



ETHELO

Ethelo Democracy

A nonprofit dedicated to
online participatory democracy



Ethelo Decisions

A company dedicated to
better group decision-making

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What is Ethelo?

"A combination of powerful algorithm for decision making and social media interface to provide rich array of qualitative information. Excellent for any group decision making requirements"



Ethelo is far more powerful than crowdsourcing. The sophisticated algorithm paired with the social media interface is unique in the marketplace.

Regional Director General, Dept. Public Works

An exceptional advance on the state of the art that is clearly ahead of the competition.

Procurement Assessment Team, Gov. Canada

ETHELO

Who uses Ethelo?

More than 100 local governments across Canada



Infrastructure
Canada

Smart Cities Contest Adjudication

- \$75m in prizes
- 130 Canadian cities competing
- 15 person expert jury

metrovancouver

Transportation Policy



Ferry Terminal Redesign



Health Planning



Budgeting



Community Planning

ETHLO

Ethelo enables meaningful engagement in decision-making



Learn



Give
Feedback



Share ideas
and dreams



Group
Discussion



Evaluate
options



Weigh
Priorities



Make
choices

websites

surveys

ideation tools

social media

Ethelo's unique technology

* IAP2 Spectrum of Engagement

ETHLO

Community Applications

Ethelo has hosted more than 300 deliberative processes, primarily on:

