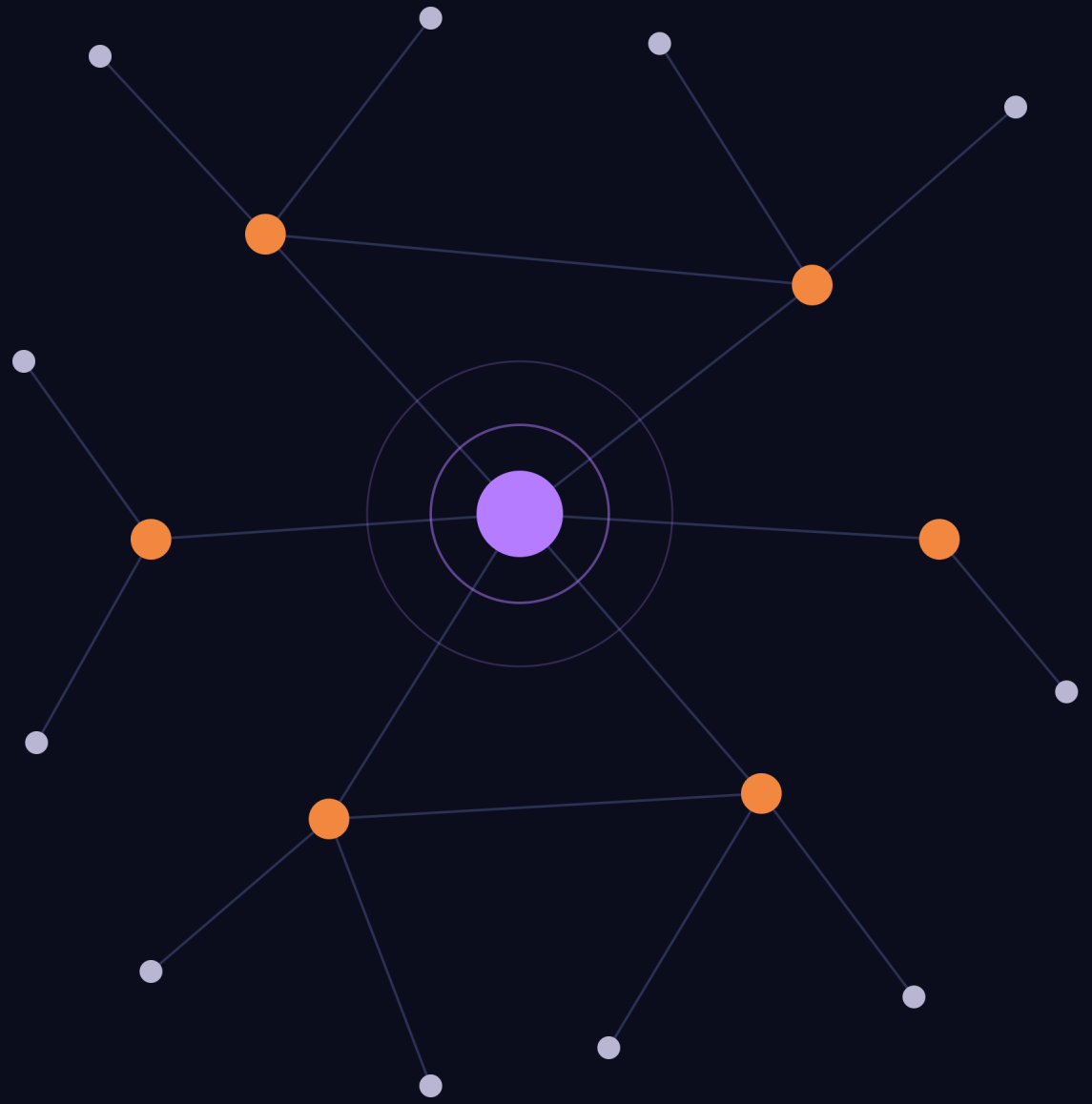
EXECUTIVE AND LEGISLATIVE

MAIA

Intelligence to govern. Connections to transform.

Relationships, communication, multiplication, active listening and institutional intelligence in one platform.



THE CHALLENGE

Information is not a relationship.

Producing content does not guarantee it reaches people, or that what they express is understood.

TODAY

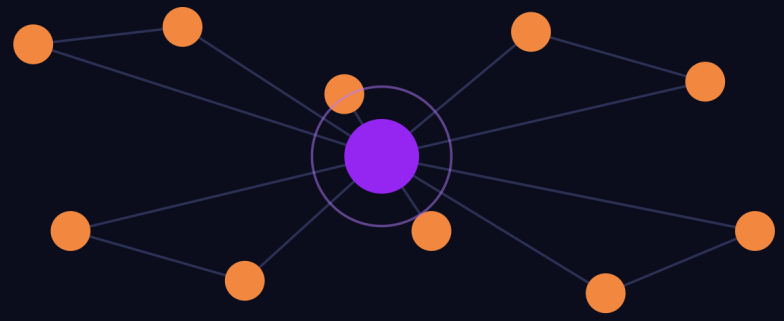


Scattered channels — one operation per network

Fragmented communities — loose lists and groups

Data without context — no one knows the source

WITH MAIA



Integrated channels — one operation, many destinations

Organized communities — by territory and topic

Data with a source — who, where, when

THE TRANSFORMATION

From isolated communication to an ongoing relationship.

~~Posts~~

↓

Journeys

Each piece of content opens a path to take part, from start to follow-up.

~~Contacts~~

↓

Communities

Loose lists become networks by neighborhood, topic and initiative.

~~Feedback~~

↓

Knowledge

What people say becomes organized input for decision-makers.

Communicate → **Relate** → **Listen** → **Learn**

THE METHOD

The MAIA cycle.

