

dMedia Pitch

Executive Summary

dMedia powers open government transparency through an integrated commercial/nonprofit model. Our team has already exposed \$1B+ in waste in 2025. We now seek \$490K in seed funding and a lead VC or Angel with the operational strength to co-design customer discovery, accelerate media/product talent acquisition, and help prioritize our multi-pronged GTM. All projections are milestone- and validation-driven. We invite a strategic partnership that brings customer methodology, media expertise, and scaling discipline to build a category leader in media technology.

Mission and Vision

Our vision is a transparent, accountable government powered by high-quality data for journalists and citizens. We bridge silos between advocacy, infrastructure, and reporting. Our mission is to advance open data, empower researchers, and deliver impactful stories that drive accountability. With VC or Angel operational support, we will refine, test, and scale these ambitions with organizational focus and speed.

Problem Statement

Billions in government waste go unchecked due to fragmented data, undercommissioned researchers, and disconnected grassroots efforts. There is clear demand (e.g., post-2024 spike in “government waste” searches), but true customer pain and willingness-to-pay need systematic discovery. Early VC or Angel involvement will help design and structure the validation and feedback process required by top investment standards.

Solution Overview and Operations

We propose a phased, data-driven approach. Our core—public data infrastructure, media production, and event platform—is built for iterative market testing. VC or Angel partners will help us prioritize which channels/products are validated first, shaping quarterly roadmaps based on real data and milestone achievement. Resource allocation and hiring will tightly track progress against agreed validation metrics.

Competitive Landscape

Our differentiation is an end-to-end hybrid: tech-powered media, partisan/niche advocacy, and a nonprofit infrastructure backbone. While others rely on donations or single-channel models, our structure aims to build sustainability, integrate advocacy, and enable data-native storytelling. Our defensible moat will be created via rapid execution, community building, and eventual network effects—developed with VC or Angel support. The TAM/SAM/SOM approach, user base estimates, and competitive mapping will be validated in close partnership with our lead investor’s research and network resources.

Key Team and Advisors

The technical founding team (OpenStack, Yahoo, Cisco, AWS alums) excels at infrastructure but lacks scaled media, subscription, and event experience. We have identified these as critical gaps and seek to fill them with the help of a VC or Angel's talent/recruiting platform and advisory board introductions. We are committed to assembling a world-class media and GTM leadership team, with equity compensation and peer benchmarking provided by our investment partners.

Profit and Loss Projections

All projections are validation- and milestone-driven, using conservative assumptions and built-in operational flexibility. Key metrics—LTV:CAC, payback period, churn—will be transparently tracked and iterated with VC or Angel financial advisors. Resource allocations for each product/service are gated by reaching milestones, ensuring focus and delivering good use of capital at each stage.

Funding Request and Use of Funds

We seek \$490K, with each tranche mapped to phase requirements: core team hiring, customer discovery and pilot builds, infrastructure, and a buffer for course corrections. Funds will be released in coordination with achieved validation milestones.

Risk Assessment and Mitigation

We fully recognize all typical risks: validation, GTM, talent, competitive, regulatory, and execution. We propose to mitigate each by leveraging the proven operational muscle, advisory board recruitment, financial oversight, and scenario planning resources of our VC or Angel partner. Risk is turned into a partnership opportunity where we will succeed by combining our strengths.

Review <https://dmedia.ai/pitch/> for more information.

Contact sean@dmedia.ai or [X @cali_doge](https://twitter.com/X@cali_doge) to schedule a discussion on dMedia.