Community Planning

City Budgeting

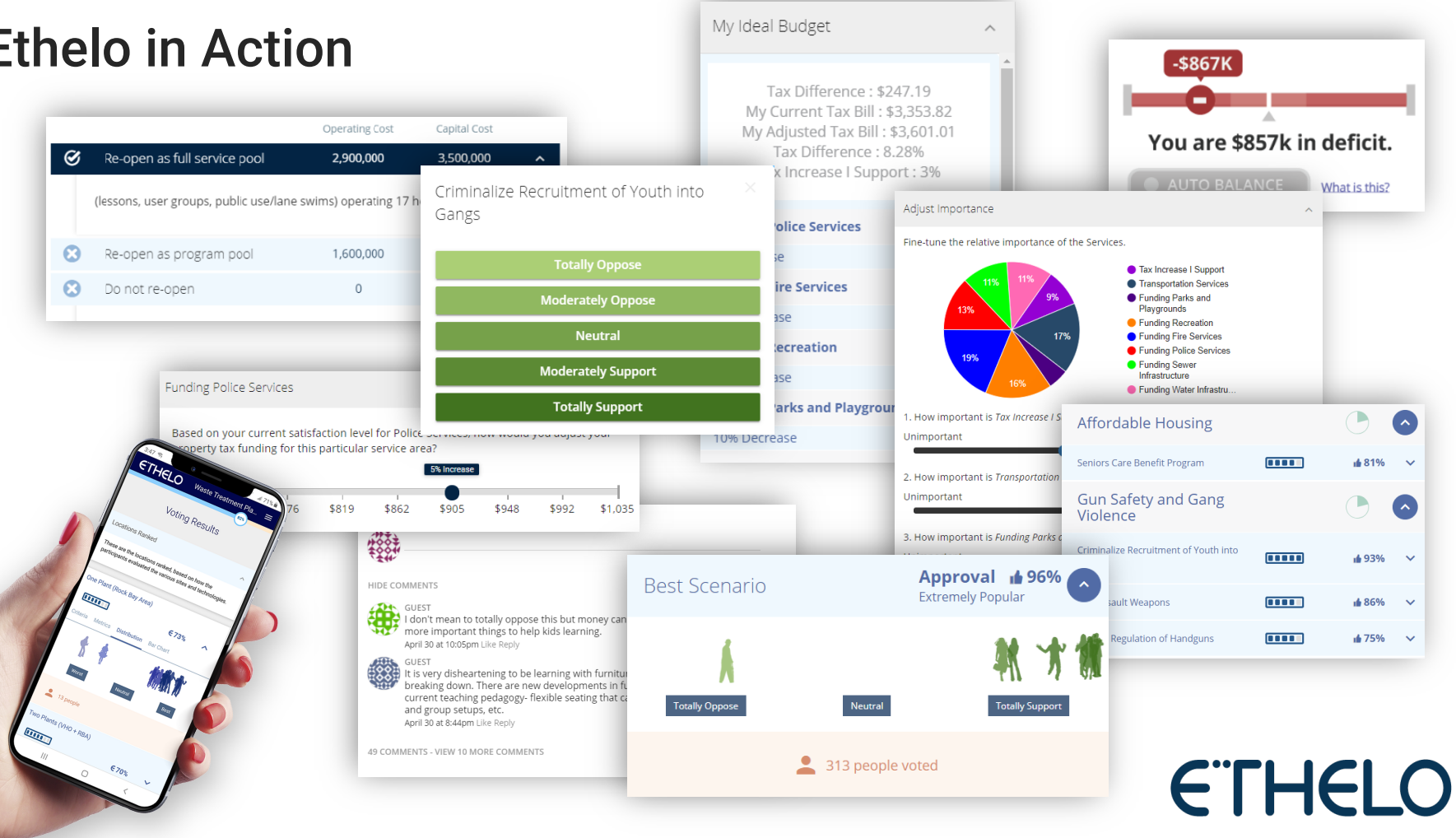
Capital Projects

Public Policy

Political Platforms



Ethelo in Action



ETHELO

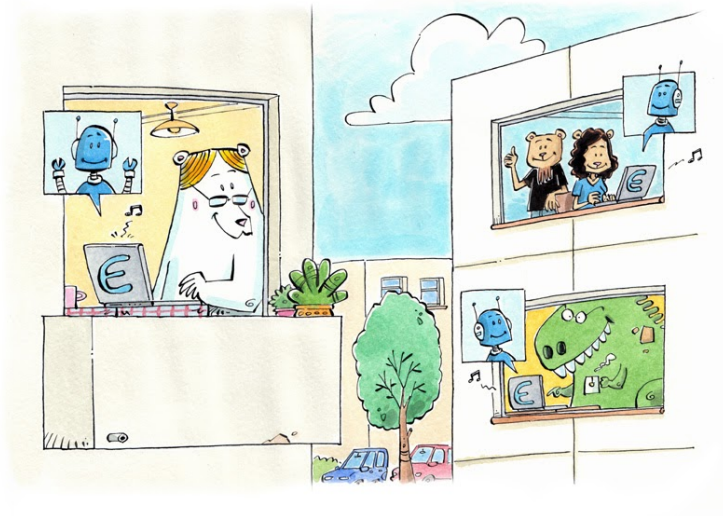
Universal Access Engagements

1. Large Scale Outreach

- Phone and web ads
- Promote launch event
- 10,000 to 100,000 people contacted

2. Live-Cast Launch Event

- Overview Presentation by Hosts
- Attendance via phone or video
- Opportunity for Questions



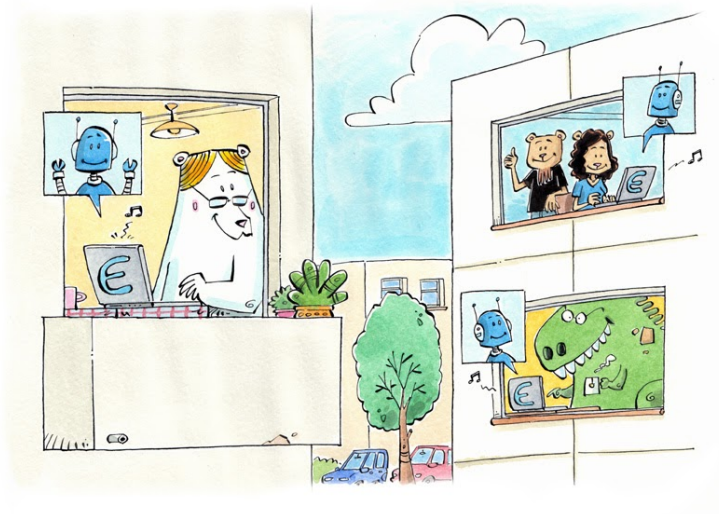
Universal Access Engagements

3. Participation : Three Options

- Custom Ethelo Instance
- Phone Concierge
- Hard-copy Response Package

4. Deliberation Options

- Facilitated small group discussions
- Collaborative “walk-throughs” of process
- Via phone or video



Universal Access Engagements

5. Real-time Analysis

- All feedback feeds into Ethelo platform
- Results visible to all participants
- Process live for 2-3 weeks

6. Final Wrap-Up

- Process concludes with live presentation
- Panel discussion of results
- Officials announces next steps

