

THE GRASSROOTS MOVEMENT

SPARK & ROUNDUP STRATEGY

THE FIRST DECENTRALIZED POLITICAL MEDIA NETWORK POWERED BY CITIZENS

MATT MAHAN

FOR GOVERNOR

BACK TO BASICS



EXECUTIVE SUMMARY

Transforms passive advertising into a visible citizen network. The core idea is converting 2,000 vehicles into mobile media (Spark) and equipping volunteers as human media (Roundel)

CAMPAIGN PROBLEM / OPPORTUNITY

Problem: Traditional static signs are easily ignored by voters.

Opportunity: Capture attention through unexpected, mobile, and luminous assets, sparking curiosity and discussion



PRODUCT OVERVIEW



Multi-Mode Roundels (Device Mechanism)

Flexible Deployment of the 3-inch Circular Display Device

Mode 1: Lanyard



- Classic Rally Format
- Worn Around Neck
- Best for: Rallies & Press Events



Mode 2: Snap-On



- Magnetic Attachment
- Versatile for Shirts, Jackets, Hats



Spark = distributed vehicle media | Roundel = distributed human media
Together they form a two-layer campaign visibility network.

Spark: Mobile digital campaign sign attached to car windows.

Roundel: 3-inch wearable circular display showing Matt Mahan's image.

SPARK USE CASE (DISTRIBUTED VEHICLE MEDIA)

- **Deployment:** Total 2,000 vehicles (1,000 in San Jose/Silicon Valley; 1,000 in Los Angeles).
- **Action Mode:** Mobile Media (60%) through dense traffic corridors; Parked Display (40%) in high-pedestrian areas.

