What your project is about?

Community development. The project is about creating a business franchise model for parliamentary representation utilising contemporary communication and social media to reinvigorate democracy and public engagement while reinforcing the responsibility, of us all, for the choices that determine the type of society we and our children live in.

Specifically the project seeks to develop a freely available software (CMS) based toolset that allows an individual to effectively represent any parliamentary constituency through discussion, deliberation and decision making in an evolutionary process of consensus building.

As part of the development the project would create partnerships and business relations with financial institutions toward the development of a secure transaction platform to gather votes and deliver ballot outcomes. This is premised on the adaptation of existing personal banking accounts to include simple transaction accounts to collect, tally and provide historical statements of activity relating to votes on relevant issues. It also provides the countries best security as well as enabling us to confidently confirm voter's identities without compromising their privacy.

The franchise is self funding as each vote is in effect a 50c deposit, a percentage to the bank and the remainder to the pollee.org business manager. The pollee manager and parliamentary representative must simply maintain the site and contribute a percentage of poll turn-over towards the licensing and development of the franchise through Pollee.org. Pollee.org is a not for profit political organization, promoting non party politics and fully engaged democracy, open and accountable to all. In the eventuality that it achieves funding this status will be made as official as it needs to be.

Who are you, your background and where in the world are you located?

I am Andrew Chambers, freelance event manager and production designer based in Broome WA, Australia. I have 30 years experience in producing events and since 1985 have been promoting the concept of digital democracy having run for state parliament in 2000 under the votedave franchise, an early underfunded, under resourced, under publicised iteration of the ideas and principals outlined in the project description

Your Funding Goal and what rewards are you planning to give back to your supporters?

The principle funding goal, $105 000, is to employ a team of software developers to research the best CMS package and then develop the templates that will provide a freely available franchise for anyone choosing to nominate as a digital democrat. This funding

request also provides the means of support for one year of operation, promotion and publicity such that the franchise can be legally established, effectively promoted, distributed and supported.

This budget is as tight as I know how but then I profess to knowing very little and would presume less. This is a project you commit money and love to because you want to do something about the great malaise afflicting our politic and society.

If you know something that can make this project work better, faster and brighter then do the democratic thing and participate. Our planet needs consensus, not conflict, which is what digital democracy is all about, deciding on real issues through discussion with friends or icons using whatever media in the digital and analogue world you find most appropriate.

Rewards for supporters?

The satisfaction and probability that they are contributing to the evolution of our democracy. (To the point that we have an alternative to government by politicians sitting in a bipolar parliament.)

 It might be an old fashioned ambition but I believe that we should do what we can to leave the world a better place than we find it. This vision has been at the core of all our great communications developments and something that I believe anyone that still has hope would hold as a worthy and noble aspiration.

As a secondary benefit; it's a ground level entry for anyone seeking an interesting and engaging new career, as a truly representative politician.

For those that love Shwag there will be T-shirts and a classy USB Key to the Kingdom.

Business Plan / Site Development Notes:

This is one proposal for development of the site by a local developer based in Broome. I believe in supporting my local businesses. This is a guide to what a business charges, there may well be better and easier ways to do this. I'm uncertain of what platform but know there are many amazing possibilities. This is a necessary part of the discussion.

Chris has chosen to base the proposal on a licensed CMS from Adobe, Business Catalyst. This is a closed and proprietary system which as a pro means some certainty of support, at a price.

I welcome your suggestions and proposals.

At its core this proposal requires the partnership of the financial system to work. I believe that this proposal will deliver a steady revenue stream for both partners in this relationship. To this end consider this an invitation if you have the means to make the meeting happen. The business plan and budget both allow for a professional development project to create this interface.

