

Obsession or Stubbornness?

A pothole. Eight months. And what happened when I
refused to let it go.

Eight months. One pothole.

You learn which lane to avoid. You stop seeing it as a problem. You start treating it like the weather.

12 minutes. 5 pages.

Confusing options, unclear lists. You submit, you get a reference number, then you chase the status yourself on a page that never changes. **The cost of caring got higher than the value of caring.** So you stop.

Cupholders.

Volkswagen's engineers refused them for years. The car was a temple, not a coffee table. A hundred rational decisions, one human blind spot.

This is not about me.

My only specialty is refusing to walk past a problem.

This time it was a pothole. Next time it'll be something else. The drive is the point, not the person.

One photo. Or five words.

Thirty seconds, and it's on its way to the city and your councillor. **Make not using it feel stupider than using it.**

895

resident reports

3

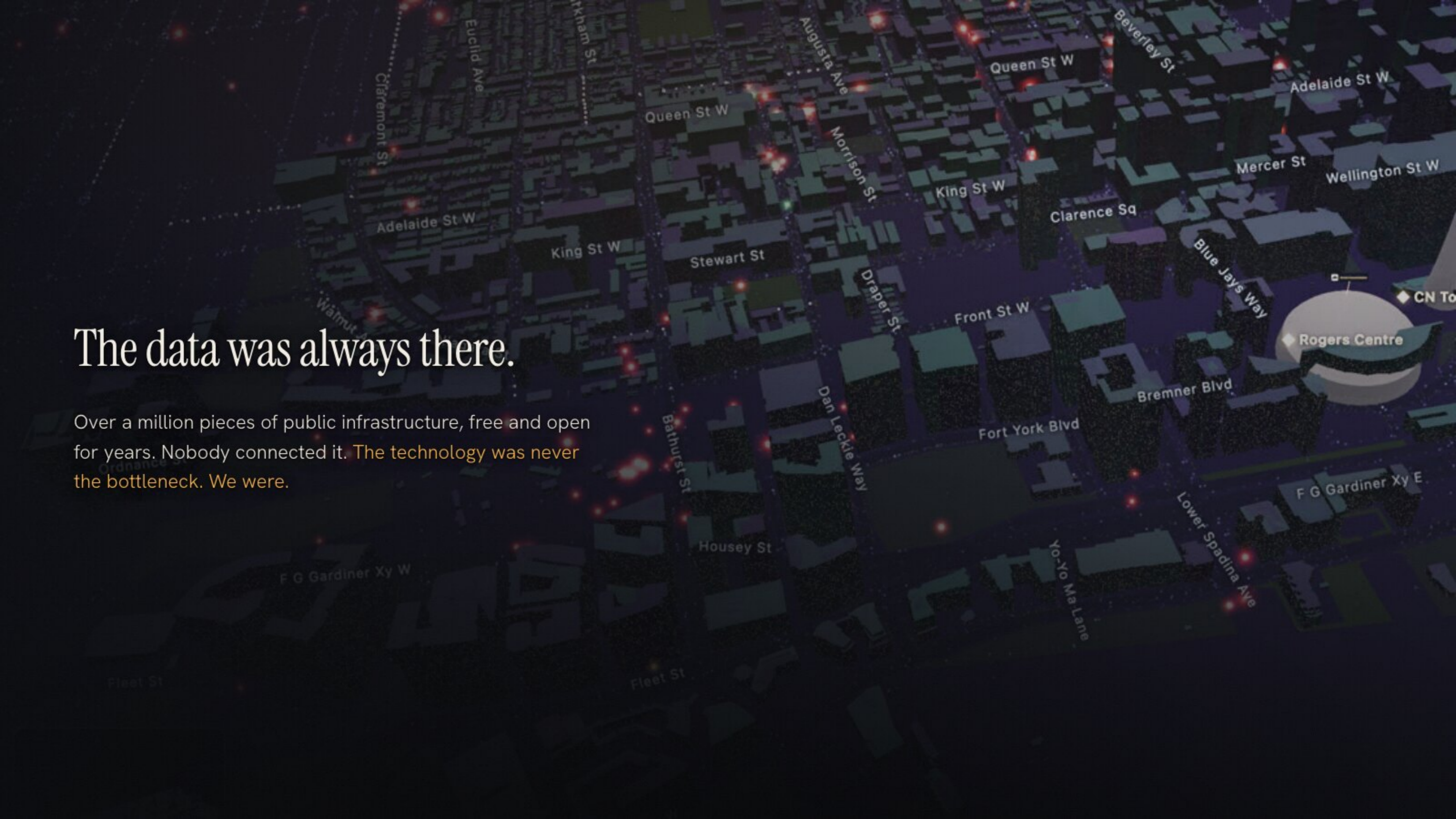
cities, mostly Toronto

Three cities. One person. No team, no budget, nobody's
permission.

And the number I really care about? People **came
back.**

The data was always there.

Over a million pieces of public infrastructure, free and open for years. Nobody connected it. The technology was never the bottleneck. We were.



Not a complaint box.

A city intelligence layer. Reports are the input, open data is the context, and **Pulse** is how you see all of it at once.

The hard part wasn't the code.

The prototype took an afternoon. The hard part was changing a habit, and a **granny mode**: if my grandmother can use it, everyone can.

A stylized map of a city, likely San Francisco, rendered in glowing blue lines on a dark background. The map shows a dense grid of streets and several large, dark, irregular shapes representing parks or water bodies. Numerous small red dots are scattered across the map, representing data points or reports. The overall aesthetic is futuristic and data-driven.

And lately... I made the city fly.

Your real city, rebuilt from its own data. Every report glows and replays through time. You watch the city fix itself.

The people who fix it never get the credit.

You just saw the celebration. The people who fix it, city crews and the contractors alongside them, rarely get named. So we put their name on it. **Solved, and solved by you.**

Now look around this room.

A building like this is a small town. So is a campus, a hospital, a business district. If you can draw it on a map, it can be live in a week.

The fifth city is a Tuesday afternoon.

Singapore runs one platform for a whole country. Canada ranks 47th globally. The gap isn't money or talent. *It's an architecture problem, which means it's a choice.*

It was never the technology.

*“Unless someone like you
cares a whole awful lot,
nothing is going to get better.
It’s not.”*

DR. SEUSS · THE LORAX

*“We are here.
We are here.
We are here!”*

DR. SEUSS · HORTON HEARS A WHO

Obsession or Stubbornness?

Both.

I'm not asking permission. I'm building it now. The only question is who moves with me.

Thank you.



SCAN TO TAKE THE TALK WITH YOU

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Questions? Come find me after, or reach out anytime.

I build software for people who refuse to walk past a problem.