



The Transparency Story

What if we could actually see where people stand?

Every day, we are told what people think.

We see it in headlines. We hear it on television. Algorithms decide which opinions appear in our feeds. Polls attempt to measure public sentiment. Viral posts can make one perspective feel universal, while the loudest voices can appear to represent millions.

But how often do we simply ask people - and let the answers speak for themselves?

That is the idea behind Transparency.

Transparency is being built with an ambitious long-term mission: to become one of the world's most trusted destinations for understanding public opinion.

A place where people can participate anonymously, answer meaningful questions honestly, and discover where others really stand.

It starts with one question a day.

The first version of Transparency is intentionally simple.

Every day, we present one thought-provoking Yes-or-No question about an issue people are discussing, debating, or questioning. Each question remains open for seven days, creating a rolling window of seven active questions.

You answer anonymously.

Before seeing the results, you predict how you think everyone else answered.

Then we reveal the responses and let you explore how opinions differ across participating demographics.

No comment section to fight in.

No followers to impress.

No likes to chase.

No pressure to defend your answer.

Just a question, your honest opinion, and the opportunity to discover what everyone else said.

Because sometimes the most interesting thing isn't what you believe. **It's discovering whether everyone else believes what you thought they did.**



This MVP is only the beginning.

Transparency is launching as an MVP because we want the public to help answer a much bigger question:

Do people want a dedicated platform for understanding what other people actually think?

If the answer is yes, the opportunity extends far beyond seven daily questions.

Imagine opening Transparency and exploring public opinion at virtually any level:

World. National. State. Local. Community.

Imagine communities being able to surface questions they believe deserve answers.

Imagine seeing how opinions differ between generations, regions, political affiliations, and other demographic groups - while individual participants remain anonymous.

And eventually, the same fundamental idea could extend beyond society's biggest debates.

What do people think about a company?

A product?

A public figure?

A local business?

A proposed development in their community?

A decision facing their city?

Transparency could become a place where people don't just search for information about something - **they discover what people think about it.**

A platform built around results, not engagement

Most platforms are designed around content. Transparency is being designed around answers.

We don't need everyone to agree. In fact, disagreement is part of what makes the results valuable. The goal is to make those differences visible.

Instead of assuming what Republicans think, ask them.

Instead of assuming what Democrats think, ask them.

Instead of assuming what younger or older generations believe, look at the responses.

Instead of allowing a viral post to define public sentiment, give people another way to measure it.

Transparency isn't about telling people what to think. It's about giving people a clearer way to understand what others think.



Built to grow with the people who use it

We don't want Transparency's future to be dictated solely by us.

If the platform grows, we envision a system where the community can help surface the questions that deserve greater transparency.

What does the public want answered?

What are people arguing about but rarely measuring?

What assumptions are we making about one another that might not actually be true?

Those questions could become part of Transparency.

And as participation grows, so does the potential value of every answer.

One person gives us an opinion.

Thousands reveal patterns.

Millions could create an extraordinary window into how society thinks.

Our mission

Our ambition is significant:

Help Transparency become a trusted source for understanding public opinion - from the biggest questions facing society to the issues affecting individual communities.

We're starting small because trust isn't something a company can simply declare. **It has to be earned.**

It has to be earned through neutrality, anonymity, transparency in how results are presented, responsible handling of data, carefully worded questions, and a platform that remains focused on understanding rather than influencing.

That's why we're starting with an MVP.

We're testing an idea.

We're building a community.

And we're asking people to help us determine what Transparency could become.

Where do people really stand?

We live in a time when opinions are everywhere, yet understanding one another can feel increasingly difficult.

Transparency is an attempt to change that.

One question at a time.

One anonymous answer at a time.

One clearer picture at a time.

Don't assume what people think.

Let's find out.

Transparency

Let's see where people really stand.