Government Relations, *reinvented*
# About Us

FiscalNote *reinvents influence*, i.e. the way organizations build and manage their relationships with all levels of government, enabling them to **maximize their impact on legislation and regulation.**

<table>
<thead>
<tr>
<th>2013</th>
<th>200+</th>
<th>150+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founded. Backed by prominent investors and over $35M in venture capital</td>
<td>industry leading clients</td>
<td>employees and growing</td>
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</table>

Recognized as a 2016 World Economic Forum Technology Pioneer  
*Previous honorees include: Google, AirBnB, Twitter, Wikimedia*

*Key partnerships with:*  
Thomson Reuters, Phone2Action, 50 State, Women in Government, Chamber of Digital Commerce

Most innovative company in the Legal Technology space
## A Snapshot of Our Client Innovators

### Health
- 1800 CONTACTS
- Advocate Health Care
- Amercian College of Cardiology
- Anthem
- AstraZeneca
- Blue Cross Blue Shield
- Bristol-Myers Squibb
- DaVita
- Fresenius Medical Care
- Purdue

### Retail, Consumer Products & Transportation
- Energizer
- Aaron's
- STAPLES
- Southwest
- Walgreens

### Non-Profit & Education
- Afterschool Alliance
- Americans for Prosperity
- Best Friends Animal Society
- Boys & Girls Club of America
- Code
- College Ave
- Foundation for Excellence in Education
- Freedom Partners
- GLSEN
- Project Lead The Way

### Energy, Finance & Technology
- CompTIA
- DJI
- DocuSign
- EEI
- Edison Electric Institute
- Expedia
- Microsoft
- Motorola Solutions
- Salesforce
- Sallie Mae
- Schlumberger
- VMWare

### Other
- AHRDI
- American Beverage Association
- Dean Foods
- Foundation for Advancing Alcohol Responsibility
- Glazer's
- Ketchum
- Scientific Games
Our Story
The government affairs landscape is increasingly consequential.
Current software for lawyers is really bad. Legal information has fragmented.
The traditional ways of managing government affairs are no longer sufficient for maximizing influence.
Shifting Grounds in the Market

- Movement of data to the cloud.
- Adoption of SaaS models (unbundling for user-driven enterprise).
- Advances in NLP and ML.
- New web frameworks in Bootstrap and Responsive, Flat design.
- On demand computing.
Raw materials of computing and data pipelines changing = changing user expectations.
Great business success = exceptional product excellence.
FiscalNote has reinvented influence with its Government Relationship Management (GRM) Platform

**GRM** is a software platform that enables government affairs professionals and executives to maximize their influence on legislation and regulatory policy.

With an ease of use that delivers a best-in-class consumer experience, FiscalNote GRM reinvents influence through automation; optimization; and the delivery of analytical insights.
The GRM Platform

DATA INGESTION

MACHINE LEARNING
NATURAL LANGUAGE PROCESSING

ANALYTICS

INSIGHTS

Client Success
ONBOARDING, MIGRATION,
EDUCATION, BEST PRACTICES

FiscalNote Services

FN USERS

ACTION

INFLUENCE
How does GRM reinvent influence?

Automation
More intelligence from less effort.

- Collect and organize thousands of key documents from hundreds of sources instantly and automatically.
- Receive immediate alerts and updates whenever something important changes.
- Bypass irrelevant information without worrying about missing something that matters.
- Eliminate hundreds of hours of manual, error-prone administrative work.
How does GRM reinvent influence?

**Optimization**  
Better results from existing processes.

- Modernize outdated workflows with a **simple, modern interface** for managing everything in one place.
- Connect deep, automated research to **powerful outreach tools** designed to maximize influence.
- **Share external data and internal insight** across your organization with platform-wide collaboration tools.
- Tap into your intelligence from anywhere with an **industry-leading mobile app**.
How does GRM reinvent influence?

Analytics & Insights
Unmatched, forward-looking intelligence.

