

## **Identification and Analysis of “The Gap”**

We discovered several ways that sustainable business ventures can address this problem. One of the opportunities is harnessing the ever expanding influence of social media networks on the spread of information. Social media’s ability to reach the masses makes it a great platform from which to educate voters. Additionally, the low cost of social media to individual candidates is important to increasing exposure for all candidates running. Things to consider based off of this consideration of social media approach include whether to create a new social media platform, the purpose of which would be to mitigate this problem, or to engage in a public-private partnership with already existing networks. Some other opportunities that exist also in the social media category would be efforts to increase small campaign donations to lesser known candidates. Another approach to address the problem of political campaign money’s influence in politics would be to create an organization dedicated to the collection of data about campaign contributions that published a periodical or posted articles on the topic in the new and around the web.