



**TURNING POLITICAL NOISE
INTO MEASURABLE VOTER
CONSENSUS.**

THE PROBLEM

- Campaigns spend heavily on social platforms.
- Those platforms are not structured for debate.
- Comments on social media are mostly noise without signal.
- Campaigns are left guessing what voters actually support.
- Constituents feel unheard and leader approval ratings fall.

POLITICAL CAMPAIGNS SPEND \$1B USD ANNUALLY ON TOXIC SOCIAL MEDIA PLATFORMS THAT DON'T ENABLE THEM TO REACH ANY MEANINGFUL VOTER CONSENSUS."



SOURCE: PEW RESEARCH CENTER

THE SOLUTION

PopRuler turns voter participation into structured consensus data.

**INVITE ONLY
BUBBLES**



**TIMED
ELECTION
PROMPTS**



**NOMINATION
PAGES**



**VOTES /
EVALUATIONS**



**RESULTS /
WINNERS**



**CONTROLLED
MEMBERSHIP**

**CLEAR
QUESTIONS**

**THOUGHTFUL
RESPONSES**

**MEASURED
SUPPORT**

**ACTIONABLE
CONSENSUS**

More Signal. Less Noise. Real Decision Data for Politicians.

MARKET SIZE

\$1.9B+/Yr

**Online political
ad spend**

\$380M/Yr

20% of the ~500k
elected officials
spending ~\$3.6k
per year

\$5.2M/Yr

5,200 (1%) of
elected officials spend
\$1,000 = \$5.2 M

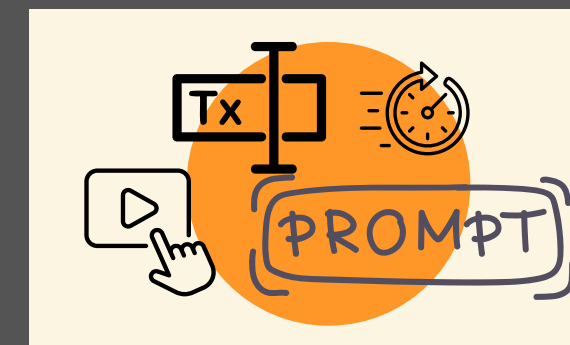
HOW IT WORKS

Politicians get more than a page for their own agenda. They get a “bubble” where the primary speaker isn’t always the politician - but rather members of the constituency with good ideas.

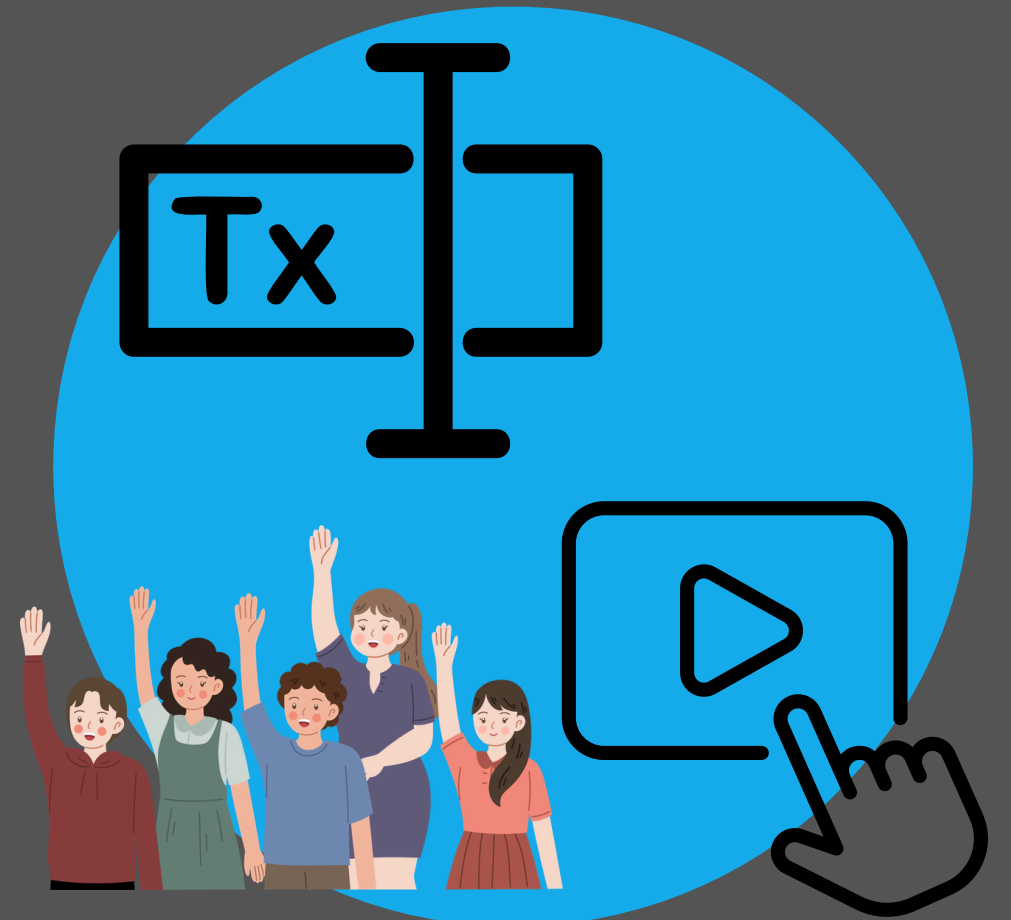
Members gather their own support within the bubble for their prompts and responses. Voters pay attention to the competition of ideas. The politician gains insight and popularity by hosting the debates of others within their own constituency.



