



www.localamerica.com

info@localamerica.com

**A Presentation by Tom Grubisich,
Editorial Director, Local America,
for Pivot Point,
Chicago, June 26-27, 2012**

tom@localamerica.com; 310-663-5800



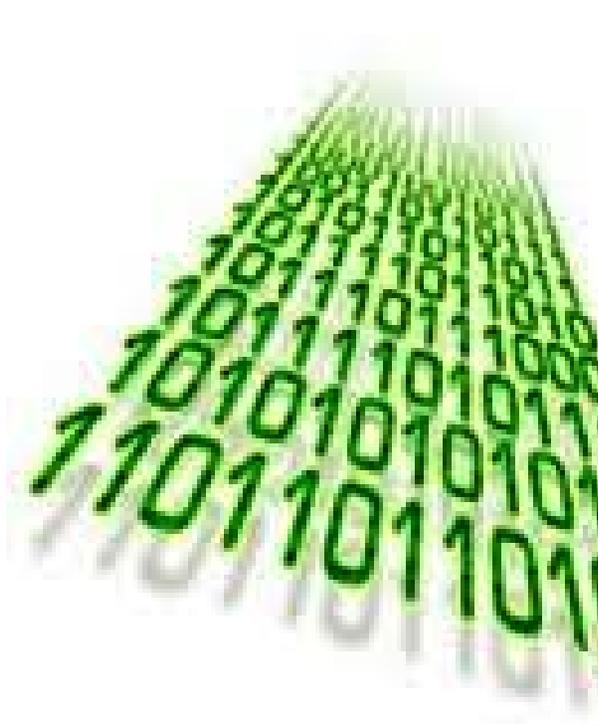
www.localamerica.com

info@localamerica.com

To give communities a place where they can rate their livability to protect what's working and fix what isn't in toughest economic times.

LOCAL AMERICA

MISSION



How livable is your community?

Local America taps into a wealth of fresh, revealing data covering more than 20 categories of livability. From this data, our algorithm produces preliminary community grades. We don't stop there. These first-cut ratings are tested and balanced with feedback from local experts and "the wisdom of the crowd."



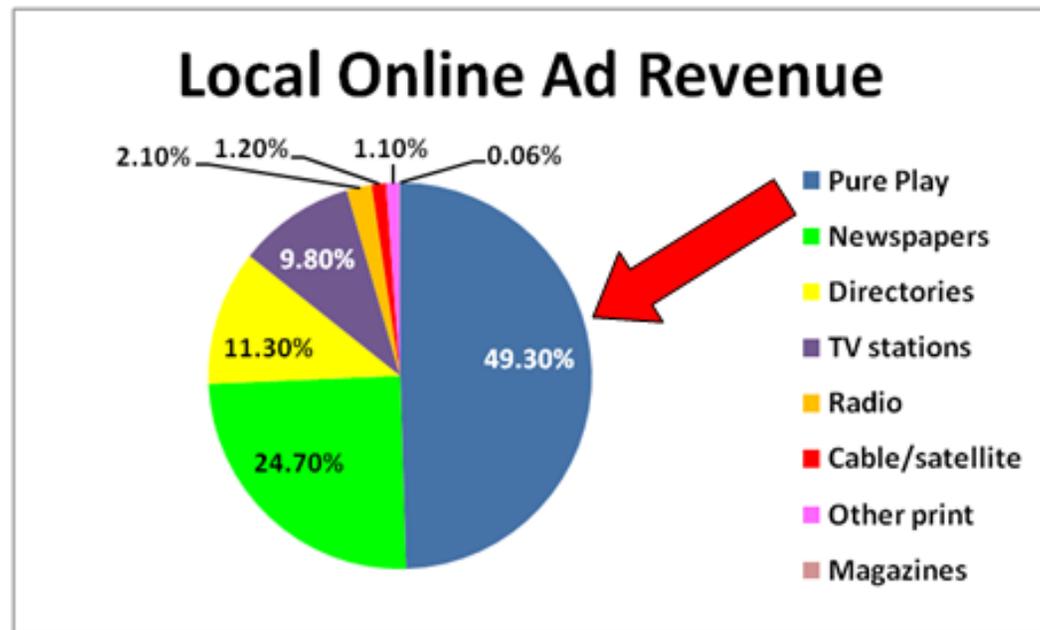
The communities "own" their ratings.

How economically healthy is your community? How good are its schools? What about recreation? Is it a fun place? Does it have a vision?

Local space: Where it's happening

Local is the Web's fastest-growing sector in revenue. Advertising sales hit \$23.3 million in 2011 and are projected to grow to \$37.9 million by 2015.

New "pure-play" websites have surged ahead of the older legacy sites of newspapers and TV stations in capturing this revenue.



