**What is Heimdall Strategy Solutions?**

Heimdall Strategy Solution offers a suite of tools for Political Campaigns and their managers, employees and volunteers.

**Why is this needed?**

Currently, it is extremely difficult for Political Campaigns to reach a wide audience. To reach the intended audience, one must rely upon a variety of difficult to manage efforts. This includes:

\* Direct SMS or MMS - sometimes to invalid numbers or to people that have since moved.

\* Email - this is even harder to utilize than SMS and MMS. People have anonymizers or other tools that masks or block their emails.

\* Social Media – The existing tools for utilizing Social Media as a Political Campaign are difficult to use.. Further, such tools must be manually operated on a constant basis.

\* Advertising – This is the most expensive method and is limited to the “bandwidth” that is available in the marketplace. This is mass advertising / mass marketing. Therefore, the audience must compete with each other for advertising space to reach the eyeballs of the end user. And if they do, there are “ad skipping” tools that makes it ineffective. Also, not everyone participates in watching mass media.

\* Door Knocking – People simply don’t answer the door and this is a time intensive manual effort to knock on every door in an area.

**The Solution: ElectorSync – Real-Time Voter Relationship Management & Dynamic Targeting Engine**

**Concept:**

A cross-channel, **AI-powered Political CRM** that integrates *live field data, voter sentiment analysis, financial behavior, and engagement history* into one unified dashboard. The platform makes real-time strategic recommendations across SMS, email, digital ads, and mail — and automatically optimizes outreach *based on what actually moves voters or donors*.

Furthermore, using the national database of people in the US and their buying and voting habits, it is possible to create a targeted list of voters and how to act upon those voters. This reduces the need for using “narrow band” mass media.

**Why It’s Novel:**

Most political CRMs (NGP VAN, NationBuilder, etc.) are static and slow — siloing canvassing data from texting data, from donations, from field notes. This creates delays and inefficiencies.

**ElectorSync** would *dynamically sync* every touchpoint — canvassing, email opens, SMS replies, donation behavior, ad engagement — and *automatically adjust targeting and creative recommendations* across platforms in real time.

**Key Features:**

    •    **Smart AI Powered Outreach Engine**: Suggests *who* to message, *when*, and *how* — text, mail, email, or digital ad — based on AI-driven likelihood scores and most responsive channel per voter.

    •    **Dynamic Mail Optimization**: Integrates with print vendors to *auto-generate custom mail pieces* based on individual profiles (e.g., top issues, donation history).

    •    **AI Phone Bank Assistant**: Uses AI to generate scripts based on voter profile, location, past interactions, and issue interests.

    •    **Real-Time Canvas Feedback Loop**: Field data (e.g., voter support levels or questions) automatically updates profiles and adjusts downstream outreach.

    •    **Donor Journey Tracking**: Tracks not just donation history but *what messaging journey* led to conversions, and replicates it across lookalike segments.

    •    **Issue Sentiment Heat Maps**: Visualizes which issues are rising/falling in voter concerns across geographies using text replies, field notes, and email keywords.

**Monetization & Demand:**

    •    Subscription SaaS with tiered pricing (based on race size)

    •    Add-on modules for print, fundraising, and real-time polling

    •    High-value in crowded primaries, down-ballot races, or targeted ballot measure campaigns

    •    Could eventually sell access to de-identified data insights to national parties or advocacy orgs

**Channels**

SMS / RCS / MMS: Our AI powered engine screens out bad numbers and messages directly to the good numbers. When combined with the other channels, more targeted messages can be made to each individual voter.

EMAIL: Our AI powered engine times and personalizes the delivery of the email to each individual voter thereby increasing engagement

Social Media: Across all Social Media platforms, messaging is tailored to the district and to the audience. Replies are handled in real time by the AI and is personalized by the candidate so that the responses are on point to the campaign messaging.

Advertising: With additional targeting and messaging data from the other channels, advertising dollars are spent intelligently to further the campaign brand

Mail: Individual messages are created and sent to each voter – especially the key “win number” voters so that they will be swayed in favor of the candidate.

Door Knocking: Selected houses are targeted and timed to improve the response rate and to reduce the “no answers” to the door knock.

Web 3: This unique product to our platform furthers the engagement by creating “Political Crypto Tokens” for the campaign. Operating as a “DAO” this allows voters to directly and securely vote on campaign issues relevant to the candidate. As an instant polling tool, this intelligence is invaluable. Further, the Crypto Tokens can be used to measure engagement and to offer unique merchandise and event opportunities.

Fundraise: This product is an AI powerhouse that uses the campaign intelligence that is developed to further broaden the donation opportunities for the candidate. Using a combination of in district and out of district opportunities, it will tailor the messages being sent to the potential donor and to automatically follow up on such opportunities.

