

Democracy is in crisis.

**Democracy and
civic engagement
are inextricably linked.**

**Current campaign technology is a
barrier to political participation and
inclusive campaigns.**

Current campaign technology is a barrier to political participation and inclusive campaigns.

▶▶ Hard to use

Current campaign technology is a barrier to political participation and inclusive campaigns.

- ▶▶ Hard to use

- ▶▶ Focused on likely voters

Current campaign technology is a barrier to political participation and inclusive campaigns.

- ▶▶ Hard to use
- ▶▶ Focused on likely voters
- ▶▶ Built for message delivery

**Win Number is reimagining
political campaign technology for
the civic century
to bring new voices into the
political arena.**

Win Number is reimagining political campaign technology for **the civic century** to bring new voices into the political arena.

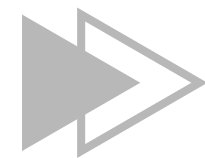
▶ ~~Hard to use~~

▶ ~~Focused on likely voters~~

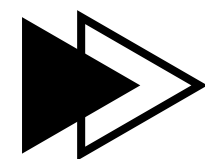
▶ ~~Built for message delivery~~

AI-automated workflows take the guesswork out of running a successful voter contact program

Win Number is reimagining political campaign technology for **the civic century** to bring new voices into the political arena.



~~Hard to use~~



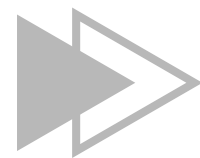
~~Focused on likely voters~~



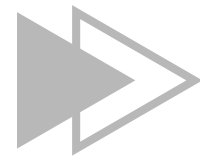
~~Built for message delivery~~

AI models help candidates unlock new opportunities to connect with hard to reach voters

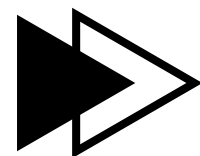
Win Number is reimagining political campaign technology for **the civic century** to bring new voices into the political arena.



