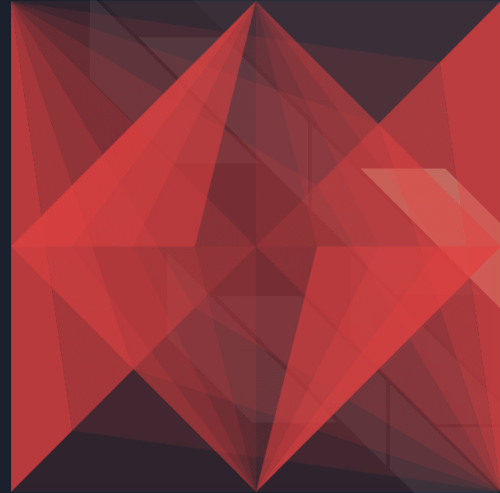




Pundit Analytics

Glenn Parham – Pundit Analytics CEO

Cloud Meetup – Feb. 25, 2020

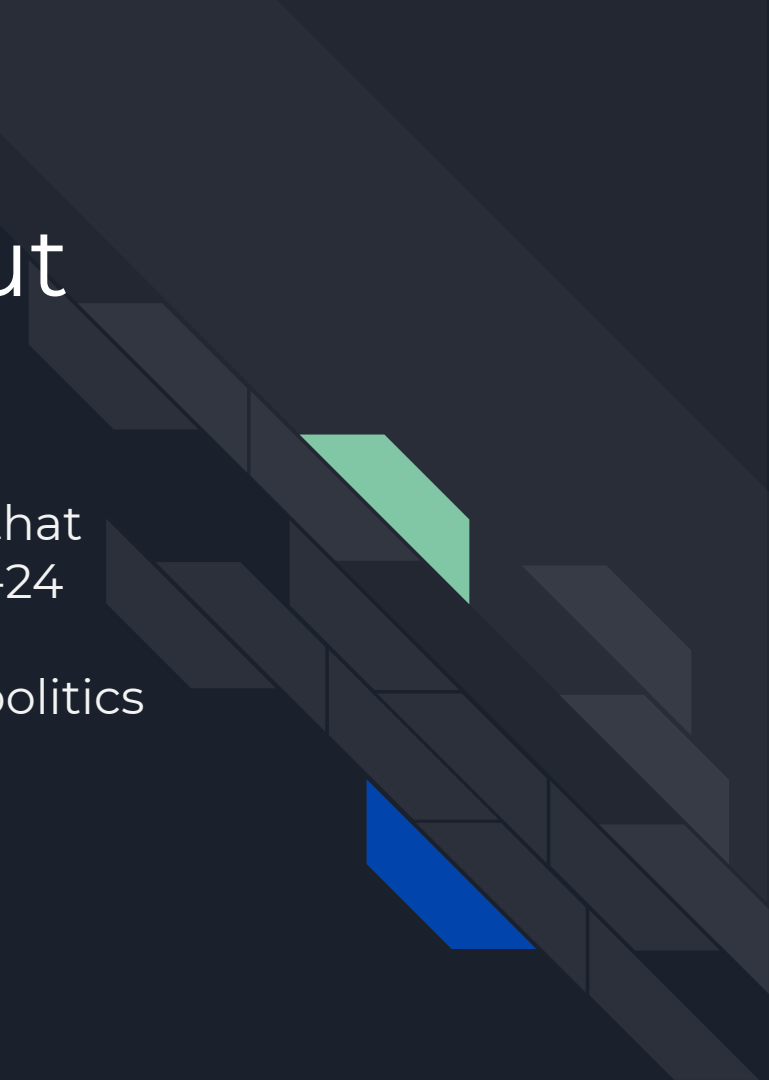


Where we've been

- In 2017, I decided I wanted to get into political tech
- Created PCS @ Berkeley
- Dropped out to focus on it, haven't looked back
- Had various iterations of Pundit:
 - Amazon alexa skill
 - Political wikipedia
 - Political social network

What's difficult about Political Tech?

