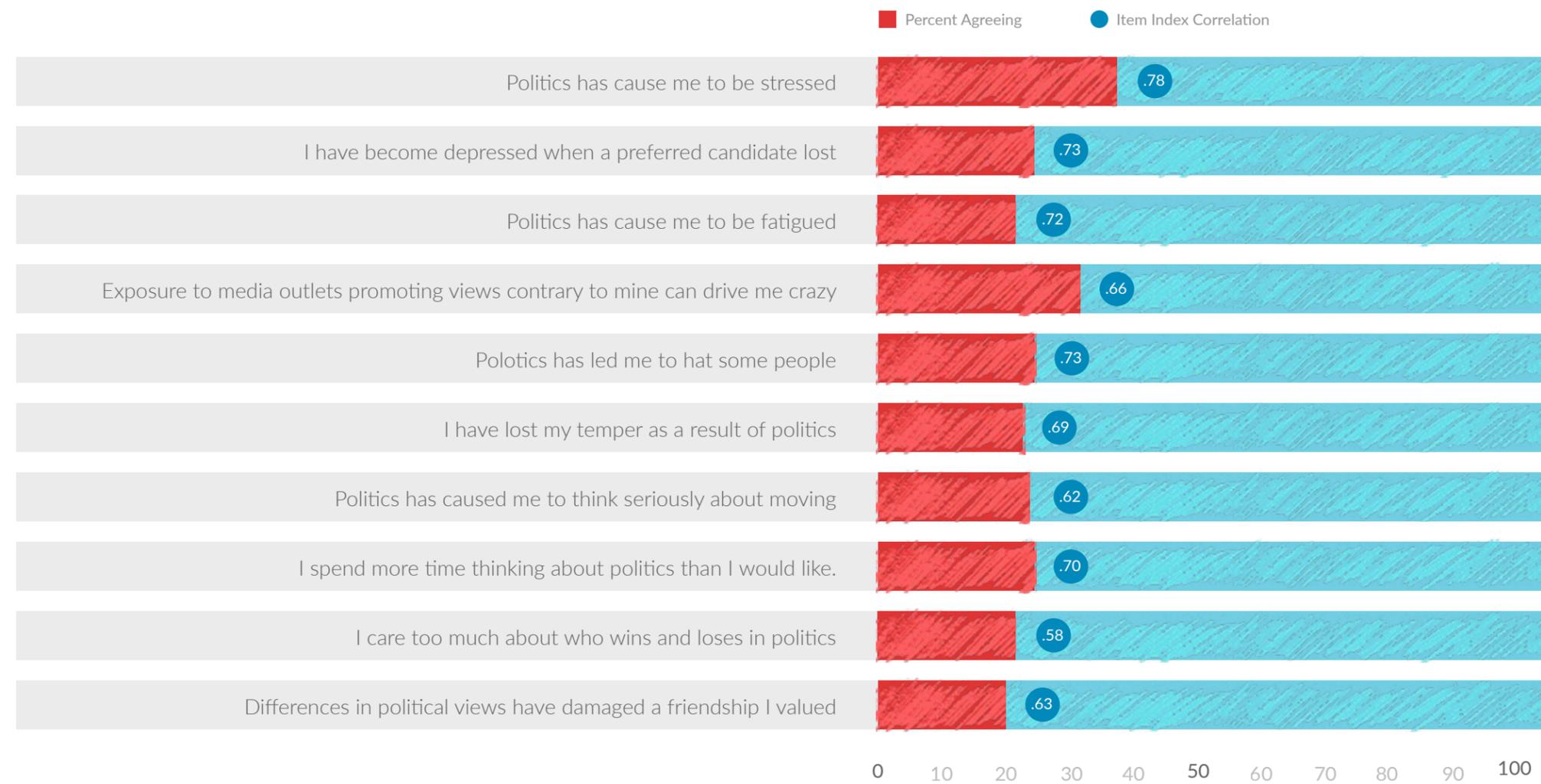


56% of that group said the main source of their anxiety was "politics and interpersonal relationships"



8/10 believe the country is divided

1 <https://time.com/5269371/americans-anxiety-poll/>
 2 <https://www.nbcnews.com/politics/first-read/americans-are-divided-over-everything-except-division-n922511>
 3 <https://peersnet.org/2019/10/15/new-study-cites-high-levels-of-political-anxiety-in-america-tips-for-how-to-cope/>



SURVEY RESEARCH

Would you be interested in using an application that reduced political division, anxiety, and fostered increased understanding in America?

