

# Breaking Free from U.S. Influence

## **Uniting Canadians are ready to lead the way**



## Introduction

**Notice how today's leaders all seem to have their own social media platform ?**

Resident is a social media platform which is a groundbreaking opportunity for Canadians to redefine political engagement in Canada.



Unlike traditional platforms where algorithms and interference dilute messages, Resident ensures direct, unfiltered communication between Canadians, their elected officials & upcoming candidates by linking them in online communities which are based on the electoral districts that Resident users live in.

Canadian leaders can now be the innovators in digital engagement by becoming  
**Champions of Canadian sovereignty in the face of unprecedented external pressures.**

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At the core of Resident is a structured and transparent communication environment fostering and facilitating dialogue between Canadians and those they've elected (or plan to elect).

Verified constituents engage meaningfully with their elected representatives (and candidates), fostering a sense of accountability and reducing the toxicity commonly associated with online discussions.



With advanced geographic targeting and real-time feedback capabilities, our appointed elected officials, and electoral candidates in times of election, such as is the case now, can directly address the concerns of his district while building trust and a stronger connection with voters.

This approach aligns seamlessly with the type of leadership and vision Canadians expect and offers a distinctive competitive edge for our home grown democracy compared to others.

The Resident platform provides financial and strategic benefits to all Canadians which mirror the success of similar initiatives like Truth Social. With equity options for all Canadians, as well as the Federal Canadian Government, as well as the potential to revolutionize civic engagement in Canada, Resident is not just a tool for the present but a platform for the future.

It enables integration with government systems, enhanced electoral processes, and scalable community building.

By leveraging Resident, tomorrow's leaders can take a bold step forward in reshaping Canadian politics and securing their role as a forward-thinking leader.



## Open Letter

Addressed to all candidates in the upcoming 2025 Canadian federal election,

Let me preface my message to you by stating that I am actually relatively politically neutral when it comes to Canadian politics, on all levels of government.

I believe in the importance of leadership. I know that a good leader is someone who truly believes in what they are doing, who is strong enough to surround themselves with highly intelligent people, then entrust and support them to accomplish specific things better than they could. - Easier said than done. I know from experience in the business world.

I believe that with such a leader, good things start to happen.

I believe that it is up to all Canadians to decide who they feel this person should be for themselves, and it is why I am writing to you today.

This whole Resident adventure started on January 6th, 2021. I was recovering from Stage 4 Cancer while watching the news on TV. That was the day I knew Canada needed its very own social media platform to protect our own democracy from backsliding like it was before my very eyes in the United States during the Insurrection on the Capitol.

Having had a successful career as a technology founder & CEO, I wanted to give back to my community. I knew throwing my hat in politics wouldn't be the way to help. I don't believe our democracy is properly represented by its constituents and I believe that it's more than time for technology to come to improve this situation. This is when it dawned on me that I could use my skills in a manner to make this happen and give back to my community in another, better way.

But even back then, I could not have imagined the world we'd be living in today, just 4 years later, where our country's sovereignty is being attacked.

With the little retrospective we can take since that day, such as Musk's acquisition of Twitter, Trump's foundation of Truth Social and the combination of the two ensuring Trump's re-election, it is now an obvious fact to me that social media platforms make or break elections by dictating the flow of information.

On January 8th, 2025, 4 years to the day +2, Mark Zuckerberg announced the elimination of fact checking on all Meta's platforms, adopting instead the same principles as X and Truth Social.

Although not as visually shocking on the news as the insurrection, this felt to me like the final blow to whatever was left to unbiased in any social media platform as it relates to its user's right to a free and fair democracy.



Never could I have imagined seeing the United States rise in the ranking of backsliding democracies, especially not as fast as they are.

I cannot stand indifferent as a proud Canadian in the face of what President Trump is doing by attacking our sovereignty. I feel bullied, threatened, insulted and attacked as a Canadian, which honestly causes me great discomfort.

I think what I built in the past 4 years, having invested way more of my own personal financial resources than I could have imagined along the way, is essential to Canada and Canadians now more than ever.

I wanted it to be neutral, built by Canadians, for Canadians, Digitizing Democracy and making it as accessible and practical as calling an Uber, for both Residents and Governments.

In full disclosure: I own this platform outright. I owe no money to anyone or any financial institution. I have no other shareholders. I have full control, and I want to do what's right for all Canadians going forward.

I seek your support in adopting the Resident platform. Not only for yourself and your party in the short term, but for all Canadians in the long term.

During this election, I cannot see how this platform wouldn't give every candidate the advantage of being able to channel and concentrate their message in one place, where all go to be informed on one thing and one thing only, the facts and the commitments each candidate is making, so they can choose in clear mind and conscience for themselves who they believe has the best solution going forward.

A game changer. You wouldn't have to spend a fraction of the money you may have already planned on US social media giants trying to get your campaign messages out. By simply stating that your campaign and your representatives are on Resident, you'll bring the dialogue there.

In the longer term, my goal remains unwavering: That Resident allows Canadians to have their own social media platform akin to a LinkedIn for Government, focused on facilitating interaction with our democracy, the people we've elected to represent us, as well as our governments, ministries and agencies.

As a candidate in the upcoming election, I believe you have the unique opportunity to pull off an unprecedented "check mate", not only in Canada but on the world stage. Imagine Canada being asked to export Resident, embedded with our strong Canadian democratic best practices, via our embassies.

Beyond helping ourselves, your support would put Canada in a unique position to help other countries around the world also seeking to strengthen their democracies, the way only we peaceful, loving and happy Canadians can.



We have the potential to become global thought leaders in democracy, leaving the military approach to freedom, which feels less and less like a democracy, to our southern neighbours.

I want you to know that my confidence in the Resident platform's technical foundation is unwavering. The infrastructure is built to be robust, scalable and reliable under even the highest-demand conditions.

I can assure you that technologically, this will not fail. Its architecture has already been proven since 2023, both in performance and security.

I'd be happy to engage top-level engineers at Google to independently assess the platform's reliability. Fully hosted on Google Cloud servers in Montréal, these professionals can verify firsthand that all services are performing as intended within a secure, controlled, Canadian-based environment.

By leveraging Google's expertise and oversight, you would obtain credible 3rd party confirmation that every aspect of Resident's technology meets—or surpasses—industry standards and fulfills stringent data security and sovereignty requirements.

You must be wondering why you haven't heard of Resident before. The reason is simple: I am a tech CEO, not a marketing maven (but I'm getting better with time). I grossly underestimated what was required to actually get traction on a new social media platform. Just because something is needed doesn't mean it is easy to promote, and this is where I failed to make Resident live up to its potential.

Today, I want this to change. It is why I am inviting you to seize this bold opportunity for Canada to reclaim control over its digital discourse.

By leveraging and aligning with this homegrown platform, not only will you benefit from the obvious campaign advantages, you'll be strategically setting Canada up to assert its digital sovereignty, in this digital age.

This is more important now than ever with the proliferation of AI bots which are expected to overtake real users as content generators on traditional social media platforms in the very near future. We can't have our democracy subject to this level of manipulation, especially from foreign private sector for-profit companies any longer.