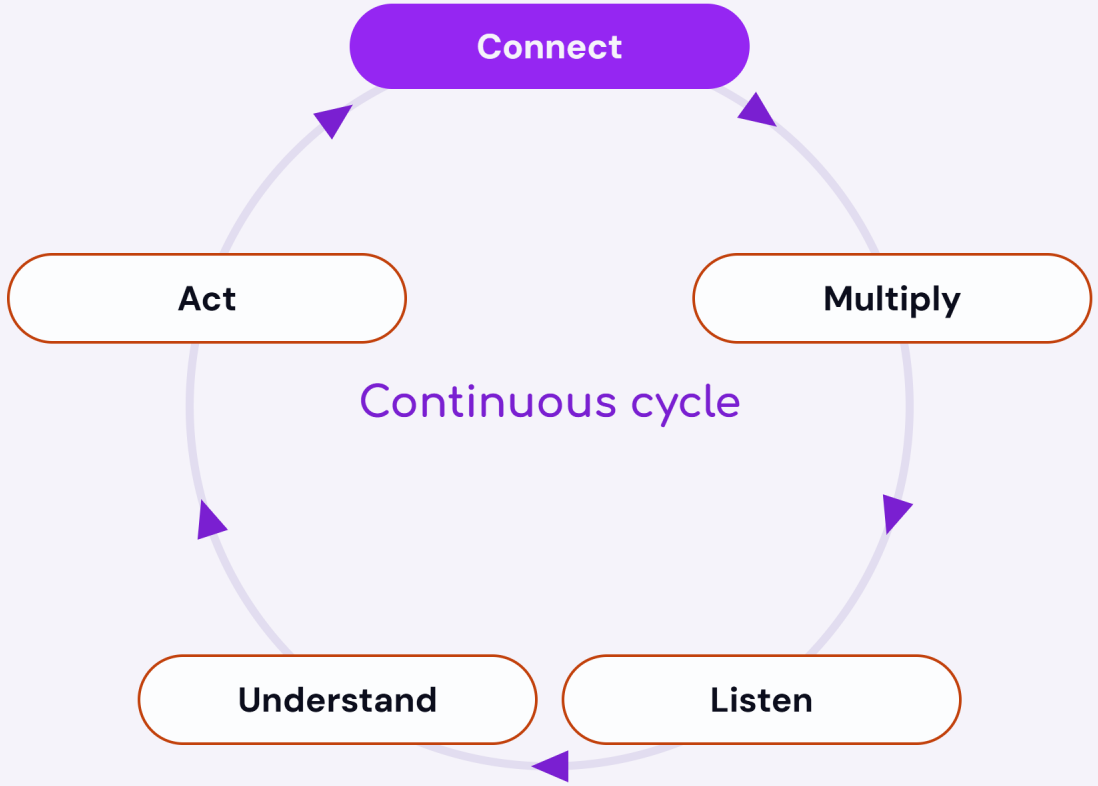
Connect — people join through WhatsApp

Multiply — content reaches many profiles

Listen — feedback is recorded

Understand — MAIA organizes and interprets

Act — officials respond and prioritize



ECOSYSTEM

Five environments. One intelligence.



PERSONALIZATION

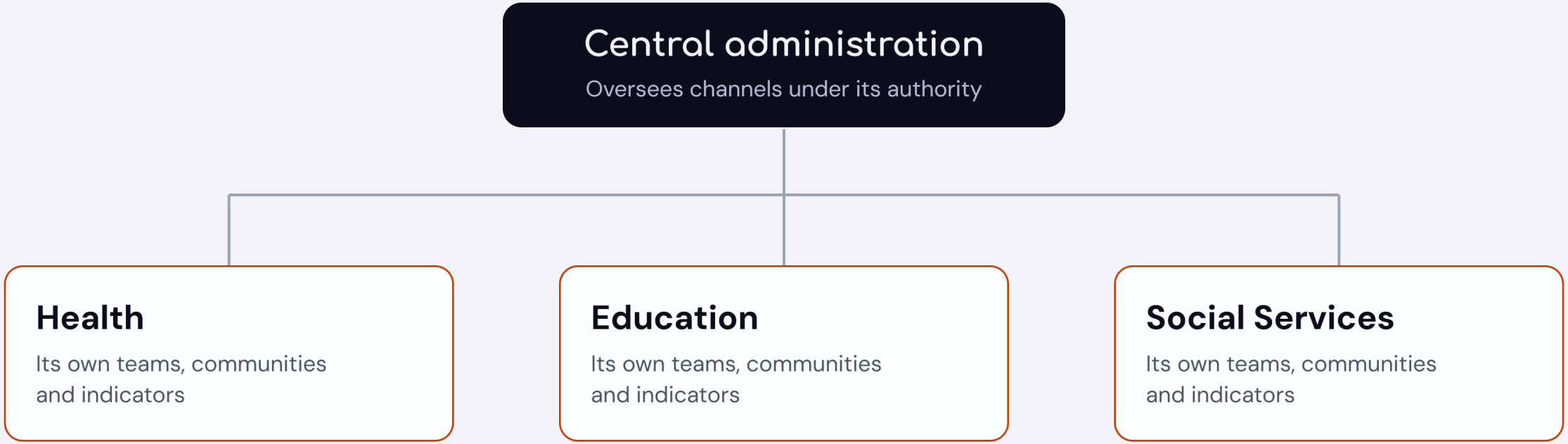
Every leader has their own MAIA.

Each channel operates with its own context, relationships and permissions, and contributes its own documents. A personalized intelligence, without fragmenting the platform.

City Hall | **Department** | **Legislative office** | **Office**

EXECUTIVE

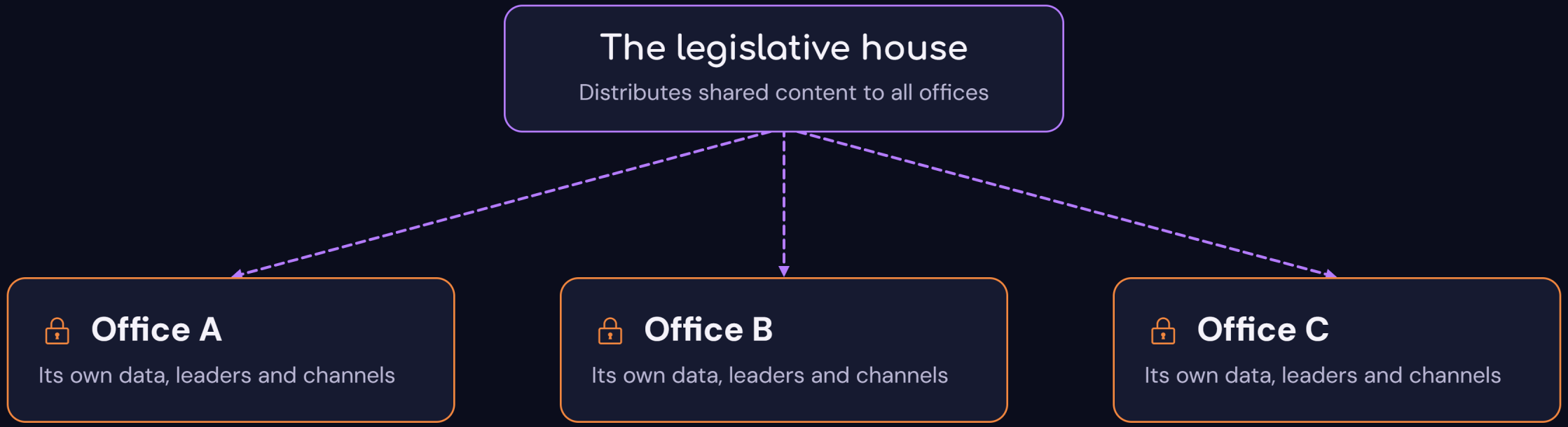
An integrated view of the Executive.



