downballot solutions.

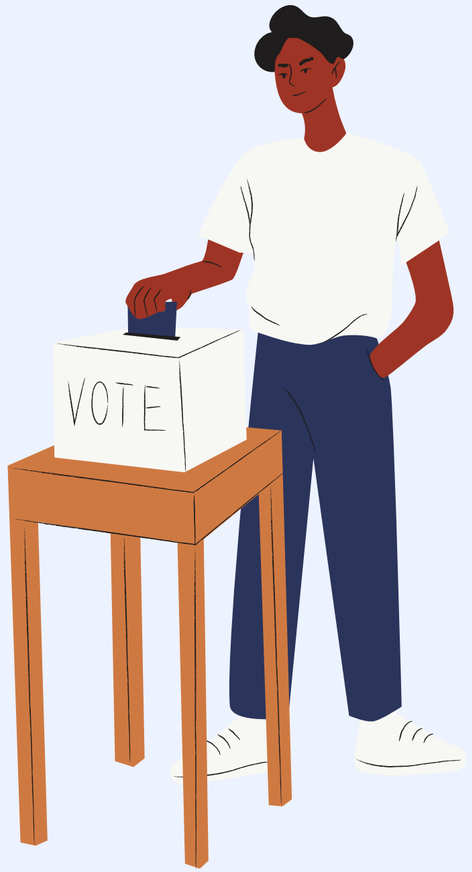
Predictive Analytics for
Local Campaigns.

If you want to run for local office...

You'll need your community behind you.

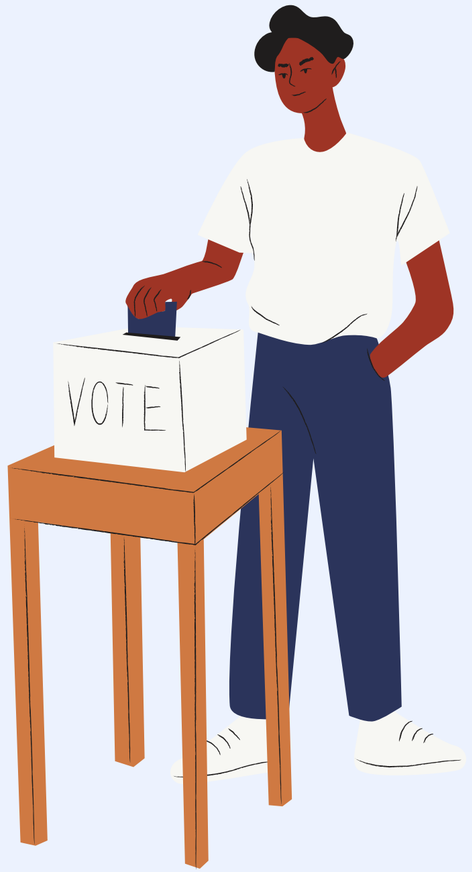
Word-of-mouth requires knowing:

Word-of-mouth requires knowing:



Who are your voters?

Word-of-mouth requires knowing:



Who are your voters?

Where are they located?

Voter01 - Notepad

File Edit Format View Help

```
"VoterId","CountyCode","FirstName","MiddleName","LastName","NameSuffix","HouseNumber","StreetName","UnitType","UnitNumber","Address2","City","State","ZipCode","MailAddress","MailCity","Mail
State","MailZipCode","PhoneNumber","RegistrationDate","DOBYear","StateMcdCode","McdName","PrecinctCode","PrecinctName","WardCode","School","SchSub","Judicial","Legislative","StateSen","Cong
ressional","Commissioner","Park","SoilWater","Hospital","LegacyId"
"1492991","07","ROSS","ALLEN","AALGAARD","","1729","N BROAD ST ","","","","MANKATO","MN","56001","","","","","6128796169","2017-06-23 00:00:00","1964","100","Mankato","0165","MANKATO W-02
P-15","02","77","","05","19B","19","1","02","","6013","","0006214861"
"519623","07","MICHAEL","ANTHONY","AALID","","20474","549TH LN ","","","","MANKATO","MN","56001","3210 LANEWOOD LN","PLYMOUTH","MN","55447","5073041318","2018-10-12
00:00:00","1955","160","South Bend Twp","0245","SOUTH BEND TWP","","2071","","05","23B","23","1","04","","6013","","0004680339"
"5929311","07","WYATT","","AAMODT","","83","COTTAGE PATH ","","","","MANKATO","MN","56001","","","","","2183551972","2020-09-20 00:00:00","1997","100","Mankato","0135","MANKATO W-03 P-
09","03","77","","05","19B","19","1","03","","6013","",""
"4371826","07","MEGAN","RUTH","AAMOLD","","101","HANOVER ST ","APT","2","","MANKATO","MN","56001","","","","","7636880988","2020-09-14 00:00:00","1990","100","Mankato","0142","MANKATO W-04
P-10A","04","77","","05","19B","19","1","01","","6013","",""
"4964441","07","KELSIE","RENEE","AAMOT","","104","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078221583","2016-11-08 00:00:00","1989","040","Eagle Lake","0040","EAGLE
LAKE","","77","","05","19B","19","1","05","","6013","",""
"4968605","07","SHEA","MICHAEL","AAMOT","","104","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078222270","2016-11-08 00:00:00","1989","040","Eagle Lake","0040","EAGLE
LAKE","","77","","05","19B","19","1","05","","6013","",""
"5804059","07","KAYLA","MARGUERITE","AANDERUD","","281","BUTTERWORTH ST ","APT","3","","MANKATO","MN","56001","","","","","3203102613","2020-08-24
00:00:00","1997","100","Mankato","0170","MANKATO W-02 P-16","02","77","","05","19A","19","1","02","","6013","",""
"1884199","07","DEAN","SCOT","AARSVOLD","","428","W HUDSON AVE ","","","","MANKATO","MN","56001","","","","","5073867962","2015-12-22 00:00:00","1961","100","Mankato","0135","MANKATO W-03
P-09","03","77","","05","19B","19","1","03","","6013","","0005332436"
"4697358","07","SHARON","D","AARSVOLD","","428","W HUDSON AVE ","","","","MANKATO","MN","56001","","","","","5073403348","2017-01-23 00:00:00","1956","100","Mankato","0135","MANKATO W-03
P-09","03","77","","05","19B","19","1","03","","6013","",""
"5819935","07","BRITTA","ANDREA","AAS","","430","ELLIS AVE ","#","H402","","MANKATO","MN","56001","","","","","2187608144","2020-10-08 00:00:00","2002","100","Mankato","0120","MANKATO W-05
P-06","05","77","","05","19B","19","1","03","","6013","",""
"5293277","07","AIDEN","JAMES","AASUM","","230","ROOSEVELT CIR ","APT","307","","MANKATO","MN","56001","","","","","5073273910","2019-10-16 00:00:00","1998","100","Mankato","0165","MANKATO
W-02 P-15","02","77","","05","19B","19","1","02","","6013","",""
"5641010","07","CHANO","MAHAMED","ABADER","","1530","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2018-11-06 00:00:00","1998","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","1","01","","6013","",""
"6018794","07","ISAK","MAHAMED","ABADER","","1530","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020-11-03 00:00:00","2002","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","1","01","","6013","",""
"5790644","07","NAJMA","MAHAMED","ABADER","","1530","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020-09-18 00:00:00","1999","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","1","01","","6013","",""
"5247504","07","ROBLE","MAHAMMED","ABADER","","460","JAMES AVE ","APT","5","","MANKATO","MN","56001","","","","","3202662843","2017-08-30 00:00:00","1996","100","Mankato","0115","MANKATO
W-05 P-05","05","77","","05","19B","19","1","03","","6013","",""
"5515726","07","KWOT","","ABALLA","","115","PARKWAY AVE ","APT","207","","MANKATO","MN","56001","","","","","5077203102","2017-09-12 00:00:00","1988","100","Mankato","0142","MANKATO W-04
P-10A","04","77","","05","19B","19","1","01","","6013","",""
"1916735","07","CAROL","ANN","ABBAS","","48229","STATE HIGHWAY 68 ","","","","NEW ULM","MN","56073","","","","","5079473256","2019-04-02 00:00:00","1950","020","Cambria Twp","0020","CAMBRIA
TWP","","88","","05","23B","23","1","04","","6013","","0001901153"
"4213461","07","GINA","MARIAN","ABBAS","","327","E VINE ST ","","","","MANKATO","MN","56001","","","","","5077799310","2020-08-15 00:00:00","1988","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","",""
"511285","07","HAROLD","LEE","ABBAS","","1704","FAIR ST ","","","","MANKATO","MN","56001","","","","","5079473322","2020-09-08 00:00:00","1962","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","","0002775821"
"4333583","07","MAZEN","ISSAM","ABBAS","","301","JAMES AVE ","","","","MANKATO","MN","56001","","","","","8087266653","2018-07-18 00:00:00","1974","100","Mankato","0115","MANKATO W-05 P-
05","05","77","","05","19B","19","1","03","","6013","",""
```