The Resident platform's goal is so simple - To allow certified constituents to communicate directly with their and certified elected officials and certified electoral candidates, in a way that is unfiltered by algorithms, bots, AI or any other form of external interference. The goal is to bolster public trust through transparency and accountability.

With its localized electoral district based focus, where MP's are the moderators and certified constituents are the only ones authorized to engage with them and their offices, the platform enhances constituent relationships while showcasing your commitment to innovative





governance. The Resident platform was purpose built around Canada's democratic institutions and laws, set to improve political discourse transparency, aligning with Canadian values.

Whether you win your election or not, by supporting Resident, you have the opportunity to establish yourself as one of the leaders who took the chance and made the effort to modernize how Canadians connect with their 3 levels of government; Federal, Provincial and Federal, for decades to come.

By embracing this unique program, you will set a precedent for prioritizing a Canadian-built solution, a message that will resonate deeply with voters concerned about the growing influence of foreign platforms.

This is a once-in-a-lifetime moment where you can choose to lead Canada into a new era of digital independence while reaping the strategic, financial, and electoral rewards that Resident provides.

I would be delighted to speak with you in person, on a video call or by phone. I would appreciate having the opportunity to discuss your thoughts and concerns, dive deeper into my convictions and explain to you in person the several reasons why I feel you are the right person to entrust this opportunity to.

I am certain that I can convince you and your advisors how easy this would be to undertake in a matter of days, not weeks or months. I understand that time is of the essence with a lot to do. I can help.

I've been fortunate to have been bestowed several Canadian honours and distinctions such as being awarded one of Canada's non-military orders, and recently having been awarded the Medal of King Charles III by the Governor General, recognizing my commitment and dedication to Canadians in my community.

I end by mentioning this to you as regardless of my past accomplishments and recognitions, it would be my life long honour to have this highest privilege to help you and your team take an active role in protecting and strengthening Canada's democracy and sovereignty.

This opportunity is ready and waiting for you. I commit to moving mountains to make this happen if you decide to trust me to do so. Thank you for taking the time to read this material. Please do not hesitate to contact me for any further information.

Sincerely,

**Paul-André Savoie**  
CEO, Baseline  
[pasavoie@baseline.io](mailto:pasavoie@baseline.io)



## Available throughout Canada since 2023

Resident has been quietly in production across Canada since September 2023, operating below the public radar due to a complete lack of formal marketing or promotional activities.

This low profile has kept Resident out of mainstream attention and public consciousness, despite its robust design and wide-ranging capabilities for civic engagement.

As a result, it now stands poised to serve as a highly strategic asset in the upcoming federal election, offering government bodies, candidates, and citizens alike a powerful platform for organizing, informed discussion, and community-level participation.

## Create your account

Click here to access the Resident Social Media platform:

- On the [Web](#)
- In the [Apple App Store](#)
- In the [Google Play Store](#)

## Podcast

I encourage you to [listen to the Podcast](#) discussing the advantages for the campaign managers

## Website

Feel free to visit Resident's [Website](#) for general information

## Blogs

Finally, take a look at these notably relevant Blogs regarding Resident

### [Democracy is not a spectator sport](#)

Discover how Resident revolutionizes democracy by enhancing communication between citizens, officials, and governments. Get involved!

### [Democracy. Really?](#)

Democratic First Aid - Social media isn't the place for constructive, democratic dialogue.

### [Digitizing Democracy: A Unique Opportunity](#)

Discover how we're revolutionizing democracy in Canada through technology. Join us in making a meaningful impact.



## Coverage

Since its official rollout in late 2023, Resident has been made available in all 13 provinces and territories across Canada, ensuring comprehensive coverage of the nation's diverse regions.

This wide-scale deployment was driven by the goal of creating a unified system that could handle the complexity of Canada's varied governance structures at federal, provincial, territorial, and municipal levels. Included in Resident today are:

### Governments

- **1 country (Canada)**
- 13 provinces and territories
- 3,483 municipalities
- 38 boroughs (Quebec only)

### Ministries

- **26 federal ministries**
- 237 provincial and territorial ministries/departments

### Agencies

- **177 federal agencies listed**
- 1,926 provincial and territorial agencies listed

### Electoral Districts

- **338 federal districts**
- 772 provincial and territorial districts
- 4,329 municipal districts

### Elected Officials

- **338 federal elected officials**
- 772 provincial and territorial elected officials
- 22,000 municipal elected officials

By incorporating this level of breadth and detail, Resident empowers governments and stakeholders to collaborate efficiently and transparently.

Having a single repository of data for all levels of Canadian governance allows for easier policy analysis, faster decision-making, and more targeted public services.



Ultimately, Resident's cross-country availability and thorough preconfigured database ensure a stronger foundation for civic engagement and streamlined government administration from coast to coast.

## Structured Communications

Residents, local leaders, and government representatives can come together to share updates, collaborate on initiatives, and build stronger connections.

Our mission is simple: to create a space where transparency, engagement, and positive change thrive. Whether you're looking to share local information within your municipal government news feed or stay informed on the latest provincial and federal government announcements, this platform is the centralized hub for open communication and collective progress.

Structuring the Resident social media platform into clear posts is assisted by Ai agents, which help users streamline their communication, fostering a more collaborative environment. By structuring, categorizing and channeling user generated content towards the right level of government, and directed to the proper ministries, agencies and departments as needed, both residents and government representatives can quickly identify the nature and urgency of a post, making it easier to respond effectively.

This organized approach ensures ideas don't get lost in the crowd, encourages relevant feedback, and highlights the diversity of community dialogue.

Ultimately, structuring user generated content enhances transparency, boosts engagement, and provides a clear framework for tracking progress and outcomes across different areas of interest.

## Communications that only Canadian Residents can make

Resident posts are created by certified Canadian residents, who are associated to their very own municipal, provincial and federal governments and electoral districts before making their first post. They can communicate content within the electoral districts they live in to share news, provide feedback, and exchange ideas with their co-constituents, elected officials and electoral candidates. They reflect the pulse of our day-to-day lives, offering diverse perspectives on everything from local gatherings to neighborhood improvements. By participating in resident posts, Canadians and their leaders help foster a spirit of collaboration and unity that benefits everyone in their communities.



## Suggestions

Suggestions allow residents to propose innovative ideas or improvements for their local government to consider. By bringing forward fresh perspectives—whether it's a new community program or a tweak to an existing service—citizens can influence change at the grassroots level. If a suggestion gains momentum, the government can elevate it to a formal proposal, inviting the broader community to vote on its feasibility and level of support. This transparent, interactive process empowers residents and ensures that transformative ideas receive the attention they deserve.

Residents can submit a suggestion, which can have the following statuses:

- Open
- Responded
- In Progress
- Accepted-Goal
- Accepted-Proposal
- Accepted-Done
- Won't do

## Appreciations

Appreciation posts allow residents to publicly acknowledge and celebrate positive actions taken by their local government. Whether it's completing a long-awaited project, addressing a community need, or simply going above and beyond in service, these expressions of gratitude foster goodwill and encourage continued excellence. By sharing appreciation with officials and neighbors, residents help build a community spirit that recognizes achievements and inspires further collaboration.

Residents can express appreciation, which has the following statuses:

- Open
- Responded
- Thank you



## Questions

Resident questions directed to government representatives help clarify important issues, policies, and services that affect everyday life in the community.

