



CADDLE

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MAY 10 2019

CITY CLERK'S OFFICE
ST. CATHARINES, ONTARIO

May 10, 2019

RE: Local Citizen Polling

Attention: City of St. Catharines Budgetary Committee

As a technology company in a small Canadian city like St. Catharines, we are grateful for the support we have received from the team at Innovate Niagara and the City of St. Catharines. As we continue to grow the company, we are also eager to contribute to the local community.

Caddle, is a mobile-first, consumer insights platform that rewards consumers for engaging with brands through responding to surveys, purchasing products, providing reviews and more. Working with clients such as Nestle, P&G and Pepsico, Caddle has developed a reputation for delivering data and insights faster than any other market research company in Canada.

As part of our company CSR initiative, our vision is to enable local governments all across Canada to quickly poll their citizens by utilizing our research product. We believe our technology and member base can help city planners expedite decision making, while also engaging the public on key topics without the bloated cost of traditional research methods.

We're reaching out today to gauge the interest of the City of St. Catharines in partnering with Caddle on this initiative. Having already presented data and insights with relded.to to council on the Cannabis retail vote, we believe we can bring value to other citizen priorities. Attached you will find an overview of our St. Catharines citizen panel. Our panel grows day-by-day and with 20,467 St. Catharines citizens registered as Caddle members.

We look forward to your response.

Sincerely,

Mick Higgins

Chief Growth Officer & Partner
Caddle Inc.