HR: A critical component of every campaign is access to human resources. This module automatically aligns volunteers and staff to the opportunities that exists during and after the campaign. Recruiting, onboarding and processing the work is all done automatically by the system.

Events: People want to meet the candidate / politician. This module enables the automatic creation and management of events. By using the AI, all aspects of the events will be managed to make it successful. Further, cameras placed at the events will measure the voter engagement and to further improve the messaging.

Banking: A unique offering by Heimdall – all Banking and Merchant Processing is done in house by our software. VISA / MC / Discover / Amex / Apple Pay / Google Pay is all handled for Merchant Processing. Candidates and Office Holders will have a Visa Debit card that can be used for all campaign operations. And all campaign operations are tracked such that the required Ethics Reporting is easily handled.

Campaign Manager: This AI module will utilize all aspects of the system and to interface with the candidate as a resource. Simply by talking or interacting with the AI, the candidate can be taken through all the required tasks to succeed in the campaign. The AI will handle many of the aspects of the campaign to include scheduling, coordination of messages and resources. Furthermore, all the required governmental (federal, state and local) filings are done automatically by the AI.

Finance Manager: This AI module will review all campaign funds under management and to recommend the strategic allocation of resources so that it is most effective. Furthermore, it will recommend opportunities to interface with donors and PACs.

PAC Intelligence: PACs often wonder which candidate or officeholders are most aligned with their mission and which ones will win. This module will analyze all campaigns and make recommendations to the PACs as to which ones to invest in and when to do so.

Heimdall 6-Month Detailed Development Roadmap

Note: This plan integrates development operation types into the monthly tasks derived from the image.

Note: Development operations listed are typical examples and subject to detailed project planning.

Note: Months begin on the 15th (e.g., Month 1 is Mar 15 - Apr 13, assuming start year 2025).

Note: Each product will be released on all 3 brands: Blue Roots, Victory Vault, Nexus.

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Month 1 (Mar 15 - Apr 13)

Products:

- Comms: Texting

\* Functionality: Encompasses AI-powered outreach via SMS/RCS/MMS (number screening), Email (timing/personalization), Voice (script generation), and Mail/Print (custom piece generation). Part of ElectorSync.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Social: Pilot

\* Functionality: Tailored messaging across platforms, real-time AI replies personalized by candidate. Part of ElectorSync.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Crypto: Pilot

\* Functionality: Creates Political Crypto Tokens, DAO for issue voting, instant polling, engagement measurement, unique merchandise/event opportunities.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

Company:

- Technical: Runpods

- Marketing: Pick Events, Launch Socials

- Sales: CRM

- HR: Deel

- IR: Company Site

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Month 2 (Apr 14 - May 13)

Products:

- Comms: Email

\* Functionality: Encompasses AI-powered outreach via SMS/RCS/MMS (number screening), Email (timing/personalization), Voice (script generation), and Mail/Print (custom piece generation). Part of ElectorSync.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Social: Alpha

\* Functionality: Tailored messaging across platforms, real-time AI replies personalized by candidate. Part of ElectorSync.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Banking: Pilot

\* Functionality: A unique offering by Heimdall -- all Banking and Merchant Processing is done in house by our software. VISA / MC / Discover / Amex / Apple Pay / Google Pay is all handled for Merchant Processing. Candidates and Office Holders will have a Visa Debit card that can be used for all campaign operations. And all campaign operations are tracked such that the required Ethics Reporting is easily handled.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Crypto: Pilot

\* Functionality: Creates Political Crypto Tokens, DAO for issue voting, instant polling, engagement measurement, unique merchandise/event opportunities.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Fundraise: Alpha

\* Functionality: This product is an AI powerhouse that uses the campaign intelligence that is developed to further broaden the donation opportunities for the candidate. Using a combination of in district and out of district opportunities, it will tailor the messages being sent to the potential donor and to automatically follow up on such opportunities.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

Company:

- Marketing: Roadshows

- Sales: Sales Booking

- HR: PR Agency

- Finance: FCFO

- IR: Pitch Deck

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Month 3 (May 14 - Jun 12)

Products:

- Comms: Voice

\* Functionality: Encompasses AI-powered outreach via SMS/RCS/MMS (number screening), Email (timing/personalization), Voice (script generation), and Mail/Print (custom piece generation). Part of ElectorSync.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Social: Beta

\* Functionality: Tailored messaging across platforms, real-time AI replies personalized by candidate. Part of ElectorSync.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Documentation, Frontend Dev, Performance Testing, Requirements Analysis, Scalability Planning, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Banking: Alpha