By seeking answers from those in positions of authority, citizens can gain deeper insight into how decisions are made and how they will be impacted. This open exchange encourages transparency and collaboration, ultimately building trust between officials and the residents they serve.

Residents can ask a question, which can have the following statuses

- Open
- Responded
- In Progress
- Answered

## Requests

Requests from residents to their local government highlight pressing issues or needs that require official attention and action. By raising such concerns—whether it's fixing a pothole, addressing safety hazards, or improving local amenities—community members can directly engage government resources in resolving everyday challenges.

This open line of communication fosters transparency, accountability, and meaningful collaboration, ensuring that local improvements reflect the voices of those who live there.

Residents can make a request, which can have the following statuses

- Open
- Responded
- In Progress
- Completed
- Cancelled
- Won't do.



## Posts Governments & Representatives can make

Government posts are designed to keep citizens informed about official policies, city-wide initiatives, and public services. By providing timely and transparent updates, they encourage residents to participate in civic matters and work alongside local officials to shape an inclusive, thriving municipality.

### Announcements

Community announcements focus on events, notices, and important updates that impact daily life in the neighborhood. From block parties and yard sales to lost-and-found items, these posts help keep everyone in the loop and encourage neighbors to support and engage with one another.

Governments can post announcements, which can have the statuses

- Unread
- Read

### Proposals

Government proposals outline new initiatives or policy ideas under consideration, giving residents a direct voice in shaping the community's future. By providing a clear description of the plan and allowing for open voting, proposals invite valuable feedback from citizens, ensuring decisions reflect diverse needs and perspectives. Through transparent participation, residents and officials can collaborate to guide meaningful progress and build a stronger, more inclusive neighborhood for everyone.

Governments can post proposals, which can have the statuses

- Not Voted
- Voted

### Goals

Government goals represent clear objectives aimed at improving public services, infrastructure, and overall community well-being. By outlining a roadmap and detailing specific actions, these posts help residents understand where their local government is headed and how resources are being allocated. Each goal carries a status providing insight into both achievements and challenges along the way. Through this transparent approach, governments invite citizens to stay informed, offer feedback, and ultimately collaborate in shaping a more prosperous future for everyone.

Governments can post a goal, which can have the following statuses



- Committed
- In Progress
- Late
- Over budget
- Delivered
- Abandoned
- Failed

## Alerts

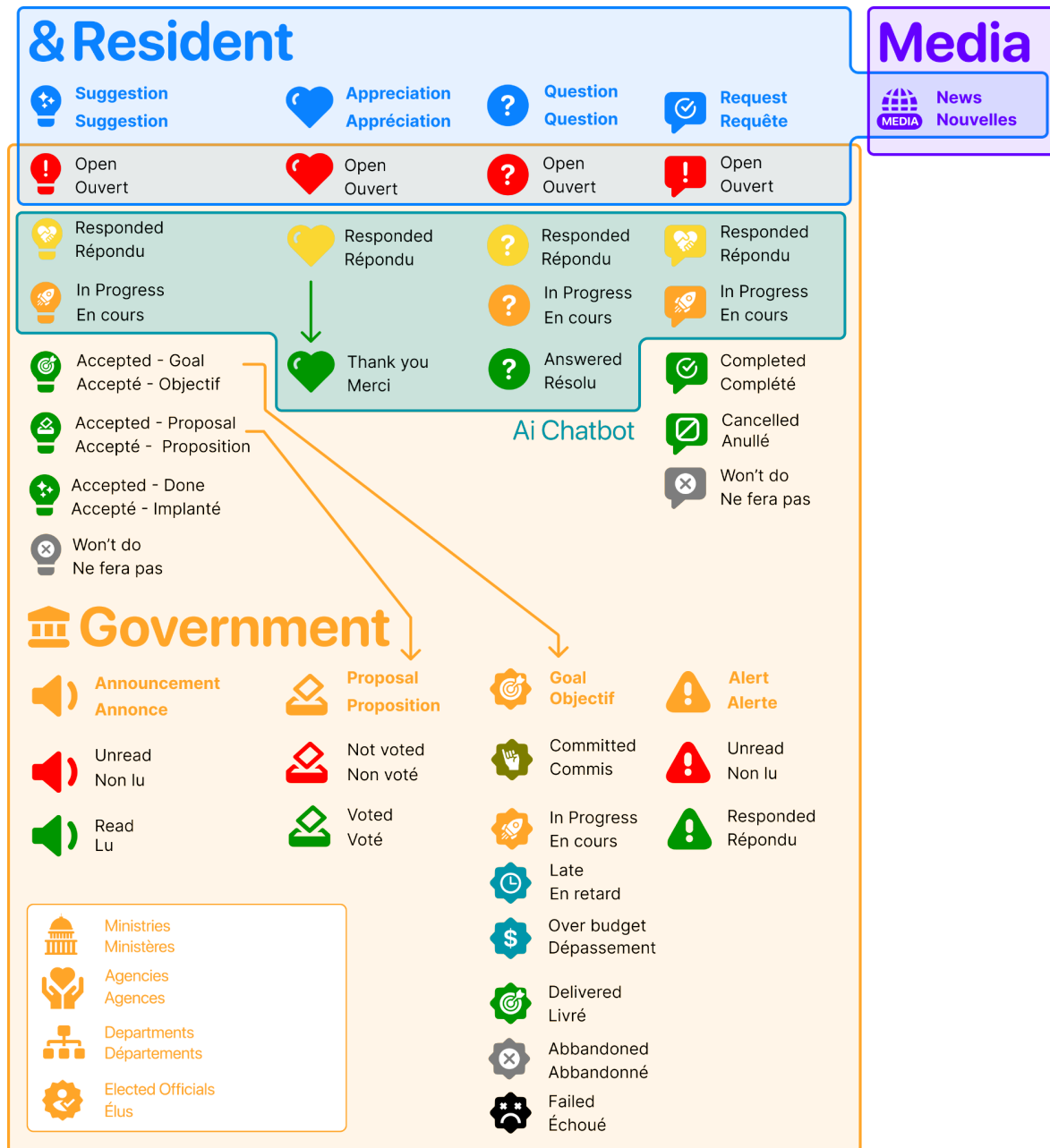
Government alerts serve as urgent notifications from public authorities, ensuring residents are promptly informed about critical events, public safety threats, or rapidly developing situations. These posts provide clear instructions and timely guidance, helping individuals and communities respond effectively. By quickly disseminating important details, alerts foster community resilience and uphold the safety and well-being of everyone involved.

Governments can post alerts, which can have the statuses

- Unread
- Responded.