Respondents

387 collected / 385 targeted

Audience

Users on websites in the Google Surveys Publisher Network

Age

All Ages

Location

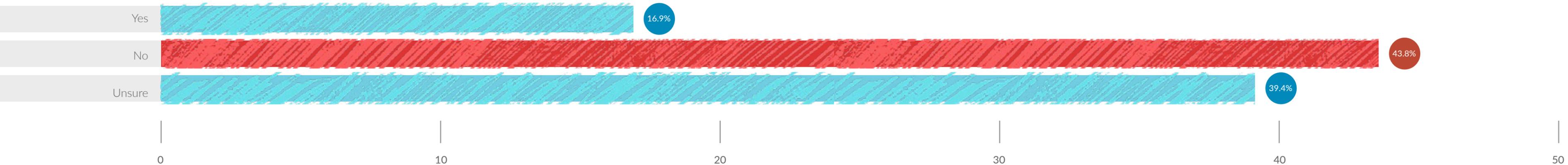
United States

Gender

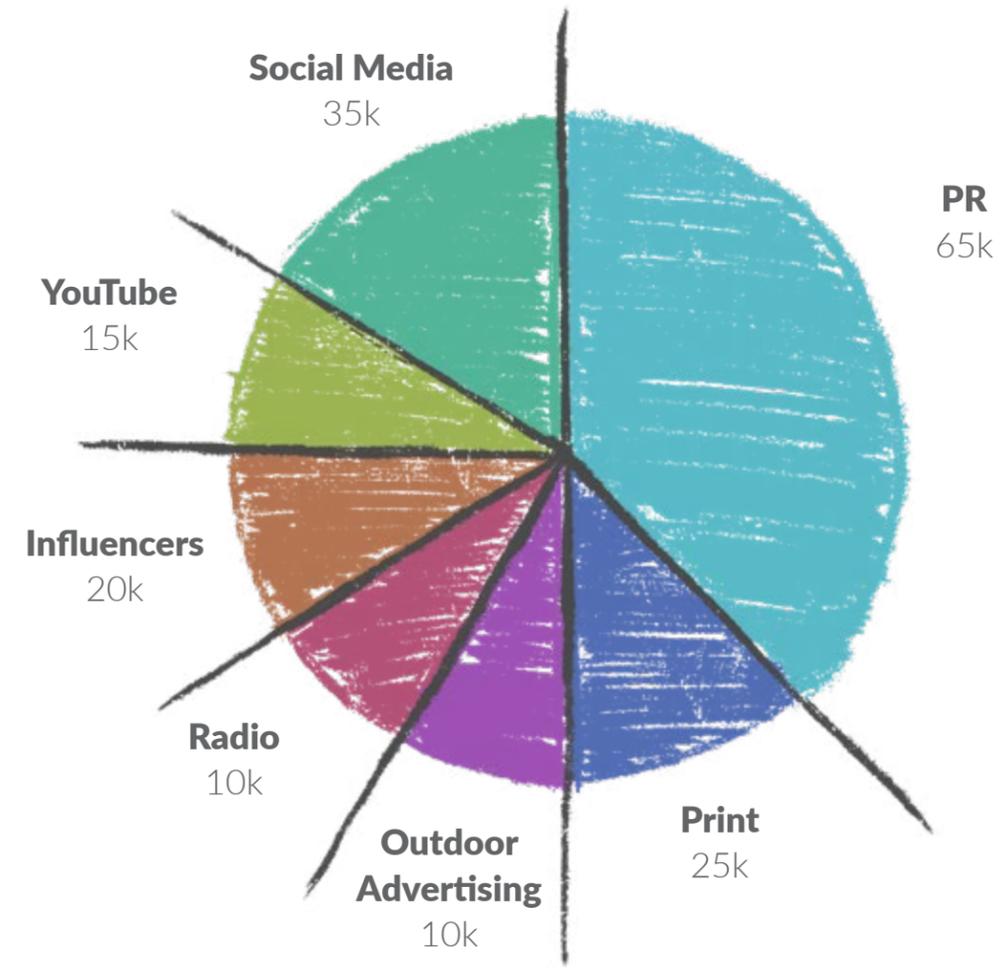
All Genders

Frequency

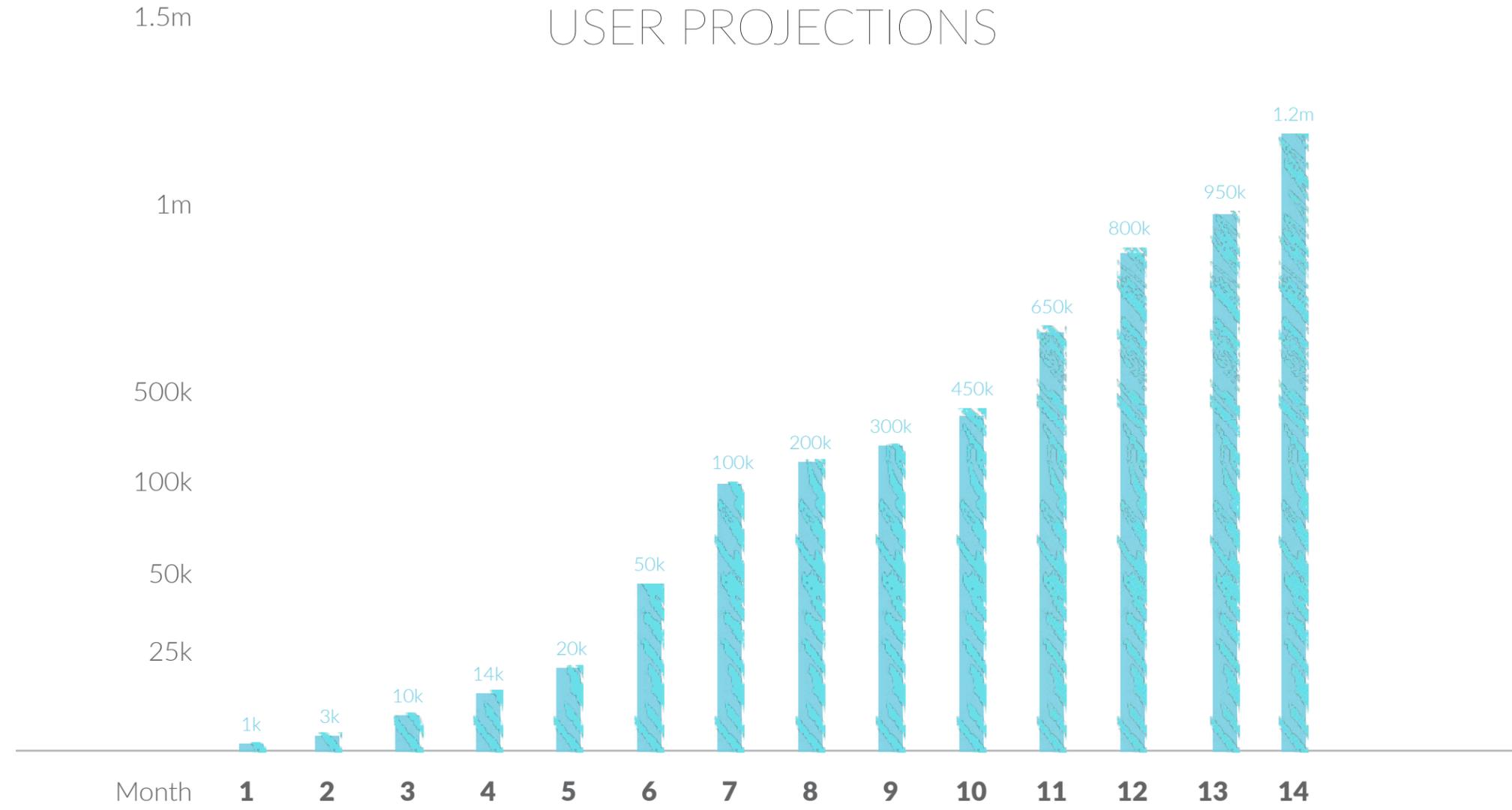
Once



