

**CREATING**

**POLITICAL AND ECONOMIC**

**EMPOWERMENT PIPELINES**

**FOR THE NEXT GENERATION**

presented by

[www.socialchangeplatforms.com](http://www.socialchangeplatforms.com)

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# POLITICS: PROBLEM STATEMENT AND GOAL

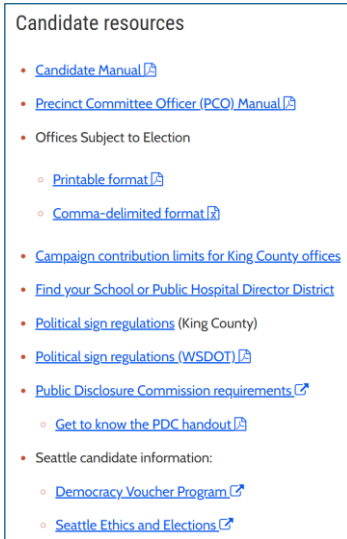
- Engaging in the political process is antiquated and non-tech friendly
  - The internal processes are non-transparent and inherently corrupt
  - There are very high entry barriers to getting involved in politics
  - The system is designed for the people in power to remain there
  - It is not engaging for young people; thus, they do not participate
- 
- **GOAL: BUILD AND MARKET A MODERN 'EMPOWERMENT PIPELINE' IN THE POLITICAL SPHERE THAT ENGAGES YOUNG PEOPLE TO GET THEM MORE INVOLVED IN THE PROCESS; SO THEY CAN BUILD NEW SOCIO-ECONOMIC SYSTEMS THAT WORK FOR THEM, CALLED SOCIAL CHANGE PLATFORMS.**

# BECOMING A POLITICIAN: TODAY'S PROCESS

Analysis of the King Co. elections page on how to become a political candidate.

## POOR RESOURCES

The page just has a bunch of PDF links to boring forms with no real flow or process outline on how to become a politician.



## STATIC PAGE

Just a legacy .aspx page with no modern design; old is in the page name!

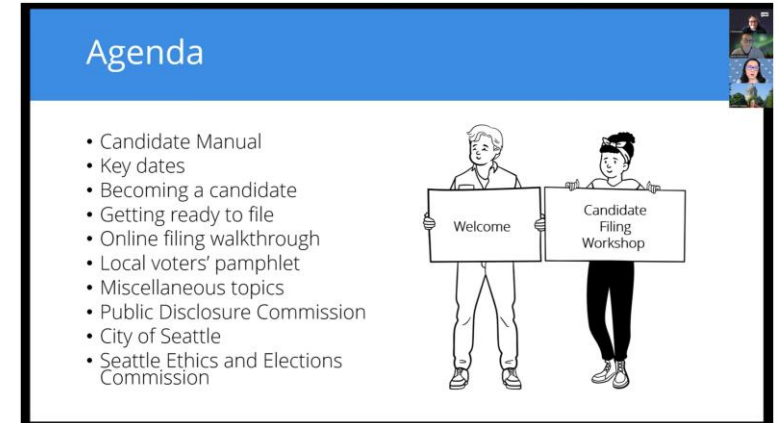
<https://kingcounty.gov/legacy/depts/elections/for-candidates.aspx>

## NOT USER FRIENDLY

No workflow, cool UI or interactive elements to engage the young citizen and walk them through the process.

## NO MULTI-MEDIA

There's just one YouTube video on how to become a candidate, but it's 1 hour 12 min. long!



Result?..

**UNENGAGING  
BAD DESIGN**

**UNINSPIRING  
NO WORKFLOW**

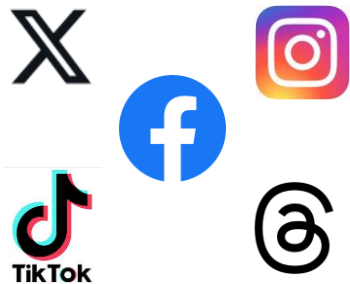
**LACKING  
CREATIVITY,  
CONNECTION**

**GRADE: D-  
TERRIBLE!!!**

# BECOMING A POLITICIAN: TO-BE PROCESS

Create a multi-media, youth-empowered process that is designed for their success and shows them how to shape their own futures in a Web3 world.