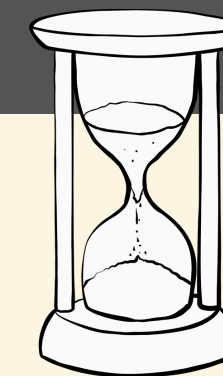
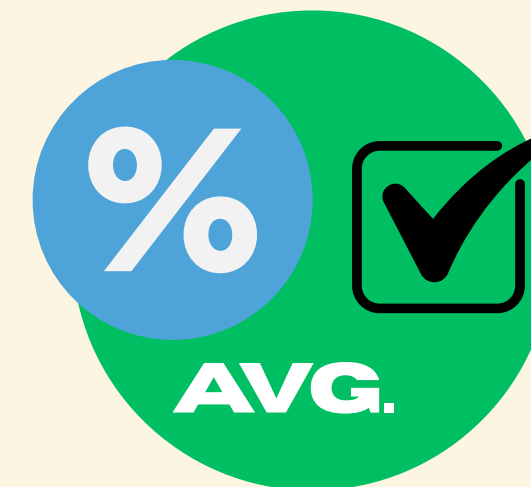
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BUSINESS MODEL

**POLITICIANS CREATE THEIR
BUBBLES**

**THEY INVITE CONSITUENTS
VIA EMAIL**

**IF THOUSANDS OF
MEMBERS**

PARTICIPATE

**THE POLITICIAN CAN EXPECT
TO PAY A FEW HUNDRED
DOLLARS PER MONTH TO
FUND VOTING CAPACITY.**

**A bubble is an online forum
for politicians to host and
sponsor community debate
in a social media like space.**

**As constituents
participate politicians
pay for voting capacity
at the rate of \$0.02
cents per vote**

GO-TO-MARKET STRATEGY

RECURRING CIVIC ENGAGEMENT

**LEVERAGE RECORD SPENDING
AND ATTENTION TO POLITICS ONLINE IN 2026**

**WORK WITH POLITICAL CONSULTANTS AND
DIGITAL AGENCIES WITH POLITICAL
CLIENTS**

**RUN PILOT BUBBLES WITH
INITIAL POLITICIAN CUSTOMERS DURING
2026 CAMPAIGNS**

**500K ELECTED
OFFICIALS IN THE USA WITH
EMAIL LISTS COVERING
MILLIONS OF CITIZENS**

**ENGAGE CAMPAIGN OPERATIVES A
ND INDUSTRY NETWORKS TO
ACCELERATE ADOPTION**

**MASSIVE COMMON NON PAYING
USER BASE AKIN TO SOCIAL
MEDIA**

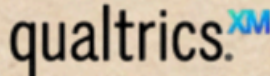
(Viral online marketing and word of mouth)