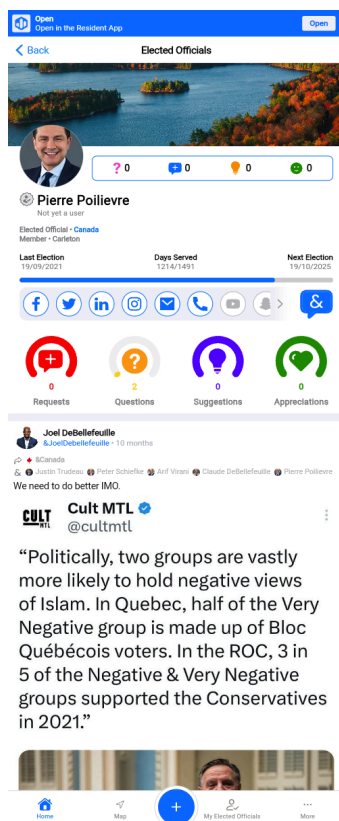


Below is the flow between the four types of posts residents can make towards their governments and elected officials so they can respond, and the four types of posts governments and elected officials can direct back to residents. Resident is also an AI Agent which facilitates interactions especially when they are related to administrative requests.





## Canada's very own 'LinkedIn for Democracy'



In the era of digital first branding and direct-to-voter engagement, it comes as no surprise that high-profile leaders are launching their own social media platforms.

Donald Trump's Truth Social brought this trend to the forefront in the United States, driven by a promise of "unfiltered" and "unbiased" conversation for his supporters.

In Canada, our current and future leaders now stand poised to champion Resident—a homegrown alternative designed to safeguard Canadian sovereignty, foster democratic dialogue, and link citizens directly to government institutions.

As foreign interference rhetoric and global political pressures mount, Resident emerges as a distinctly Canadian solution, reflecting national values and legal frameworks while offering a powerful new way for political figures to connect with the public.

The parallels between Donald Trump's Truth Social and the Resident platform are striking, presenting an opportunity for Canadians to adopt a similar yet uniquely Canadian approach to political engagement.

## Direct Control Over Messaging

Donald Trump's Truth Social was created to bypass the perceived biases and limitations of mainstream social media platforms, providing him with complete control over his narrative.

Similarly, Resident offers all Canadians the ability to directly manage their communications without interference from algorithms, external moderators, or conflicting priorities inherent in traditional platforms.

The algorithms are open sourced and it is our elected officials, as representatives of the government which ultimately are the community moderators in Resident. If we don't like the way the platform is moderated, we can make the necessary changes at the next election.

During times of Elections, all candidates are given equal opportunity and visibility to the constituents in their electoral district. This allows them to issue their message, engagement and promises all on the same platform, at no cost to their campaigns, compared to having to spend outlandish amounts on American social media platforms and traditional advertising.



Resident prioritizes the direct connection between political leaders, both elected and candidates with their direct constituent audience, giving them unparalleled control over the reach and framing of their messages.

## Sovereignty and National Identity

While Truth Social was designed to serve Trump's agenda and amplify his influence in the U.S., Resident has a distinctly Canadian focus, integrating with the country's democratic systems and emphasizing Canadian sovereignty.

For Canadians, aligning with Resident would parallel Trump's use of Truth Social, except it isn't driven by politicians, it is driven by those they are elected to serve.

The Canadian twist in the Resident platform reinforces a message of national independence and innovation, positioning Resident as a response to potential foreign digital influences, particularly in light of concerns about platforms dominated by American entities.

## Financial and Political Leverage

Truth Social has proven to be a lucrative venture for Trump, valued at \$9 billion USD, offering significant financial gains alongside its political utility. Similarly, by associating with Resident the Federal Canadian Government, as well as all Canadians wishing to participate to gain equity in a platform that not only represents all Canadians, but also has a substantial growth potential.

This dual-purpose strategy leverages the platform for both immediate advantages to our Canadian democracy and long-term financial upside for those wishing to participate. For tomorrow's leaders, this creates an opportunity to not only lead a transformative movement in Canadian politics but also offer the opportunity to capitalize on the economic potential to all Canadians of a homegrown digital platform.

## Strategic Differentiation

Truth Social differentiated Trump from other politicians by giving him an exclusive and controlled space for his brand of communication, free from external censorship.

Resident offers tomorrow's Canadian leaders the chance to do the same, but with an added layer of democratic integration and accountability.

By embracing a platform designed specifically for civic and political discourse, tomorrow's elected leaders at the federal, provincial and even municipal levels would carve out a unique position as leaders who value direct constituent engagement, transparency, and the modernization of Canadian politics.



## Timing and Context

Trump launched Truth Social during a time of heightened political division and distrust in traditional media, providing an alternative that resonated with his base.

The potential extensive use of the Resident platform in the upcoming Canadian federal election, and subsequent provincial elections soon to come, aligns with Canada's growing need for a distinctly Canadian platform amidst debates about digital sovereignty and the evolving political landscape.

This moment allows tomorrow's leaders, and today's upcoming federal election candidates to address pressing issues with a solution tailored to Canada's unique context. In essence, while Trump's strategies regarding the creation of his own social media platform are clear, the key distinction with Resident lies in its alignment with Canadian values, democratic systems, laws and country's own priorities.

By adopting Resident, Canadians can replicate the success of Truth Social, X, and Meta, while reinforcing our sovereignty by defending our distinctly Canadian innovation capabilities and democracy.



20 more reasons this is a great idea

## **Canadian Control Over Messaging**

Resident allows elected officials and electoral candidates across Canada to directly control their narrative within specific constituencies, ensuring messages reach constituents without interference from external parties. This differs from traditional social media where algorithms and other users influence reach and perception.

## **Canadian Innovation and Leadership**

By adopting Resident, all elected officials & electoral candidates can support a Canadian-made alternative to platforms like Truth Social, showcasing a collective commitment to Canadian sovereignty in the digital space. This positions Canada as a leader in innovative, citizen-focused digital solutions.

## **Structured and Transparent Communication**

Resident prioritizes verified and accountable users, ensuring meaningful civic discussions with registered constituents. This fosters a more productive and less toxic environment for all Canadians compared to platforms that allow anonymity.

## **Unprecedented Influence**

Resident offers a platform where officials & electoral candidates from all political parties can establish a new level of control and influence in the digital space, benefiting both candidates and their constituents.

## **Targeted Constituent Engagement**

The platform's geographic targeting ensures that communications from all elected officials are directed to their respective voters within electoral districts, making communication more efficient and impactful.

## **Valuable Constituent Insights**

Resident provides direct feedback and engagement metrics, allowing all officials to gauge real-time constituent reactions to announcements, proposals, and goals. This data can enhance strategies and messaging for all candidates and elected representatives.



## **Amplified Reach and Visibility**

By using Resident, candidates and officials can promote initiatives on their channels, reinforcing their commitment to direct engagement with constituents. This ensures accessibility and visibility for policies and updates across the population.

## **Immediate Implementation**

The Resident platform, in production since September 2023, is ready to be used by all officials without risks associated with new technology or delays, providing immediate benefits to all.

## **Platform Equity**

By offering equity options to ownership in the platform to the Federal Canadian Government, Resident ensures alignment of interests among constituents, government, and the platform, truly embodying a system by Canadians, for Canadians.

## **Financial Upside**

Resident has the potential for significant valuation growth, benefiting early adopters, including government entities and citizens through shared value creation.

## **Strategic Differentiation**

Resident is uniquely designed for structured political communication and civic engagement, offering all candidates a platform tailored to their specific needs, unlike multipurpose social media platforms.

## **Media Partnerships**

The platform supports partnerships with Canadian media for neutrality across all media, enabling candidates and elected officials to leverage traditional media and reach diverse audiences inclusively.