- Build a strategy for the most-likely future with powerful analytics for every bill and regulation.
- See what’s likely to get a vote, what’s likely to pass, and who’s most likely to swing a given issue.
- Combine FiscalNote’s data-gathering and machine-learning with internal insight to confirm assessments and erase blind spots.
The platform today: 200+ clients and powerful performance

WITH DATA ON:

1.5M+ bills
700K+ regulations
19K+ legislators and their staffers
7M+ comments

THE PLATFORM IS UPDATING:

5.5K+ watchlists
125K+ individual entities

Data is collected from over 150 locations at least 4x each day.
Data Infrastructure

**Pillar:** The world’s most advanced engine for processing public data.

Pillar is FiscalNote’s proprietary solution for:

- Gathering and ingesting the full policy process data record
- Reconfiguring “dirty” unformatted data into clean, analysis-ready information
- Running processed data through FiscalNote’s algorithms for platform-wide analytics
- Managing all of that data as it grows and changes

**Pillar makes it possible**

- Collects the data
- Cleans the data
- Validates the data
- Analyzes the data
How do you take on Bloomberg, Thomson Reuters, LexisNexis?
Hiring is everything.
Katherine Weymouth
Former Publisher and CEO, Washington Post

Glenn Hubbard
Dean, Columbia Business School
Former Chair, White House Council of Economic Advisors
Board of Directors: KKR, Blackrock, ADP, Medlife

General Stan McChrystal
Commander: US Forces Afghanistan, ISAF, Joint Special Operations Command
Director, Joint Staff

Alec Ross
Senior Advisor for Innovation to Secretary of State Hillary Clinton

John Suh
CEO, LegalZoom

Tony Ng
Director of Architecture, eBay
Creator of YQL & Yahoo! Pipes
Culture eats strategy for breakfast.
- Peter Drucker
<table>
<thead>
<tr>
<th>Level Up.</th>
<th>Development Plans, Live 360 Reviews, 1 on 1s, Management Training, Retrospectives</th>
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<tbody>
<tr>
<td>Focus on Design.</td>
<td>Customer-Facing On-boarding</td>
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<tr>
<td>Have a Bias for Action.</td>
<td>All new team members are given an hourglass, no onerous processes/approvals</td>
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<tr>
<td>Own the job.</td>
<td>Directly Responsible Owner (DRO)</td>
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<td>Be aligned and transparent.</td>
<td>Quarterly Board All-Hands, Town Halls, Alignment Meetings, Office Layout, Salaries, Bi-annual retreats</td>
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<tr>
<td>Think like an owner.</td>
<td>Flat Organization, Hiring Process Inclusion, Stock Option Planning, TinyPulse</td>
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<tr>
<td>Support the family.</td>
<td>Shoutouts, Small Groups, Unlimited WFH, Vacation reimbursement to support taking vacations, 18 week paid paternity/maternity leave, sabbaticals.</td>
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Capital partners are hard to pick.
Investors

Mark Cuban
Jerry Yang (Founder of Yahoo)
Steve Case (Founder of AOL)
RenRen (NYSE: RENN)
NEA ($31B VC Fund)
Winklevoss Capital
Temasek (Singapore)
Key Technology

- Internet Of Things
- Machine Learning
- Natural Language Processing
- Cloud Computing

GA Problem

- How do I tie what I do to the impact on the organization?
- How do I anticipate things that are going to happen much faster?
- How do I get relevant information more efficiently?
- How can I react to what’s going on?
Step 1: Reacting

Panic
- Get it done!
- Operate in isolation
- Marshal resources as necessary from wherever

Step 2: Anticipating

Acceptance
- Efficiency
- Automation
- See connections between multiple programs
- Plan future approach

Step 3: Collaborating

Coordination
- Identify risks
- Assess exposure
- Prioritizing actions
- Reuse technology components for multiple purposes

Step 4: Orchestrating

Manage in unison
- Set enterprise objectives
- Coordinate analysis and action
- Complete visibility to risk, exposure, performance

Tactical  Maturity varies by industry / geography  Strategic
Global Annual Legal/Compliance Software Spend: $92 Billion