## Social Media Blitz



- 2-3 Minute Videos
- Youth invigorated
- 'How to become a powerful politician'
- Day 1 walk-through
- Engaging with your constituents; get the people involved!

**1** CREATE AN EXCITING, INTERACTIVE, MULTI-MEDIA, YOUTH-FRIENDLY ONBOARDING PROCESS FOR YOUNG PEOPLE TO GET ACTIVE IN POLITICS.

**2** CREATE A PARTICIPATORY DEMOCRACY FOR YOUNG PEOPLE; PROVIDE THEM WITH AN 'EMPOWERMENT PIPELINE' TO BUILD SYSTEMS THAT WORK FOR THEM.

## Community Collaboration



- Community-led talks that affect real change
- How to Improve our Communities NOW!
- Get Women Involved!
- Youth-led movement!
- Transform government infrastructure forever!

# SOCIAL CHANGE PLATFORMS: KEY PARTNERSHIPS

## PUBLIC SECTOR RELATED

(SYSTEM BUILDOUT)

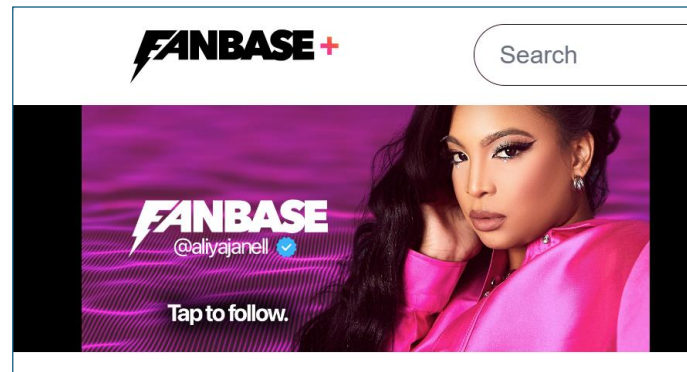


**THEY PROVIDE US:** key resources, services and gov't related support

**WE PROVIDE THEM:** knowledge transfer, system buildout support, 'Digital City' Web3 enablement

## PUBLIC AND PRIVATE SECTOR RELATED

(DIGITAL MARKETING)



**THEY PROVIDE US:** social media marketing campaign; big audience

**WE PROVIDE THEM:** key Web3 tech for data self-monetization services (Decentralized IDs, Digital Wallets)

## PRIVATE SECTOR RELATED

(SMALL BUSINESS EXPANSION)



**THEY PROVIDE US:** publicity via media outlets; in-person audience

**WE PROVIDE THEM:** event workshops: Web3 readiness for small businesses, real-time app buildout and IP ownership

# CREATE A COMMUNITY-LED MOVEMENT IN PUBSEC

With the decentralization of data in the Web3 space, you can take control of the process; build and own the delivery pipeline and all you create in it.

## 1 DEFINE THE CHARTER

Outline the scope, vision of your effort; what areas do you want to solve for?

### Define the Players

- Mayor's Office
- Att. General's Office
- Police, Voting Depts.
- Local Non-Profits
- Community Groups
- Inner City Schools

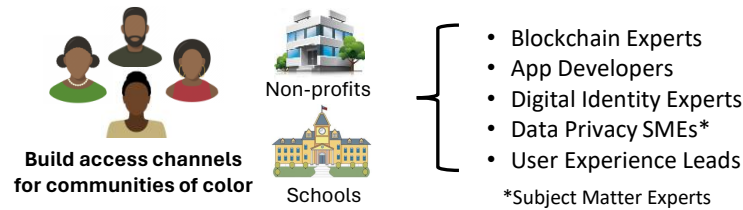
### Define the Effort

- Scope and Vision
- Planned Tech Use
- Funding Strategy
- Implementation Plan
- Sales Growth Strategy
- Revenue Sharing

