all in Favor

Chris LaFerla, Shriram Apte, Aditya Bhumbla
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Organizations that use consensus based decision making lack a secure digital platform.

- Several people have input in the decision.
- Frictions exist in the voting process.
- Only certain stakeholder voices count.
Stakeholders are given access to All in Favor. Blockchain is leveraged to create a secure platform. All stakeholder votes are accounted for.
The Team

Shriram Apte  •  Tech IBD Summer Analyst  •  Haas School of Business

Chris LaFerla  •  S&T Summer Analyst  •  Haas School of Business

Aditya Bhumbla  •  Computer Programmer  •  College of Engineering
Value Proposition for Customers

The Blockchain’s immutable, distributed and digital nature provides a more secure, reliable and affordable platform for consensus based decision making.

1. **Elections**
   - Government elections could be held more securely and digitally to increase voter turnout.
   - Companies and other organizations could digitize their elections.

2. **Enterprise SaaS**
   - Companies have a platform to track approval processes with multiple parties involved.
   - Records of the Blockchain simplify legal and regulatory oversight.

3. **Online ID**
   - Members voting on our platform would have IDs generated using verified records.
   - These IDs could provide proof of being human and identity in all online interactions.
Total Addressable Market: $4.7B

- Mature Productivity Software Market: $4.5B
- Government and Private Election Market (U.S.): $250M
- Unprecedented Online Government ID Market: ?

Macroeconomic Drivers:
1. Elections are extremely expensive and lack the trust of the electorate
2. Government agencies are imposing stringent regulations
3. Identity is easily obscured on the internet

All in Favor capitalizes on these trends by providing the market a Blockchain solution.
How it Works

All in Favor makes digital voting secure

- Time is saved by having near instant election results
- Digital voting reduces costs from $18 per vote to $0.05

### Technical Process
- The Blockchain generates votes unique to registered voters
- Voters use our portal or polling place to verify their identity
- Voters submit their votes to their preferred choice
- Participants approve or reject projects on our platform
- Approval/Rejection is recorded to the Blockchain
- Action is taken based on the decision reached by consensus
- When participants participate in voting with verified identity
- Their verified identity is stored in the Blockchain
- The Blockchain ID can be used as a certificate

### Market Application
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Sales, Distribution, and Revenue

Sales Channels
- Core Business Opportunities
- Consensus Based Decision Making
  - Elections
  - Enterprise
  - Online ID

Distribution Platform
- Potential Business Opportunities
  - Software Platform
  - API to Access
  - