

Political populism, in recent years, has created disruptions and uncertainty.

In our opinion there is only one way to respond:

## **Innovation & Prosperity**

**#doBetter, #helpdoBetter**

We, at WhiteSparrow Labs, are doing our part by focusing on the following three initiatives:

- Make cities and regions work better
- Solve local problems with local talent & create national firms
- Share our expertise with others



**WhiteSparrow Labs**

<https://www.whitesparrow.io>

## **Why do we do what we do?**

Clean air and water, the freedom to pursue dreams, effective public institutions, and a functioning political and economic system are just a few things that make Canada great. However, in recent years, whether perceived or actual, it feels like the spirit in which our country exists is eroding.

What do we do to restore our country's spirit?

In part, we, at WhiteSparrow Labs, are pursuing the following initiatives:

- 1) **The Necessary Public Sector:** The Canadian economy includes private and public sector organizations by design. While our private sector organizations are as good as anywhere in the world, we need our public organizations to be just as effective and efficient. This initiative aims to make Canada's public sector organizations as good as any private organization worldwide.
- 2) **Solve Local Problems with Local Talent:** Support our youth in creating technology organizations for the future nationally and support other nations in the same pursuit.
- 3) **Lend a Hand:** Per our Canadian values, share expertise and systems developed through the above two initiatives with other nations

This document describes how we plan to get there and the action plan for Q1, 2025. We will gladly share the details if you would like to learn more.



## The Necessary Public Sector

- Customer Profile: Municipal and Regional Governments, arm's length public organizations such as education, LCBO and gaming, public utilities, healthcare, etc.
- Value for Our Customers
  - Improve information technology investment decisions
  - Deploy cost-effective information technology solutions that are built for Canada by Canadians with a focus on Value for Money.
- The Customer Opportunities
  - Make agile digital transformation real
  - The need for cost-effective, one-of-a-kind technology solutions for processes that are outside of enterprise systems
- Our Tools
  - Pipeline of IT-enabled opportunities - leverage the Lived Experiences of staff to plan incremental, technological and transformational change
    - WhiteSparrow **SN**: Extend your ServiceNow platform
    - WhiteSparrow **MS**: Deploy in your own Microsoft Azure cloud
  - Information Technology Solutions
    - Technology solution for non-enterprise processes

## Solve Local Problems with Local Talent

- Customer Profile: Young innovators, early-stage investors and mentors
- The Challenges
  - There is no shortage of locally educated young innovators who are prepared to put sweat equity into building new-generation economies. Unfortunately, there is very little end-to-end support for them.
- Value Proposition: Create clusters of technology firms
- Our Tools
  - SaaS Solution: solve local problems with local talent
    - OneWorld MS: engage the public, identify local opportunities and support young entrepreneurs to solve problems and create viable tech firms – Go Beyond Hackathons
  - Support Services
    - Engage the public, and organizational staff. Through their Lived Experiences identify opportunities
    - Engage college and university students to develop solutions
    - Mentor and guide them as they transform new technologies into viable firms

## Q1,2025 Plan

- The Necessary Public Sector
  - Engage 5 cities/regions to adopt the Pipeline of Opportunities Challenge
- Solve Local Problems with Local Talent
  - Create an architecture for Youth and Innovation Capability and build momentum to develop MVP.

## About WhiteSparrow Labs



WhiteSparrow Labs operates under two legal entities:

- The Necessary Public Sector – our work to make public organizations as efficient as any private sector organization is conducted through QR Systems Inc., a privately owned legal entity in Canada.
- Solve Local Problems with Local Talent – Our work to support youth in innovating and creating national tech firms of the future is managed by a not-for-profit entity in Canada.

For additional information, Contact

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