

**POLL THE VOTE** PollTheVote.com  
YourVoteCounts@PollTheVote.com



## NONPARTISAN SOCIAL INTEREST COMMS CHANNEL

FOR IMMEDIATE RELEASE

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Nebraska Techpreneurs Launch PollTheVote.com  
a Nonpartisan Social Interest Comms Channel  
Connecting Constituents with their Elected Officials

[Omaha, NE] — [08/05/2024] — Poll the Vote (PTV), a groundbreaking startup founded by passionate Nebraskans, is set to revolutionize constituent communication with their public officials beyond election night. Launching in August, the go-live date will run parallel to the Governor's Special Legislative Session and be in place to support the upcoming elections. This system is powered by Ideologix Insights, LLC - a data analytics laboratory - with headquarters in Omaha.

Poll the Vote's proprietary unique approach to gathering real-time feedback provides an accurate and nuanced understanding of public sentiment on critical issues. This innovative platform is designed to gather valuable data and insights through quick Pulse Polls™ and comprehensive People's Polls™, enabling informed decision-making and strengthening civic engagement. By engaging the community and capturing their opinions, Poll the Vote empowers policymakers, businesses, and organizations to make decisions that truly reflect the needs and desires of the people they serve.

This nonpartisan digital platform was created by Nebraska tech entrepreneurs, Heather Nelson and John Collard, and partly funded by the Nebraska Business Innovation Act after receiving a prototype grant from the Nebraska Department of Economic Development. Nelson observed the changing landscape of the political scene and how legislation has become very personal.



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Not finding a desired solution, the team spent the last year creating the Poll The Vote application starting with interviewing prior and seated elected officials as part of the National Science Foundation's I-Corp Training Program. One such interviewee was Dr. Laura Ebke, former State Senator and Senior Fellow at the Platte Institute who shared that she is, "Excited about the potential of Poll The Vote in helping better connect public opinion to the political decision-making process. The potential for near real-time feedback on public policy questions and being able to drill down further on some of those questions could make our representative democracy more representative of the views of the people. I look forward to seeing PollTheVote in action very soon!" (Ebke, 2024)

Nelson, "believes that empowering each person's ability to render their opinion equally beyond election night is paramount to understanding the public's view, which is essential for making informed decisions. Our platform allows for real-time sentiment analysis, providing actionable insights that can drive positive change in our communities." Heath Mello, prior State Senator and now President of the Omaha Chamber of Commerce is an early adopter of the technology, being one of the first community organizations to ready a Pulse Poll™ to understand attitudinal perception related to the Legislature's Special Session topics.

Poll the Vote represents the best of what Nebraska has to offer—innovation, community focus, and a commitment to economic growth. "We are proud to be a Nebraska-based company and are committed to contributing to the state's economic growth," added Nelson. "By hiring locally and investing in our community, we aim to create a positive impact that extends beyond our business."

For more information about Poll the Vote and its mission, please visit <https://pollthevote.com> or contact Heather Nelson at 402-690-0957



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### **Background**

**About Ideologix Insights, LLC and the PollTheVote.com system:**

**Ideologix Insights is a nonpartisan data analytics science lab that measures social interest and specifically the ideologic landscape of the Nation starting in its home state of Nebraska. Founded and led by Heather Nelson, a serial entrepreneur and college professor; she tapped John Collard as the Chief Technology Officer, as they worked together on a prior successful project.**

**Poll The Vote is the front-facing digital platform dedicated to revolutionizing data communications and public sentiment analysis. As the proprietary software system was created, it was identified that any decision maker such as business owners, corporate leaders, Academic researchers in higher education and even organization directors can utilize the system to represent their people, utilizing the features to conduct market research, share information and cultivate new and existing relationships.**

**Nelson believes that the system needs to be accessible to all individuals regardless of income and therefore is providing the platform for free to individual users. Taking a nod from the popular crowdfunding method for startups, individuals may elect to opt-in to making a 1-time or recurring goodwill donation at any time thru their account at PollTheVote.com.**



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