## 2 BUILD PARTNERSHIPS

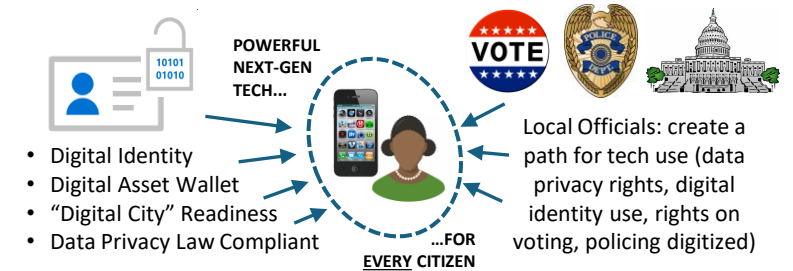
Create alliances in both the PubSec and tech arenas to prepare for the planned effort.

### Build a world-class infrastructure for the people to use



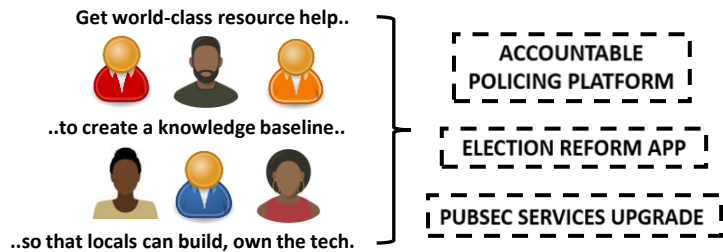
## 3 LAY THE FOUNDATION

Build the necessary tech, legal elements to implement in a proof-of-concept form.



## 4 BUILD THE SOLUTIONS

Create the Social Change Platforms that you want to implement in your city.



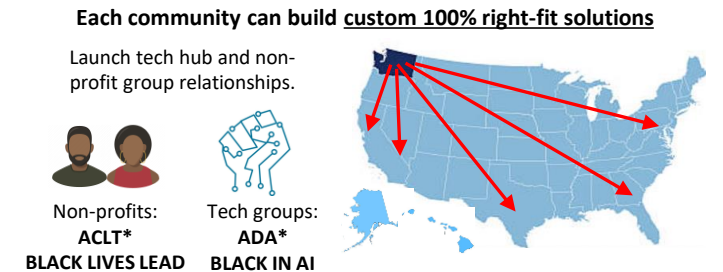
## 5 SELL THE SOLUTIONS

Offer those platforms in the cloud via a SaaS\* model to other cities in your state.



## 6 EXPAND NATIONALLY

Bring that model to other cities and states throughout the country for them to build.



\*Africatown Community Land Trust and ADA Developer Academy, both based in Seattle, WA.

# TURN DEMOCRACY INTO A PRODUCT

States and municipalities can easily use this technology to build a process by which these Social Change Platforms get built and serve the needs of local communities.

**1** Conduct a survey to find out what improvements people want to make.

PLACE IN ORDER OF IMPORTANCE THE PROJECT(S) YOU WOULD MOST WANT TO SUPPORT FOR BUILDING OUT:

Stack Rank	Project App Name	Link
1	Accountable Policing Platform	<a href="#">Project Intro</a>
3	Election Reform App	<a href="#">Project Intro</a>
6	Financial Reform App	<a href="#">Project Intro</a>
7	Physical Health Data Marketplace	<a href="#">Project Intro</a>
4	Prison Reform App	<a href="#">Project Intro</a>
----etc.----		

**4** Survey results determine what app to build first; place it on the ballot as a tax-based investment option for citizens.