- Market: Multi-billion-dollar industry that intentionally goes bankrupt every 12-24 months
- Awareness: Silicon Valley is blind to politics
- Ethics: Tech in politics is extremely consequential to our democracy



Where we're at:

- Pundit Analytics: automating political competitive intelligence
 - Basically Crunchbase for politics, but much more insightful



Competitive Intelligence

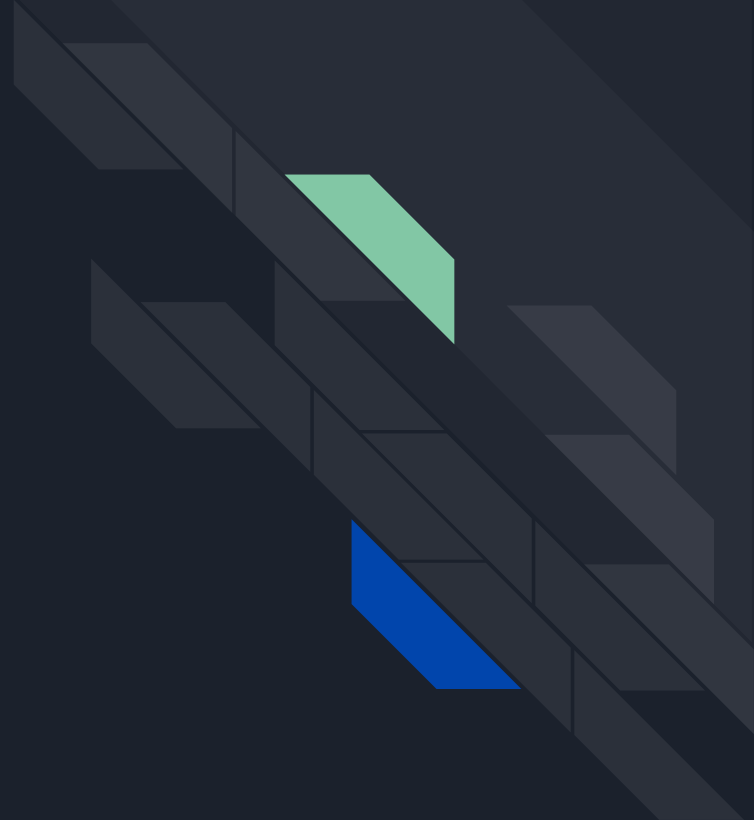
Pundit automates competitive intelligence so
you're always ahead.

Track Your Political Targets Now





Great...what
does this have
to do with
Cloud?

