



Government Watchdog Media (stealth brand)

The party's over

Tens of thousands of governments operate across the globe. In the aggregate, they spend more than a third of total global income. Inadequate scrutiny has contributed to governmental dysfunction, bloat and obsolescence. Government has become one of society's biggest problems.

GWM is a media producer specializing in government scrutiny - local, regional, federal and international. It operates bureaus of journalists, researchers and database experts to produce continuous, multimedia content for citizens, including:

- popular, entertaining and unbiased reporting in the form of news, dossiers, exposés, infographics and events,
- easy access to government information, including access to a citizen's own personal information (underpricing a thriving B2B industry) and
- social tools for whistleblowing and harnessing the power of community.

GWM has the opportunity to enter an untapped market and become a market-leading brand with a sustainable competitive advantage, similar to ESPN's proven subject-matter specialist strategy. The internet enables GWM to directly distribute content globally at nominal cost, and enter the paid content market at a time when \$558 billion in global paid content revenue is transitioning to online.

GWM has developed a freemium revenue model (not a bolt-on metered one) that, like Consumer Reports (7.3 million subscribers), uses unique, actionable content to drive its online subscription service (\$5 per month, \$50 per year) and an ad-free approach that can bring quality leadership (similar to HBO).

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| Status | Mercury is currently assembling the Government Watchdog Media founding executive team , establishing key partnerships , developing the business plan, and securing angel investor and supporting entity commitments. Once completed, Government Watchdog Media plans to secure venture capital investment. For additional information contact Kathryn Nation: kathrynn@mercurystartups.com . |
| About Mercury | Mercury develops large-scale, consumer-branded startups. We identify opportunities and work with senior executives to evolve a concept from inception to launch. |