

THE PITCH

iCitizen targets political dissatisfaction with mobile app

By JAMIE MCGEE

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During election season last year, Duncan Dashiff was scrolling through TV channels and became frustrated with the spin on various statistics. He thought there might be a better way for citizens to be informed and hold officials accountable.

It's a challenge that drove him and Rod Massey to create Citizengine Inc., a holding company for the iCitizen and iCity applications. The mobile app iCitizen launches later this year and allows citizens to follow legislative issues that most concern or affect them. It also allows citizens to inform their representatives what they think about certain issues.



Massey

"Right now, there is a huge level of political dissatisfaction that exists out there," said Massey, CEO of the new company. "What we are trying to do is to flatten the accountability cycle and give citizens a voice, not just during election cycles, but between election cycles. We are trying to take all those important individual voices and aggregate them in a way that allows the elected officials to take meaningful action."

Through iCitizen, users can choose issues they want to track and stay up to date on any legislation or news articles pertaining to those issues. Additionally, they can track how their legislator voted on each issue or what they are sponsoring, bringing further accountability and transparency to the political process. Users can also respond to polls, allowing legislators to have a better understanding of where constituents stand.

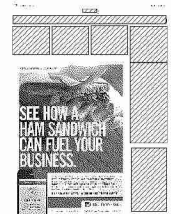
Massey said iCitizen plans to initially generate revenue through polling organizations and advocacy groups and will not charge citizen users. The civic engagement platform will launch based

on federal and state governments in the fourth quarter and eventually expand to local governments, as well as provide voter registration tools.

"What tends to happen is we as citizens vote for people based on what we perceive their value sets to be and our perceptions about how well aligned that is with us, and then we sort of close our eyes and hope that in between election cycles they do things that reconcile with the issues we care about," said Dashiff, co-founder and managing director of Epiphany Health Ventures. "The idea was to create something that starts to feel like and look like direct democracy rather than representative democracy."

In addition to the iCitizen app, the company is working on an iCity app that allows citizens to instantly report problems they find, such as graffiti or potholes, through a mobile device, as well as provide them with city directories, news stories and community calendars, with the overall goal of helping improve how citizens "live, work and play" in their cities.

Massey and Dashiff have bolstered their advisory board with leaders in technology and government, including Sen. Bill Frist, former Nashville Mayor Bill Purcell, Sen. Andrew Rice and Will Weaver, founder of Emma Inc.



iCitizen

Founding team: CEO Rod Massey; Chairman Duncan Dashiff; Harry Jacobson; and Mike Dodson

Money raised: \$1.5 million

Advisers: Antoine Agassi, chief information officer at 21st Century Oncology; Liza Lowery Massey, outgoing CEO of Nashville Technology Council; Matt Urmy, CEO and co-founder at Artist Growth; John Doulis, chief information officer at MedCare Investment Funds; Sen. Bill Frist, former U.S. senator; Glenn Grove, co-founder of Citizengine and client executive with HealthStream; Rich Maradik, Travel Innovations Group CEO; Mike Muhney, CEO and co-founder of VIPorbit Software International Inc.; Bill Purcell, former mayor of Nashville; Linda Rebrovick, Consensus Point CEO; Sen. Andrew Rice, co-founder of Citizengine and former Oklahoma senator; Will Weaver, president of RoundingWell and founder of Emma; Jacob Weiss, founder of Creativity Moves