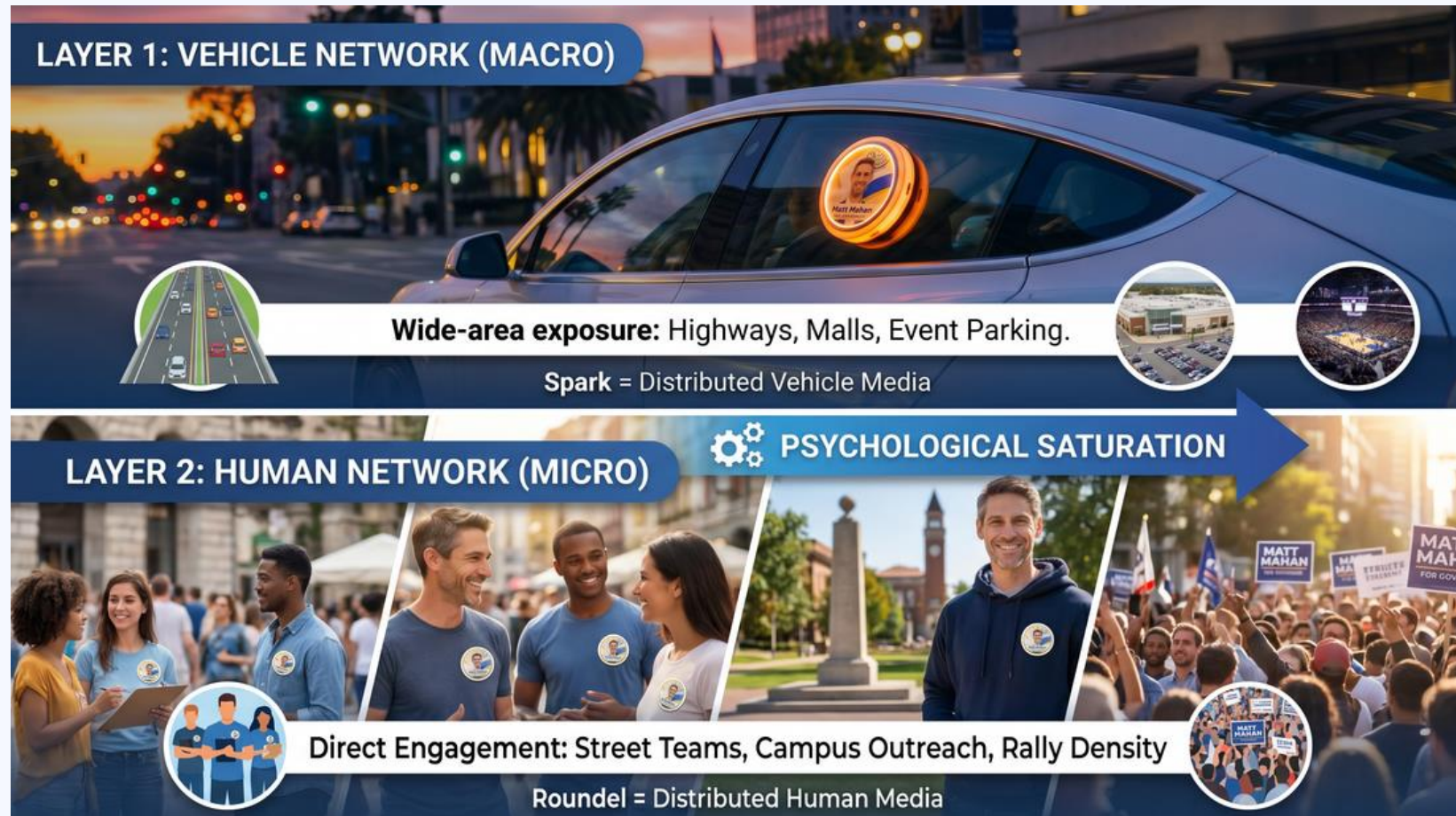




ROUNDEL USE CASE (DISTRIBUTED HUMAN MEDIA)

- **Function:** Mobile billboard, initiating conversations and amplifying presence at rallies.
- **4 Wearing Modes:** Neck Strap, Snap-On Magnet, Backpack Mount, and LED/Spark Mini.

2-LAYER VISIBILITY STRATEGY



- **Layer 1 (Macro):** Spark vehicles provide large-area visibility media.

- **Layer 2 (Micro):** Roundel volunteers provide small-area visibility media. Goal: Psychological saturation, creating the impression "I keep seeing this person everywhere."



DEPLOYMENT SCENARIOS (THE SYNERGY)

- **Strategy:** Enhanced visual effect when Spark vehicles and Roundel volunteers appear together.
- **Example:** parked Spark vehicles generate curiosity + Roundel volunteers convert curiosity into direct dialogue (at Santana Row)





ROUTE / LOCATION STRATEGY

- **Target Density:** 1 Spark/2–3 miles in San Jose and 1 Spark/3–4 miles in LA.
- **Key Areas:** Highways (I-101, I-405), University Campuses (Stanford, UCLA), and Pedestrian Centers (Santana Row, Venice Beach)