Each department operates autonomously. The central administration consolidates what is under its authority and defines, for each department, whether it only submits, schedules with approval or publishes freely.

LEGISLATIVE

Autonomy for every office.



The house sees the structure, consumption and overall figures, **never the contacts, conversations or content** of the offices. It publishes only on the house's own profiles.

GOVERNANCE

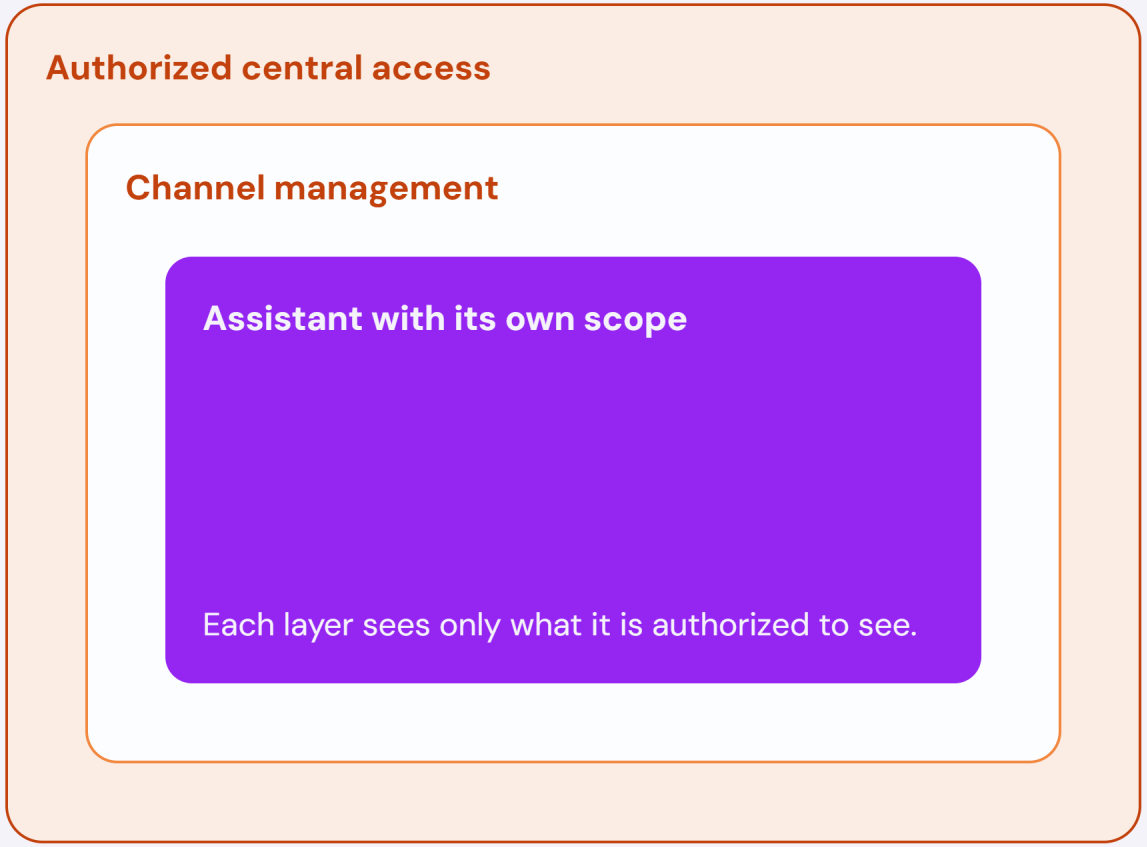
Intelligence with permissions.

What MAIA looks up, explains or recommends depends on the authorizations of whoever is talking to it.

“How many people signed up this month?”

Central	all areas under its authority
Manager	only its own channel
Assistant	only its own scope

Same question, three different answers. The intelligence respects the hierarchy by design.



GOVERNANCE

Resources split across channels.

The central administration distributes what was contracted and tracks the consumption of each department or office.

Simultaneous profiles

contracted · allocated · consumed · available, per channel.

Posts per month

contracted · allocated · consumed · available, per channel.

WhatsApp groups

contracted · allocated · consumed · available, per channel.

Stored videos

contracted · allocated · consumed · available, per channel.

contracted | allocated | consumed | available

A single dashboard shows the consolidated view and each channel's consumption.

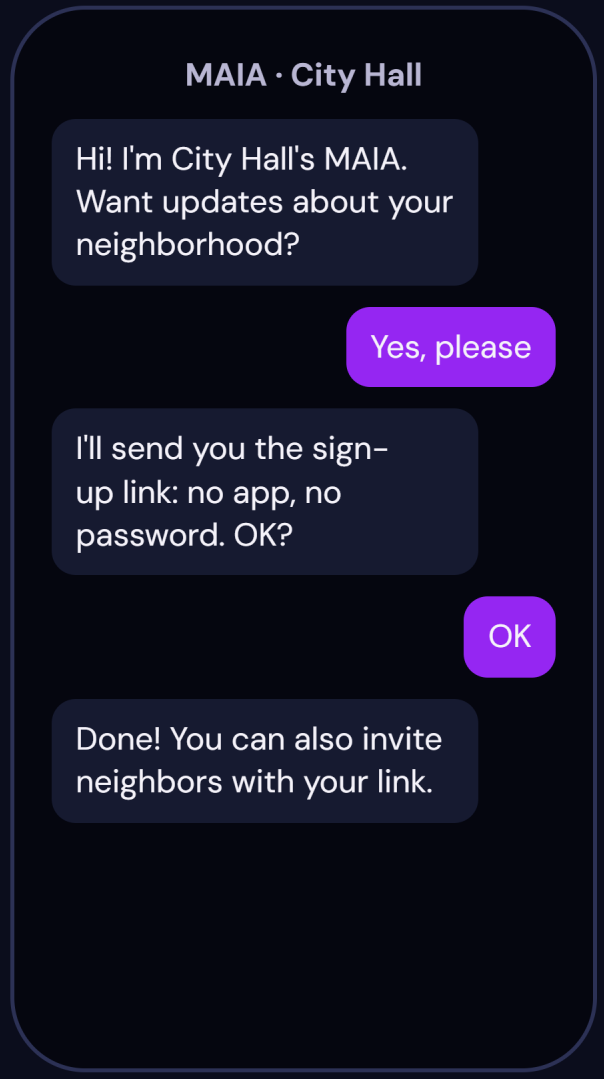
Illustrative screen.