## **Enhanced Accountability**

Resident enables citizens to track requests and see responses, promoting transparency and responsiveness across all levels of government.

## **Community Building**

Resident supports the formation of communities centered around political interests, helping officials and candidates connect with constituents and peers to foster deeper engagement within their electoral districts.



## **Electoral Support**

The platform assists candidates in sharing platforms, posting promises, and connecting with voters, leveling the playing field for all participants in elections.

## **Support for Town Halls**

Resident can facilitate live streaming, enabling officials and candidates to host accessible virtual town halls, enhancing participation across Canada.

## **Privacy and Security**

With secure, encrypted messaging, Resident protects the privacy of constituents and officials, building trust for open communication.

## **Direct Feedback Loop**

The platform enables citizens to post requests and suggestions, with elected officials responding to create a more efficient and accountable government.

## **Government Efficiency**

By linking Resident with existing government constituent relationship management platforms, requests are routed to appropriate departments, improving efficiency and responsiveness across Canada.

## **Long-term Platform Integration**

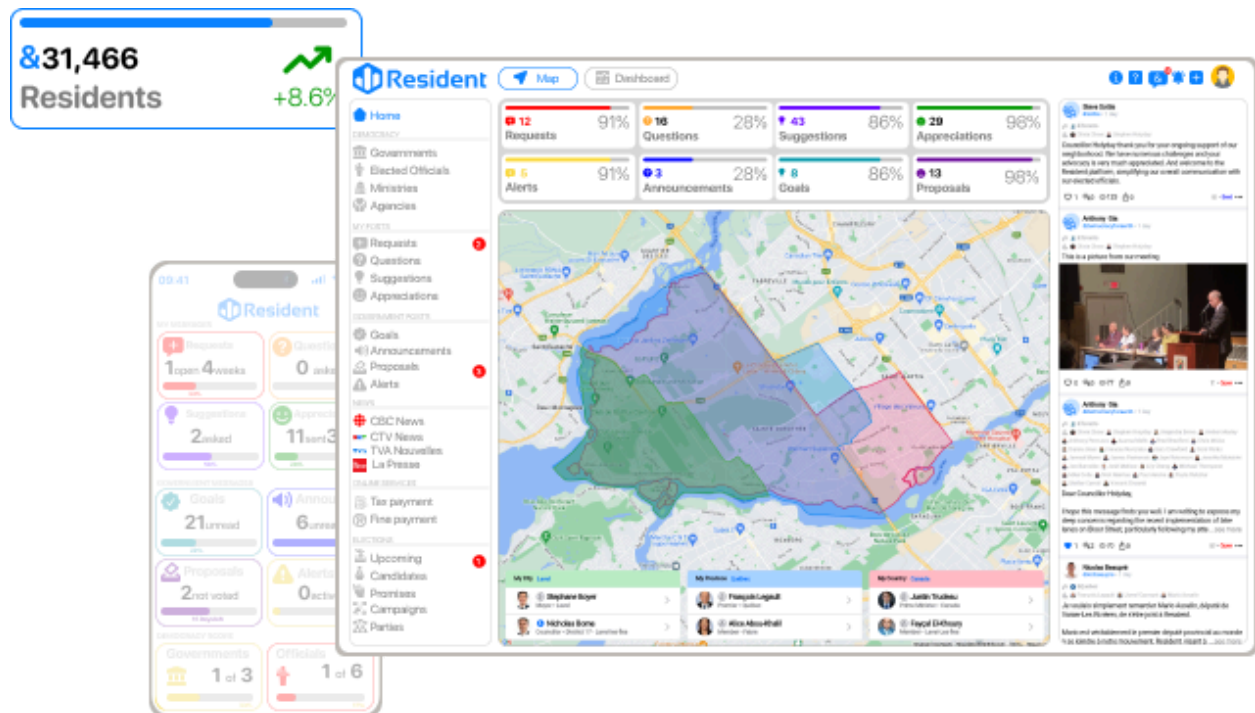
Resident aims to integrate with government systems, serving as a long-term platform for citizen engagement, benefiting all levels of government and all Canadians.



## Preserving Canada's Identity Online

Canada has long prided itself on its sovereignty, distinct identity, and leadership on the world stage. However, the increasing influence of American social media platforms on public discourse poses significant challenges to Canadian independence.

Platforms like Facebook, Twitter, and Instagram often prioritize their algorithms and business interests over national values, leaving Canadian voices lost in the noise.



The Resident platform offers a once-in-a-lifetime historic opportunity to ensure Canada can reclaim its digital sovereignty and set an example of innovation and self-reliance.





## Why Break Free from the U.S. Influence?

- **Cultural Integrity:** U.S.-based platforms promote content that aligns with their cultural and political norms, often sidelining Canadian issues and perspectives. Resident allows for a platform designed specifically for Canadian priorities, reflecting the unique values of our democracy.
- **Algorithmic Bias:** Decisions about content reach and visibility on U.S. platforms are driven by algorithms designed in Silicon Valley. Resident offers elected officials and candidates alike to have the power to directly communicate with constituents without interference.
- **Data Sovereignty:** With increasing concerns about data privacy and control, Resident ensures that Canadian data remains under Canadian control, adhering to domestic privacy laws and fostering trust among users.

## Resident: A Platform for Canadian Independence

- **Canadian-Built, Canadian-Led:** Resident is a homegrown solution designed to integrate with Canada's federal, provincial, and municipal democratic systems. It stands as a testament to Canadian innovation.
- **Localized Governance:** Each electoral district becomes a self-moderated community, led by the elected representative and their constituents. This ensures communication is relevant, targeted, and accountable.
- **Sovereign Communication:** Resident provides a platform for Canadian leaders to engage directly with citizens, ensuring that messages are not distorted by foreign interests or global platforms.



