

PRAGMA

by the people. for the people.

Competitor Analysis

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What Pragma Is

WHAT WE DO

Pragma is a verified civic participation platform — web and mobile — where real authenticated citizens submit community problems, co-author formal policy briefs, and have those briefs delivered directly to their elected representatives with a full digital paper trail.

Every member verifies their legal identity to join — eliminating bots and fake accounts entirely. An AI layer fact-checks claims, translates legal jargon into plain English, and connects voices to related issues already in motion.

The politician's response — or silence — is posted publicly for the entire district to see in real time on a live accountability dashboard.

OUR UVP

"We believe the people closest to the problem are closest to the solution. Pragma gives every verified citizen — not lobbyists, not donors, not the powerful — a direct, documented, and permanent seat at the table.

*Your silence is over.
Their excuses are too."*

- Zero fake accounts
- Verified delivery proof
- Public accountability dashboard
- Civic Intelligence data layer

The Competitive Landscape

Who our target customers might use instead — and why Pragma is structurally different from all of them

01 — Change.org

Petition Platform

Most common comparison. Largest civic petition platform in the world. What our users were using before Pragma.

02 — Countable

Civic Engagement App

Lets citizens track legislation and contact reps. Closest feature overlap with Pragma but no identity verification.

03 — EveryAction

Nonprofit & Advocacy CRM

What political campaigns and advocacy orgs use to manage constituent contact. Enterprise-level competitor for our municipal segment.

04 — Commonplace (Bang the Table)

Municipal Engagement Platform

Cities pay for this to run public consultations. Our most direct competitor for the Sandra W. municipal government customer.

Change.org — Global Petition Platform



Market Position

World's largest petition platform. 500M+ users globally. Dominant brand recognition in civic tech. Positioned as the entry point for any digital activism but not a serious policy tool.

✓ Strengths

Massive global reach and brand recognition. Zero friction signup. Viral sharing mechanics. Proven product market fit for casual civic participation at enormous scale.

Website Experience

Clean, mobile-friendly, extremely low friction. Anyone can start or sign a petition in under 60 seconds. No verification, no identity layer, no legislative connection. Optimized for volume not depth.

Offerings & Pricing

Free to start and sign petitions. Charges petition creators for 'Promote' sponsored placements. Also charges for a 'Victory' feature. Revenue model largely opaque. No premium civic tier.

Reviews

App Store: 4.2 stars. Google Play: 4.1 stars. Common complaints: petitions go nowhere, feels performative, politicians ignore them, results are unverifiable. Praise for ease of use and reach.

Social Media

Facebook: 1.2M+ followers. Twitter/X: 600K+. Instagram: 280K. Heavy on emotional storytelling content. Extremely high share rate. Engagement driven entirely by outrage and urgency not outcomes.

Target Market

Literally everyone. Anyone with internet access globally. No geographic targeting, no identity requirement, no district awareness. Audiences range from teenagers to retirees across 190+ countries.

📷 Social Screenshot

📷 INSERT SOCIAL SCREENSHOT

✗ Weaknesses

Zero identity verification — bots and fake signatures rampant. No delivery confirmation to lawmakers. No accountability mechanism. Politicians routinely ignore. No data intelligence layer. Anonymous participation undermines credibility.

Countable — Civic Engagement & Legislation Tracker App



Industry Technology

Founded 2013

Founder Bart Myers

Headquarters San Francisco, U.S.

Website [Official website](#)  

Market Position

Positioned as the civic education and engagement layer between citizens and Congress. Known for plain language summaries of complex bills. Smaller but more engaged user base than petition platforms.

✓ Strengths

Excellent plain language bill summaries. Strong mobile UX. Real legislative connection — bills not just petitions. More engaged and informed user base. Closer to Pragma's mission than Change.org.

Website Experience

Clean modern mobile-first design. Lets users see active legislation, understand what bills mean in plain English, and contact their rep in one tap. Good UX but limited community layer and no verification.

Offerings & Pricing

Free for individual users. Legislative tracking, rep contact, and basic civic education at no cost. No premium individual tier publicly advertised. Revenue model unclear — likely B2B civic org partnerships.

Reviews

App Store: 4.5 stars. Google Play: 4.3 stars. Praised for making legislation understandable. Criticized for limited community features, low rep response rates, and lack of meaningful outcome tracking.


