



Mission, Vision and Values

Our Mission

Our mission is to drive democracy through technological innovation. Our products are built to strengthen communities and the relationships that make them. Since our founding, our goal has been to create for the world, so that we, and our consumers, can leave a positive footprint for generations to come.

Our Vision

A Tool for Citizens

Involved is a platform that does not exist for today's citizens in democratic societies: an easy, effective, integrated platform to share one's voice. Involved creates a two-way conversation between people and the representatives that speak for their towns, cities, districts, and states.

A Tool for Representatives

Likewise, for representatives in these democratic communities, Involved uses today's technology to make representatives jobs easier and more effective. Representatives can paint a clearer picture of the people they represent, and what they care about. This data can be filtered and calculated into powerful intelligence that can help guide decisions, improve voter confidence, and save representatives time and money.

A Tool for Society

Ultimately, Involved's goal is to benefit society. We want to strengthen relationships within the communities in which people live, and use the technological abilities available to us to our advantage. We believe that Involved, or a tool like it, being adopted globally in democratic communities is not a question of 'if', but 'when'. We aim to create the right product that bridges the strained relationship between citizen and politician, and we aim to enjoy it along the way.

Our Values

Challenge Yourself and Each Other

Grow Personally and Professionally: Through our experiences, our research, and our relationships, we are always looking to learn and test our comfort zones.

Advocate as a Supporter: We are each other's loudest cheerleaders, poms poms are optional.

Advocate as a Challenger: We question ideas and build upon them, no one's above criticism. Feedback leads to growth, and it can't be attained on your own.

Act With Confidence

Stay Flexible: We adapt quickly to challenges with confidence. As a startup, we all wear many hats in order to succeed.

Put Ethics First: When situations arise that benefit the company but challenge our ethics, we put our ethics first.

Be Non-partisan: We are not a company that favors any political party, we serve the public, and work hand-in-hand with the systems and governments that represent them.

Cross-functional Team Collaboration: Creating the right product requires all hands on deck. We're never too smart to ask for help, and never too proud to learn.

Open Communication: We keep everyone on the same page by being completely open. Every win and loss is shared equally so we can reflect and learn together.

Provide Value for Value's Sake

Not Just About Us: We exist as a company because we believe that what we provide should exist; our mission is beyond ourselves.

People First: We keep the needs of the everyday citizen in mind when making decisions and aim to create products for the people.

Have Fun