TIME-OF-DAY STRATEGY



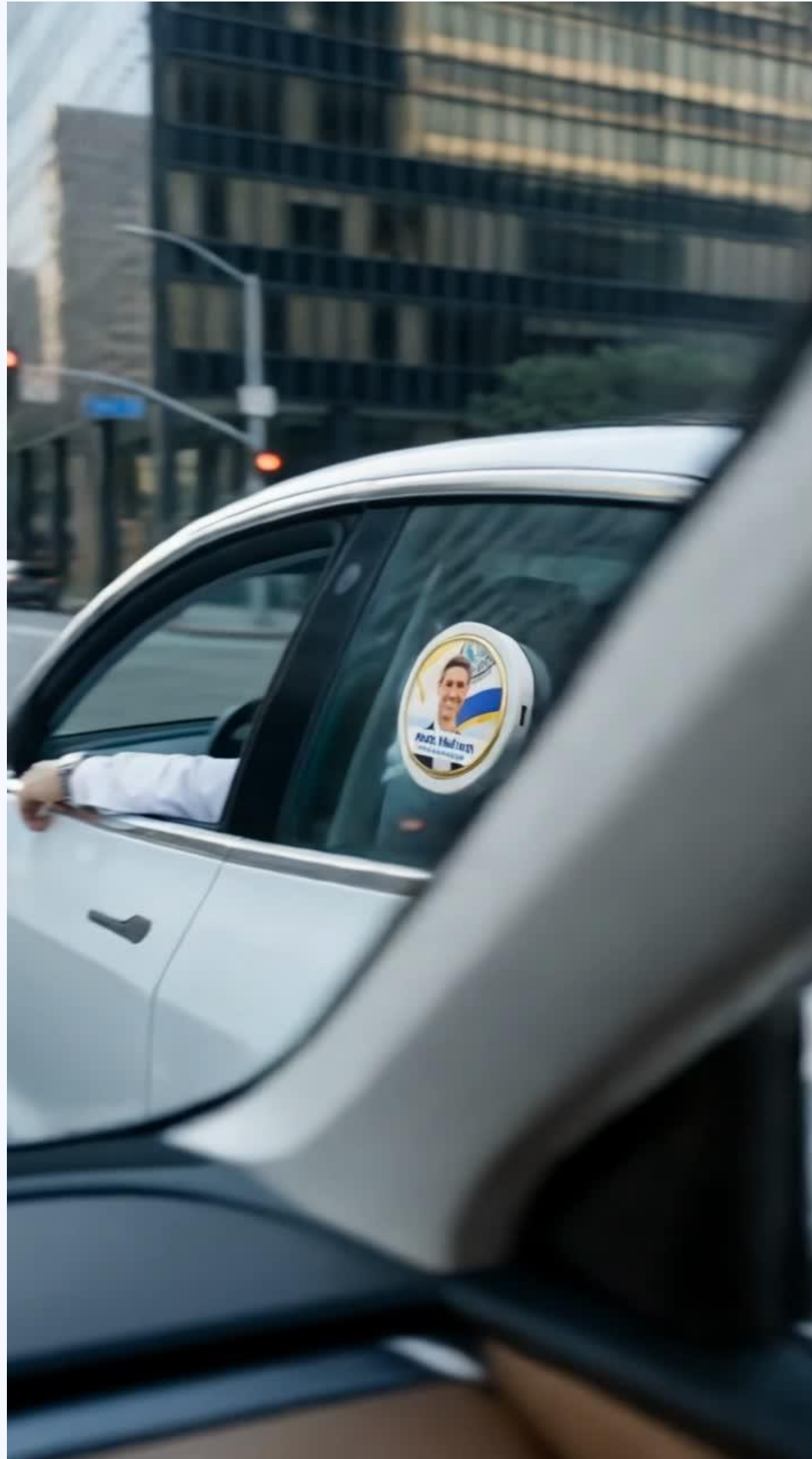
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Morning/Evening (7 AM-10 AM/4 PM-7 PM):
Commuter corridors and highways.



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Midday (11 AM-2 PM):
Shoppers and students.



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Night (7 PM-10 PM): LED Spark lights for maximum visual impact

