

# CfA Accelerator Application 2013

**Who are the founders? \***

Roger Eaton

<http://www.linkedin.com/profile/view?id=4944232>

longtime programmer for Princess Cruises, now retired

Jennifer Wagner

<http://www.linkedin.com/profile/view?id=24706288>

Executive Director, Youth Tennis Advantage, San Francisco

Roger will be able to attend fully the week long events over the summer. Jennifer will only attend occasionally.

**Email \***

[rogerweaton@gmail.com](mailto:rogerweaton@gmail.com)

**Phone Number \***

(415) 933-0153

**Current Location \***

San Francisco

**Is your leadership team able to attend once a month week-long events at Code for America's office in San Francisco from August - November 2012? \***

Yes

**How did you hear about the CfA Accelerator? Please list multiple sources if appropriate.**

CfA newsletter

**Startup Name \***

InterMix Voices of Humanity

**Startup Website**

<http://intermix.org>

**Product Name(s) \***

InterMix Voices of Humanity Social Media

**Product URL**

<http://go.intermix.cr8.com>

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**Product description: \***

InterMix gives a bottom-up voice to groups. Members of a group write messages and then trade them around to read and rate. Highly rated messages are automatically tweeted, blogged and posted to facebook.

Groups join together in "discussions" which have "decision periods". Within a decision period, the participants are recombined into six "voices of humanity": the voice of women, of men, of youth, of experience (middle-age), of wisdom (seniors) and the voice of humanity as one.

The intent is to go peer-to-peer so as to support a massive global network, and add a self-organizing non-jealousy-producing (very doable) hierarchy of organizations and networks in order to bring civil society onto the same page.

Because love and wit are what people can agree on, the selected messages will be both positive and powerful helping to build a larger community of trust. This has been the experience with the process so far.

**What value does your product bring to government/citizens? \***

With gender and age equality built in citizens can use InterMix to create what will amount to a new social contract, at the metro, state and national levels and perhaps even globally.

The consistently intelligent and generous Voices of Humanity will redefine the "other" giving each of us the realization that together we can overcome the difficult problems we face.

More down to earth, the new technology can create a virtuous funding cycle where people give in order to incentivize online participation and fund civil organizations at the same time - making the gift work twice. The participants do not get the money for themselves. Rather, they pass the money along to the participating organization of their choice.

From the government point of view, the software will be particularly useful when a sense of community is needed to back up a large social project. Just as a for instance, a city might notice the latest research showing that lead in the soil correlates highly with violence in particular areas of the city. In order to mobilize the city to get the lead out, as it were, the many civic organizations, from houses of worship to universities to shopping centers and so forth could be brought in to a single InterMix discussion and the sense of big picture consensus built up online would help enormously in overcoming the

fractured nature of modern society in the face to face process that would be needed to get things moving on the ground.

**Customer(s): Current and/or Potential \*** None currently. Our aim is to bring the SF Bay Area women's movement into closer cooperation by engaging women's groups to try an experiment and see what a bottom up women's voice might come up with. We are also working to bring in United Nations Association Chapters in the Northern California Division of UNA–USA. Success here in N. Cal. could lead to a national network of UNA Chapters and thence to an international network affiliated with the World Federation of UNA.

**Current and/or Expected Revenue from Customer(s) \*** currently none – expected in the range of 5 to 10 k through 2014

**Current and/or Expected Funding \*** currently minimal – expected 10–50 k via crowdsourcing through 2014

**What makes your company ideal for the Accelerator? \***

InterMix faces the network effect – the critical mass problem. A government connection would provide needed income even before critical mass is achieved. The CfA mentors have the experience to know just where that government connection is possible.

We are non–profit, so that is a strike against us, but we would provide government with a tool that could earn it credit in the community while helping to get projects off the ground. Looking at it from the citizens' point of view, it may be that the built–in gender equality will be the wind in our sails and get us off the ground. Once we achieve critical mass, we will provide citizens with a powerful tool to exert their collective influence.

**What would you like to get out of your participation in the CfA Accelerator? Please share your 3–5 top goals. \*** The 25k is hugely important – we could hire a second programmer and move faster. The connections to civil society, especially here in the Bay Area will help us get started. Finally, the experience of the CfA mentors will be hugely important in helping to avoid pitfalls and in pointing the way towards government contracts.

**Describe some of your possible competitors (if any). Include relevant URLs. \*** none known

**Community is important. Code** I am involved with both United Nations Association of San Francisco and the United

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**for America startups support each other's growth and development. Describe what skills, commitments, and/or knowledge you would share with the group.**

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Religions Initiative, which is global, but HQd here in SF. I would be happy to help make connections.