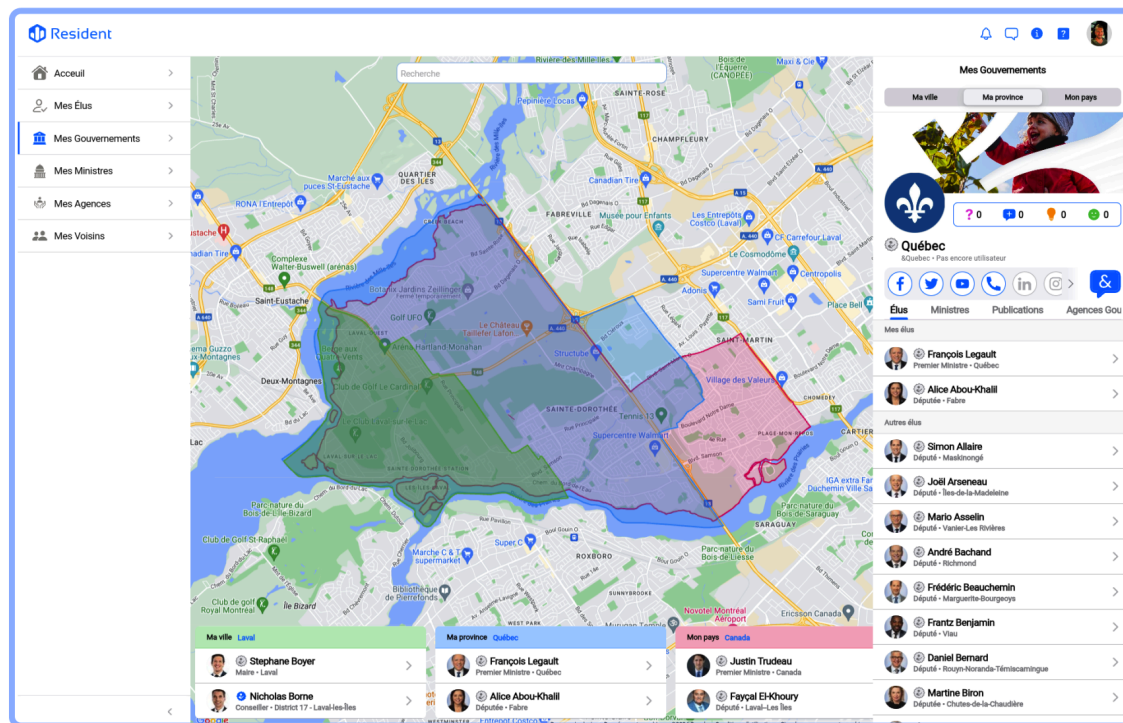
## The Facts

- **Truth Social Example:** Trump's Truth Social platform reached a \$9 billion USD valuation, demonstrating the financial and strategic potential of leader-focused social platforms.
- **Resident's Readiness:** Operational since September 2023, Resident is ready to be adopted immediately, with no development delays.
- **Data Control:** Resident is built to comply with Canadian privacy standards like PIPEDA, ensuring data remains within the country.
- **Engagement Advantage:** Geographic targeting allows tomorrow's leaders to connect with the right audience at the right time, unlike the scattershot approach of traditional platforms.

By championing Resident, tomorrow's leaders can inspire Canadians to take ownership of their digital future. This move is more than political—it's a bold statement about Canadian independence, innovation, and leadership in the 21st century.

## Candidates unite to support “Canadian Social Sovereignty”

Now more than ever, in light of inflammatory rhetoric suggesting annexation of Canada as the 51st state, Canadian leaders are under increased pressure to safeguard national sovereignty and reinforce the country’s democratic foundations.



By adopting Resident as his own initiative, candidates in the upcoming Canadian federal election will singlehandedly:

- **Create a Social Vision for Canada:** By aligning with Resident, tomorrow’s leaders position themselves as leaders who champion Canadian values and innovation, distinguishing himself from political figures tied to U.S. systems.
- **Protect Canadian Democracy:** With tools for transparency and accountability, Resident strengthen the relationship between leaders and citizens, building trust in Canadian institutions.
- **Develop Local Economic Opportunity:** Supporting a Canadian platform boosts local tech industries and keeps financial gains within Canada, contributing to economic growth and job creation.

Such outside influences, especially when they come from high-profile figures, can stir public discourse and amplify concerns about foreign interference—both online and in political processes.



By instituting a homegrown social media platform, Canada can assert its independence and self-determination, ensuring that civic engagement remains anchored in Canadian values and governed by Canadian laws rather than foreign interests.

Enabling a platform intrinsically connected to our democracy and government institutions is a proactive way to protect the integrity of public discourse. It builds a secure digital infrastructure where policy deliberations, electoral campaigns, and civic forums can take place under clear Canadian jurisdiction.

By controlling its own digital marketplace of ideas, Canada can better shield itself from misinformation, preserve citizens' data sovereignty, and maintain a respectful environment for political dialogue—thereby fortifying the democratic process against external pressures.

## A “Digital” Trade war retaliation measure

Resident can play a pivotal role in helping Canada respond to potential U.S. tariff threats by offering a cohesive, nation-wide communications infrastructure that unites federal, provincial, and municipal levels of government.

In the face of sudden economic measures such as a 25% tariff, Canadian leaders would need to quickly coordinate messages, share legislative updates, and gauge public support for retaliatory measures.

Resident's platform architecture—housing data for all 13 provinces and territories, 3,483 municipalities, and thousands of elected officials—enables near-instant dissemination of critical announcements and fosters a unified stance against disruptive trade actions.

Resident provides an avenue to rally Canadian businesses, stakeholders, and citizens around strategic responses. By connecting corporations, trade associations, and local communities in one platform, Resident empowers them to exchange real-time information, organize collective initiatives, and escalate policy concerns directly to decision-makers.

As a fully Canadian-owned and operated platform, it mitigates the risks of external influence and data compromise, ensuring discussions about tariffs, supply chain disruptions, and new economic barriers remain securely under Canadian jurisdiction.

This tight collaboration—backed by public engagement—helps Canada reinforce its sovereign economic interests and respond decisively if confronted with aggressive trade measures.



## A clever Hubspot CRM extension

In the rapidly evolving world of digital engagement, **Resident's** deep integration with **HubSpot CRM** stands out as a game-changer for governments and political campaigns alike

On one side, **HubSpot**—a leading global CRM platform eyed by Google for acquisition at over \$25 billion—offers robust data management, marketing automation, and analytics capabilities.

On the other side, **Resident** feeds the **Hubspot CRM** with real-time information on every federal, provincial, and municipal government entity, as well as each resident.

By unifying these systems, **Resident** empowers marketing professionals and campaign strategists with unparalleled insights, letting them craft highly targeted outreach efforts.

As Canada gears up for its upcoming federal election, this end-to-end integration promises to revolutionize political campaign management and voter engagement through data-driven precision.

### Unified Data Model

Resident is designed to sync in real time with HubSpot's unified data model. Every federal, provincial, and municipal government entity—along with each electoral district, elected official, ministry, agency, and individual resident user—gets automatically registered as a “Company” or “Contact” record in HubSpot. This means:

- **Companies** in HubSpot represent institutions such as government agencies, ministries, electoral districts, and other organizational bodies.
- **Contacts** in HubSpot represent individual elected officials, public servants, campaign staff, and residents using the Resident platform.

### Automatic and Real-Time Updates

Whenever Resident updates a person's status (e.g., a new resident signs up, or an official changes roles), HubSpot receives an immediate update through APIs. This real-time sync ensures that **marketing professionals, communications teams, and campaign managers** always have the latest data on potential voters or stakeholders.



## Seamless Segmentation and Targeting

With Resident feeding rich demographic, geographic, and behavioral data into HubSpot, organizations can **create highly targeted lists** based on location, political affiliation, past engagement history, and more. These lists can then be used for:

- **Email Marketing Campaigns** to supporters in specific electoral districts.
  - **Targeted Ad Campaigns** leveraging HubSpot's integration with platforms like Google Ads or LinkedIn.
  - **Drip Campaigns and Workflows** to nurture newly onboarded residents or to follow up with undecided voters.

- **Integrated Marketing and Engagement Tools**

Because all data lives inside HubSpot, marketing teams can use a full suite of **native marketing automation features**—including lead scoring, email personalization, social media scheduling, chatbots, and custom reporting—to drive engagement. The platform also supports:

- **Event Tracking:** Tracking when residents open emails, visit campaign pages, or click on specific policy updates.
- **Pipeline Management:** Monitoring the “stage” of potential supporters or donors (e.g., new contact, engaged supporter, volunteer, donor).