ON THE BALLOT IS A YES/NO VOTE ON BUILDING A SOCIAL CHANGE PLATFORM; ALL 'YES' VOTERS BECOME OWNERS:

Tax Investment Level	Project App Name: Goal
A <input type="radio"/> \$0.125 per \$1000 of your home value	The Accountable Policing Platform: to create greater accountability and transparency with the community as it relates to SPD's policing processes.
B <input checked="" type="radio"/> \$0.25 per \$1000	
C <input type="radio"/> \$0.375 per \$1000	
<input type="button" value="YES"/> <input type="button" value="NO"/>	<a href="#">Project Details</a>   <a href="#">Technology Overview</a> <a href="#">Your Rights</a>   <a href="#">Ownership Agreement</a>

**2** The 'Project Intro' links will take you to a portal with detailed info on all efforts.



HERE YOU CAN:

- Sign up for a current project
- Submit an idea for a new project
- Track all projects
- Try out all new platforms / apps
- Own a piece of the new platform

**3** Citizens can join project groups, take an active role in buildout of the apps.

JOIN A PROJECT WITHIN THE 'RACI' STRUCTURE:



- R = Responsible:** leads the effort to drive the project.
- A = Accountable:** helps with financing, oversees its success.
- C = Consult:** provide reqmts to help build out platform.
- I = Inform:** play minimal role; informed of updates.

[RACI Rules](#) | [Program Management Website](#)

**5** All 'Yes' voters will be taxed at the level chosen; they'll receive ownership in the app (once built) via crypto-based assets.

OWNERSHIP DISTRIBUTION MODEL FOR FUNDED APPS:

\$120 in taxes = 120 Certificate Stock Tokens in platform ownership.



- CSTs are state-sponsored assets, tied to everyone's DID.
- Purchases of CSTs are possible post-election by everyone.
- Earn more CSTs each tax year, sell back to state at anytime.
- \*DID = Decentralized Identity; distributed free to all citizens.

**6** All citizens can use, receive benefits from using the app. 'Yes' voters will earn funds from the sale of the app as it expands in use.

REVENUE DISTRIBUTION MODEL FOR FUNDED APPS:

App Earnings Breakdown:

- 50% for project costs
- 10% to new features
- 10% charitable efforts
- **30% revenue sharing**



- Manage CST assets, receive revenue in your digital wallet.
- Revenue distribution based on app ownership percentage.

# PARTNERSHIPS WITH MANY INSTITUTIONS

Our goal is to create a valuable and highly integrated model that is following our community-based approach to buildout and ownership; with a step-by-step approach to deploying the technology in either the public or private sector.

## Approach Summary for University Interaction (non- and for-profit)

1. Introduction to tech, services we provide and agreement to integrate into HBCU curriculum.
2. Technology agreements on use by the schools and revenue-sharing agreements with for-profit enterprises that start from the institution.
3. Provide guest speaker appearances, inspire students to create new projects, drive innovation.
4. Support project build-out efforts with resource and delivery model support; build proof-of-concept.
5. Launch and co-manage it with HBCU, students.



## Approach Summary for Politician and Civic Interaction (non-profit)

1. Introduction of tech, create public-private partnerships with local governments.
2. Teach politicians about the benefits; can save their state millions in PubSec services delivery, be the foundation for data privacy legislation.
3. Work with various civic groups to create revenue sharing to solve problems in their communities.
4. Option to offer businesses a data privacy law-compliant platform, ensure day-1 compliance.
5. Offer the tech to citizens; lift up your electorate.