COMPETITION

- **SOCIAL MEDIA: REACH BUT NO CONSENSUS**     

- **CAMPAIGN CRMS: HELPFUL BUT WEAK PARTICIPATION WITH LOW SWAY POST ELECTION**  NationBuilder

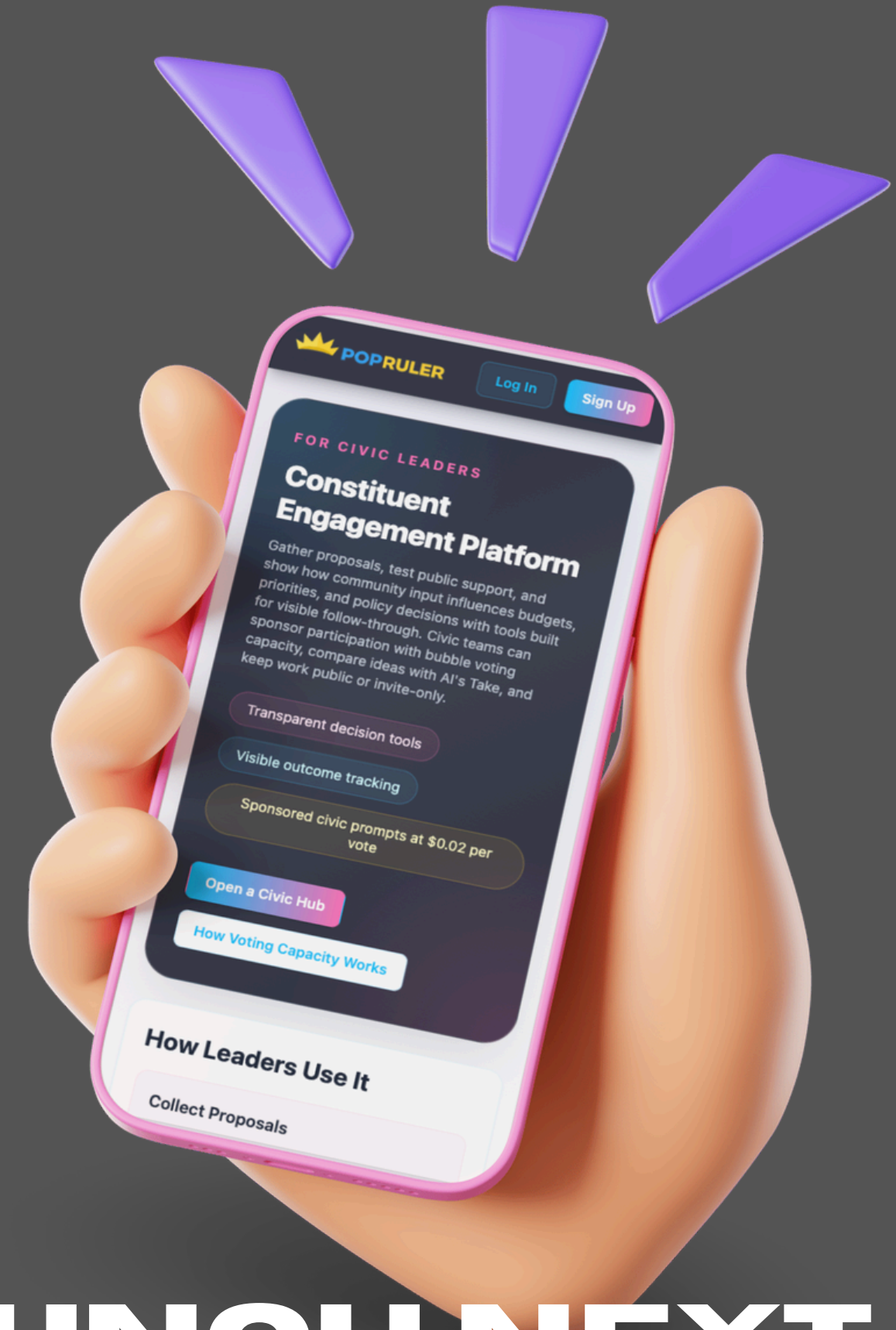
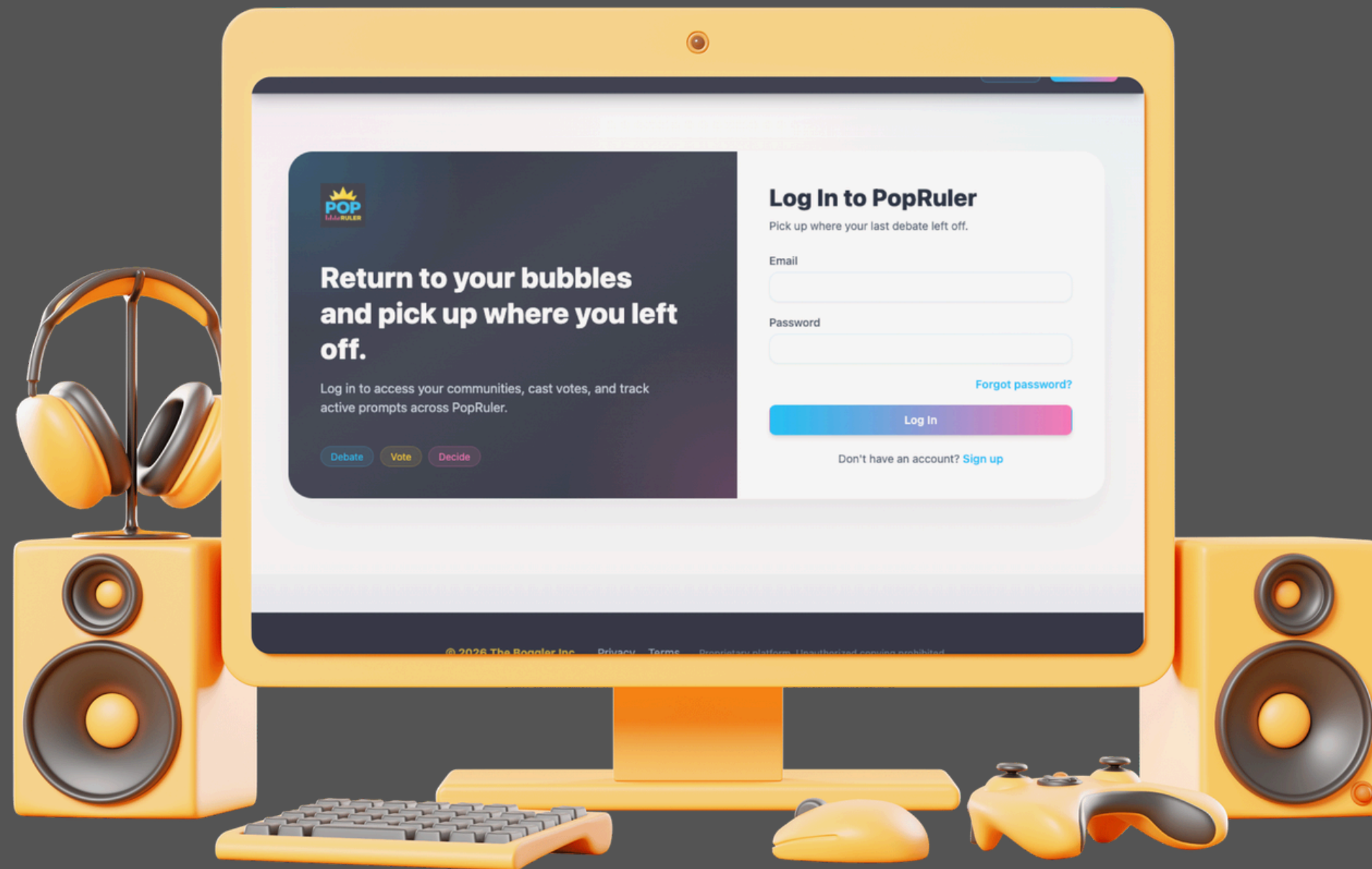
- **FUNDRAISING TOOLS: MONEY. BUT NO OPINIONS**  WinRed  ActBlue

