

## Q&A with Chris Bullock, CEO and Founder of ClearGov Inc. providing a Public Data Aggregation Platform that enables Local Governments to Leverage Data, Communicate and Operate More Effectively and Efficiently



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**CEOCFO:** *Mr. Bullock, what is the concept behind ClearGov Inc?*

**Mr. Bullock:** ClearGov helps local governments leverage data to better communicate and operate more effectively and efficiently.

**CEOCFO:** *Are governments, especially local governments, really interested in communicating better?*

**Mr. Bullock:** That is a fair question. I think that there is a misperception out there that governments in general do not want to be transparent. While I think there are a certain subset of government officials that may ring true for, we have spoken with hundreds of local government officials and our experience is that ninety nine percent of them are like you and I. They want to do the right thing. They want to run their government more efficiently, yet they lack the tools to properly analyze and then communicate their performance. In actuality, when you think about it, it is critical for them to be more transparent in an effort to build more support within their community. We often hear from government officials, "If we could have only better communicated our financial position on this matter better maybe we would have gotten more support in the community for this particular project that did not pass." Local government officials need the support of their community to pass initiatives and being transparent is a way to really drive trust and, ultimately support.

**CEOCFO:** *Would you walk us through a couple of engagements with different types of government organizations? If a small city or a school district asks you what you can provide for them, how do you help them understand how to utilize the tools that ClearGov offers?*

**Mr. Bullock:** What ClearGov does that is very unique is that we are an aggregator of public data. We have spent the last two plus years gathering publicly available information on government agencies via many different methodologies. Sometimes this information is freely available on the web and sometimes we have to request it and sometimes we have to gather the data in other ways. In one of these we literally went to the state house and transcribed debt information on hundreds of local governments because it just simply was not available online.

We then transform this data into really easy to understand info graphic based profiles. We've created over 36,000 profiles of local governments so that you can go on [www.ClearGov.com](http://www.ClearGov.com) today, type in any city, and we will give a high level summary of their total budget, total revenues, and their debt levels. Then, also compare that automatically to similar communities. We have built an algorithm that automatically identifies similar cities or towns or villages based upon things like population, median household income, home values and certainly proximity. In some states we also incorporate things like commercial assessments, so you are not comparing very rural to very commercial towns.