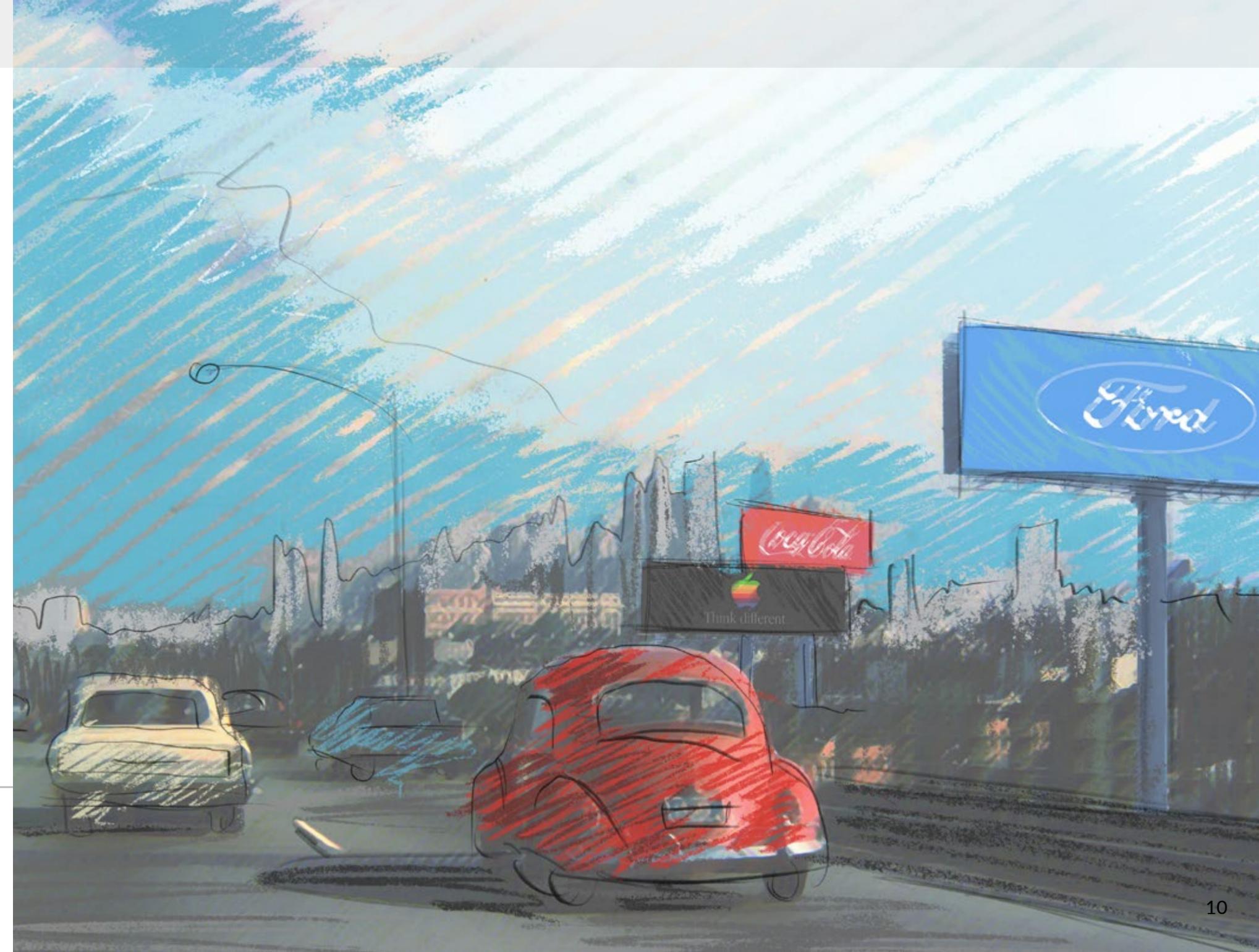
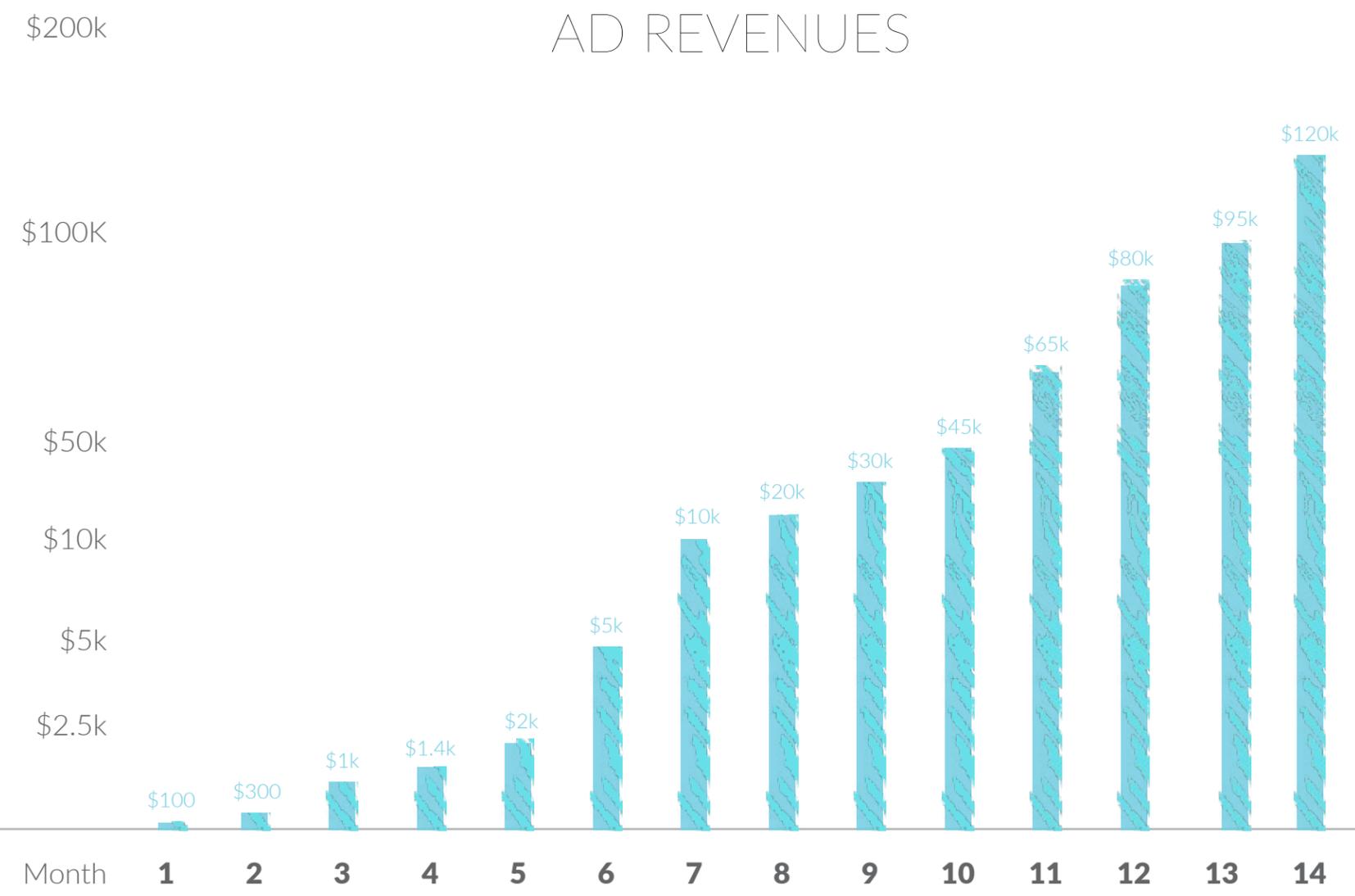
MARKETING PLAN



