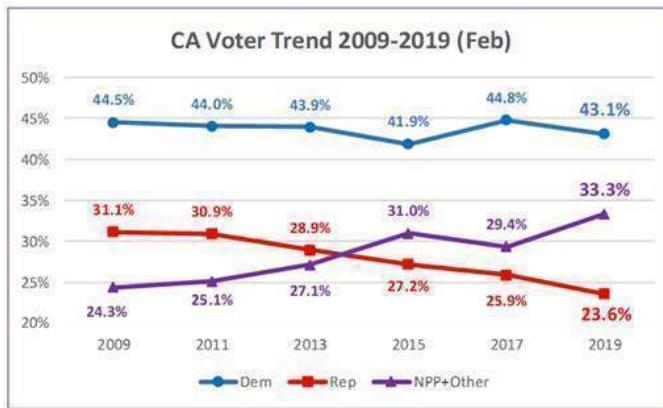


**Problem: Partisanship And Special Interests Hinder Independence**

Political parties exacerbate extremism through zero-sum electoral and governing strategies. Special interests (corporations, trade associations, unions, special interest groups) have inappropriate influence. The process how we recruit and screen candidates, fund and run campaigns, and govern post-election, cries out for reform and genuine competition. Some say the system isn't broken... its "fixed."

**Opportunity: Voters Are Dissatisfied**

Did you know... *6.6 million CA voters (~1/3 of registered voters) are so dissatisfied they left both parties?* Recently NPP registration superseded Republican. Even Democratic registration is losing market share. ~60% of American's say a third political party is needed.

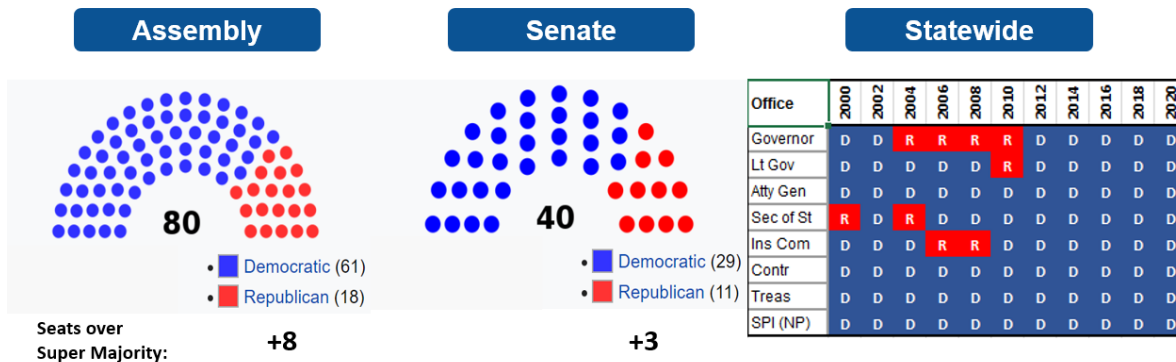


**10-yr Market Share Shift**

- NPP/Other gained 9 pts
- Dems down 2 pts
- Reps down 8 pts
- NPP's absolute growth rate is ~5x Dems

**Challenge: California Is A One-Party State**

Like most of us, Common Sense believes that a political monopoly by any party stifles transparency and honest debate and innovation. in California we now have a de-facto one-party state.



**Solution: Create Competition To Foster Independent Behavior**

In most legislative districts no party controls a majority. In some districts both candidates are from the same party. Common Sense will become the swing force to support qualified independent candidates, or more independent-minded Democrats or Republicans over strict partisans. The quality of campaigns and public discourse will increase through common sense competition.



**The Strategy: A Political Start-Up**

The Total Available Market (TAM) is 20 million CA voters. We'll target NPP, AIP, and the 1/3 of Ds and Rs who are independent-minded (~10 million voters). 10% TAM penetration is 2 million Common Sense voters swinging close state/local elections and efficiently qualifying statewide and local ballot initiatives.

Phase	Timing	Activity/Milestone	\$ Req'd
1. <b>Product Development</b>	6/2019-6/2020	Sign 67,000 voters and qualify Party. Pilot program proves acquisition is >\$10/voter (20% complete)	\$1M (50% complete)
2. <b>Market Acceptance</b>	7/2020-12/2020	Endorse and support 5-10 local/state candidates. Form party governance, platform. Enroll 250K voters.	\$2M
3. <b>Growth &amp; Impact</b>	2021-2022	Recruit, support 10-20 local/state candidates in 2022. Focus on high NPP regions. Convert sitting legislators.	\$5M
4. <b>Breakout</b>	2023-2026	2/3 of seats in CA Legislature are open. Recruit, support local/state candidates statewide.	\$10M-\$20M

**How To Help**

During our 10-day pilot registration drive in early September **over 10,000 California voters switched their party preference to Common Sense.** Field staff reported how signs saying, *“Tired of Democrats and Republicans, try Common Sense”* generated voters *lining up* to register. You can join, help, invest.

<b>Join</b>	Visit <a href="https://cacommmonsense.org/">https://cacommmonsense.org/</a> Sign up. It takes < 5 minutes. Forward to 10 friends.
<b>Help</b>	Forward this 1-minute video <a href="https://youtu.be/ZN1_5yIHvN0">https://youtu.be/ZN1_5yIHvN0</a> to 25 others. Refer local leaders, volunteers, and candidates in your town or campus to us.
<b>Invest</b>	<p><b><i>We've raised half of our \$1 million seed round – need another \$500K</i></b></p> <ul style="list-style-type: none"> <li>• Please see Investor Fact Sheet with wiring info to our 527 organization</li> <li>• Investors needing a c3 or c4 type organization -- please call</li> <li>• Smaller investors go to: <a href="https://donorbox.org/cacommmonsense">https://donorbox.org/cacommmonsense</a></li> </ul>

More information can be found at [cacommmonsense.org](https://cacommmonsense.org) or [facebook.com/cacommmonsense](https://facebook.com/cacommmonsense)

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