## CRM's win elections

In an era where data, speed, and precise targeting can sway elections, HubSpot emerges as a powerhouse for political campaigns by seamlessly transforming raw information into strategic, voter-centric outreach.

Through real-time insights and automation, campaign teams can monitor constituent sentiment, personalize communications, and pivot messaging instantaneously—ensuring the right message reaches the right audience at the right time.

HubSpot's comprehensive CRM platform, deeply integrated with Resident data, allows campaigns to nurture relationships with voters, volunteers, and influencers alike, ultimately laying the groundwork for an organized, data-driven operation that maximizes impact and increases the likelihood of electoral victory.

### Real-Time Voter Intelligence

Political campaign managers can monitor voter sentiment, track engagement with policy announcements, and segment communications for maximum resonance.

By having every resident automatically synced with HubSpot, campaigns gain **real-time intelligence** on how well their messages are landing.

### Scalable Outreach

With HubSpot's workflow and automation tools, **digital marketing teams** can create large-scale email blasts, social media campaigns, and text messaging funnels without losing personalization. For instance, a campaign manager could:

- Send a **tailored email** to all contacts in Alberta focusing on energy policy.
- Schedule a **targeted social media campaign** for residents of Ontario, highlighting healthcare platform differences.
- Launch a **drip campaign** to new voters or newly registered residents to welcome them and detail the party's core commitments.



## Data-Driven Decision Making

Using HubSpot's reporting and analytics tools, campaign managers can track open rates, click-through rates, event attendance, social media engagement, and more—tying actual results back to demographic segments. This enables **on-the-fly optimization** of messaging and strategic pivots based on real data.

## Volunteer and Donor Management

In addition to resident data, HubSpot can track the status of volunteers, donors, and influential community leaders. Automated workflows can send reminders for volunteer opportunities, donation requests tied to specific campaign milestones, or event follow-ups after a local rally.

## HubSpot success in other campaigns

### US Local and State Campaigns

Several campaigns for city council, mayoral, and state assembly seats have used HubSpot's marketing automation to manage inbound interest, segment voter demographics, and automate follow-up sequences for fundraising.

They leveraged contact timelines, customized email nurtures, and smart content on campaign websites.

### Grassroots National Office Campaigns

Political consultancies have employed HubSpot to coordinate "Get Out the Vote" drives. By integrating HubSpot forms on campaign landing pages, they captured data on potential volunteers and donors, automatically synced it to the CRM, and segmented outreach workflows to keep supporters engaged throughout the election cycle.

### Issue-Based Advocacy Groups

While not strictly electoral campaigns, advocacy groups have used HubSpot to raise awareness for specific issues, mobilize supporters, and maintain ongoing communications with large databases of contacts.

This approach is directly applicable to a political campaign that wants to rally supporters around a policy plank or cause.

In each of these instances, **HubSpot's real-time visibility**, combined with **deep CRM insights and marketing automation** capabilities, proved critical in understanding public sentiment and organizing mass outreach efficiently.





By marrying **Resident**’s granular, real-time data with **HubSpot**’s robust CRM and marketing platform, political organizations can harness **unprecedented insights** and precision in their outreach. This integration:

- Consolidates all government and resident records into a single pane of glass.
- Equips campaign managers with the best of modern **MarTech**—automated workflows, analytics, and targeted marketing at scale.
- Opens the door to **data-driven, highly personalized voter engagements**, which can be pivotal in shaping election outcomes.

In the **upcoming Canadian federal election**, such a powerful synergy could be the difference between a standard digital campaign and one that **truly resonates**, engages voters deeply, and moves the needle in a highly competitive political landscape.



## Post-Election, Resident becomes the LinkedIn for Democracy

Beyond its capacity to supercharge election campaigns, the integration of **Resident** and **HubSpot** offers long-lasting benefits that extend well past the polls.

At its core, Resident is designed to **bridge the gap** between Canadians and their various levels of government—federal, provincial, and municipal—alongside ministries, agencies, and elected officials.

By leveraging **HubSpot's** extensive CRM capabilities, Resident ensures that even after the election, **every interaction** with constituents is recorded, tracked, and followed up on in a **timely, organized** manner.

### Ongoing Constituent Engagement

- **Single Point of Entry:** After election season, residents can continue using the Resident app to communicate with their government representatives or agencies, without needing to navigate multiple websites or phone numbers.
- **Seamless Data Flow:** Any inquiry—whether it's about community resources, local events, or legislative updates—flows through Resident straight into HubSpot, keeping constituent records accurate and **empowering officials to respond quickly**.

### Continuous Feedback Loop

- **Building Trust:** Residents can report neighborhood issues, request services, or ask for policy clarifications directly through the app. HubSpot automatically logs these inquiries, providing government offices with a **real-time feedback loop** on constituent needs.
- **Data-Driven Improvements:** Post-election, government teams can analyze patterns in inquiries or concerns (e.g., common questions, frequent service requests) and use HubSpot's reporting features to **fine-tune policies** and service delivery.

### Enhanced Citizen Services

- **Ministries & Agencies Integration:** Because Resident tracks all levels of government as separate entities in HubSpot, residents can quickly **reach the correct department** for their specific need, whether it's healthcare, education, or local public works.
- **Proactive Outreach:** Government offices can utilize HubSpot's marketing automation to send **targeted updates**, reminders, or policy announcements to specific demographics or geographic areas, ensuring **better-informed** communities year-round.



- **Resident App Integration:** Powers a mobile-friendly portal for citizens to submit requests, track progress, and engage directly with government services.
- **Centralized Case Management:** A unified interface for tracking, assigning, and resolving resident requests or issues across all government levels.
- **AI-Powered Interactions:** Integrated AI agents that handle routine inquiries, automate form completion, and expedite the resolution process.
- **Configurable Workflows:** Flexible, role-based process flows tailored to each ministry, agency, or department, ensuring everyone follows consistent best practices.
- **Single Repository for Communications:** Consolidates email, chat, in-app messages, and more in one place, enabling officials and residents to track every interaction.
- **Real-time Analytics & Dashboards:** Delivers key insights on performance metrics, resident satisfaction, and departmental efficiency for data-driven decision-making.
- **Seamless Cross-Department Collaboration:** Facilitates secure information-sharing and delegation of tasks, eliminating silos and improving overall responsiveness.
- **Scalable Architecture:** Adapts to federal, provincial, and municipal needs with robust infrastructure capable of supporting large user bases and data volumes.
- **Multi-Lingual Support:** Provides interfaces and communications in multiple languages (including French), ensuring inclusivity for diverse populations.
- **Compliance & Security:** Incorporates government-grade security measures and data governance protocols to protect sensitive information and maintain regulatory compliance.

## Greater Transparency & Accountability

- **Tracking Conversations:** Every interaction—support requests, event invites, policy inquiries—remains archived within HubSpot. This creates a **transparent record** that benefits both constituents and government staff, fostering accountability.
- **Long-Term Relationship Building:** Officials can see the history of all interactions with a particular contact (or group of contacts), enabling more personalized communication and helping **build stronger, trust-based relationships** over the full term in office.