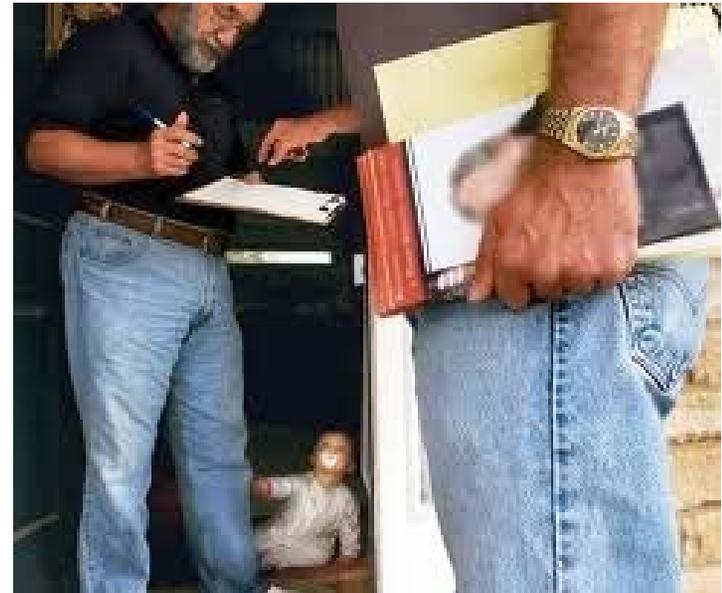
Borrell

Local America is a well-positioned pure play because it will be offering unique , engagement-driven content where businesses want to position their ads.

How community ratings can engage browsers

Browsers come and go – until they encounter content that hooks them. Then they act: They comment, tweet, post a “Like” on Facebook and share their discovery with friends. They might even get involved in a project of community betterment.

Local America is designed to engage its users in all those ways. Its community performance ratings will make emotional connections – the strongest drivers of engagement.



It will include the mother who thinks the C+ rating her son’s school got is too low, and fires back with an A -, backed up with facts. It will include the single male techie householder who totally disagrees with the A- rating for the local dog park and produces a video with voice over showing why the park deserves nothing higher than a D+. It will include the retiree who doesn’t understand why he can’t find preventative care services in his community, and sends in his diabetes bills with his F grade for health & wellness.

Multiple streams of revenue

Licensing

Local America will sell Love to Live In licenses to community sites, all of which are hungry for content that will attract and engage audiences. Local America will do all the heavy lifting to produce the high-value licensed content.



Advertising

Local America will share in the ad revenue generated by Love to Live In pages on licensee sites. These pages will be packed with feedback to the community ratings from the engaged users that advertisers want to reach.

Data

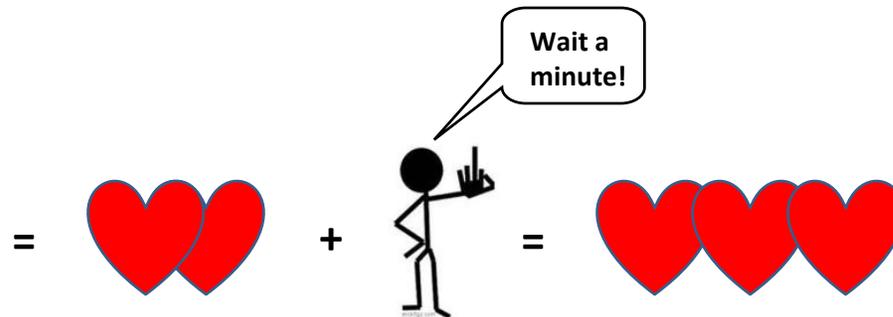
Collective personal-preference information that Local America gathers from users who tailor community ratings to their lifestyles will be marketed in privacy-protected format to retailers and other businesses.

Data is balanced by community feedback

Take the performance of black students at South Lakes High School in Reston, VA . Our algorithm rates SLHS as a “C” – two hearts. But a Local America Local Expert, the principal at SLHS, points out: “We’ve increased our graduation rate among black students 25% in three years. You don’t have that.” Local America’s algorithm factors in the principal’s information, plus other supporting facts – powered by our civic network and social networks like Twitter and Facebook – to raise South Lakes’ rating from a “C-” (two hearts) to a “B” (three hearts).

South Lakes High School				
English: Reading	Grade 10	2009-2010		
Student Subgroup	Type	Adv	Prof	Pass
All Students	School	47	45	92
	Division	58	39	96
	State	46	48	94
Black	School	19	63	83

Percent of students who earned a st			
Student Subg	Type	Four Years	Five Years
All Students	School	75	80
	Division	83	86
	State	77	77
Black	SLHS	59	69
	Division	73	75
	State	67	67



We will use powerful Alteryx intelligence software to collect, filter and interpret thousands of data points. Preliminary ratings based on data will be tested and balanced by feedback from local experts and ‘the wisdom of the crowd.’

