MONOLITH ANALYTICS

稷下 Jixia

Monolith's suite of apps for running a political campaign: money, coalition, the candidate's voice, intelligence and access. Each is its own app, and all of them run on one login and one data platform. Take the whole suite, or Sun Bin, Su Qin or Guiguzi on its own. Running today in Nebraska; other states by custom install.

October 2026

At a glance

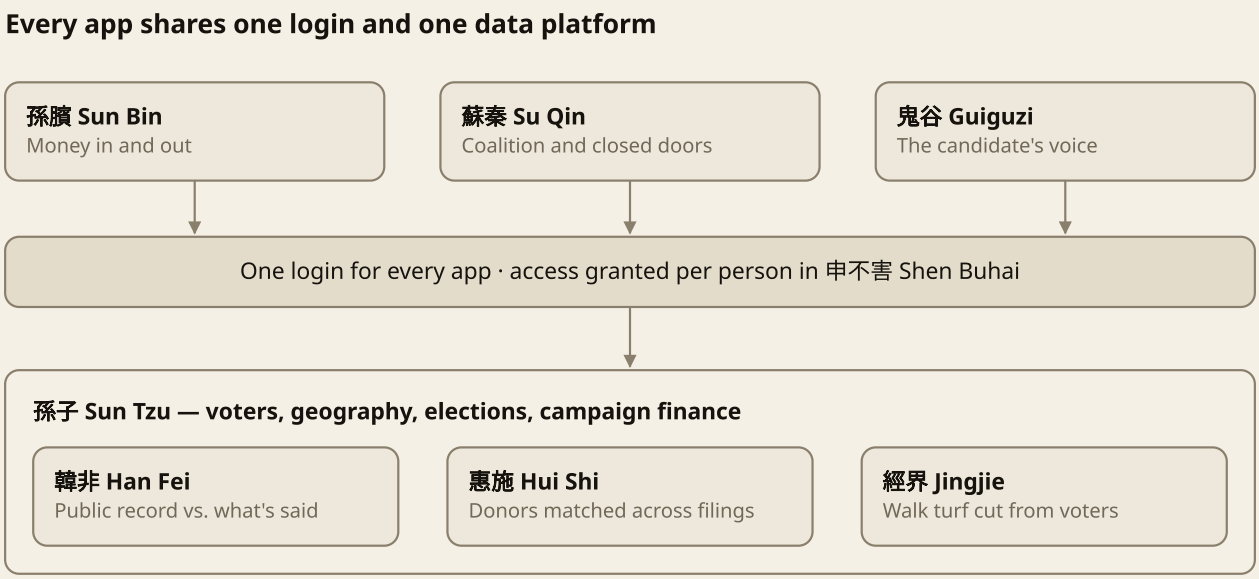
APP	WHAT IT DOES	STATUS
孫臏 **Sun Bin**	Money in and out: budget, fundraising, call time, the ledger, the calendar	• Web, Android, desktop
蘇秦 **Su Qin**	Coalition: who is committed, who is waiting on whom, where the doors are closed	• Web, Android
鬼谷 **Guiguzi**	The candidate's own voice: drawing out her material and drilling her delivery	• Web, iPhone, Android
韓非 **Han Fei**	Intelligence: the public record, compared with what the campaign is being told	• Feeds Su Qin
申不害 **Shen Buhai**	Access: every login and what each person may reach	• Web, Android
孫子 **Sun Tzu**	The data platform under all of them: voters, geography, elections, campaign finance	• Live
墨子 **Mozi**	Volunteers, shifts, walk turf and field plans	• Web, Android

APP	WHAT IT DOES	STATUS
張儀 **Zhang Yi**	Message: content, audiences, scripts and testing	● Web, Android
呂不韋 **Lü Buwei**	The campaign's own website, kept current by its staff	● Web, Android
莊子 **Zhuangzi**	Perspectives: other ways of seeing a plan or a draft, without ranking them	● Web, Android
曾子 **Zengzi**	The team's cadence: meetings, capture and debrief	○ Planned
司馬遷 **Sima Qian**	The archive: campaign history, race by race, a dated account people write and read	○ Planned

Sun Bin, Su Qin and Guiguzi can each be taken on their own, with the shared login and data platform underneath: a team that needs only fundraising, only coalition tracking or only candidate training takes just that one, and adds others later on the same login.

Each app is named for a figure from the schools of classical China whose work matches the job. Each is divided by what the thing is rather than the channel it uses: an ad buy's dollars live with the money, its message with the message. Why each app has its name.

How they fit



One sign-in reaches every app a person has been granted, and every app reads the same voter, election and finance data, so a name means the same person everywhere.

What each app does

孫臏 Sun Bin — money in and out

Everything with a dollar amount, on the principle that the budget is the plan.

- A budget and cash flow laid out by campaign phase, with what each phase must raise; each campaign can add its own expenditure categories under the six departments
- Fundraising: prospects scored and given phone numbers, asks, pledges and money received. Pledges sit in the ledger but are never counted as cash
- One call list for prospects and stakeholders alike, with a not-to-call rule that covers both; call sheets for call time
- Online gifts arrive in the ledger as they are made
- Events, expenditures, loans, a reconciled ledger and the annual statement derived from it
- A dated calendar that asks which campaign an item belongs to and checks for conflicts

- Fundraising goals set from comparable past campaigns, where the state's campaign finance records are available
- Shared notes between the manager and the candidate: searchable, with formatting, checklists and attachments, while a debrief stays private to its author
- The field budget is built from Mozi's plan
- The candidate can work her own race but cannot change the plan; a wrong record can be deleted from the app by someone who may write
- On the web, Android and desktop; the phone app keeps itself up to date

蘇秦 Su Qin — coalition

Log a conversation in under thirty seconds, and see where the coalition is stuck. When three people are each waiting on the same person, that is one closed door, not three hesitant people.