Pollee Site

Launch Budget for *Pollee Site* : EXPENSES

Site	Estimated	Actual
Development, CMS	$6,600.00	$0.00
Development, Polling API to bank		
Hosting, 1 Year	$550.00	
Annual Maintenance, 1 year	$37,440.00	
Licencing fees, CMS 1 year	$2,000.00	
Total	**$46,590.00**	**$0.00**

Image and Artwork	Estimated	Actual
Artwork for Site	$2,000.00	$0.00
Photography	$600.00	
Video	$10,000.00	
Editing	$3,000.00	
Total	**$15,600.00**	**$0.00**

Publicity	Estimated	Actual
Graphics work	$500.00	$0.00
Photocopying/Printing	$1,500.00	
Postage	$200.00	
Total	**$2,200.00**	**$0.00**

Miscellaneous	Estimated	Actual
Telephone	$500.00	$0.00
Transportation		
Stationery supplies	$800.00	
Contingency	$10,000.00	
Total	**$11,300.00**	**$0.00**

Financial & Statutory	Estimated	Actual
Legal	$10,000.00	$0.00
Application Fees	$800.00	
Total	**$10,800.00**	**$0.00**

Promotion	Estimated	Actual
	$0.00	$0.00
Travel	$5,000.00	
Hotel	$4,500.00	
Other		
Total	**$9,500.00**	**$0.00**

Offers	Estimated	Actual
T-shirts	$2,000.00	$0.00
USB keys	$5,000.00	
Total	**$7,000.00**	**$0.00**

Total Expenses	Estimated	Actual
	$102,990.00	**$0.00**
Pozible	**$5,149.50**	**$0.00**
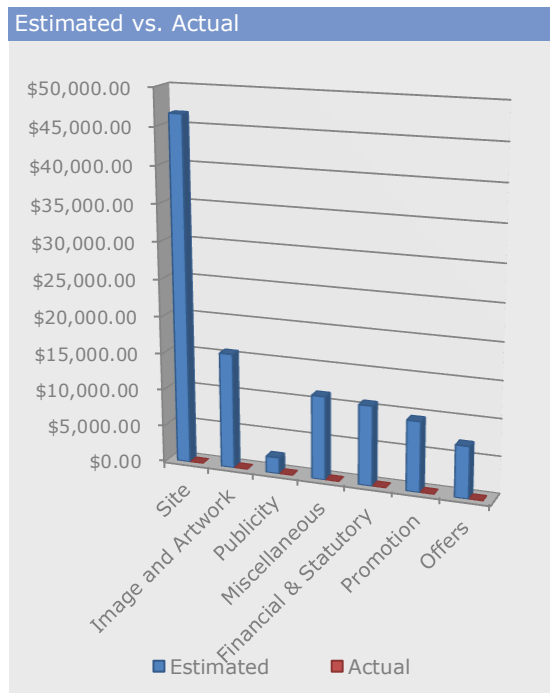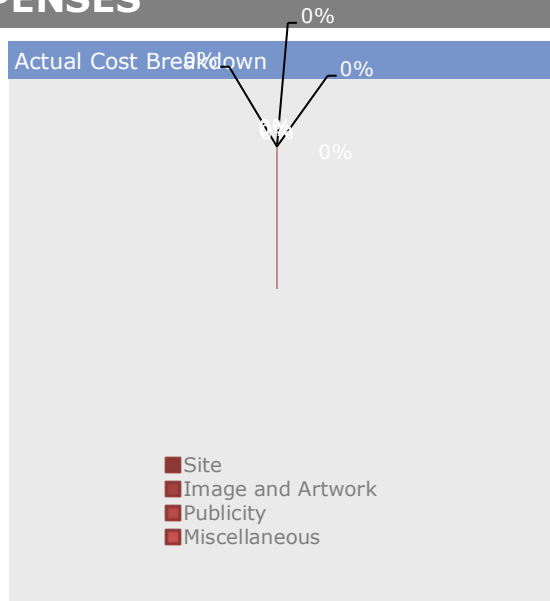
Actual Cost Breakdown

0%
0%
0%
0%

- Site
- Image and Artwork
- Publicity
- Miscellaneous

Estimated vs. Actual

- Estimated
- Actual

Online Business Implementation Proposal

Prepared by

Chris Maher
IT Bandwagon

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Broome 6725

F o r :

A n d r e w   C h a m b e r s

M o n d a y ,   O c t o b e r   2 9 ,   2 0 1 2

Table of Contents:

1. Revision History

Last Update	:	Monday, 29 October 2012
Version	:	1
Document	:	Online Democracy Proposal 1
Comments	:	Business proposal for Online Democracy Platform.