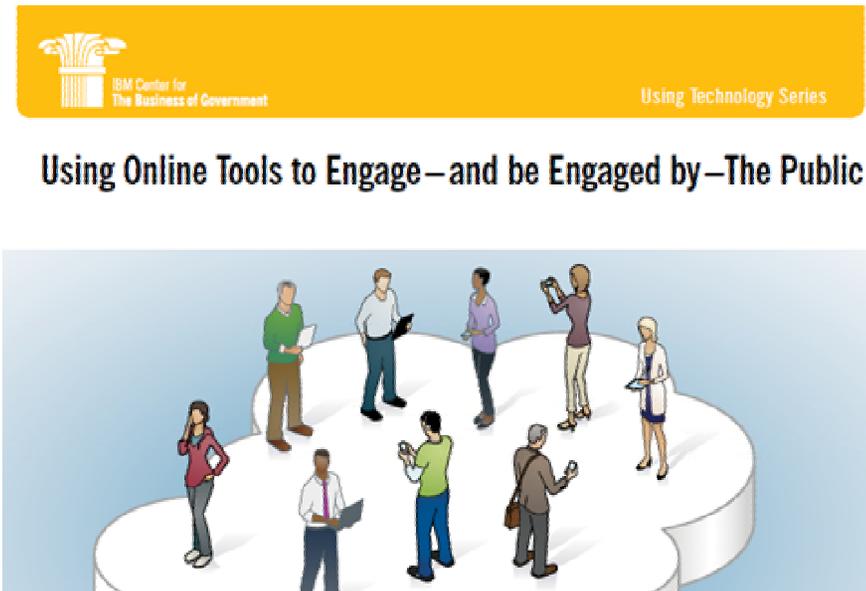
‘This could be a lifeline for the news media’

“Local American/Love to Live In is an interesting project. I like that the grades would be ‘owned’ by the community, and that people would be able to influence the grades after the first cut.

“I think you will need a really robust local partnership in each community to make this work.

“This convening/partnering role could be a lifeline for the news media as an industry.”

– **MATT LEIGHNINGER**, expert on engaging the public and role of media, and author of “Using Online Tools to Engage – and Be Engaged by – the Public.”





NabeWise



vibe

Other rating sites: Why they're unreliable

[Kiplinger's](#), [Forbes](#), [CNN/Money](#) and other print and digital publishers use selective data to produce arbitrary ratings that aren't transparent and have little or no feedback. Two new rating sites – [NabeWise](#) and [MapquestVibe](#) – cover more communities and include limited feedback. But their criteria include only part of the livability spectrum. The result is distorted, unreliable ratings. Inadequate controls allow MQVibe's algorithm to be gamed.

Local America rates communities across a broad spectrum of livability – in an open, collaborative process that continuously collects thousands of data sets covering 20+ categories, curation of other, “softer” information, plus broad feedback enhanced by the power of social media. Weighting and other controls prevent gaming.

‘Do-able Project’: From concept to product

We have begun development of a demo that will rate 10 communities in metro Washington, DC, including the District of Columbia and older and newer suburbs in Maryland and Northern Virginia.

The demo will require three to four months’ development. The major challenge will be testing our software in the data extraction/transforming/loading process and then running the filtered, weighted data through our algorithm to produce the first-cut ratings. We will also want to test our CMS platform to receive the ratings, push them out to our pages and send weighted feedback, including both ratings and comments backing them up, to the algorithm. We will also test other social-media features of the platform, including the ease with which users can self-publish articles and post comments to those articles.

For the demo, we are seeking \$60,000 funding to cover the cost of our lead developer and curator-editor for three to four months.

Upon completion of the demo, we will seek to license Local America to hyperlocal sites, both independents and networks, including pure plays and those launched by legacy media.



www.localamerica.com

info@localamerica.com

Our executive team

Dan McKee, CEO – Dan founded and manages [Insomniac Design Inc.](#), a Washington, DC-based design& development firm whose rapidly growing client list include the World Bank, International Finance Corp. and the United Nations. dm@insomniacdesign.com



Tom Grubisich, Editorial Director – Tom is “The New News” columnist for [Street Fight](#), the major site covering the hyperlocal industry. Earlier, he was senior Web editor at the World Bank. He has held major editorial posts at Digital City/America Online and the Washington Post. tom@localamerica.com



Mike Orren, Chief Adviser – Mike founded [PegasusNews](#), local news and information service covering 45 communities in Dallas/-Fort Worth. He sold Pegasus to Fisher Communications, a major TV chain serving the Northwest, and now consults to media companies and develops digital projects. mike@mikeorren.com