Ln 1, Col 1 | 100% | Windows (CRLF) | ANSI

Voter01 - Notepad

File Edit Format View Help

```
"VoterId","CountyCode","FirstName","MiddleName","LastName","NameSuffix","HouseNumber","StreetName","UnitType","UnitNumber","Address2","City","State","ZipCode","MailAddress","MailCity","Mail
State","MailZipCode","PhoneNumber","RegistrationDate","DOBYear","StateMcdCode","McdName","PrecinctCode","PrecinctName","WardCode","School","SchSub","Judicial","Legislative","StateSen","Cong
ressional","Commissioner","Park","SoilWater","Hospital","LegacyId"
"1492991","07","ROSS","ALLEN","AALGAARD","","1729","N BROAD ST ","","","","MANKATO","MN","56001","","","","","6128796169","2017-06-23 00:00:00","1964","100","Mankato","0165","MANKATO W-02
P-15","02","77","","05","19B","19","1","02","","6013","","0006214861"
"519623","07","MICHAEL","ANTHONY","AALI","","20474","549TH LN ","","","","MANKATO","MN","56001","3210 LANEWOOD LN","PLYMOUTH","MN","55447","5073041318","2018-10-12
00:00:00","1955","160","South [illegible]Twp","[illegible]5","SOUTH BEND TWP","","2071","","05","23B","23","1","04","","6013","","0004680339"
"5929311","07","WYATT","","AAMODT","","[illegible]","COTTAGE [illegible]ATH ","","","","MANKATO","MN","56001","","","","","2183551972","2020-09-20 00:00:00","1997","100","Mankato","0135","MANKATO W-03 P-
09","03","77","","05","19B","19","1","03","","6013","",""
"4371826","07","MEGAN","RUTH","AAMOLD","","101","HANOVER ST ","APT","2","","MANKATO","MN","56001","","","","","7636880988","2020-09-14 00:00:00","1990","100","Mankato","0142","MANKATO W-04
P-10A","04","77","","05","19B","19","1","01","","6013","",""
"4964441","07","KELSIE","RENEE","AAMOT","","104","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078221583","2016-11-08 00:00:00","1989","040","Eagle Lake","0040","EAGLE
LAKE","","77","","05","19B","19","1","05","","6013","",""
"4968605","07","SHEA","MICHAEL","AAMO[illegible]","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078222270","2016-11-08 00:00:00","1989","040","Eagle Lake","0040","EAGLE
LAKE","","77","","05","19B","19","1[illegible]","","",""
"5804059","07","KAYLA","MARGUERITE","[illegible]1","BUTTERWORTH ST ","APT","3","","MANKATO","MN","56001","","","","","3203102613","2020-08-24
00:00:00","1997","100","Mankato","01[illegible]","[illegible]P-16","02","77","","05","19A","19","1","02","","6013","",""
"1884199","07","DEAN","SCOT","AARSVOLD","[illegible]28","[illegible]DSON AVE ","","","","MANKATO","MN","56001","","","","","5073867962","2015-12-22 00:00:00","1961","100","Mankato","0135","MANKATO W-03
P-09","03","77","","05","19B","[illegible]","","0005332436"
"4697358","07","SHARON","D","[illegible]","[illegible]UDSON AVE ","","","","MANKATO","MN","56001","","","","","5073403348","2017-01-23 00:00:00","1956","100","Mankato","0135","MANKATO W-03
P-09","03","77","","05","19B[illegible]","[illegible]013","",""
"5819935","07","BRITTA","AND[illegible]","[illegible]ELLIS AVE ","#","H402","","MANKATO","MN","56001","","","","","2187608144","2020-10-08 00:00:00","2002","100","Mankato","0120","MANKATO W-05
P-06","05","77","","05","19[illegible]","[illegible]013","",""
"5293277","07","AIDEN","JAM[illegible]","[illegible]ROOSEVELT CIR ","APT","307","","MANKATO","MN","56001","","","","","5073273910","2019-10-16 00:00:00","1998","100","Mankato","0165","MANKATO
W-02 P-15","02","77","","05[illegible]","[illegible]","6013","",""
"5641010","07","CHANO","MA[illegible]","[illegible]0","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2018-11-06 00:00:00","1998","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","[illegible]3","",""
"6018794","07","ISAK","MAHAMED","A[illegible]","[illegible]","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020-11-03 00:00:00","2002","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","[illegible]3","",""
"5790644","07","NAJMA","MAHAMED","[illegible]","[illegible]","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020-09-18 00:00:00","1999","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","[illegible]","","",""
"5247504","07","ROBLE","MAHAMMED","[illegible]R","[illegible]","JAMES AVE ","APT","5","","MANKATO","MN","56001","","","","","3202662843","2017-08-30 00:00:00","1996","100","Mankato","0115","MANKATO
W-05 P-05","05","77","","05","19[illegible]","[illegible]1","[illegible]","6013","",""
"5515726","07","KWOT","","ABALLA[illegible]","[illegible]15","[illegible]AVE ","APT","207","","MANKATO","MN","56001","","","","","5077203102","2017-09-12 00:00:00","1988","100","Mankato","0142","MANKATO W-04
P-10A","04","77","","05","19B","[illegible]","01","[illegible]13","","",""
"1916735","07","CAROL","ANN","A[illegible]","[illegible]482[illegible]","[illegible]TE HIGHWAY 68 ","","","","NEW ULM","MN","56073","","","","","5079473256","2019-04-02 00:00:00","1950","020","Cambria Twp","0020","CAMBRIA
TWP","","88","","05","23B","23[illegible]4","","[illegible]","0001901153"
"4213461","07","GINA","MARIAN","ABBAS","","327","E VINE ST ","","","","MANKATO","MN","56001","","","","","5077799310","2020-08-15 00:00:00","1988","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","",""
"511285","07","HAROLD","LEE","ABBAS","","1704","FAIR ST ","","","","MANKATO","MN","56001","","","","","5079473322","2020-09-08 00:00:00","1962","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","","0002775821"
"4333583","07","MAZEN","ISSAM","ABBAS","","301","JAMES AVE ","","","","MANKATO","MN","56001","","","","","8087266653","2018-07-18 00:00:00","1974","100","Mankato","0115","MANKATO W-05 P-
05","05","77","","05","19B","19","1","03","","6013","",""
```