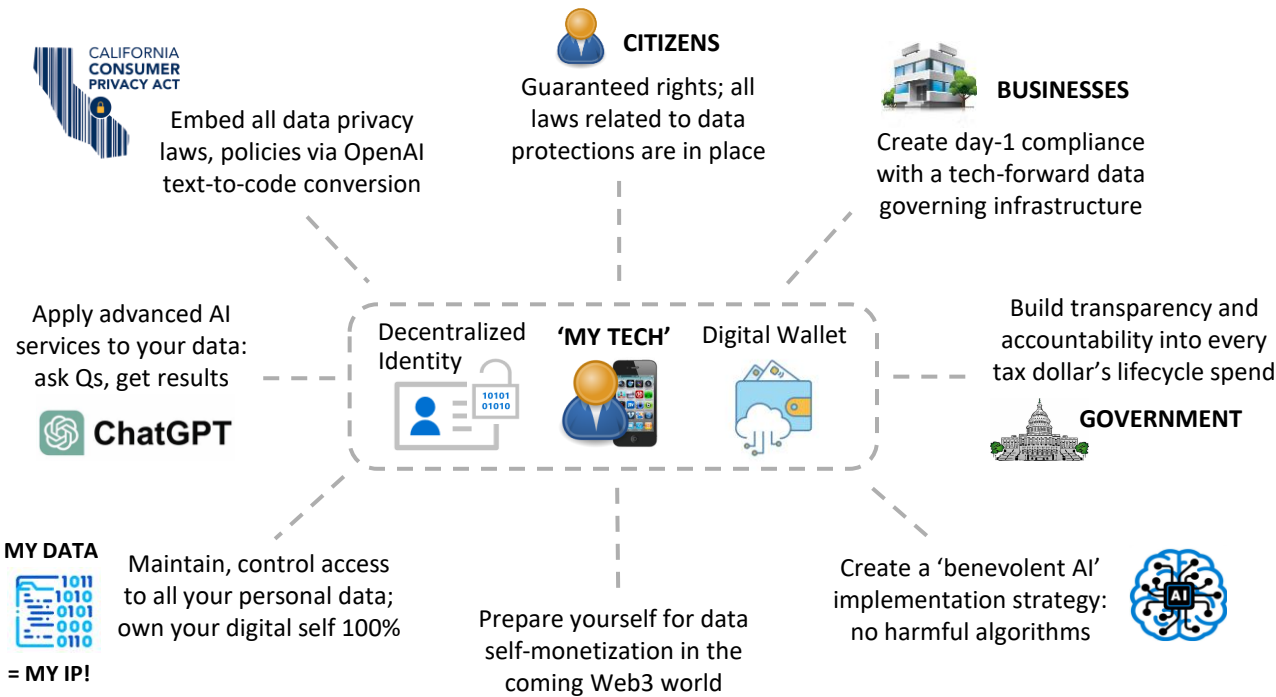


# KEY TECHNOLOGIES: DID<sub>s</sub> AND OPEN AI

The key to building your own democratic systems and owning your creativity is the use of Decentralized Identities\* for individual sovereignty and Open AI to advance it.

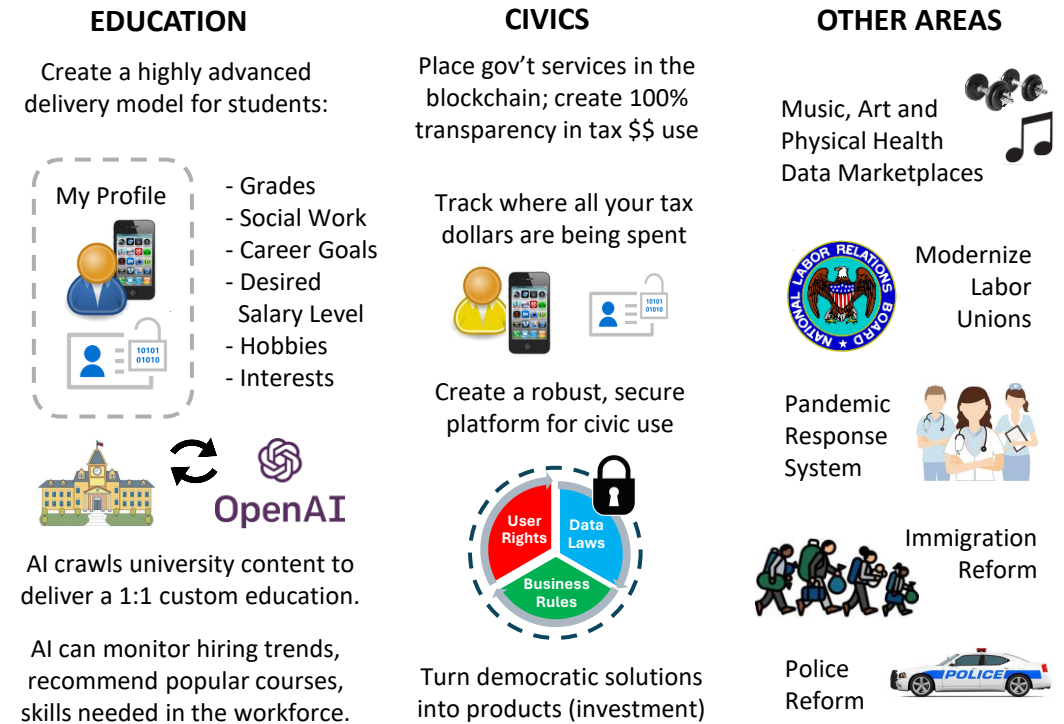
1

Create a Web3-ready solution that can create digital autonomy for all citizens:



2

Point these Web3 and AI capabilities to critical services in education, civics, etc.:



\*Decentralized Identities are a self-sovereign form of data and identity control; see the appendix for details.

# SUMMARY AND NEXT STEPS

**SUMMARY:** the Web3 revolution is coming; there's absolutely no doubt in that. So, the only question you need to ask yourselves is 'what role will we play in it?' Do in it what the racist billionaire class does today (in their corrupt way): build and own your own pipeline; Marcus Garvey's Black Star Line in the blockchain.

## NEXT STEPS:

- Create alignments with political and local community institutions
- Showcase the technology to the City of Seattle; commit to a POC\*
- Start up learning sessions and knowledge transfers on Web3, DIDs
- Discuss and begin to build out the delivery model and POC elements
- Teach the youth the empowerment of self-sovereign identities (DIDs)

# SCP\* #1: Accountable Policing Platform

The public sector version of our platform can build much greater trust between the police and those in the community they are supposed to protect and serve:

THE PROCESS OF POLICING IS A PUBLIC SERVICE AFFORDED AN INCREDIBLE RESPONSIBILITY; THUS, IT MUST BE POLICED BY THE PUBLIC.



- My core data points (name, phone #, home address, etc.)
- Used to access public services
- Used in emergencies by gov't
- Citizen control over access to it
- Access rules are public knowledge

Officer John Anderson  
On Patrol...



1

2

The core details and police history of that officer are **public knowledge**; on the blockchain.



- Officer John Anderson
- Badge # 34398712
- Arrest History Report
- Complaint History Report
- Training Report
- Open Investigations

NOTE: the policeman will have a public sector digital identity as well; will follow him nationally, (i.e. can prevent rehires, if required).



3

If you are pulled over, this police data is sent to you in real time (text) to your digital identity.



Also, history of the District Attorney; their conviction rate against police officers, amount of money received from the police union, etc. is also public domain - it can be part of the the same report.

4

That info can be sent immediately to all your emergency contacts as well, including real-time arrest updates, policeman DID info...



5

It can be tracked or sent to civic leaders; all trouble cops and city policing policies can be monitored in real-time.




ALL POLICE DATA THAT IS ACCESSIBLE TODAY WOULD BE MANAGED ON A PUBLIC BLOCKCHAIN: 100% TRANSPARENT AND OPEN TO ALL CITIZENS.


11 \*Social Change Platform; an app that is citizen-driven in design and function, owned by the people.

# SCP #2: Election Reform App

With this platform we can also revolutionize all aspects of the voting process: from collection of the results to the voting structure itself, giving us incredible potential:

**1** Candidates use the platform to submit their profiles and positions on each key topic:


**A**  Candidate A: Position on Abortion: I believe it's the...

**B**  **C**  Candidate B: Position on Gun Rights: We need to...

Candidate C: Position on Unions: workers rights is...