- Record who someone is waiting on, their hesitation, and what would change their mind
- Track commitments, public and private, and flag the ones going stale; each commitment is to a campaign, so alignment is read off the record rather than typed in
- A People list for the whole race: where each person stands, what is open on them and when they were last touched, searchable and filterable
- Look someone up in the donor records and the voter file and link them; add a prospect, donor or validator by hand
- Approaches, relationships and referrals for each person, with the probes that test a doubtful commitment
- See who is blocked, who is isolated, and the chain that unlocks a supporter
- The Board: both sides of a race side by side, naming who has committed
- On the web and Android

鬼谷 Guiguzi — the candidate's voice

Built for the candidate, not for audiences.

- Prompts that draw out real moments rather than talking points, kept word for word
- Speaking drills built from the candidate's own phrases, so what comes out under pressure is hers
- Recordings stay on the candidate's phone
- On the web, an iPhone home screen, and Android

韓非 Han Fei — intelligence

Reads the public record about the people around a race and compares it with what the campaign is being told.

- Gathers fundraising events and their hosts from public sources
- Turns who hosted for whom into suggested relationships in Su Qin, each with its source, never overriding what the team entered
- Feeds the Board's read of each side's network

申不害 Shen Buhai — access

One place to decide who can use what.

- Invite a person by email: they get a one-time link and set their own password, with an optional guide attached as a PDF
- Every login has an email on file; people change their own passwords; accounts switch off
- Grant each person access to each app, campaign by campaign, including the candidate role
- On the web and Android

墨子 Mozi — people and ground

Volunteers and the ground they cover. The number that matters is whether volunteers come back for a second shift.

- Shifts and who showed up, a ladder from first-time volunteer upward, and who recruited whom
- Walk turf cut by Jingjie, from the campaign's targets or from a list someone brings, kept in folders, with goals for each turf and a record of what a pass found
- Field planning: the vote goal, the plan that reaches it, and a check that it does; Sun Bin prices it
- Shifts, activities and get-out-the-vote work go on the campaign calendar
- On the web, and on Android for shift and door leads

張儀 Zhang Yi — message

A message library, where the framing of a message is a field of its own rather than a tag on the words.

- Each message traces to a source in the candidate's own answers, or is visibly flagged as written by someone else

- Versions for each channel and audience, scored against a rubric drawn from the theory behind the work
- An ad buy's dollars stay in Sun Bin; its creative lives here
- On the web and Android

呂不韋 Lü Buwei — the website

The campaign's own website, on its own domain, which its staff change themselves: click a heading and type, drop in a new photo, add or move a section. Nobody writes code.

- Pages built from sections: a headline with buttons, issues, endorsements, news, events, a donate band and a sign-up form
- Edits save as a draft; the public sees nothing until someone publishes, and any earlier version comes back in one step
- Donate buttons go to the campaign's ActBlue form, marked with the page they came from; sign-ups reach Mozi as leads
- No site publishes without its "paid for by" line
- Fast on a phone, with no tracking scripts
- Edited on the web and on Android

莊子 Zhuangzi — perspectives

Paste in a plan, idea or draft and get three to five other ways of seeing it, each from a named shift of position, plus one invented wildcard. It never ranks, merges or recommends.

- Ask for another round to get fresh perspectives on the same text; mark the ones worth keeping
- Keep or discard the wildcard; kept ones join the list of moves
- Past runs can be reopened
- On the web, installable on a phone, and Android

孫子 Sun Tzu — the data platform

The data every app draws on. It runs today on Nebraska's; a custom install loads another state's voter file, geography, elections and campaign finance.

- The voter file, parcels and Census geography
- Election results and legislative records
- Federal and state campaign finance, with each donor matched into one person across filings by 惠施 Hui Shi

- Likely-voter and turnout models, and walk turfs cut to size by 經界 Jingjie

Coming next

Each planned app takes work that would otherwise pile into the money app or the coalition app.

- **曾子 Zengzi — the team's cadence.** Meetings on a calendar, notes captured as they happen, a debrief after each one that stays private to its author, and the useful parts passed on to the coalition and money apps after the author reviews them.
- **司馬遷 Sima Qian — the archive.** Campaign history, race by race: a dated account people write and read, kept after the race is over.

Access and data

- **One login.** A person signs in once and reaches every app they have been given.
- **Access by grant, per campaign.** Nobody sees a campaign because it exists; someone must grant them that campaign in that app. One campaign's team cannot read another's.
- **Roles that fit the job.** A manager can change a campaign; a viewer can only read it; a candidate works her own race without changing the plan.
- **A campaign's own donors stay with the campaign.** Public filings are shared data; a campaign's prospects, asks and contacts are its own.
- **Backed up, encrypted.** Campaign data is backed up offsite every day, encrypted before it leaves the server.
- **The candidate's recordings stay on her phone.**

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