1UP 000000 HI $45,000,000,000

EARNING IT BACK

How Canadian tech leaders rebuild trust and get ambitious again

▶ REBUILD TRUST

KEEP LOBBYING

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HP 100/100
MP 50/50
ANIMAL FARM
NAPOLEON
"ALL ANIMALS ARE EQUAL"

⚠ IDEOLOGICAL ABSOLUTISM

When a movement believes it represents the sole morally righteous truth, any political opposition is not viewed as legitimate dissent, leaving no room for compromise, nuance, or alternative perspectives.

STAGE 1

THE UNDERDOG



STAGE 2

THE HERO



STAGE 3

THE TYRANT



QUEST LOG: WHEN WE SPOKE UP

▶ LESS TAX

~2,000 signed to reverse the 2024 capital gains change

▶ MORE TAX BREAKS

An exemption up to $15M per transaction

▶ LESS GOVERNMENT

Build Canada: cut 110,000 federal jobs

▶ MORE AI MONEY

$2B sovereign compute, and faster please

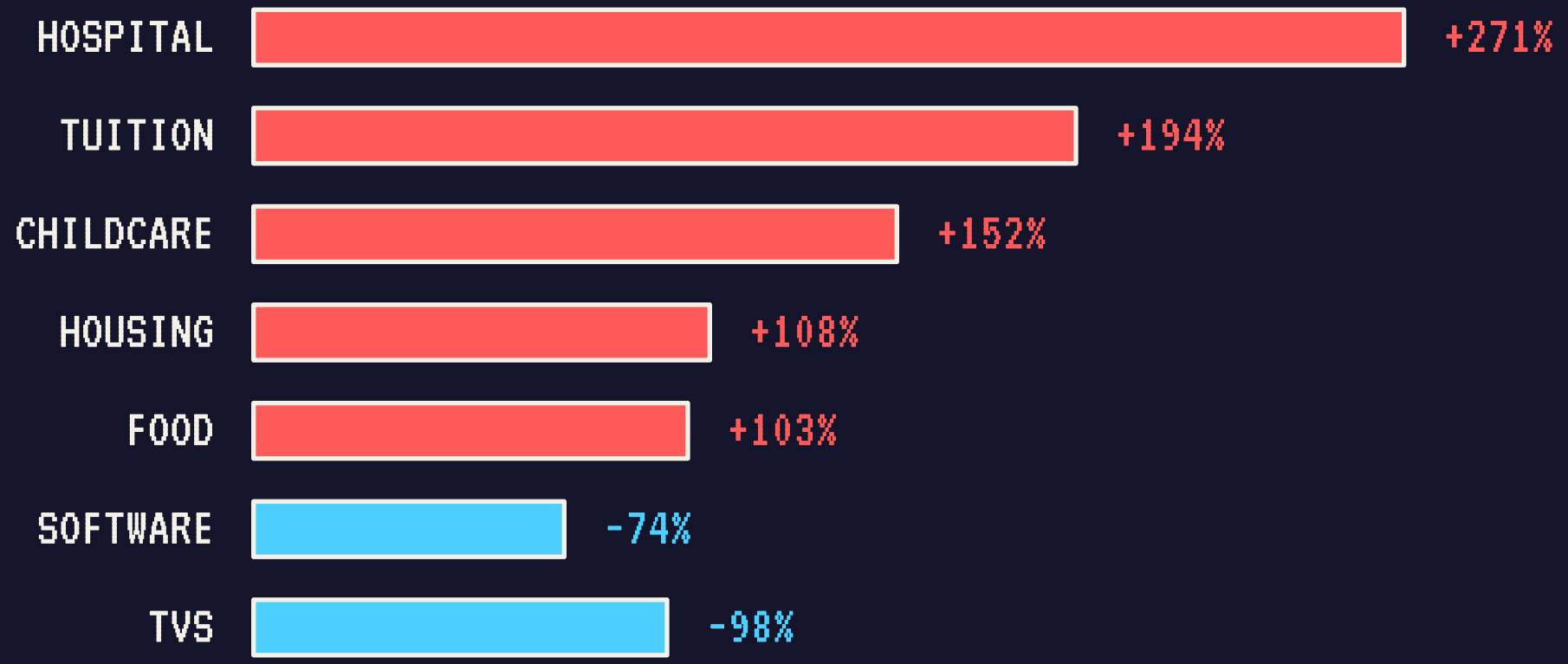


WHAT TECHNOLOGY IS FOR

Apply discovery to bring down cost. What was expensive and for a few becomes cheap and for everyone.

US TV prices since 1997: -98% ▼

WE MADE TVS CHEAP. NOT LIFE.



US price change since 2000, BLS CPI (red: up, blue: down). Canada since 2021: food ^+30%, housing ^+28%.