Ln 1, Col 1 | 100% | Windows (CRLF) | ANSI

Voter01 - Notepad

File Edit Format View Help

"VoterId","CountyCode","FirstName","MiddleName","LastName","NameSuffix","HouseNumber","StreetName","UnitType","UnitNumber","Address2","City","State","ZipCode","MailAddress","MailCity","Mail
State","MailZipCode","PhoneNumber","RegistrationDate","DOBYear","StateMcdCode","McdName","PrecinctCode","PrecinctName","WardCode","School","SchSub","Judicial","Legislative","StateSen","Cong
ressional","Commissioner","Park","SoilWater","Hospital","LegacyId"
"1492991","07","ROSS","ALLEN","AALGAARD","","1729","N BROAD ST ","","","","MANKATO","MN","56001","","","","","6128796169","2017-06-23 00:00:00","1964","100","Mankato","0165","MANKATO W-02
P-15","02","77","","05","19B","19","1","02","","6013","","0006214861"
"519623","07","MICHAEL","ANTHONY","AALI","","20474","549TH LN ","","","","MANKATO","MN","56001","3210 LANEWOOD LN","PLYMOUTH","MN","55447","5073041318","2018-10-12
00:00:00","1955","160","South [illegible]Twp","05","SOUTH BEND TWP","","2071","","05","23B","23","1","04","","6013","","0004680339"
"5929311","07","WYATT","","AAMODT","","","COTTAGE [illegible]ATH ","","","","MANKATO","MN","56001","","","","","2183551972","2020-09-20 00:00:00","1997","100","Mankato","0135","MANKATO W-03 P-
09","03","77","","05","19B","19","1","03","","6013","",""
"4371826","07","MEGAN","RUTH","AAMOLD","","101","HANOVER ST ","APT","2","","MANKATO","MN","56001","","","","","7636880988","2020-09-14 00:00:00","1999","100","Mankato","0142","MANKATO W-04
P-10A","04","77","","05","19B","19","1","01","","6013","",""
"4964441","07","KELSIE","RENEE","AAMOT","","104","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078221583","2016-11 [illegible] Lake","0040","EAGLE
LAKE","","77","","05","19B","19","1","05","","6013","",""
"4968605","07","SHEA","MICHAEL","AAMO[illegible]","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078222270","2016[illegible]e","0040","EAGLE
LAKE","","77","","05","19B","19","1[illegible]","","",""
"5804059","07","KAYLA","MARGUERITE","[illegible]1","BUTTERWORTH ST ","APT","3","","MANKATO","MN","56001","","","","","3[illegible]
00:00:00","1997","100","Mankato","01[illegible]","P-16","02","77","","05","19A","19","1","02","","6013","",""
"1884199","07","DEAN","SCOT","AARSVOLD","[illegible]28","[illegible]DSON AVE ","","","","MANKATO","MN","56001","","","","","5073867962","[illegible]135","MANKATO W-03
P-09","03","77","","05","19B","[illegible]","","0005332436"
"4697358","07","SHARON","D","[illegible]","[illegible]UDSON AVE ","","","","MANKATO","MN","56001","","","","","5073403348","[illegible]5","MANKATO W-03
P-09","03","77","","05","19B","[illegible]013","",""
"5819935","07","BRITTA","AND[illegible]","[illegible]ELLIS AVE ","#","H402","","MANKATO","MN","56001","","","","","2187608144[illegible]","0120","MANKATO W-05
P-06","05","77","","05","19[illegible]","[illegible]6013","",""
"5293277","07","AIDEN","JAM[illegible]","A[illegible]","[illegible]ROOSEVELT CIR ","APT","307","","MANKATO","MN","56001","","","","","50[illegible]","[illegible]kato","0165","MANKATO
W-02 P-15","02","77","","05[illegible]","[illegible]","6013","",""
"5641010","07","CHANO","MA[illegible]","[illegible]","[illegible]0","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","20[illegible]","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","[illegible]","[illegible]3","",""
"6018794","07","ISAK","MAHAMED","A[illegible]","[illegible]","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020[illegible]","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","[illegible]","[illegible]3","",""
"5790644","07","NAJMA","MAHAMED","[illegible]","[illegible]0","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020[illegible]","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","[illegible]","[illegible]","",""
"5247504","07","ROBLE","MAHAMMED","[illegible]R","[illegible]","JAMES AVE ","APT","5","","MANKATO","MN","56001","","","","","3202662843[illegible]","[illegible]Mankato","0115","MANKATO
W-05 P-05","05","77","","05","19[illegible]","[illegible]1","[illegible]","6013","",""
"5515726","07","KWOT","","ABALLA[illegible]","[illegible]15","[illegible]AVE ","APT","207","","MANKATO","MN","56001","","","","","5077203102","2017-09-12 00[illegible]","[illegible]o","0142","MANKATO W-04
P-10A","04","77","","05","19B","[illegible]","[illegible]01","[illegible]13","",""
"1916735","07","CAROL","ANN","A[illegible]","[illegible]","482[illegible]","[illegible]TE HIGHWAY 68 ","","","","NEW ULM","MN","56073","","","","","5079473256","2019-04-02 00:00:00","1950","020","Cambria Twp","0020","CAMBRIA
TWP","","88","","05","23B","23[illegible]","[illegible]4","","[illegible]","0001901153"
"4213461","07","GINA","MARIAN","ABBAS","","327","E VINE ST ","","","","MANKATO","MN","56001","","","","","5077799310","2020-08-15 00:00:00","1988","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","",""
"511285","07","HAROLD","LEE","ABBAS","","1704","FAIR ST ","","","","MANKATO","MN","56001","","","","","5079473322","2020-09-08 00:00:00","1962","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","","0002775821"
"4333583","07","MAZEN","ISSAM","ABBAS","","301","JAMES AVE ","","","","MANKATO","MN","56001","","","","","8087266653","2018-07-18 00:00:00","1974","100","Mankato","0115","MANKATO W-05 P-
05","05","77","","05","19B","19","1","03","","6013","",""

Ln 1, Col 1 | 100% | Windows (CRLF) | ANSI

field organizer.