[Candidate List](#) | [Rules on Stack Rank Voting](#)

**2** Citizens can view and vote on those candidate positions in a stack-rank style voting structure; or simply vote for a given candidate (full points).


**A**  [Candidate Profile](#) | [Vote by Topic](#) | [Vote for Candidate](#)  
[Previous Voting Record](#) | [District Details](#) | [Website](#)


**TOPIC #3: ABORTION** Candidate Position Statement:  
I believe it's the woman's right to choose whether.. [more](#)


Strongly Disagree **1** **2** **3** **4** **5** Strongly Agree

[<< Previous Topic](#) Recorded Score: 4 [Next Topic >>](#)

**3** The system would then tally all the points; the candidate with the most points wins your vote.



**A**  Candidate A: **89** total points **2**  
[Review Candidate](#) | [Edit My Scoring](#)


**B**  Candidate B: **94** total points **1**  
[Review Candidate](#) | [Edit My Scoring](#)

**C**  Candidate C: **75** total points **3**  
[Review Candidate](#) | [Edit My Scoring](#)

[Candidate List](#) | [Rules on Stack Rank Voting](#)

**4** The winner represents you; but the system monitors their voting..

HB 2318 **B**  

 Vote: NO

..it should align with their positions; if not, all constituents are notified.

\*Multi Factor Authentication: a second layer of security for accessing one's data or an application.

Use the app to vote; results are 100% secure and tied to your digital identity.

 **10101 01010**

 **Code: 452872**







My Digital Identity (DID): Public Sector

MFA Security Services\*: can use biometrics or security code via text.

**5** Once notified (based on % voting not aligned with positions), voters can decide on a vote of no confidence.

**B**  **NO CONFIDENCE VOTE RULE:** Need a simple majority to remove incumbent, replace with Runner-up candidate. [Related Law](#)

**A**  **RUNNER UP** 60 days to take over for Candidate B

Vote of No Confidence Results: **51.3%**

# SCP #3: Emergency Response Platform

A transparent, rules-based response platform will guarantee the best possible outcomes:

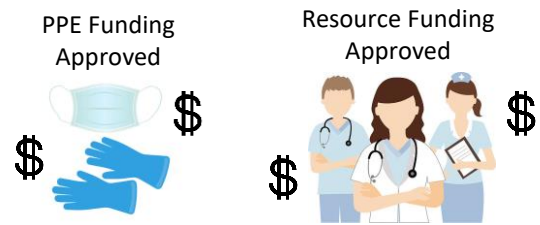
**1** All citizens and visitors are issued digital identities within a given state, with links to details on use.



My Digital Identity (DID): Public Sector

[Data Use Terms](#) | [My Digital Identity](#)

**2** The funding, business rules and key locations are in place (laws passed) within the app and ready.



Sourcing and Delivery Locations Known

**3** Services like DID issuance to U.S. visitors and quarantine locations could also be built into the platform.



Locations and Rules Available in the App

**4** PANDEMIC! Governor issues a state of emergency; that kicks off the business rules and tracking services.



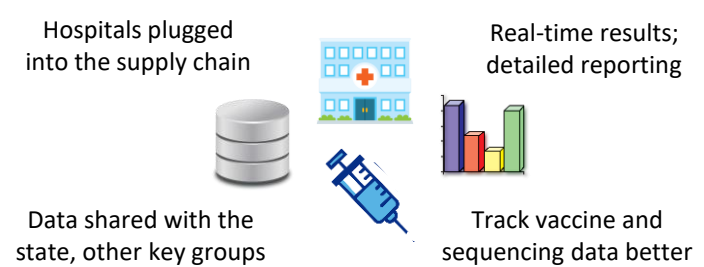
**5** Citizens are able to turn off the tracking function, but that puts them at an inherent disadvantage.