USER PROJECTIONS

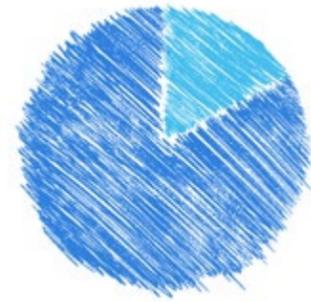


AD REVENUES

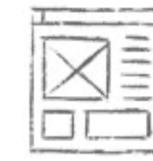


DEVELOPMENT CYCLE

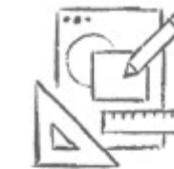
- Design phase: \$40,000
- Development Phase: TBD (estimated at under \$200,000)



Moodboard



Wireframes



Design



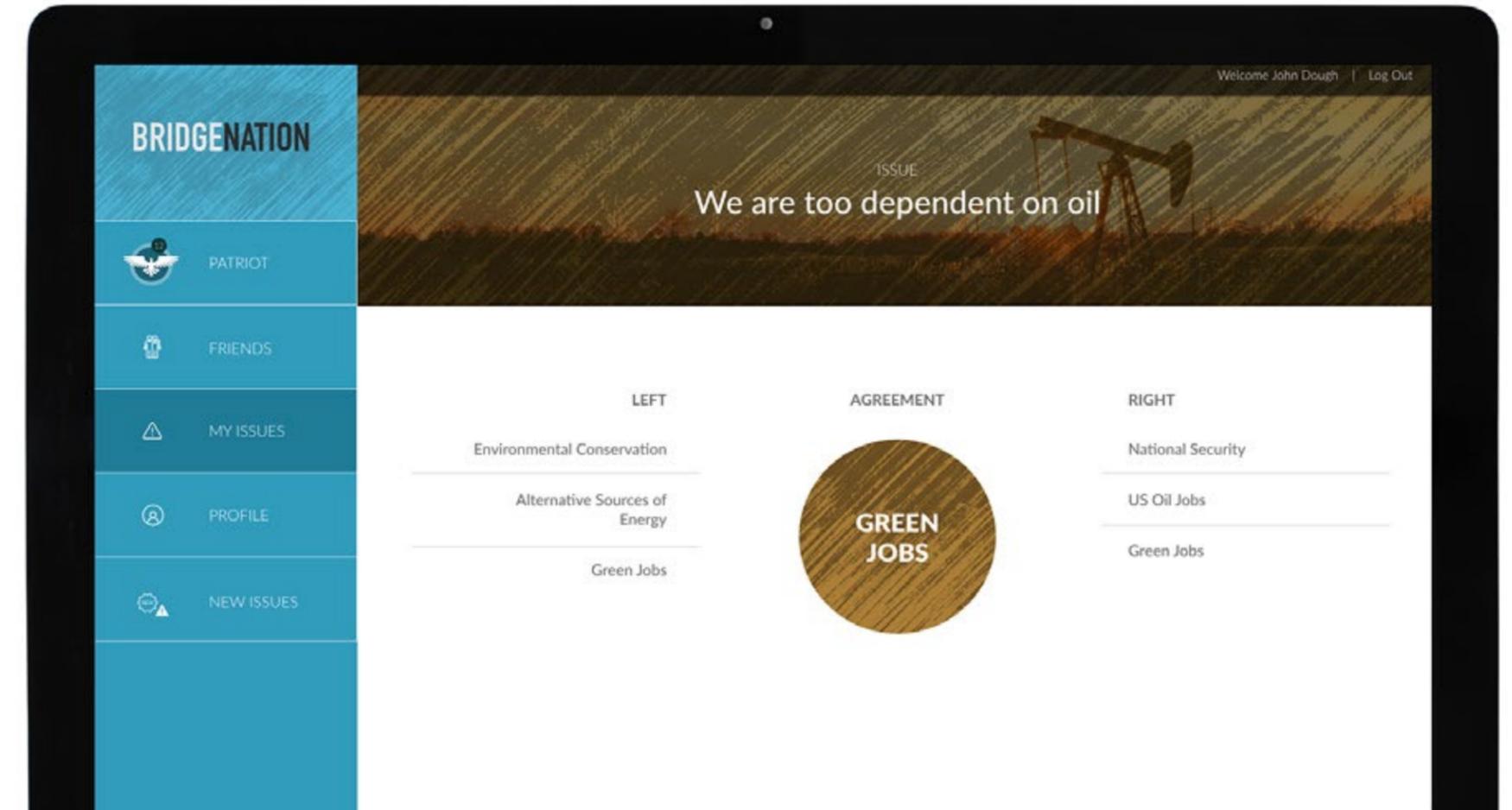
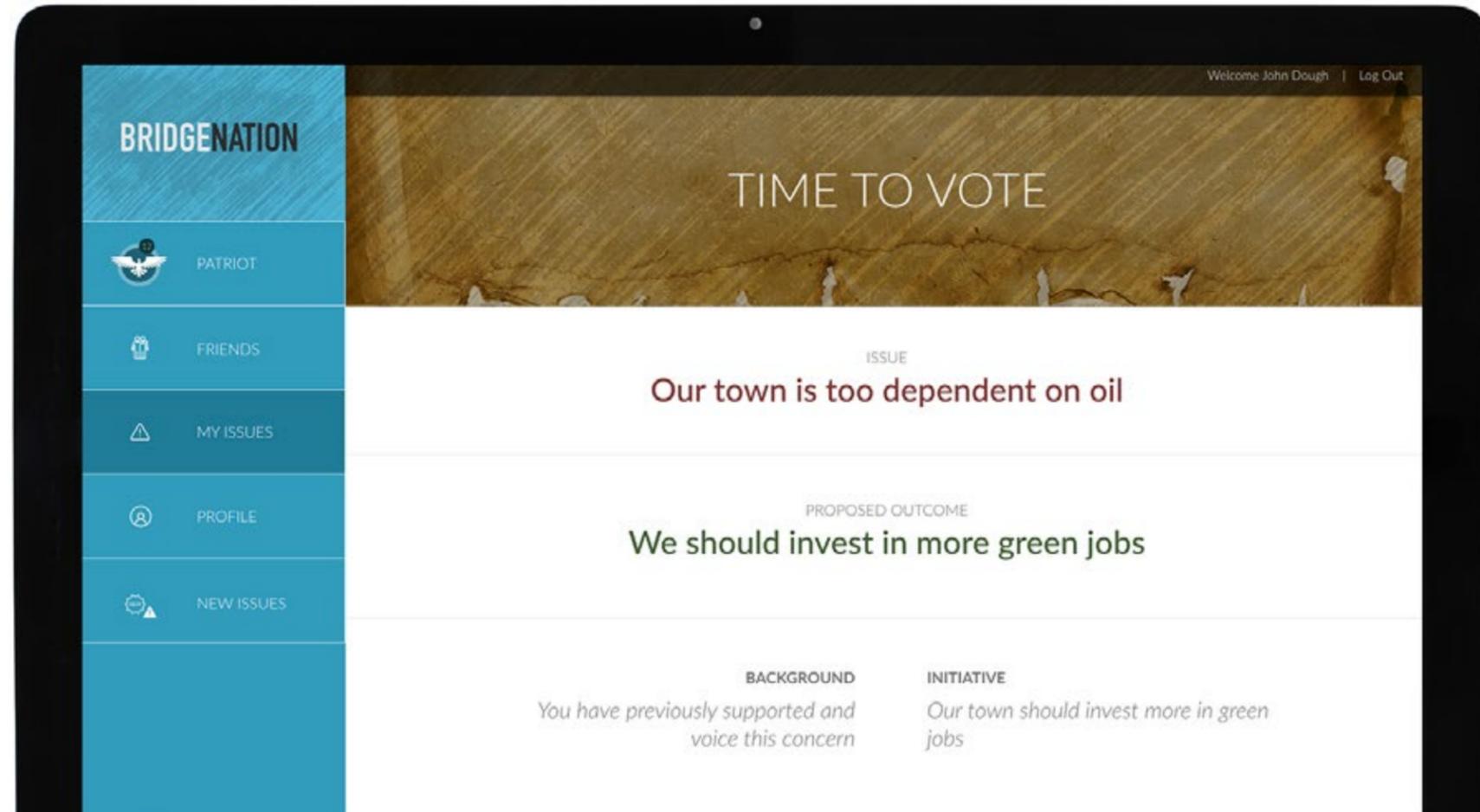
Programming



E GOVERNMENT PILOTS



SCREENSHOTS



SCREENSHOTS



EXECUTIVE TEAM



MARTY CHEEK

Marty Cheek is the publisher of Morgan Hill Life and Gilroy Life newspapers in southern Silicon Valley (Santa Clara County). He earned his journalism degree from San Jose State University in 1990. He has worked for several newspapers and magazines over the years. He was the European Bureau Chief based in London for high-tech news service Editech International for several years in the 1990s. He has written several books including, as co-author with Congressman Jerry McNerney, the nonfiction book “Clean Energy Nation: Freeing America from the Tyranny of Fossil Fuels.”



ROBERT AIROLDI

Robert Airolodi is an award-winning journalist with more than 25 years in the news business. He owned a monthly newspaper in Capitola, California, before going to work for various media outlets, mostly covering crime and the courts. He served on the board of directors for the Morgan Hill Outdoor Sports Center. He currently sits on the board of the Morgan Hill Chamber of Commerce.

PROPOSAL





BRIDGENATION

345 North Street, Chicago IL 92837 | 800-394-9837