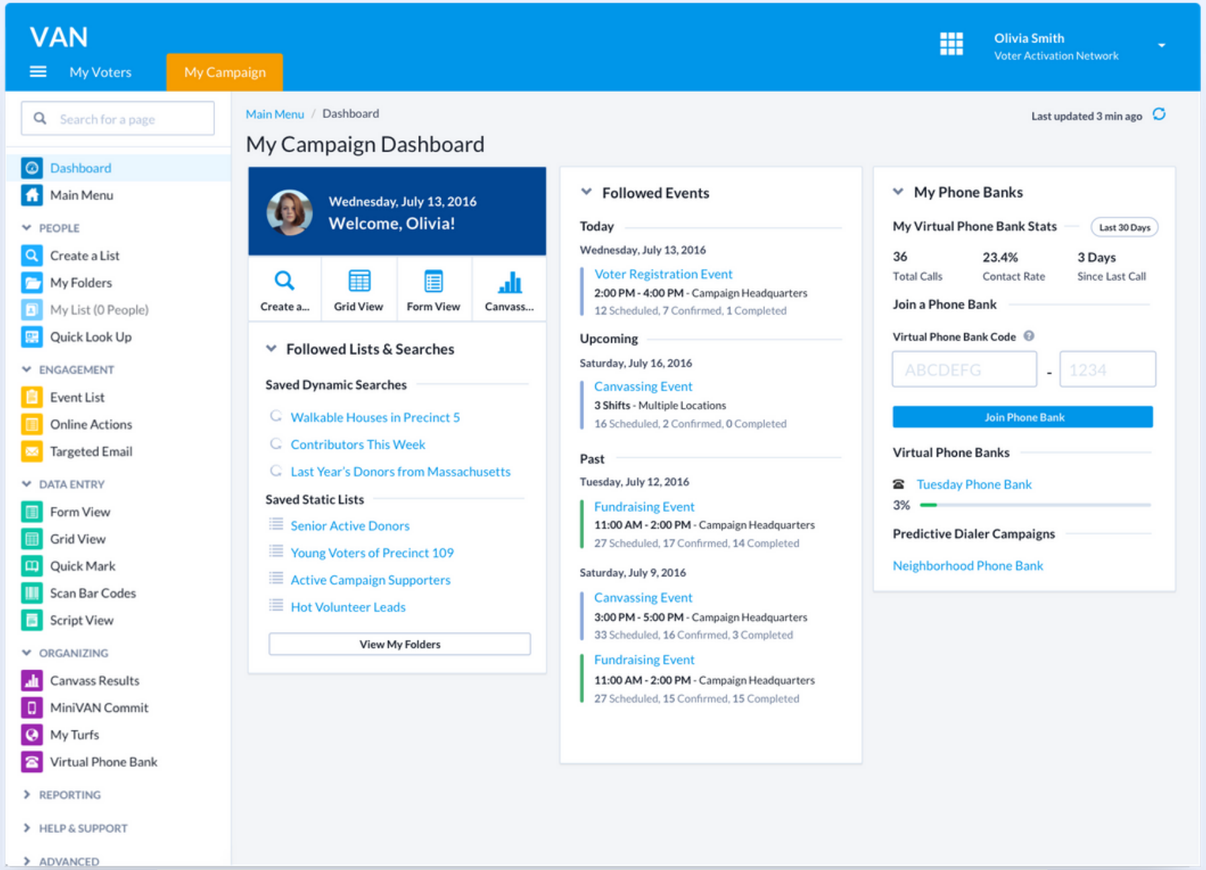
Provide voter outreach stragegies... ←

field organizer.