\* Functionality: A unique offering by Heimdall -- all Banking and Merchant Processing is done in house by our software. VISA / MC / Discover / Amex / Apple Pay / Google Pay is all handled for Merchant Processing. Candidates and Office Holders will have a Visa Debit card that can be used for all campaign operations. And all campaign operations are tracked such that the required Ethics Reporting is easily handled.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Crypto: Alpha

\* Functionality: Creates Political Crypto Tokens, DAO for issue voting, instant polling, engagement measurement, unique merchandise/event opportunities.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Fundraise: Beta

\* Functionality: This product is an AI powerhouse that uses the campaign intelligence that is developed to further broaden the donation opportunities for the candidate. Using a combination of in district and out of district opportunities, it will tailor the messages being sent to the potential donor and to automatically follow up on such opportunities.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Documentation, Frontend Dev, Performance Testing, Requirements Analysis, Scalability Planning, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Advertising: Pilot

\* Functionality: With additional targeting and messaging data from the other channels, advertising dollars are spent intelligently to further the campaign brand

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Campaign Manager: Pilot

\* Functionality: This AI module will utilize all aspects of the system and to interface with the candidate as a resource. Simply by talking or interacting with the AI, the candidate can be taken through all the required tasks to succeed in the campaign. The AI will handle many of the aspects of the campaign to include scheduling, coordination of messages and resources. Furthermore, all the required governmental (federal, state and local) filings are done automatically by the AI.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

Company:

- Technical: Cloud v1

- Marketing: Press Releases

- Finance: Reports

- IR: Dashboard

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Month 4 (Jun 13 - Jul 12)

Products:

- Comms: Print

\* Functionality: Encompasses AI-powered outreach via SMS/RCS/MMS (number screening), Email (timing/personalization), Voice (script generation), and Mail/Print (custom piece generation). Part of ElectorSync.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Banking: Beta

\* Functionality: A unique offering by Heimdall -- all Banking and Merchant Processing is done in house by our software. VISA / MC / Discover / Amex / Apple Pay / Google Pay is all handled for Merchant Processing. Candidates and Office Holders will have a Visa Debit card that can be used for all campaign operations. And all campaign operations are tracked such that the required Ethics Reporting is easily handled.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Documentation, Frontend Dev, Performance Testing, Requirements Analysis, Scalability Planning, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Crypto: Beta

\* Functionality: Creates Political Crypto Tokens, DAO for issue voting, instant polling, engagement measurement, unique merchandise/event opportunities.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Documentation, Frontend Dev, Performance Testing, Requirements Analysis, Scalability Planning, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Advertising: Alpha

\* Functionality: With additional targeting and messaging data from the other channels, advertising dollars are spent intelligently to further the campaign brand

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

Evolved:

- Finance Manager: Pilot

\* Functionality: This AI module will review all campaign funds under management and to recommend the strategic allocation of resources so that it is most effective. Furthermore, it will recommend opportunities to interface with donors and PACs.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

Company:

- Technical: GPU Cloud

- Marketing: TV Appearances

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Month 5 (Jul 13 - Aug 11)

Products:

- Advertising: Beta

\* Functionality: With additional targeting and messaging data from the other channels, advertising dollars are spent intelligently to further the campaign brand

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Documentation, Frontend Dev, Performance Testing, Requirements Analysis, Scalability Planning, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Campaign Manager: Alpha

\* Functionality: This AI module will utilize all aspects of the system and to interface with the candidate as a resource. Simply by talking or interacting with the AI, the candidate can be taken through all the required tasks to succeed in the campaign. The AI will handle many of the aspects of the campaign to include scheduling, coordination of messages and resources. Furthermore, all the required governmental (federal, state and local) filings are done automatically by the AI.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

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Month 6 (Aug 12 - Sep 10)

Products:

- HR: Alpha

\* Functionality: A critical component of every campaign is access to human resources. This module automatically aligns volunteers and staff to the opportunities that exists during and after the campaign. Recruiting, onboarding and processing the work is all done automatically by the system.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- Events: Alpha

\* Functionality: People want to meet the candidate / politician. This module enables the automatic creation and management of events. By using the AI, all aspects of the events will be managed to make it successful. Further, cameras placed at the events will measure the voter engagement and to further improve the messaging.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

Evolved:

- Finance Manager: Alpha

\* Functionality: This AI module will review all campaign funds under management and to recommend the strategic allocation of resources so that it is most effective. Furthermore, it will recommend opportunities to interface with donors and PACs.