~~Hard to use~~



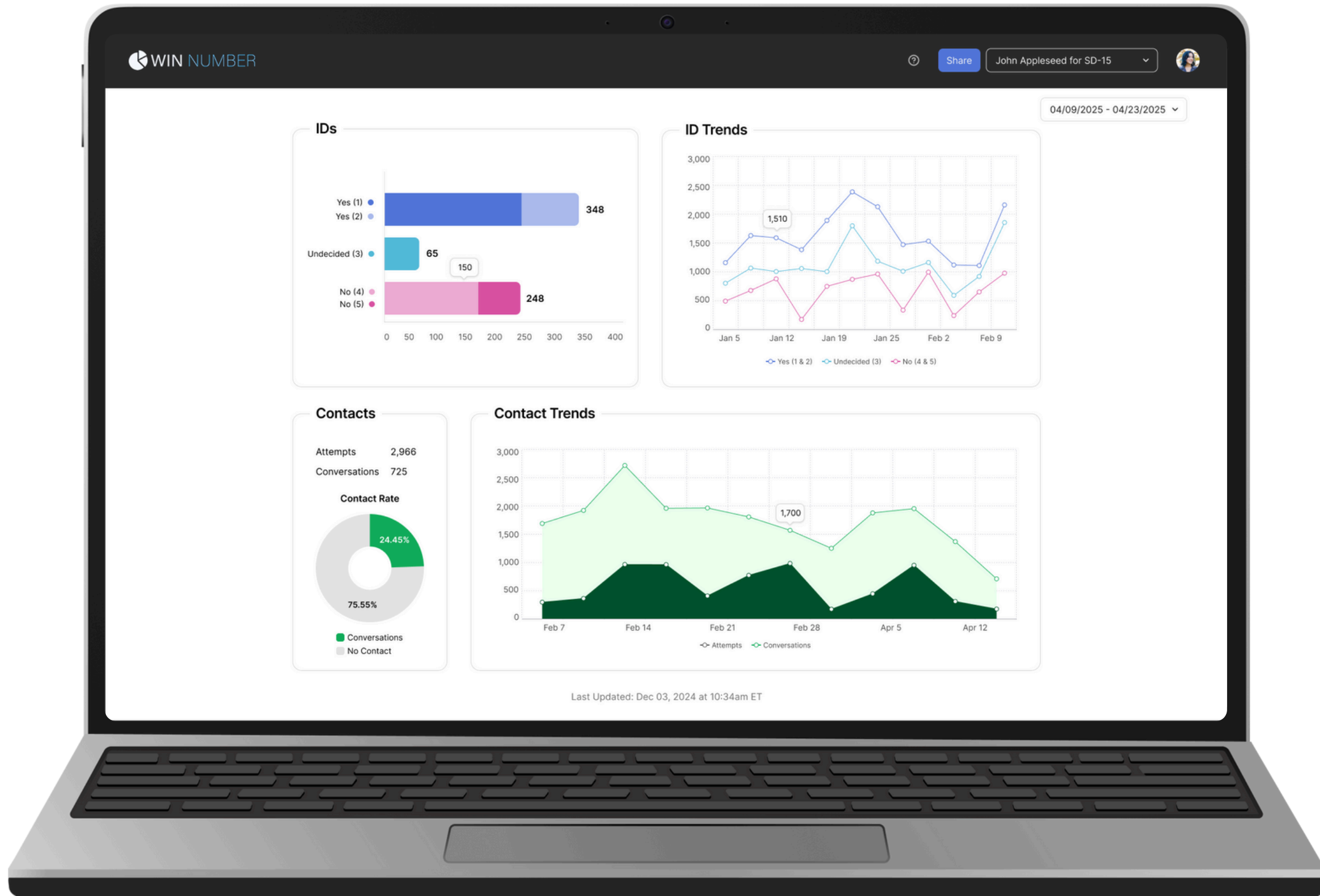
~~Focused on likely voters~~



~~Built for message delivery~~

AI models analyze qualitative data to help candidates listen to and deeply understand the concerns of the voters they seek to represent

Win Number Technology: Launching June 2025

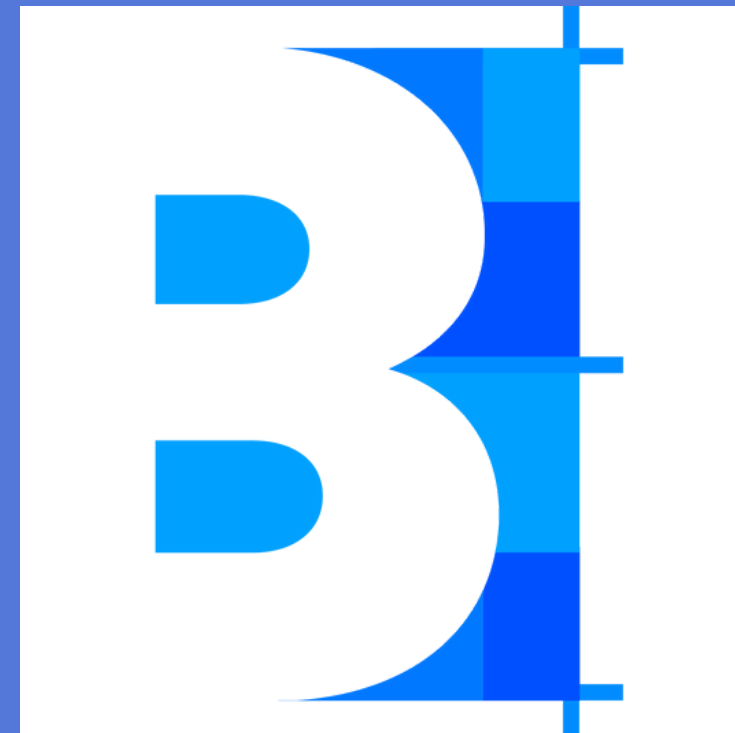


Our team has deep experience working in Democratic politics and building technology solutions.



**Nicole Hobbs
Morrison**
Co-Founder &
CEO

- 15 years in Democratic politics, including roles as Campaign Manager, Field Director, and Communications Director for state and local campaigns
- Raised money for 250+ Democratic legislative campaigns across 12 states as Co-Founder of EveryDistrict PAC
- Yale BA (2014) & Yale MBA (2025)



**Blueprint
Interactive
Development
Team**

- Award-winning full-service digital communications agency serving Democratic and progressive organizations for 15 years
- Experience with web design and development and building analytic tools for large Democratic and progressive organizations

Our go-to-market strategy leverages our founder's deep relationships with state-level campaign stakeholders to build strategic partnerships for 2025, 2026, and beyond.

Confirmed Contracts

Two confirmed 2025 contracts with a Pennsylvania County Council campaign and an Alabama City Council campaign.

Ongoing Negotiations

In discussion with stakeholders in Pennsylvania and Virginia to sign enterprise contracts that would allow us to scale to 10+ campaigns in 2025.

2026 and Beyond

Leverage partnerships and successful 2025 launch to work with 100+ campaigns across 7-10 states in 2026 and beyond.

Support from the Yale Innovation Summit Civic Pitch would be critical in supporting current technology development efforts.

Phase One: June 2025 Launch

Blueprint Contract	\$12,500
National Voter File	\$5,000
<hr/>	
TOTAL	\$17,500
<hr/>	
Confirmed Funding	\$14,500
Current Gap	\$3,000
<hr/>	
YIS Civic Pitch	\$2,500
Remaining Gap	\$500

Support from the Yale Innovation Civic Pitch Competition would be critical in supporting current technology development efforts.

Phase One: June 2025 Launch

Blueprint Contract	\$12,500
National Voter File	\$5,000
<hr/>	
TOTAL	\$17,500
<hr/>	
Confirmed Funding	\$14,500
Current Gap	\$3,000
<hr/>	
YIS Civic Pitch	\$2,500
Remaining Gap	\$500

Phase Two: Scale for 2026

\$750,000 will allow our team to make the necessary investments in 2025 and early 2026 to scale Win Number to 100+ campaigns for the critical 2026 midterm elections.

**Win Number is reimagining political
campaign technology as we rebuild faith
in **democracy** and strengthen
participation in **civic life**.**

nicole@winnumber.us | winnumber.us