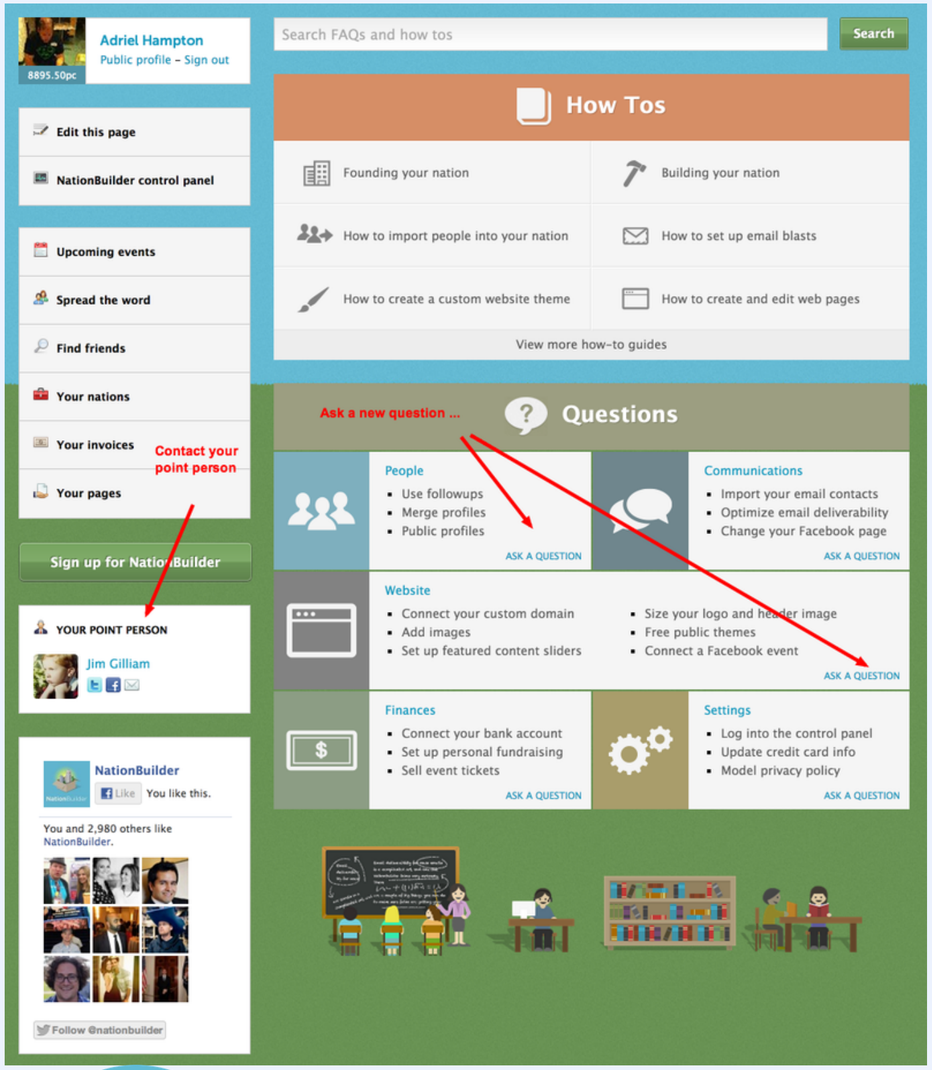
Provide voter outreach stragegies... ←

...but EXPENSIVE! ←

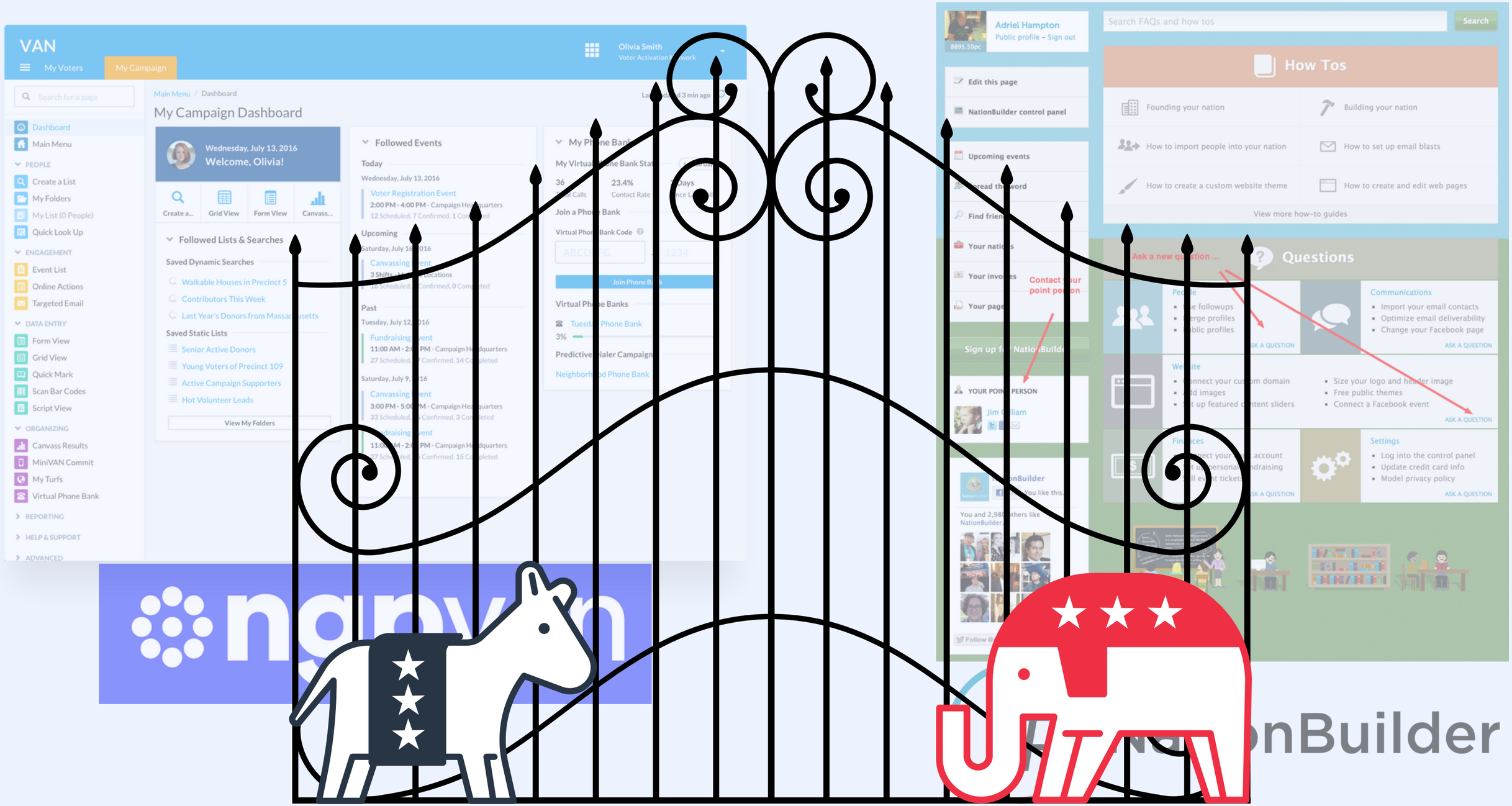
~30k to hire one



ngpvan



NationBuilder


VAN
My Voters
My Campaign
Olivia Smith
Search for a page
Dashboard
Main Menu
PEOPLE
Create a List
My Folders
My List (0 People)
Quick Look Up
ENGAGEMENT
Event List
Online Actions
Targeted Email
DATA ENTRY
Form View
Grid View
Quick Mark
Scan Bar Codes
Script View
ORGANIZING
Canvass Results
MiniVAN Commit
My Turfs
Virtual Phone Bank
REPORTING
HELP & SUPPORT
ADVANCED
Main Menu / Dashboard
My Campaign Dashboard
Wednesday, July 13, 2016
Welcome, Olivia!
Create a...
Grid View
Form View
Followed Lists & Searches
Saved Dynamic Searches
Walkable Houses in Precinct 5
Contributors This Week
Last Year's Donors from Massachusetts
Saved Static Lists
Senior Active Donors
Young Voters of Precinct 109
Active Campaign Supporters
Hot Volunteer Leads
View My Folders
Followed Events
Today
Wednesday, July 13, 2016
Voter Registration Event
2:00 PM - 4:00 PM - Campaign Headquarters
Upcoming
Past
Tuesday, July 12, 2016
Fundraising Event
11:00 AM - 2:00 PM - Campaign Headquarters
Saturday, July 9, 2016
Canvassing Event
3:00 PM - 5:00 PM - Campaign Headquarters
Join a Phone Bank
Virtual Phone Bank Code
Join Phone Bank
Virtual Phone Banks
Predictive Dialer Campaign
Adriel Hampton
Public profile – Sign out
Edit this page
NationBuilder control panel
Upcoming events
Find friends
Your nations
Your invoices
Your pages
Sign up for NationBuilder
YOUR POINT PERSON
Search FAQs and how tos
Search
How Tos
Founding your nation
Building your nation
How to import people into your nation
How to set up email blasts
How to create a custom website theme
How to create and edit web pages
View more how-to guides
Questions
Ask a new question ...
Contact your point person
People
Communications
Import your email contacts
Optimize email deliverability
Change your Facebook page
ASK A QUESTION
Website
Size your logo and header image
Free public themes
Connect a Facebook event
Finances
Settings
Log into the control panel
Update credit card info
Model privacy policy
ngpvan
onBuilder

downballot:

your
smart,
digital
field organizer.