Notified that the state will track your movement and send you updates

- IF YOU TURN IT OFF:**
- Can't receive notifications
  - Lower priority for vaccine
  - No access to critical data

**6** All data points are traceable within the state-managed blockchain and shared with all related parties.



# THREE PHASES TO THE GROWTH MODEL

We have a very specific growth strategy to take this technology national, then global:

## 1 MARKET PENETRATION + DID\* USE, EDUCATION



- Provide DID tech free
- Educate all consumers; videos, sample data sets
- Real-time updates (data privacy laws, processes)
- Gap analysis services in social media industry

### RELATED EFFORTS:

- Make SaaS-ready alignments
- Create Phase 2 partnerships
- Introduce DID + custom rules tech to public sector officials

## 2 DID PROLIFERATION VIA DATA MARKETPLACES

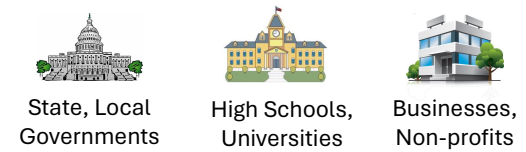
$$MY DATA = MY IP **$$

- Introduce concepts of data self-monetization
- Make deals with groups; build data marketplaces
- Show how to incorporate custom data mgmt. rules
- Empower consumers to own their IP / creativity

### RELATED EFFORTS:

- Align with several politicians
- Introduce DID + custom rules tech to public sector officials

## 3 BUILDOUT OF SOCIAL CHANGE PLATFORMS



- Build apps: Accountable Policing Platform, others
- Stand up tax investment service for each state
- Turn democracy into a product: for reparations
- Build best-practice uses in public, private sectors

### RELATED EFFORTS:

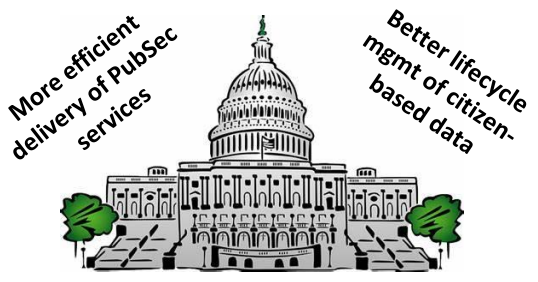
- Partnerships with HBCUs
- Provide tech, research to federal groups: the benefits

\*Decentralized Identity: visit [www.decentralized-id.com](http://www.decentralized-id.com)  
\*\*Intellectual Property (you instantly own your creativity)

# Decentralized Identities: for Everyday Life

**What is a Decentralized Identity?** - An open, trustworthy, interoperable, and standards-based identity solution for individuals and organizations, allowing users to *own* their digital identities. It can seamlessly integrate into our lives, giving us complete control over how our data is accessed and used by all entities.

## PUBLIC



- Cel phone GPS tracking (i.e. in time of pandemics)
- A few critical data points (for taxes, voting, services)
- Employment verification, public services-related data

My Digital Identities (public, private sectors)



## We can create two forms of digital identities:

WE CAN IMPLEMENT ALL LAWS INTO EACH DIGITAL IDENTITY; MERGING PRIVATE AND PUBLIC SECTORS

- First right of refusal (must ask you to give prior approval to share your data with a 3<sup>rd</sup> party)
- The right to obtain a copy of your personal data
- The right to update or delete personal data held by a business or its service provider(s)
- The right to not be discriminated against (i.e. price)
- And more rules; as they are implemented into law

ABLE TO PERFORM RIGHTS-BASED REQUESTS AND UPDATE YOUR PROFILE IN REAL TIME



100% secure, accessible only by you (MFA services\*)

## PRIVATE



- All privately generated data (shopping, web history, etc.)
- All device-related taxonomy
- All social media-based data (sentiment and profile info)
- Image-based content (scan)

\*Multi Factor Authentication: a second layer of security for accessing one's data or an application.