WHATSAPP

The relationship starts where people already are.

Institutional WhatsApp handles conversations, invitations, guidance and follow-up with citizens.

- **01** Entry
- **02** Service
- **03** Invitations
- **04** Journey



Illustrative chat

JOURNEYS

Every interaction has a path.

01

Invitation

Trackable link from the inviter

02

Identification

Name, location and interests

03

Consent

Clear consent, per data protection law

04

Participation

Content, invitations and listening

Memory: the relationship never restarts from zero.

Authorized history and context follow every step. Return a month later and pick up where you left off.

Journeys configurable per channel, with web steps when needed.

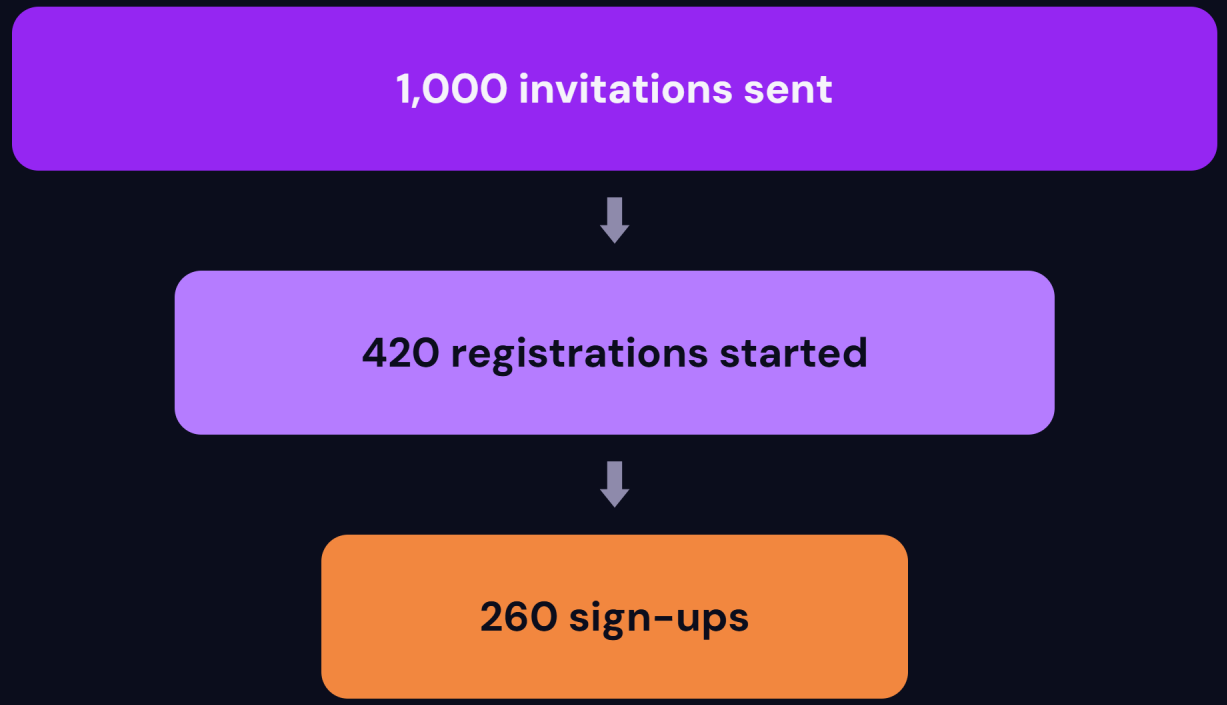
COMMUNITIES AND INVITATIONS

Every participant opens new connections.

Communities organized by territory, interest or initiative grow through trackable invitations.

- **Territories** neighborhood, region, city
- **Interests** health, sports, culture
- **Initiatives** campaigns, programs

The source is tied to the **first valid sign-up** on each channel.



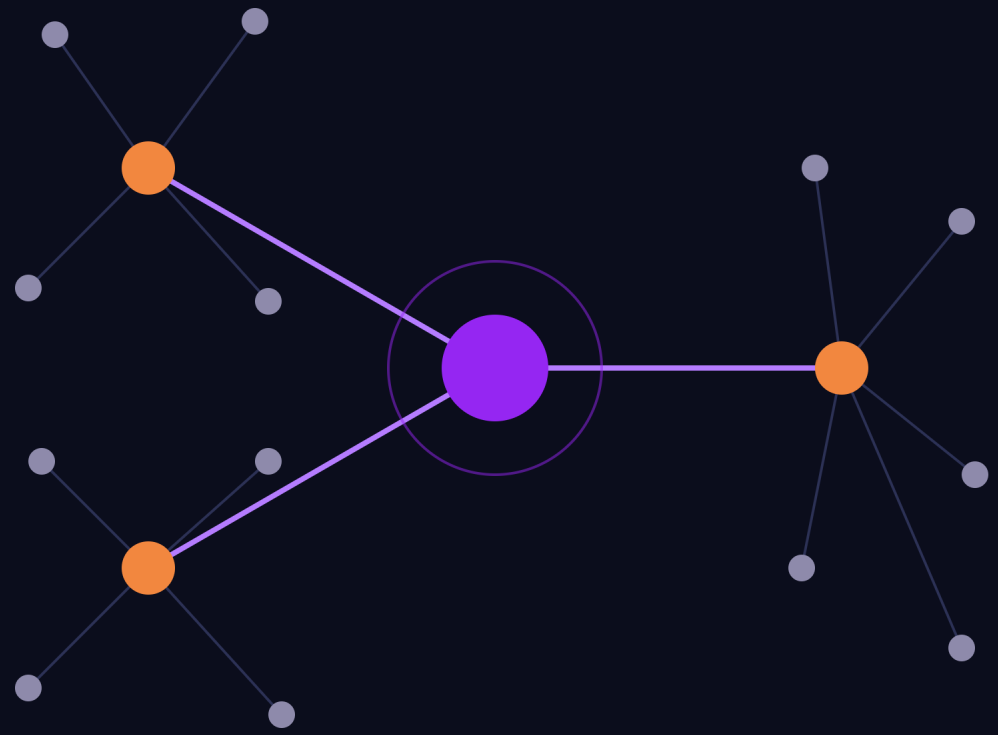
Invitations are not sign-ups: the network grows with confirmed ones.