Voter01 - Notepad

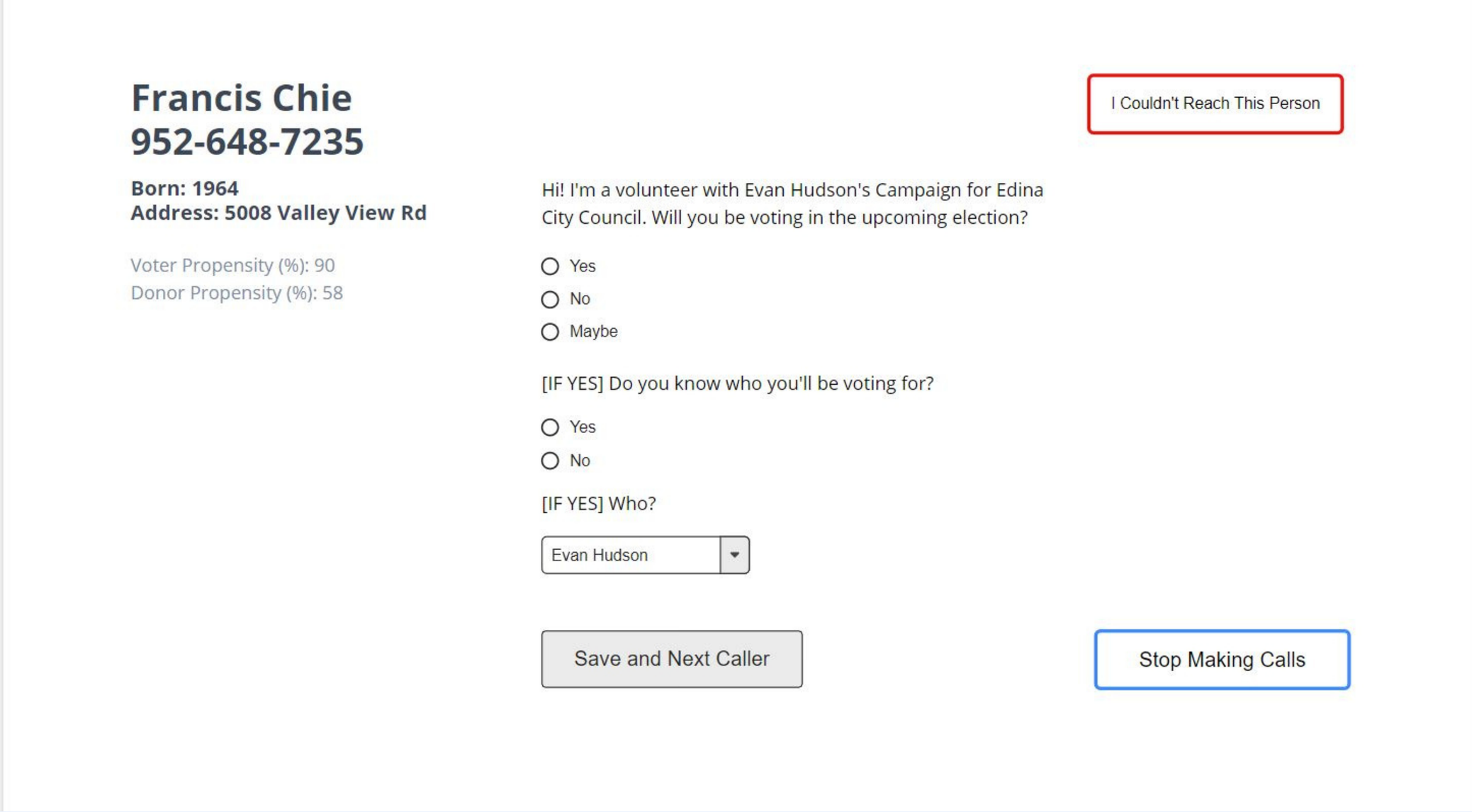
File Edit Format View Help

```
"VoterId","CountyCode","FirstName","MiddleName","LastName","NameSuffix","HouseNumber","StreetName","UnitType","UnitNumber","Address2","City","State","ZipCode","MailAddress","MailCity","Mail
State","MailZipCode","PhoneNumber","RegistrationDate","DOBYear","StateMcdCode","McdName","PrecinctCode","PrecinctName","WardCode","School","SchSub","Judicial","Legislative","StateSen","Cong
ressional","Commissioner","Park","SoilWater","Hospital","LegacyId"
"1492991","07","ROSS","ALLEN","AALGAARD","","1729","N BROAD ST ","","","","MANKATO","MN","56001","","","","","6128796169","2017-06-23 00:00:00","1964","100","Mankato","0165","MANKATO W-02
P-15","02","77","","05","19B","19","1","02","","6013","","0006214861"
"519623","07","MICHAEL","ANTHONY","AALID","","20474","549TH LN ","","","","MANKATO","MN","56001","3210 LANEWOOD LN","PLYMOUTH","MN","55447","5073041318","2018-10-12
00:00:00","1955","160","South Bend Twp","0245","SOUTH BEND TWP","","2071","","05","23B","23","1","04","","6013","","0004680339"
"5929311","07","WYATT","","AAMODT","","83","COTTAGE PATH ","","","","MANKATO","MN","56001","","","","","2183551972","2020-09-20 00:00:00","1997","100","Mankato","0135","MANKATO W-03 P-
09","03","77","","05","19B","19","1","03","","6013","",""
"4371826","07","MEGAN","RUTH","AAMOLD","","101","HANOVER ST ","APT","2","","MANKATO","MN","56001","","","","","7636880988","2020-09-14 00:00:00","1990","100","Mankato","0142","MANKATO W-04
P-10A","04","77","","05","19B","19","1","01","","6013","",""
"4964441","07","KELSIE","RENEE","AAMOT","","104","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078221583","2016-11-08 00:00:00","1989","040","Eagle Lake","0040","EAGLE
LAKE","","77","","05","19B","19","1","05","","6013","",""
"4968605","07","SHEA","MICHAEL","AAMOT","","104","HAWK AVE ","","","","EAGLE LAKE","MN","56024","","","","","5078222270","2016-11-08 00:00:00","1989","040","Eagle Lake","0040","EAGLE
LAKE","","77","","05","19B","19","1","05","","6013","",""
"5804059","07","KAYLA","MARGUERITE","AANDERUD","","281","BUTTERWORTH ST ","APT","3","","MANKATO","MN","56001","","","","","3203102613","2020-08-24
00:00:00","1997","100","Mankato","0170","MANKATO W-02 P-16","02","77","","05","19A","19","1","02","","6013","",""
"1884199","07","DEAN","SCOT","AARSVOLD","","428","W HUDSON AVE ","","","","MANKATO","MN","56001","","","","","5073867962","2015-12-22 00:00:00","1961","100","Mankato","0135","MANKATO W-03
P-09","03","77","","05","19B","19","1","03","","6013","","0005332436"
"4697358","07","SHARON","D","AARSVOLD","","428","W HUDSON AVE ","","","","MANKATO","MN","56001","","","","","5073403348","2017-01-23 00:00:00","1956","100","Mankato","0135","MANKATO W-03
P-09","03","77","","05","19B","19","1","03","","6013","",""
"5819935","07","BRITTA","ANDREA","AAS","","430","ELLIS AVE ","#","H402","","MANKATO","MN","56001","","","","","2187608144","2020-10-08 00:00:00","2002","100","Mankato","0120","MANKATO W-05
P-06","05","77","","05","19B","19","1","03","","6013","",""
"5293277","07","AIDEN","JAMES","AASUM","","230","ROOSEVELT CIR ","APT","307","","MANKATO","MN","56001","","","","","5073273910","2019-10-16 00:00:00","1998","100","Mankato","0165","MANKATO
W-02 P-15","02","77","","05","19B","19","1","02","","6013","",""
"5641010","07","CHANO","MAHAMED","ABADER","","1530","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2018-11-06 00:00:00","1998","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","1","01","","6013","",""
"6018794","07","ISAK","MAHAMED","ABADER","","1530","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020-11-03 00:00:00","2002","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","1","01","","6013","",""
"5790644","07","NAJMA","MAHAMED","ABADER","","1530","WARREN ST ","APT","101","","MANKATO","MN","56001","","","","","","2020-09-18 00:00:00","1999","100","Mankato","0125","MANKATO W-03 P-
07","03","77","","05","19B","19","1","01","","6013","",""
"5247504","07","ROBLE","MAHAMMED","ABADER","","460","JAMES AVE ","APT","5","","MANKATO","MN","56001","","","","","3202662843","2017-08-30 00:00:00","1996","100","Mankato","0115","MANKATO
W-05 P-05","05","77","","05","19B","19","1","03","","6013","",""
"5515726","07","KWOT","","ABALLA","","115","PARKWAY AVE ","APT","207","","MANKATO","MN","56001","","","","","5077203102","2017-09-12 00:00:00","1988","100","Mankato","0142","MANKATO W-04
P-10A","04","77","","05","19B","19","1","01","","6013","",""
"1916735","07","CAROL","ANN","ABBAS","","48229","STATE HIGHWAY 68 ","","","","NEW ULM","MN","56073","","","","","5079473256","2019-04-02 00:00:00","1950","020","Cambria Twp","0020","CAMBRIA
TWP","","88","","05","23B","23","1","04","","6013","","0001901153"
"4213461","07","GINA","MARIAN","ABBAS","","327","E VINE ST ","","","","MANKATO","MN","56001","","","","","5077799310","2020-08-15 00:00:00","1988","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","",""
"511285","07","HAROLD","LEE","ABBAS","","1704","FAIR ST ","","","","MANKATO","MN","56001","","","","","5079473322","2020-09-08 00:00:00","1962","100","Mankato","0165","MANKATO W-02 P-
15","02","77","","05","19B","19","1","02","","6013","","0002775821"
"4333583","07","MAZEN","ISSAM","ABBAS","","301","JAMES AVE ","","","","MANKATO","MN","56001","","","","","8087266653","2018-07-18 00:00:00","1974","100","Mankato","0115","MANKATO W-05 P-
05","05","77","","05","19B","19","1","03","","6013","",""
```