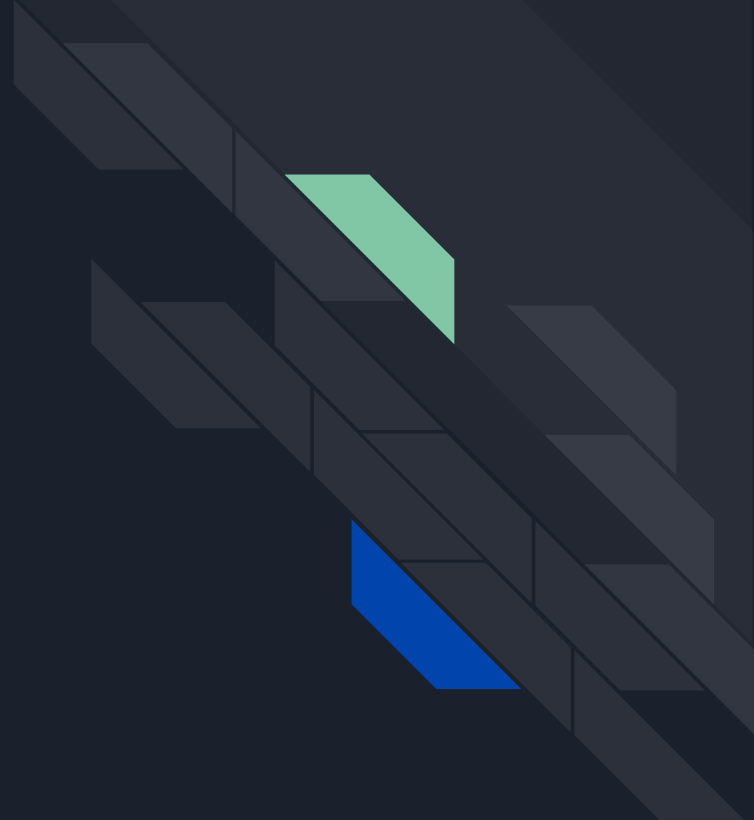


POLITICS IS UNBELIEVABLY TIME-SENSITIVE

- Deadlines are IMMOVABLE (unless you want to overturn a Federal Law)
- Things change by the minute
 - Intel is currently published on a quarterly basis, rendering it completely useless
- A lot of data, lack of tech talent, need interpretable analytics to take action



Why we need
cloud: **real-time
data ingestion
and graphical
analysis**

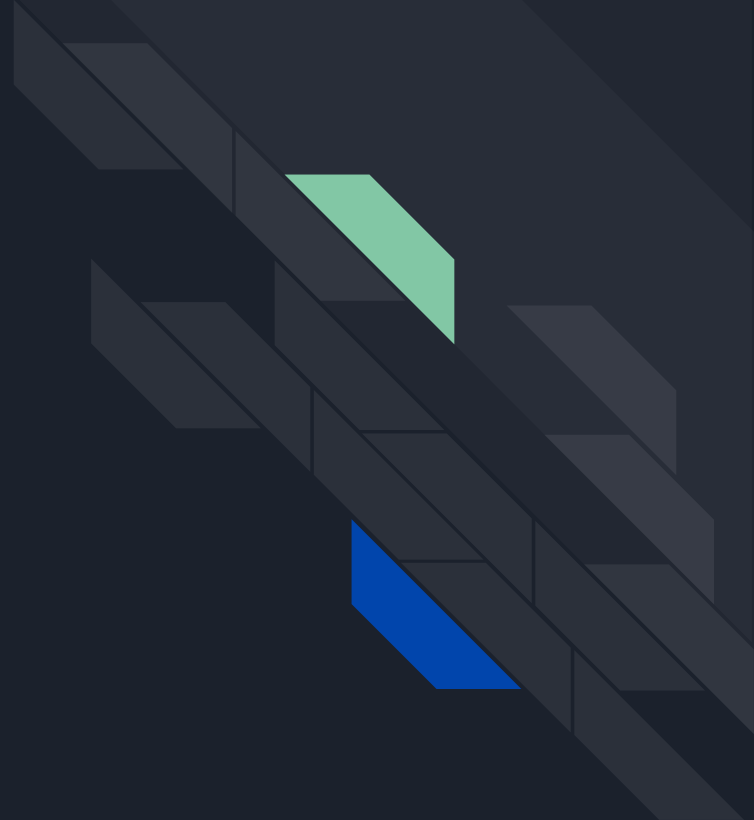


Example: How much money is Trump spending on his re-election?

- **Before:** look at campaign expenditures from Trump's campaign last quarter (published by the FEC)
- **Now:** Pundit Analytics can get Facebook ad expenditures (every second) of Trump Campaign AND detect adjacent political actors
 - i.e. Trump's Campaign spent \$110,308 on Facebook ads over the past 24 hours and targeted 18 year-old females in Wisconsin
 - Trump's adjacent PACs/orgs spent \$2.5 million in that same time period



What we've learned

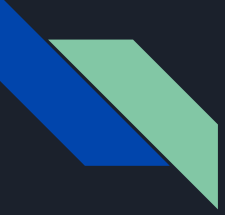


What we've learned

- The gravity of our work
- How scary political tech is
 - Leveraging cloud, it's easy to scale malicious interference in our political system in just a few hours via misinformation, deep fakes, etc.

Any Questions?

- Q: What campaigns/political groups does Pundit Analytics work with?
 - A: We work with political players at the highest level. That's all we can say.
- Q: How are you different from Cambridge Analytica?
 - A: We don't focus on the electorate. Not our domain
- Q: Who is going to win in Nov 2020?
 - A: No clue. Not our domain.



Thank you!

Want the latest & exclusive
political intel? Subscribe to our
services at

www.punditanalytics.com