STATUS: MORALE ▼

RECORD

share of Canadians who feel worse off than their parents, since 1990

<HALF

say they're doing better than their parents, for the first time

MOST

Canadians under 60 expect the next generation to be worse off

Source: Environics Institute, Inter-generational Mobility in Canada, 2024

REPUTATION: CRITICAL

79%

of Canadians view Elon Musk unfavourably (69% very)

20%

of Americans confident in big tech, a record low (32% in 2020)

59→48

% of Americans positive on the computer industry, in one year

Sources: Angus Reid Institute 2025; Gallup 2025-2026

WE WAZ WRONG.

We, the tech leaders of Canada, have failed. Not the government. Not the public. Us. ▼

REMEMBER THE MAIN QUEST

★ MAIN QUEST

Discovery. Exploration.
Wonder. Better lives.

EQUIPMENT

Capital. VC. Exits.
Valuations.

LEVEL SELECT

▶ HOUSING

HEALTHCARE

CHILDCARE

GROCERIES

EDUCATION

PRESS START

NEW QUESTS AVAILABLE

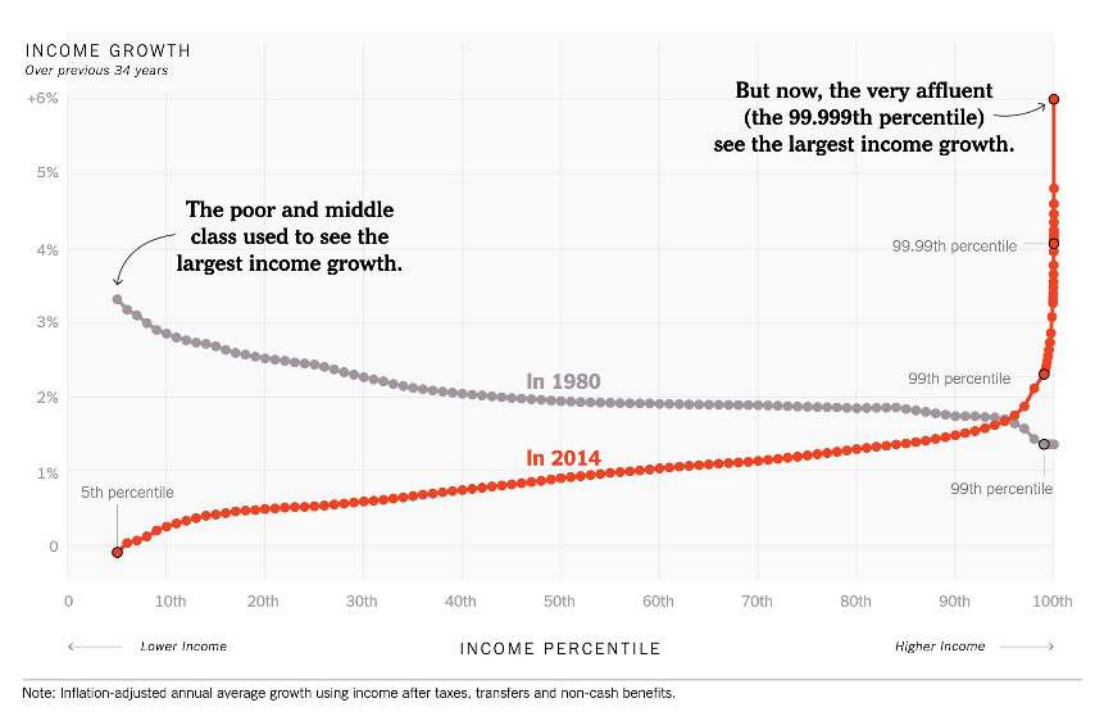
- Make filing your taxes take five minutes, for free
- Cut the time to approve and build a home in half
- Give every newcomer a translator and guide
- Match every Canadian without a family doctor to one
- Show every Canadian what groceries should cost
- Open, Canadian-owned AI in every school and clinic

1P ◀ CO-OP MODE ▶ 2P

Every voter in every riding buys groceries, needs a doctor and wants their kids to afford a home.

Build the thing both sides use, not the thing one side is angry about.

EVERYTHING WILL BE GREAT, WE PROMISE



?



FINAL BOSS: POWER

TIM WU:

Grow the pie now, share it later. Later never came: wealth becomes political power, and power protects wealth.

OUR MOVES

- If you believe in the utopia so strongly, let's move to it
- Keep the checks on our own power
- Lose the "we're smarter than you" attitude.
- Care about how we will be remembered.
- Build a new ambitious mission that the majority of people want to rally around.

People still want to believe in builders.

CONTINUE?

▶ YES NO