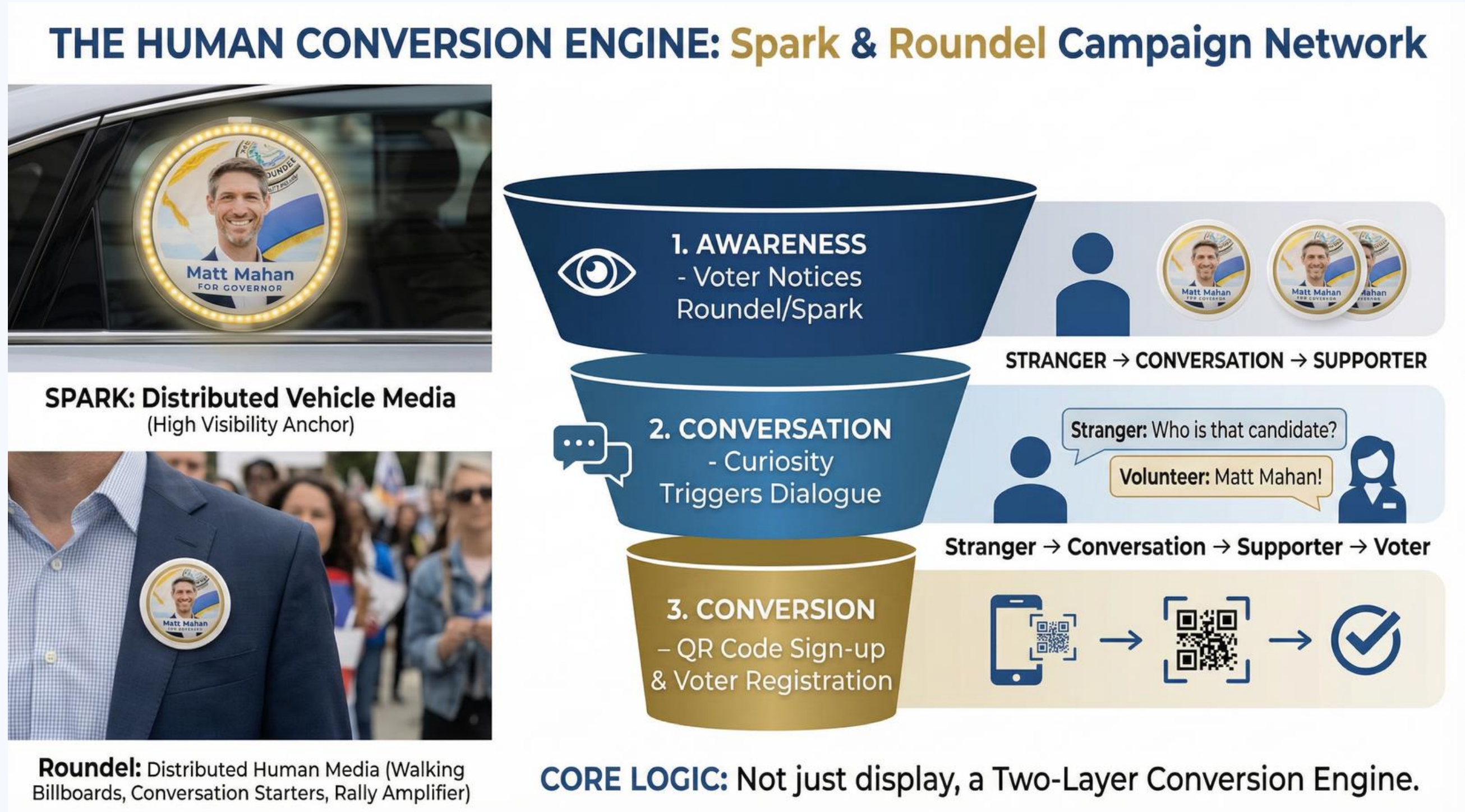


SOCIAL / VIRAL AMPLIFICATION

- **Tactics:** Spark vehicle convoys (10–20 vehicles) generate buzz and press coverage. Activate User-Generated Content (UGC) via campaign hashtag (#MahanSpark) and "Spot the Spark" contest.

VISIBILITY / IMPRESSION LOGIC

- **Impact:** Estimated ~17 million daily impressions (Spark); Generates ~6,000 direct conversations weekly (Roundel).
- **Conversion Funnel:** Stranger → Conversation → Supporter → Voter.



PACKAGE / DEPLOYMENT OPTION



- **Proposed Scale:** 2,000 Spark Vehicles + 500 to 2,000 Roundel volunteers operating weekly

WHY THIS WORKS (STRATEGIC NARRATIVE)



- **Key Message:** "Our campaign is powered by people." These are not just signs or advertisements, but visible citizens proudly carrying the campaign.

THANK YOU FOR YOUR ATTENTION!

ACTION



- **Approve deployment**



- **Finalize timeline**