Social Media

Twitter/X: 15K followers. Instagram: 8K. Facebook: 22K. Moderate engagement. Content focuses on active legislation and civic education. Much smaller footprint than Change.org. Minimal viral mechanics.

Target Market

Civically engaged millennials and Gen Z in the US. Users who follow legislation actively and want to understand what Congress is doing. More informed and politically active than average Change.org user.

Social Screenshot

 INSERT SOCIAL SCREENSHOT

✗ Weaknesses

No identity verification — anonymous participation. No policy brief pipeline. No accountability dashboard. No community deliberation layer. No data intelligence revenue stream. Small social footprint limits reach.

Commonplace (Bang the Table) — Municipal Public Engagement Platform



Market Position

Leading platform for digital public participation globally. Used by hundreds of cities across US, UK, Australia, and Canada. Positioned as the professional standard for government-grade civic consultation.

✓ Strengths

Proven enterprise government sales track record. Strong compliance and data governance features. Used by hundreds of cities globally. Professional reporting tools. High trust among government procurement teams.

Website Experience

Professional clean SaaS interface. Cities white-label it for public consultations, planning projects, and community feedback collection. Mapping tools and survey features built in. Government-grade UX.

Offerings & Pricing

Enterprise SaaS for municipalities. Pricing not publicly listed — sold through direct sales to city and county governments. Estimated \$15K-60K+ annually per municipality depending on size and features.

Reviews

G2: 4.4 stars. Capterra: 4.5 stars. Praised for ease of setup and professional reporting. Criticized for high cost, limited citizen-side engagement features, and lack of accountability mechanisms for officials.

Social Media

LinkedIn: 12K followers. Twitter/X: 6K. Instagram: 3K. B2B focused content targeting city planners and government professionals. Low consumer visibility by design. Engagement through gov tech conferences.

Target Market

City and county governments, urban planners, and public consultation teams. The Sandra W. profile exactly — government professionals who need a managed public engagement tool with compliance features.

✗ Weaknesses

No citizen identity verification — anonymous participation undermines data quality. No lawmaker accountability dashboard. No policy brief pipeline from citizen to lawmaker. High cost locks out small municipalities. No data intelligence revenue layer.

Side by Side Comparison

Feature	Change.org	Countable	EveryAction	Commonplace	PRAGMA
Verified Identity	X None	X None	X None	X None	✓ Legal ID
Policy Brief Pipeline	X No	X No	X No	X No	✓ Full pipeline
Lawmaker Accountability Dashboard	X No	Partial	X No	X No	✓ Live & public
Citizen-Facing Platform	✓ Yes	✓ Yes	X No	Partial	✓ Yes
Municipal/Gov Revenue	X No	X No	✓ Yes	✓ Yes	✓ Yes
Data Intelligence Layer	X No	X No	Partial	Partial	✓ Full API
Hyperlocal Launch Strategy	X No	X No	X No	X No	✓ By design
Bot / Fake Account Protection	X None	X None	X None	X None	✓ Structural
Free for Citizens	✓ Yes	✓ Yes	X No	X No	✓ Yes

What We Learned — & What It Changes

Nobody owns the verified identity layer

Not a single competitor requires real identity verification. Change.org has 500 million users and zero of them are verified. This is Pragma's structural moat and it is completely uncontested in the market right now.

The accountability dashboard is genuinely new

Every competitor either delivers messages into a void with no tracking or runs internal organizational CRMs. None of them publish a live public accountability score for elected officials. This feature does not exist anywhere.

The hyperlocal strategy protects us from Change.org

Change.org wins at scale and brand recognition. We cannot beat them nationally on day one. But in one city with one real issue and one documented win Pragma beats them where it counts most — actual results.

The dual revenue model is our real competitive advantage

Change.org makes money from petition promotion. Countable's model is unclear. EveryAction and Commonplace serve institutions only. Pragma is the only platform serving both citizens for free and institutions for revenue simultaneously.

Changes to business model: None structurally — but the competitor analysis confirms our positioning is correct. The verified identity moat is uncontested. The accountability dashboard is genuinely new. The hyperlocal launch strategy is our clearest path to a first win that none of our competitors can replicate quickly.