Illustrative funnel to show the structure. Not real data.

COMMUNITY LEADERS

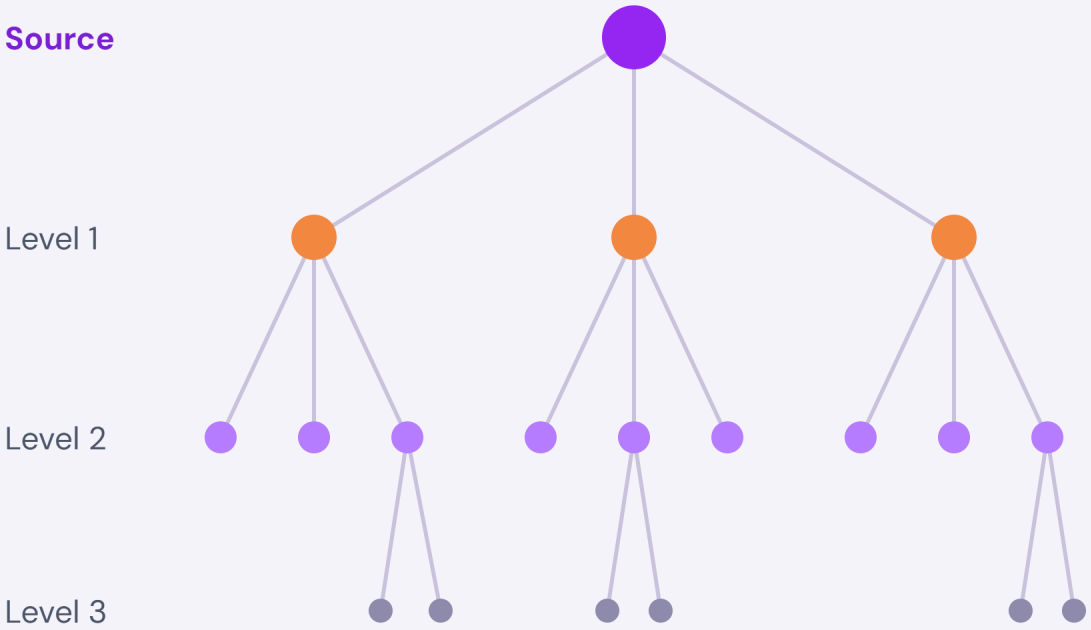
People connect people.

Community leaders, staff and participants are bridges of trust between government and society.

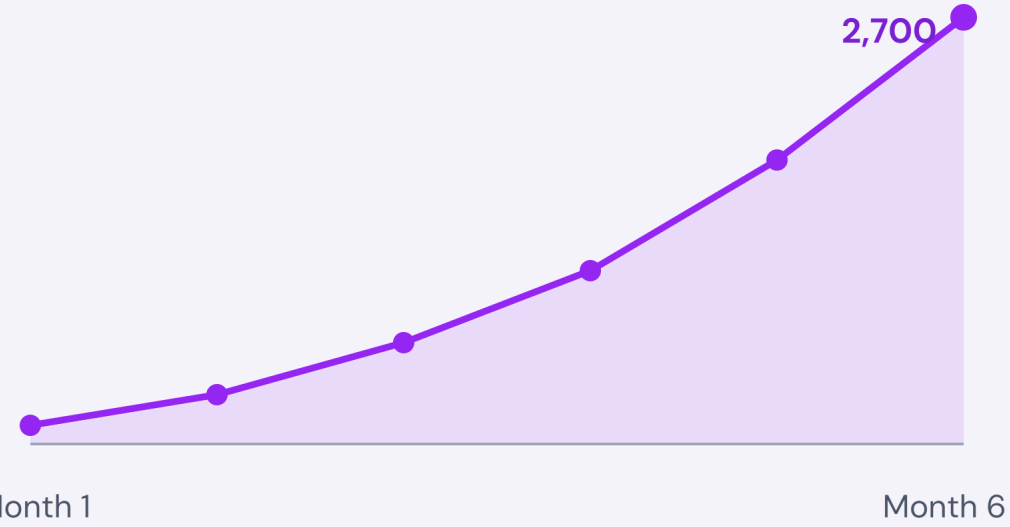


RELATIONSHIP TREES

See how your community grows.



Cumulative sign-ups per month



Source, referral levels, sign-ups and growth of each channel.

Illustrative tree and curve to show the structure. Not real data.

SOCIAL NETWORKS

Four networks, one operation.