2. Summary

Andrew Chambers requires an online community democracy solution that will enable individuals to nominate and campaign for seats in the Australian Parliaments. The solution will then enable the elected representative to engage with constituents in online polling to guide representation on a series of issues. The solution needs to be able to be replicated and personalized through syndication.

Our online solution makes it easy to manage your website and run marketing campaigns, care for your constituents and promote issues. The polling will be achieved through an API application which is not part of this initial proposal. While this platform can connect to 3rd party solutions through API, any 3rd party solution will need to be specified to enable effective costing.

Key benefits of our solution:

- **Easily Manage Your Own Website**
  Candidates and elected members will be able to quickly and easily edit and update their own sites.

- **Build a Constituent Database**
  A built-in contact management system that will build stronger relationships with constituents.

- **Effective Campaigning**
  Built in email campaigning capabilities, along with next generation reporting and analytics.

- **Effective Constituent Engagement**
  Built in Blogs and Forums to encourage effective constituent engagement.

- **Search Engine Friendly**
  Optimization of the platform to ensure high search engine rankings.

- **React Faster to Inquiries**
  Get eMail notifications instantly when you have an inquiry come through your website.

- **Executive Insight**
  Get a birds-eye-view of your online platform as soon as you log in, with integrated reporting.

- **API Connections**

- **Social Network Integration**
  Your platform will be fully integrated into Social Media platforms to increase your social reach. Includes custom tabs for Facebook page and landing pages for Facebook advertising if required.

3. Scope

Scope of this proposal.

1. *Contemporary website using polle.org.au as the default URL with Contact us forms.*
2. *10 email addresses*

    - *admin@pollee.org*
    - *ac@pollee.org*
    - *mod1@pollee.org*
    - *mod2@pollee.org*
    - *mod3@pollee.org*
    - *mod4@pollee.org*
    - *mod5@pollee.org*
    - *pollie@pollee.org*

    - *reply@pollee.org*
    - *news@pollee.org*

3. *Photo galleries.*
4. *Online feedback form*
5. *Newsletter subscription form*
6. *Online constituent database*
7. *Announcements module*
8. *Campaign newsletter template design.*
9. *Content management system, allowing user to easily change and update online content*
10. *Facebook Business page, developed and integrated with website.*
11. *Facebook landing page on your URL for future Facebook Advertising campaigns.*
12. *Google Plus Business page, developed and integrated with website.*
13. *Admin section with advanced analytics.*
14. *Site submitted to Google, Yahoo and Bing for search optimization.*
15. *Onsite blog and forums.*

Training and Support:

3 x hours of direct training in managing your website. This can be taken in one session or split into 3 separate 1 hour sessions.
Access to our members only content on itbandwagon.com.au

4. Costing

4.1. Set-up, Implementation and Hosting

Website set-up and re-design (One Off Cost Per Site)	Cost
Implementation of the site as per the scope detailed in section 4 1GB Disk Space, 1 TB/mo GB Internet traffic per month Load Balanced Server Environment with daily data backups 1,000 email newsletters per month. 1 admin users	$6000.00
Tax	$600.00
Total	**$6600.00**

Licence Subscription/Hosting	Cost
Yearly hosting fee (to recur each year)	$500.00
Tax	50.00
Total	**$550.00**

50% PAYMENT REQUIRED TO BEGIN THE PROJECT
SIGNATURE OF THE PARTIES FOR ACCEPTANCE OF PROPOSAL:

For: **IT Bandwagon.**   For: Andrew Chambers

By: _____   By: _____
          Signature   Signature

Name: _____   Name: _____
          Printed   Printed

Title: _____   Title: _____

Date: _____   Date: _____

4.2. Additional Charges

Professional Service
Additional ad-hoc professional services can be provided to assist Andrew Chambers as required.   Hourly rates are $100 Inc GST per hour.