\* Development Operations: AI/ML Model Dev/Integration (If Applicable), API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Performance Testing, Requirements Analysis, Security Review, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

- PAC Intelligence: Pilot

\* Functionality: PACs often wonder which candidate or officeholders are most aligned with their mission and which ones will win. This module will analyze all campaigns and make recommendations to the PACs as to which ones to invest in and when to do so.

\* Development Operations: API Dev/Integration, Backend Dev, Database Work, DevOps/Infrastructure, Frontend Dev, Requirements Analysis, Testing (Unit/Integration), UI/UX Design (Initial/Refinement)

Company:

- Technical: Database

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DevOps will also be built as a part of the strategy. To build better software, we have to have a better pipeline. A team of 8 people will be deployed. This includes:

* Project Manager
* 6 AI Accelerated Developers
* 1 DevOps Developer

Comprehensive AI-Enhanced DevOps Automation Plan

Tools and Components:

• Project Management: OpenProject (Self-hosted)

• Source Control & Issue Management: GitLab (Self-hosted)

• Continuous Integration/Delivery (CI/CD): Jenkins (Self-hosted)

• Autonomous Coding Agents: RooCommander/Symphony, DeepCoder (agentica-org/DeepCoder-14B-Preview)

• Advanced AI-Driven QA: DeepSeek Vision Analysis (RunPod/self-hosted GPU infrastructure)

• Security & Code Integrity Checks: Semgrep, SonarQube, CodeQL

• Observability & Monitoring: Prometheus, Grafana, OpenTelemetry

• Infrastructure & Scalability: Kubernetes, Docker Swarm

• Documentation Automation: OpenAPI, Swagger, GPT-4o

Automated Workflow Overview:

Stage 1: Task Creation & Management

• Human users create and manage tasks in OpenProject.

• OpenProject tasks automatically synchronize with GitLab Issues for coding tasks.

Stage 2: Autonomous Development & Testing

• AI agents (RooCommander/Symphony integrated with DeepCoder) autonomously:

• Pull issues from GitLab.

• Write and locally test code autonomously.

• Create automated unit and functional tests.

Stage 3: Automated Pull Requests & Initial Validation

• AI agents submit completed code as Pull Requests (PR) to GitLab.

• GitLab, through Jenkins, automatically:

• Compiles the code.

• Runs basic automated unit tests and code validations.

• Performs initial static security analysis using Semgrep/SonarQube.

Stage 4: Human-in-the-Loop Review & Merge

• Human developers review PRs for quality and logic.

• Human developers merge approved PRs.

Stage 5: Advanced Automated QA Testing

• Post-merge, automated comprehensive QA tests run:

• Functional and integration tests.

• Visual and vision analysis tests (DeepSeek).

• Security and vulnerability scanning (Semgrep, CodeQL).

• Performance regression testing.

• Results are logged for observability and monitoring.

Stage 6: AI Feedback & Continuous Learning

• Automated QA outcomes feed back into AI agent models for continuous learning and retraining.

• Failures trigger automated issue reopening and iterative AI-agent improvement.

Stage 7: Automated Deployment & Rollback

• Successful QA tests trigger automated deployment to live production environments.

• Deployments are digitally signed for code integrity verification.

• An automated rollback mechanism is available for rapid recovery in case of detected failures post-deployment.

Stage 8: Emergency Management & Monitoring

• Automated monitoring and observability through Prometheus and Grafana.

• Threshold-based alerts automatically notify humans of anomalies or high error rates.

• Emergency “Kill Switch” capability integrated to pause deployments immediately if necessary.

Stage 9: Documentation & Transparency

• Documentation auto-generated via AI-driven processes (OpenAPI, Swagger, GPT-4o).

• Ensures up-to-date, accurate documentation always synchronized with the latest deployed code.

Enhanced Workflow Diagram:

Human Management (OpenProject)

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GitLab Issues

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AI Autonomous Coding (RooCommander, Symphony, DeepCoder)

├─── Autonomous Local Testing

└─── Automated PR to GitLab

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CI/CD Validation (Compile, Unit Tests, Security Scan - Jenkins, Semgrep, SonarQube)

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Human Code Review & Merge

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Advanced QA (DeepSeek Vision Analysis, Integration, Security & Performance Tests)

├─── PASS ──► Automated Signed Deployment (Live Environment)

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│ Continuous Observability & Monitoring (Prometheus, Grafana)

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│ Documentation Auto-generation (Swagger, GPT-4o)

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└─── FAIL ──► Feedback Loop (AI Retraining & Issue Reopening)

Periodic Human Responsibilities:

• Strategic review of AI-model effectiveness and development practices.

• Regular auditing of AI-driven development outputs.

• Oversight of monitoring and emergency mechanisms.