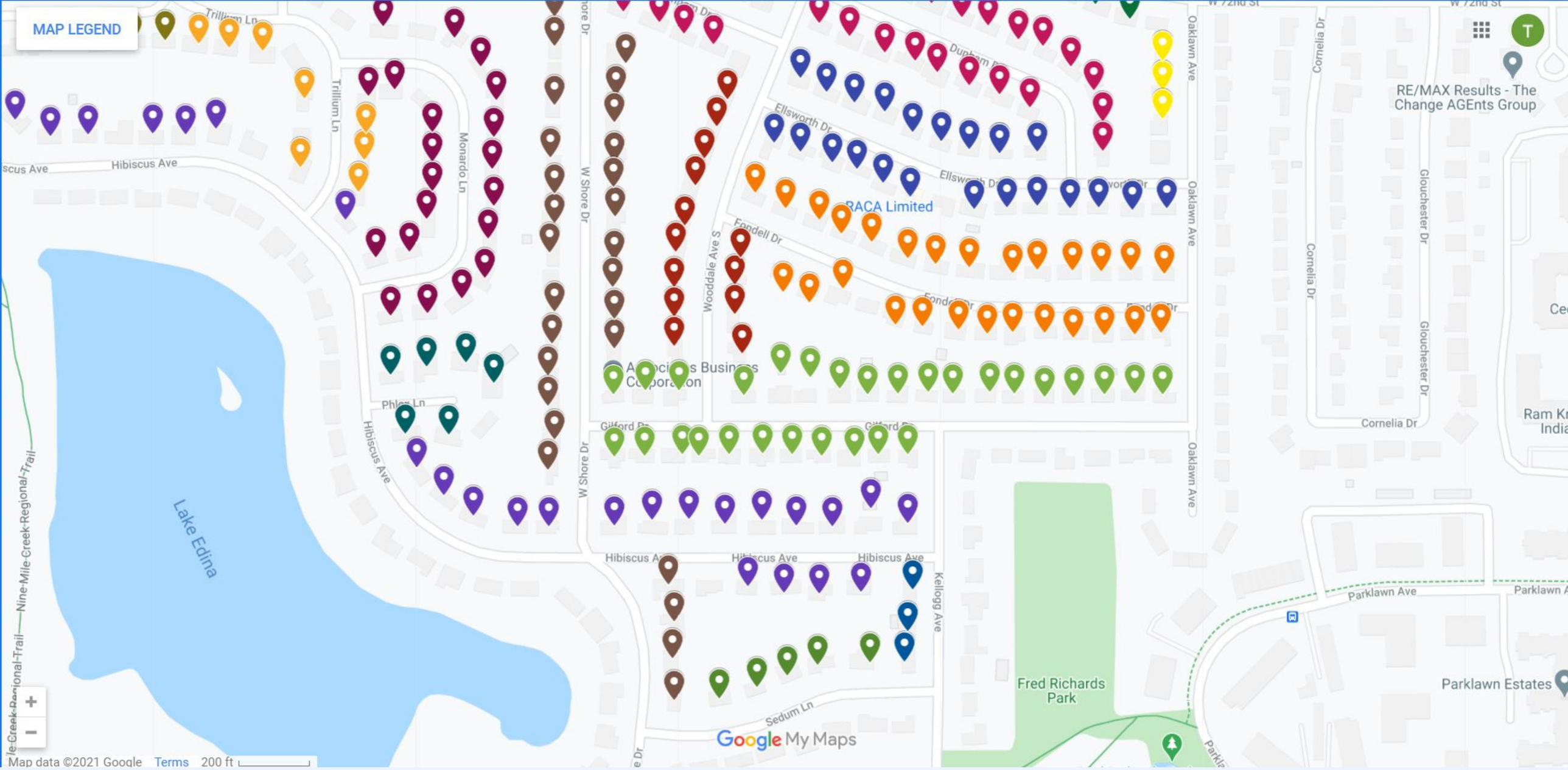
Ln 1, Col 1 | 100% | Windows (CRLF) | ANSI

Francis Chie	5008 Valley View Rd	Voter Propensity: 90% Donor Propensity: 58%
Geraldine Sjoblom	5016 Valley View Rd	Voter Propensity: 87% Donor Propensity: 53%
Daniel Steinhagen	5017 Valley View Rd	Voter Propensity: 90% Donor Propensity: 55%
Maureen Lindholm	5024 Valley View Rd	Voter Propensity: 80% Donor Propensity: 64%
Michael North	5028 Valley View Rd	Voter Propensity: 55% Donor Propensity: 32%
Diane Barnett	5029 Valley View Rd	Voter Propensity: 90% Donor Propensity: 58%

Algorithms produce *actionable* lists of likely *voters* *AND* likely *donors*.



