



Local Tech Startup Crowdsources Citizen Impact in 2018 Municipal Elections

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Ottawa, ON, Tuesday, October 23, 2018 - Today, the Ottawa-based tech startup, MC2 is releasing the pilot of a blockchain-based elections Impact Map to showcase the crowdsourced engagement of residents and volunteers during the City of Ottawa's 2018 Municipal Election Day.

As part of a suite of tools on their crowdsourcing platform, MC2 offers activity aggregation, verification and visualization tools to make election campaigns more fun, transparent and quantifiable.

"We're on a mission to build trust between citizens and elected officials," said Giovanna Mingarelli, the CEO and Co-Founder of MC2. "This pilot does just that, while enabling citizens, institutions, governments and corporations to collectively play a part."

The elections Impact Map aggregates public Tweets, grouped by hashtags, such as #OttVote. Every tweet is verified by MC2 to ensure authenticity and then anchored in a blockchain for immutability, accountability and to enable trust. Posts are mapped to make them discoverable to the public and to quantify impact.

The startup is also piloting blockchain-based wearable software for political campaigns in partnership with New York-based startup BioCrypt Technologies. Together they have developed a blockchain-based RFID and NFC based wristband and app to make everyday canvassing tasks more simple and convenient.

"Our goal is to make everyday life more streamlined and convenient," said Eric Reed, the CEO and Founder of BioCrypt Technologies. "Now we're applying this lens to election campaigns."

MC2 has been piloting community impact bots and maps in Ottawa since January of 2017, in partnership with organizations such as: the City of Ottawa, Ottawa Tourism, the Ottawa 2017 Bureau, the National Capital Commission, the World Economic Forum's Ottawa Global Shapers Hub, Winterlude, Bridgehead Coffee, and all of Ottawa's museums, to name a few.

This is politically independent pilot. People are invited to take part by visiting: ottvote.playmc2.com.

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For more information please contact:

Giovanna Mingarelli
CEO and Co-Founder, MC2
Email: giovanna@playmc2.com
Phone: 613-608-8328