

EyeSpend

CHALLENGE/SITUATION

We live in the world where we worry about our self, our family, our states and our country. We also have faith in the people who has power to direct our country politically. It's hard to keep track of the political changes. Also, there is no limitation on money can flow in elections and donations any person can make for the political parties. There is so much more to know and it's hard to know that when you spend the money for a particular things you purchase where your hard earned money is flowing for which political parties.

APPROACH

EyeSpend tells you strait about where the money is flowing, no agenda and no bias. Download the EyeSpend App, scan the barcode and it will show you details about the company for political contributions and peoples behind it. The information comes from hard data from various authorized government organizations and then analyze and synthesize. This will help end users to know where his/her money is flowing and hence finally can decide to purchase based on users values and beliefs. EyeSpend will give users a confidence of what they are purchasing and where their money going to the peoples they have faith.

SOLUTION

EyeSpend is a free App. EyeSpend provides functionality to scan the product through barcodes. EyeSpend supports various kind of barcodes like UPC-A, UPC-E, Codabar, ITF / Code 25, Code 39, Code 93, Code 128, EAN 2, EAN 5, EAN 8, EAN 13, DataBar, ITF 14. After scanning the product. EyeSpend uses the synthesized data from nonprofit organizations and provide details about the company's political contribution details.

EyeSpend Provides political contribution of overall company contribution, BOD, PACs, CEOs and Employees. User can go into the details of each contribution and can know the peoples behind the contributions including the \$ of contribution went to the parties.

EyeSpend Also, remembers the items users scanned. Users can create shopping wish list from the items scanned or from the list of products available by various companies.

EyeSpend also compares various companies' contribution for political parties. You may choose different company names and compare where their contributions went to including their BOD, CEOs, Employees and PACs.

BENEFITS

- Political Contribution of the company's products.
- Board of Directors, CEOs, PACs and Employees details of the company and its political contribution, including individual contribution details of each.
- Comparison of two or more companies for political contributions.
- Creation of the shopping list from list of products or scanned items.
- The political data shown by app is since 1990 to latest election year.