## Scalable and Sustainable Governance

- **Growth Beyond Elections:** The same real-time data and workflow automations used to win votes also make governance more efficient. When new staff come on board, they can **quickly tap into HubSpot's** centralized data, maintaining the continuity of public service.
- **Future-Ready Platform:** As the platform evolves, both Resident 2.0 and HubSpot can easily adapt to new features or changing legislative needs, ensuring the system remains **relevant and sustainable** in the long run.

By placing **Resident** at the heart of Canadian civic interaction, and anchoring it to **HubSpot's** powerful CRM backbone, the platform becomes an invaluable, **continuous** resource for connecting citizens with their governments.

The result is not just a more efficient election season, but a **permanent solution** for improved public service, transparent governance, and engaged communities—ultimately making Resident the go-to interface for **any** government-related need.



## Canadian Digital Sovereignty

Resident is hosted exclusively on Google Cloud's Canadian servers to maintain compliance with Canada's data sovereignty requirements.

By restricting all data storage and processing to servers located within national borders, Resident ensures that information is managed under Canadian jurisdiction and in accordance with federal, provincial, and territorial privacy laws.

This localized approach minimizes the risks associated with data transfer across international boundaries and reduces potential exposure to foreign regulations that could compromise the privacy and security of sensitive government and citizen data.

Beyond legal considerations, hosting Resident on Canadian soil reflects a commitment to public trust and accountability. When citizens and government entities know their information is governed by Canadian laws and regulations, confidence in Resident's security framework increases.

It also boosts public perception that Resident is a solution built with Canadian needs and priorities in mind, rather than being subject to the often-changing landscapes of international data governance.

Additionally, keeping Resident's infrastructure within Canada supports improved performance and reliability. By running the service on in-country servers, latency is reduced, and connectivity is optimized, leading to a smoother user experience. In turn, this ensures all levels of government and the public can access Resident's features with minimal downtime and delay.

This commitment to robust, secure, and performant hosting is essential for a platform tasked with handling vital government operations and sensitive information.



## Canadian compliant Terms of Use

### Resident Terms of Use

Resident's Terms of Use establish the foundational rules and responsibilities for anyone engaging with the platform, whether they're private citizens, government agencies, or elected officials.

These terms clarify acceptable conduct, outline the scope of Resident's services, and set the stage for a respectful and informative social media environment rooted in democratic principles. By clearly stipulating user obligations, the Terms of Use help protect the rights of all participants—ensuring that discourse remains constructive and aligned with Canadian values of fairness and equality.

In the Canadian context, these Terms of Use specifically address compliance with federal and provincial regulations that govern public communication and digital interactions. They articulate the importance of adhering to local and national laws, such as anti-hate speech statutes and defamation rules, to preserve a safe online environment.

By integrating region-specific legal requirements, Resident fosters user confidence that the platform is governed by Canadian jurisdiction, ultimately encouraging transparent, accountable, and secure exchanges.

### Privacy Policy

Resident's Privacy Policy outlines how personal information is collected, used, stored, and shared, ensuring that all data handling meets or exceeds the standards mandated by Canadian privacy laws.

This includes compliance with federal statutes such as PIPEDA (Personal Information Protection and Electronic Documents Act) and applicable provincial legislation. Clear explanations are provided about user data rights, consent, and the measures in place to protect personal information from misuse.

By carefully detailing these privacy commitments, Resident underlines its dedication to respecting user confidentiality and safeguarding sensitive data. The policy demonstrates how the platform's design and operations are optimized for Canadian data sovereignty, offering users reassurance that their personal information is processed exclusively on Canadian soil and according to local legal requirements. This transparency fosters trust in the platform's handling of personal data, enhancing public confidence in Resident's commitment to privacy.



## Use of Cookies

Resident's Use of Cookies statement details how the platform employs cookies and similar technologies to optimize user experiences. It explains the types of cookies in use—ranging from strictly necessary cookies for site functionality to more advanced analytics tools—while emphasizing how data derived from these cookies is both anonymized and handled in compliance with Canada's robust data protection standards.

This statement also lays out the choices available to users regarding cookie preferences, ensuring individuals maintain full control over how their online activity is tracked. By tailoring these practices to meet Canadian and provincial privacy requirements, Resident reinforces its commitment to transparency.

Users can feel confident that their data is managed with care, reflecting both a user-centric design philosophy and a strong emphasis on accountability under Canadian law.

## Permanently Deleting Your Account

Resident's policy on deleting accounts guarantees users the right to withdraw their participation and remove their data from the platform's servers. The policy specifies the timeframe and the steps required to permanently delete an account, offering clarity on how residual data is handled and confirming that removal is conducted in line with Canadian privacy regulations.

By supporting a user's choice to leave the platform, Resident demonstrates its respect for personal autonomy and the principle of data minimization. This stance aligns with the right to erasure outlined in Canadian privacy law, ensuring that individuals' information and content are not retained beyond what is necessary for legitimate business or regulatory purposes. It reinforces Resident's broader commitment to upholding the privacy and freedom of Canada's diverse population of platform users.

## Sharing Your Ideas

Users can contribute content, ideas, or feedback to Resident and clarify the ownership and licensing terms associated with these submissions.

Designed with Canada's vibrant democratic tradition in mind, the policy emphasizes fair use and cooperative participation. It also underscores the value placed on fostering positive political discourse, civil debate, and community-driven improvements on the platform. Crucially, "Sharing Your Ideas" respects both users' intellectual property rights and the public interest by delineating how shared information may be used or transformed within Resident.

The guidelines ensure no user's contribution is exploited or misrepresented, reflecting core Canadian legal principles and democratic values. By supporting the free exchange of ideas and



maintaining respect for individual ownership, Resident nurtures constructive dialogue across various levels of Canadian governance.

## Community Guidelines

Resident's Community Guidelines cultivate a safe, respectful, and constructive environment where Canadians—from individual citizens to governmental bodies—can engage in meaningful discussions. These guidelines detail the standards for courteous communication, discouraging hateful or harassing language, and promoting tolerance and inclusion.

In alignment with Canadian law, the guidelines address topics like hate speech, disinformation, and cyberbullying to protect the well-being of all users.

Beyond moderating conduct, the Community Guidelines set a tone for constructive political discourse, acknowledging the significance of open dialogue in a democratic society. By aligning these norms with Canada's cultural and legislative frameworks, Resident ensures that interactions on the platform reflect the nation's broader commitment to human rights, equity, and responsible participation in the public sphere.

## Human Rights Policy

The Human Rights Policy declares Resident's unwavering commitment to upholding and advancing the principles of equality, dignity, and non-discrimination. Framed by Canada's established legal protections—such as the Canadian Charter of Rights and Freedoms—this policy underscores Resident's role as a platform designed for civic engagement and discourse.

The policy affirms the rights of every user to express themselves freely while insisting on a respectful environment that does not tolerate infringements on fundamental human rights.

By explicitly integrating human rights considerations into the platform's governance, Resident provides a strong ethical and legal foundation for community interactions. This not only protects users but also guides governments and public institutions in their engagement with citizens on the platform.

The Human Rights Policy thereby reinforces Resident's core mission: to serve as a democratic, transparent, and inclusive space for all Canadians, fully anchored in national values and legal standards.