TikTok

Authorized profiles

Distributes short videos

Listens to comments

Instagram

Authorized professional accounts

Distributes Reels

Listens to comments and interactions

Facebook

Authorized Pages

Distributes videos on Pages

Listens to comments

YouTube

Authorized channels

Distributes videos and Shorts

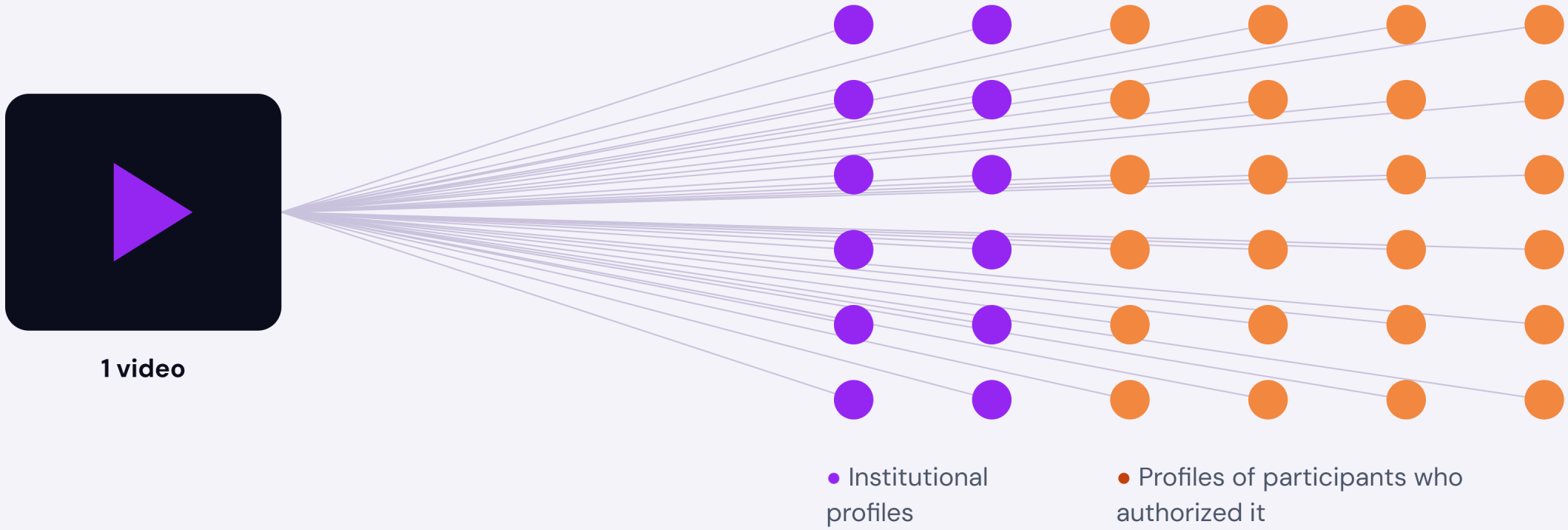
Listens to comments

Connected by owner authorization via official integrations.

No shared passwords. Distribution follows each platform's rules.

MULTIPLICATION

One post. Many destinations.



Prepare once → Select destinations → Distribute at scale

OPERATIONS

End-to-end control.

Library → **Scheduling** → **Distribution** → **Reports by destination**

Destination	Network	Time	Status
Institutional profile	Instagram	10:00	Published
Department Page	Facebook	10:00	Published
North Side leader	TikTok	10:00	Published
Official channel	YouTube	10:00	Publishing
Participant 042	Instagram	10:00	Scheduled

1 video
prepared once

184
destinations selected

179
published

5
failed, with the error reason

Illustrative screen and numbers. Video library, group selection, scheduling, execution and an individual report per destination.

SCALE

More operational capacity.

Publishing the same video to 100 authorized destinations:

Manual operation



≈ 8 h

100 posts, one by one, on each profile

Coordinated operation with MAIA



minutes

1 operation, 100 destinations, report per destination

The gain is in team capacity. Reach and engagement still depend on the content and the network.

Illustrative estimate: about 5 minutes per manual post. Measures operating time, not reach.

IN OPERATION

Smallest active account, in 30 days.

VIEWS

541,302

from **20 connected profiles** and **268 distributions**

98,992
views on the top-reach post

9,309
likes

6,361
shares

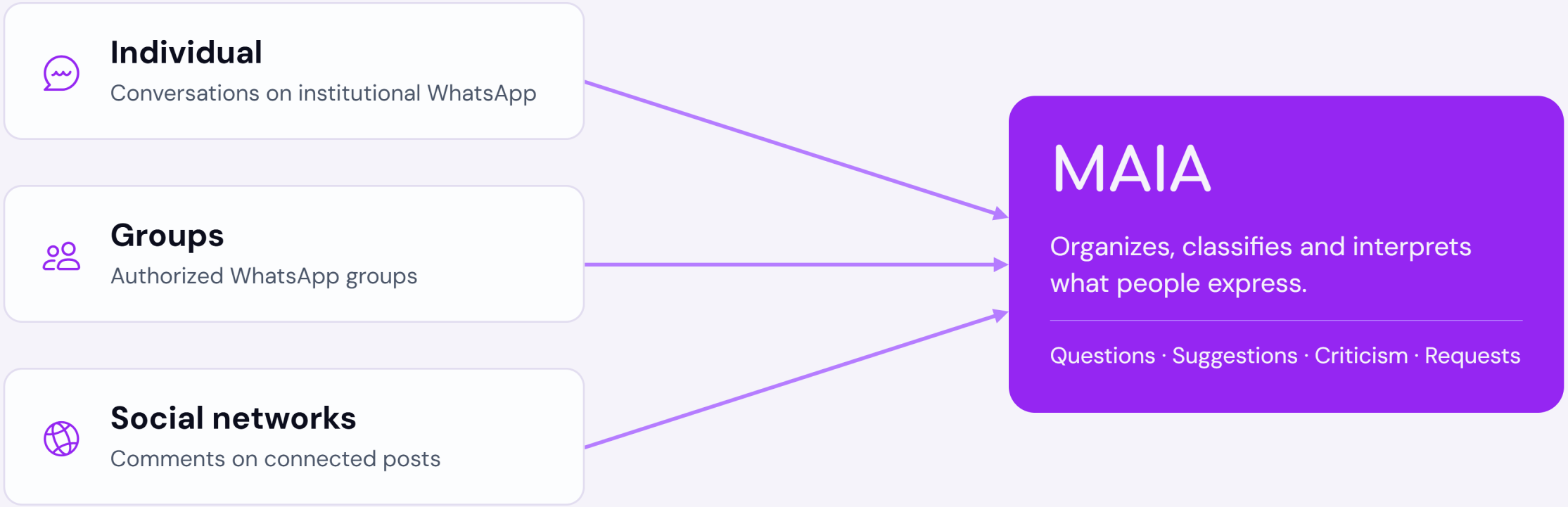
1,395
comments that feed listening

And **1 active WhatsApp group** with **174 participants**.

Real data from an account in operation, identity withheld. Results vary by network, content, context and participation.