- **POLLING TOOLS: OPINIONS BUT OFTEN ASKING THE WRONG QUESTIONS**  qualtrics.xm



**POPRULER OWNS
STRUCTURED
POLITICAL
CONSENSUS ONLINE**

TRACTION



MVP BUILT, PILOT LAUNCH NEXT.

TEAM

BUCKLEY MOWER

BOOTSTRAP TECHNICAL FOUNDER



A politics-and-law-trained engineer building the civic debate platform he has carried since college.

DOMAIN FIT

USC Philosophy, Politics & Law

CalPIRG public-interest leadership; long-running interest in civic participation.

TECH DEPTH

10+ Years Software

Contract Software Engineer at Intuit TurboTax; full-stack product builder.

EXECUTION

Startup CTO + Fractional CTO

5 years in tele-health, eventually CTO; now entrepreneur and contract developer.

POPRULER: OVER A DECADE OF THOUGHTFUL DEVELOPMENT + THOUSANDS OF HOURS OF REFACTORING

ADVISORY GAPS

GTM LEAD / CMO

**CAMPAIGN OPERATOR
POLITICAL GTM ADVISOR**

**COMPLIANCE/LEGAL
ADVISOR**

ASKING

\$25K

AT A \$250K VALUATION

TO EXTEND THE RUNWAY, ONBOARD INITIAL CUSTOMERS, ACHIEVE PROFITABILITY IN YEAR 3 OR EARLIER AND DELIVER ROI IN MULTIPLES BY YEAR 5

Year 1: Proof of Market & Foundation

- California launch & admin acquisition
- Pilot onboarding: 300 by M6, 500 by M12
- Messaging, channel testing & product refinement

Year 2: CAC Improvement & Expansion

- Expand to new states & improve referrals
- Reduce acquisition costs & improve conversion
- Grow via admin invites & digital-native acquisition

Year 3: Positive Run-Rate & Scale

- Lower CAC & enlarge Bubble base
- Increase voting monetization & revenue density
- Sponsor/advertising contribution & prepare to scale



**STRUCTURED CONSENSUS FOR THE NEXT GENERATION
OF POLITICAL ENGAGEMENT.**

COMPANY@POPRULER.COM