

Email: Andrew.Einhorn@ohmygov.com

**One Line Pitch:** Our software measures the impact and ROI of political campaigns and helps identify purveyors of misinformation online.

**Business Summary:** OhMyGov Inc. is a VA-based media and technology firm. We provide SaaS for measuring and improving political communications, tracking political dialogue, and analyzing public sentiment. Our innovations include our ability to model information spreading across the Internet, track reactions of the public to events, and help predict elections. We are funded by a National Science Foundation grant, angel investors, and revenues.

**Management:** Our CEO and COO have over 32 years of experience working in and creating solutions for the political sector. Dr. Singh, our CTO and Georgetown's Dir of Computer Science, has developed two open source data visualization tools to date and is regarded as one of the nation's leading experts on social network analysis. Our CMO has managed four startup tech firms, including DVT Corp., which sold for \$63M.

**Customer Problem:** Communicators unable to properly report performance, have difficulty pinpointing key influencers spreading messages and misinformation, and have no way to benchmark performance or track political dialogue.

**Product/Services:** Our platform makes analyzing and reporting performance a breeze through an easy to use platform that benchmarks the public profiles of 20,000 politicians and agencies. Our visual modeling platform gives users a deep window into the factors that affect how a message was received by audiences, the characteristics of the audiences receiving that information, and the key influencers responsible for creating that tipping point of communication.

**Target Market:** The target U.S. political communicators market is composed of 2M aspiring elected officials; 511,000 elected officials; 9,500 federal public affairs officers; 100,000 state and local PAOs. A secondary market of 1.9M users consists of gov't program managers, lobbyists researching the interests of politicians, gov't PR contractors and political consultants looking for an edge. International (English) market: 2M.

**Customers:** We provide social media support to Microsoft, the Canadian Government, the Federal Consulting Group. Political consultants/groups, lobbyists, DOD, GSA, Congressional offices, Treasury, etc. are beta testing.

**Business Model:** We offer SaaS by subscription. Subscriptions start at \$588/yr and rise to 25K+ depending on the amount of data, features and logins desired. Upsells include custom reports, directories, and demographic data.

**Competitors:** The media analysis market is enormous. A number of firms compete in the for-profit, brand monitoring space. The political space provides an exceptional barrier for most firms which do not understand it, nor do their platforms meet the niche's unique needs for political data and benchmarking. Competition exists from Radian6, Vocus, Collective Intellect, and Buzzmetrics, but penetration is limited by limited utility and awareness and high prices.

**Competitive Advantage:** Comscore data partnership. Key political contacts at DGA, DCCC. As an SBIR grantee, the government must give us preference for contracts and can sole source to us. Our data set cannot be reproduced.



**Company Profile:**

**URL:** www.ohmygov.com  
**Industry:** Internet / Web Services  
**Employees:** 13  
**Founded:** October 15, 2006

**Contact:**

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**Financial Information (USD):**

**Company Stage:** \$0 - \$500K in Trailing 12 Mo. Revenue  
**Previous Capital:** 617,000  
**Monthly Net Burn:** 55,000  
**Pre-money Valuation:** 4,300,000  
**Capital Seeking:** 1,000,000

**Additional Information:** We have been recommended for a phase II 500K NSF SBIR grant. NSF also matches 50% of outside investments, up to an additional 500K match (1M outside).

**Management:**

Andrew Einhorn, CEO  
Mike Valverde, CMO  
Richard Hartman, COO  
Lisa Singh, CTO  
Enrique Orozco, VP, Engineering

**Advisors:**

**Lawyer:** Walker Corporate Law Group, LLP  
**Accountant:** Thompson, Hughes & Trollinger, PLLC

**Investors:**

National Science Foundation  
New Dominion Angels  
F&F

OhMyGov Inc. 6237 franconia commons dr Alexandria, VA 22310 United States	Financials* (USD)	2010	2011	2012	2013	2014	2015
	Revenues	235	823	3,018	5,310	9,692	13,625
	Expenditures	287	730	1,288	2,039	2,436	2,600
	Net	-52	93	1,730	3,271	7,256	11,025
* In Thousands (000) of USD - US Dollar							