ACTIVE LISTENING

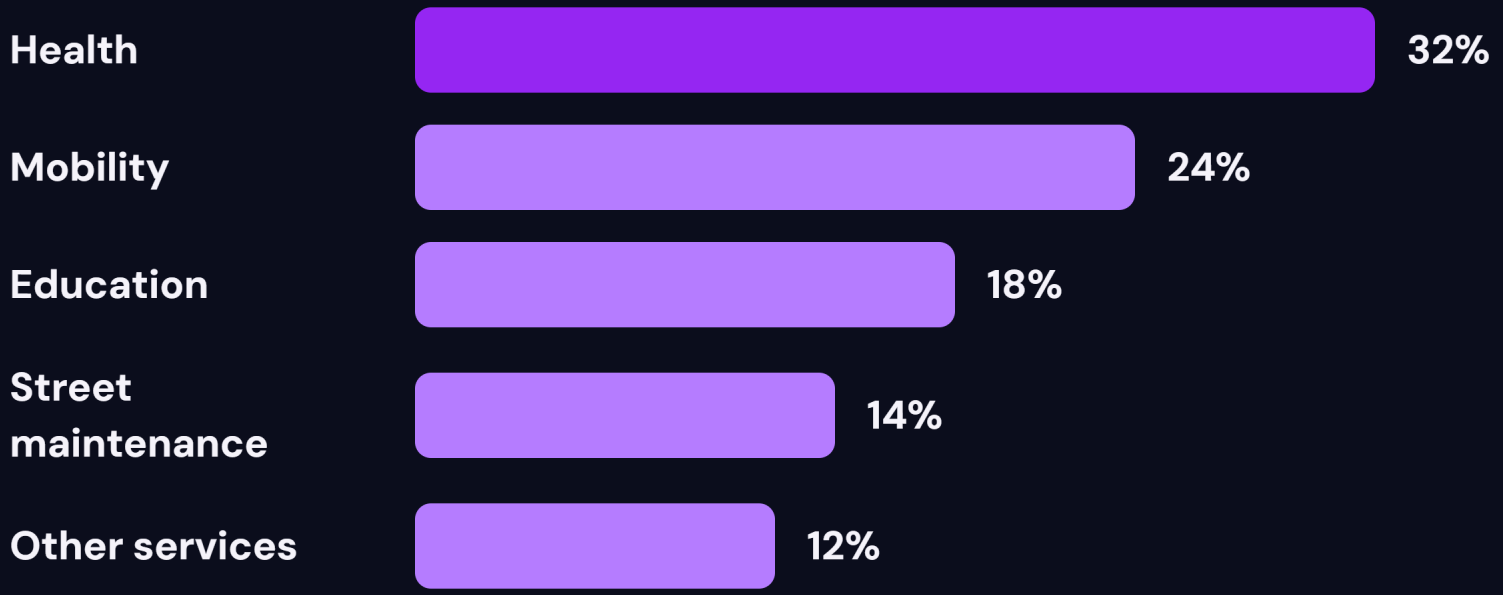
MAIA listens in three environments.



Listening requires authorized access and compliance with data protection law.

TOPICS

What are people expressing?



TYPE OF FEEDBACK

- Questions
- Suggestions
- Criticism
- Requests

Instead of reading thousands of messages, officials see which topics come up most and what kind they are.

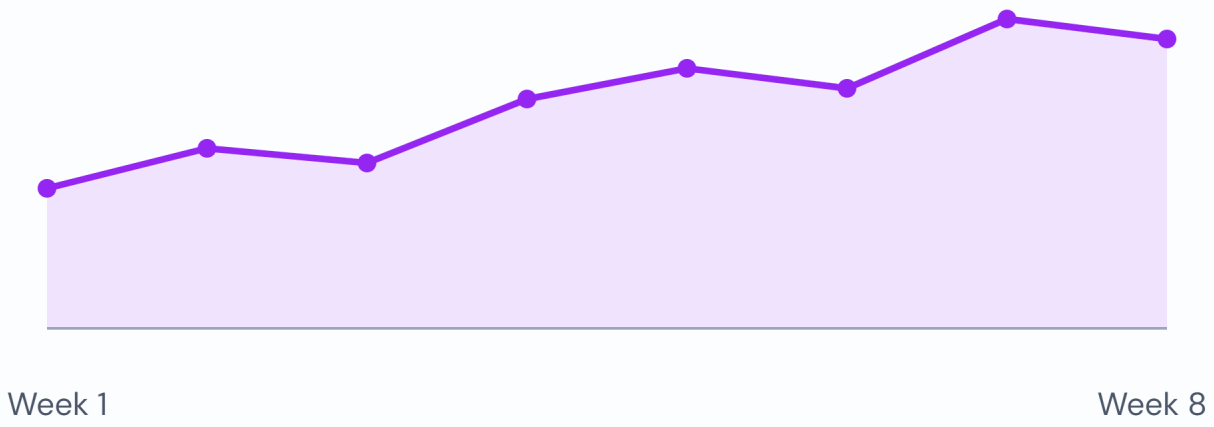
Illustrative distribution to show the structure. Not real data.

CONTEXT

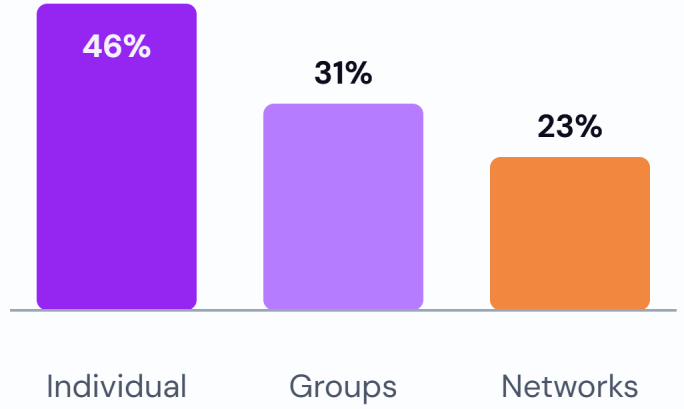
Listening with source and context.

Channel | Period | Topic | Location

Feedback per week



By listening environment



Illustrative dashboard. Analyses follow the available data and access permissions.

KNOWLEDGE

From feedback to action.

01
Listen
Conversations, groups and comments are recorded.

02
Identify
Recurring topics, feedback types and source.

03
Interpret
What lies behind it: trends, territories and urgencies.

04
Plan
Responses, priorities and initiatives based on what was said.

Organized listening supports:

- **Responses**
- **Planning**
- **Accountability**
- **Prioritization**

ASSISTANT

Talk to MAIA.