Standardized data collection **means we have the most** ***complete*** **and** ***useful*** **data set.**



See *where* your voters live.

Product Differentiation

Product Differentiation

Open.

Anyone can use this tool–party appointments not necessary.

Product Differentiation

Open.

Anyone can use this tool–party appointments not necessary.

Custom.

We're building exactly what *our* customer wants.

Product Differentiation

Open.

Anyone can use this tool–party appointments not necessary.

Custom.

We're building exactly what *our* customer wants.

Accurate.

Split-ticket voting means **our predictions outperform VAN's** in local races.

field organizer.

downballot.

$30k

field organizer.

downballot.

$30k

$2k

Customer Satisfaction, Guaranteed.

"A precinct-by-precinct strategy breakdown *rivaling that of the major parties*."

-TX School Board Candidate

"I *raised more money with DownBallot* than each of my *six previous runs*."

-AZ Ward Council Candidate

"I only wish I would have started working with DownBallot *sooner*."

-MN City Council Candidate

In 2020: 14 Clients...

In 2020: 14 Clients...

50% had never run before.

In 2020: 14 Clients...

50% had never run before.

93% won their races.

A Huge Opportunity.

$2M/year

Serviceable Obtainable Market
(MSP)

A Huge Opportunity.

$50M/year

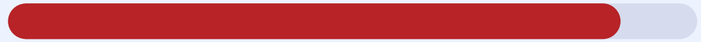
Serviceable Available Market

$2M/year

Serviceable Obtainable Market
(MSP)

A Huge Opportunity.

$300M/year



Total Available Market

$50M/year

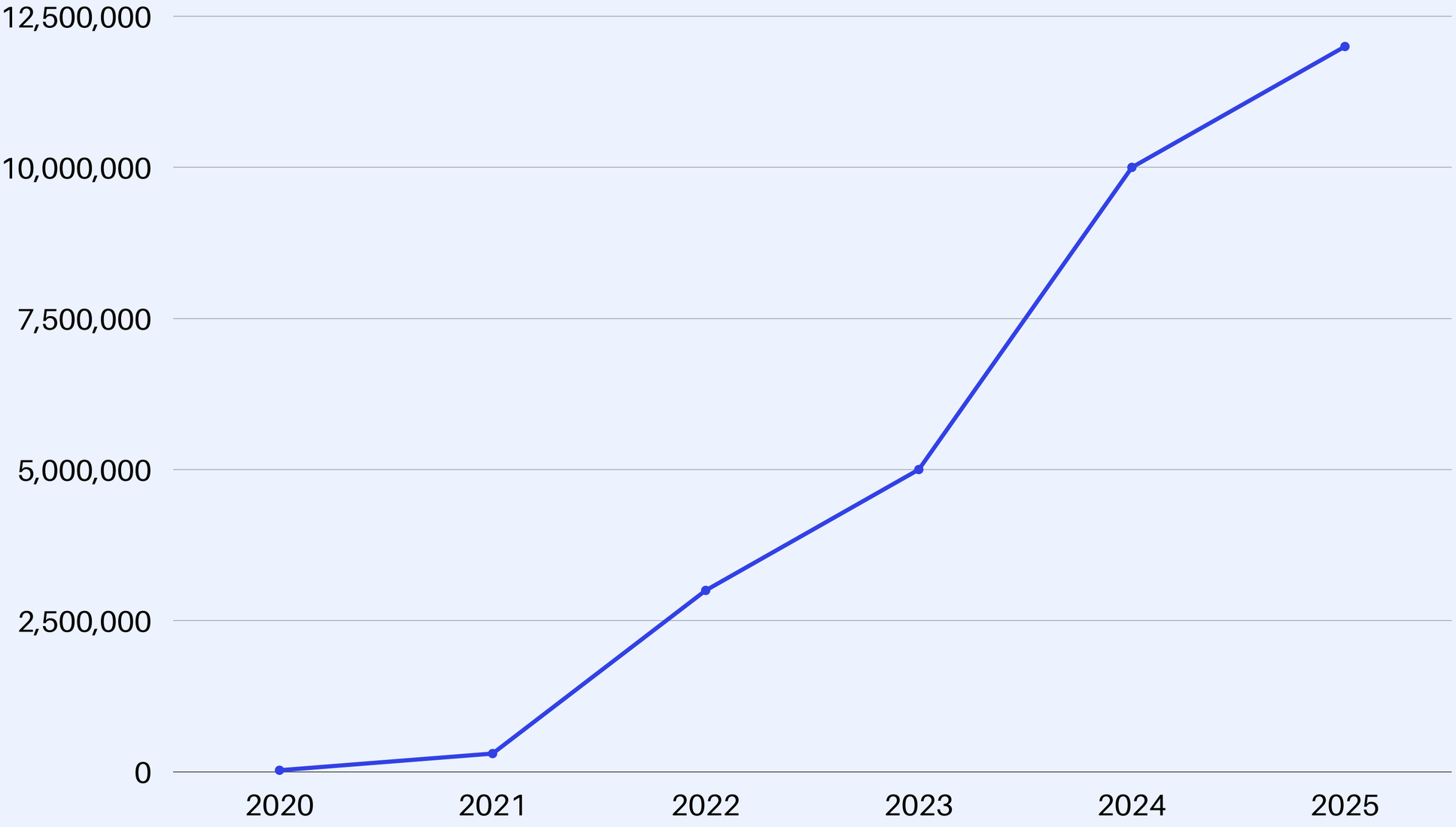
Serviceable Available Market

$2M/year

Serviceable Obtainable Market
(MSP)

Enormous Potential.

*Based on comps and current growth rate.



We're Already Profitable!
$25k in 2020

Projected Revenue.
$300k in 2021.
$12M in 2025.

Margin: 70-80%

Our Future.

May 2021

Delivery of **Digital Campaign Manager** software and **Mobile App**.

Nov 2021

150 clients (MN, TX, AZ) and **$300k** in revenue.

Jan 2022

ML algorithm with **90% accuracy** about voter behavior.

Nov 2022

500 clients (MN, TX, NY, CA, AZ, incl. **US House**) and **$3M** in revenue.

downballot.

"A precinct-by-precinct strategy breakdown *rivaling that of the major parties*."
-TX School Board Candidate

"I *raised more money with DownBallot* than each of my *six previous runs*."
-AZ Ward Council Candidate

"I only wish I would have started working with DownBallot *sooner*."
-MN City Council Candidate