



Polco Innovation Memo

The FutureList

April
2025

MEET THE INNOVATORS



"We want to reinvigorate a sense of civic agency, making Polco a safe space where you can have a voice in your government. A venue where people can participate privately, share their input, and be heard—a place for civic participation.

Our platform also takes resident satisfaction, quality of life, and public service feedback, combining it with every other dataset to help policymakers do cool, bold things."

A note from the Co-Founder & CEO, Nick Mastronardi

Team



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Co- Founder
& CEO



[Alex Pedersen](#)
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[Sonya Wytinck](#)
Chief
Operating
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EXECUTIVE SUMMARY



Sector:
Enterprise



Sub-sector:
GovTech & Analytics



Website:
info.polco.us/



Funding Stage:
Series A



Founded:
2015



Location:
Madison, Wisconsin - USA



Business Model:
B2G

Polco is a community engagement and data insights platform that helps governments and organizations collect and analyze public input. Polco is redefining how local governments engage with their communities by providing data-driven solutions for civic participation and budget planning. The platform offers features such as community analytics, benchmark surveys, and budget simulation tools. By doing this, Polco empowers municipalities to make informed decisions that align with public priorities.

As a key component of Polco's comprehensive platform, the National Research Center (NRC) enhances the company's ability to deliver reliable, data-backed insights to local governments. NRC's scientifically validated surveys, provide municipalities with benchmarked data to measure resident sentiment and assess policy impact.

Polco's innovative platform is transforming how governments engage with their communities, making civic participation more data-driven, transparent, and actionable.

INNOVATION SPOTLIGHT

Polco's data-driven engagement platform empowers governments to make informed decisions by integrating advanced analytics, benchmarking, and interactive tools for public participation. Serving over 400 municipal clients, eight state agencies, and international partners across New Zealand, the Dominican Republic, and Canada, Polco enhances civic engagement through a seamless digital experience.

Key Features:



Community Analytics – Provides visual insights into key data points and trends, helping governments understand community needs and priorities.



Benchmark Surveys – Delivers actionable insights by comparing local performance with national standards, ensuring data-driven policy decisions.



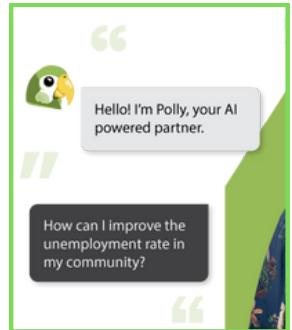
Simulation Tools – Allows residents to model potential policy outcomes, fostering transparency and informed decision-making before implementation.



Resident Engagement – Encourages active civic participation through accessible digital platforms that facilitate meaningful dialogue.



Polco AI – Leverages advanced artificial intelligence to unlock deeper insights, streamline analysis, and provide strategic guidance for policymakers.



INNOVATION SPOTLIGHT



Scalability of Innovation

Polco's engagement platform scales seamlessly across municipalities of all sizes, from small towns to large state agencies. Its population-based pricing model ensures accessibility, while its modular design allows governments to adopt only the tools they need. With AI-driven insights and automated benchmarking, Polco adapts to evolving civic priorities, enabling data-driven governance at scale.



Future Outlook

As cities seek greater transparency and efficiency, Polco continues to enhance its platform with automation and seamless integration into government systems. Polco aims to expand into more states and international partners, bringing its AI-driven engagement and analytics tools to a broader range of municipalities/clients.



Business Model Innovation

Polco revolutionizes civic engagement with a **flexible**, population-based pricing model, allowing municipalities to scale solutions based on community size and needs. Governments can adopt individual modules—such as benchmarking, budgeting, or engagement tools—without committing to the full platform, ensuring cost-effective implementation. By integrating **AI-driven insights** and predictive analytics, Polco shifts public decision-making from reactive to proactive, enabling data-backed governance while optimizing budget allocations.

INNOVATION IN VIEW

Polco's AI-powered analytics transform civic engagement by delivering real-time community insights, helping governments anticipate trends and make proactive policy decisions.

Beyond data collection, Polco's interactive tools empower residents to participate in budgeting and policy simulations, fostering transparency and deeper public trust in local governance.



Model potential outcomes of policy decisions with residents

Polco Platform



Dive into your community's performance with the Overview Dashboard



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ABOUT THE FUTURELIST

The FutureList, powered by Sand Technologies, spotlights and connects innovators with investors and strategic growth partners to help scale innovation globally.

PARTNER

Sand Technologies, is an enterprise AI solutions company solving complex problems for enterprises and governments around the world.

Learn more at www.sandtech.com

The FutureList



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