“MAIA, what has changed in my community over the last 30 days?”

Dashboards are not enough. Officials ask in plain language about the operation they are authorized to see.

A MAIA FOR EVERY ROLE

Every leader asks about their own reality.

DEPARTMENT HEAD'S MAIA

Knows the department's reality: journeys, participants, content and authorized feedback.

Which topics keep coming up in the department's service?

Appointment scheduling leads and grew over the last two weeks, mainly on the East Side.

LEGISLATOR'S MAIA

Reviews community leaders, network growth, posts and feedback, with data that belongs only to the office.

How has my network of leaders evolved this quarter?

38 leaders joined; five of them brought in most of the new sign-ups.

CENTRAL ADMINISTRATION'S MAIA

Where the hierarchy allows, it compares channels, spots trends and requests consolidated analyses.

Which areas saw the most growth in participation?

Education grew most this month, driven by the enrollment campaign.

Illustrative questions and answers. Each MAIA answers only within its channel's permissions.

RECOMMENDATIONS

Inform, explain and guide.

Documents
plans, regulations, programs

Channel context
community, territory, history

Indicators and data
sign-ups, distribution, listening

Officials' questions
in plain language

MAIA summarizes and recommends

Connects documents, indicators and authorized interactions to offer summaries, explanations and possible paths.

The decision remains human.

MAIA guides. The official decides.

INDICATORS

Operations become indicators.

Registrations
12,480
+9% this month

Sign-ups this month
1,320
+14% this month

Invitations converted
26%
conversion rate

Active leaders
214
3 referral levels

Videos distributed
96
to 1,840 destinations

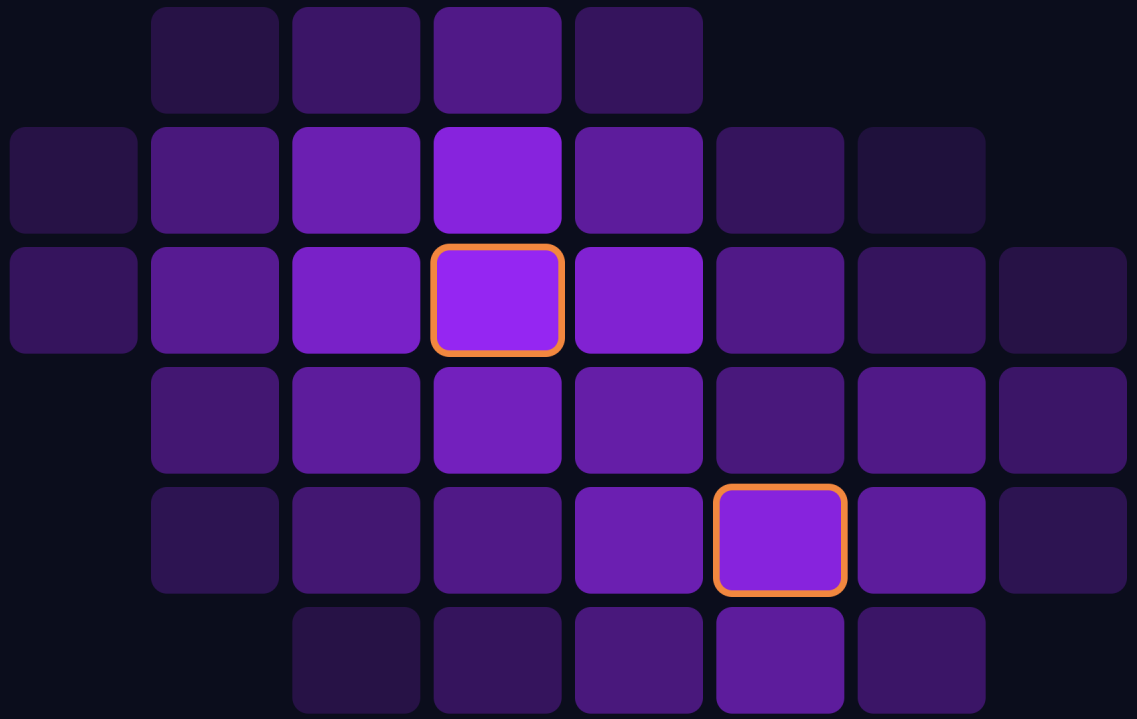
Trending topic
Health
32% of feedback

Registrations, sign-ups, invitations, relationship trees, video distribution and participation trends, by channel and by period.

Illustrative data: shows the dashboard structure, not real results.

TERRITORY

Understand territorial distribution.



State › City › Neighborhood

Downtown	Mobility
East Side	Health
Vila Nova	Street maintenance

Darker shade, more participants. Highlighted: neighborhoods with the most requests in the period.

Schematic map and illustrative data. Uses only locations provided and available.

TRUST

Governance and privacy by design.

Role-based permissions

Each person sees only their share

Segregated channels

Data does not leak across channels

Access log

Who accessed and who exported is logged

Access control

Who joins, who manages, who views

Recorded consent

Explicit consent in every journey

Data protection compliance

Data handled with consent

Official integrations

Under each platform's rules

Voluntary participation

No one posts without consenting

Autonomy · Traceability · Privacy

EXECUTIVE IN PRACTICE

A more connected City Hall.

Example: a Health Department vaccination campaign.

01
Initiative
The department sets the campaign and audience

02
WhatsApp
Residents are invited and sign up

03
Community
Groups by neighborhood, with local leaders

04
Networks
Campaign videos on authorized profiles

05
Listening
Questions and requests arrive organized

06
MAIA
A summary for the department to decide

THE DEPARTMENT SEES
Which neighborhoods joined

THE DEPARTMENT SEES
What the population asked

THE DEPARTMENT SEES
Where to reinforce communication

LEGISLATIVE IN PRACTICE

A legislative office closer to its community.

Example: an office tracking neighborhood requests.

01
Leaders
Organized by neighborhood, each with a link

02
Sign-ups
The network grows by invitation, source recorded

03
Posts
Office content multiplied on authorized profiles

04
Listening
Feedback organized by topic and neighborhood

05
Decision
The office consults its MAIA and prioritizes

THE OFFICE KNOWS
Which leaders grow the network

THE OFFICE KNOWS
What each neighborhood is asking for

THE OFFICE KNOWS
How the message spread

Your intelligence. Your community. Your voice, multiplied.

MAIA Intelligence to govern. Connections to transform.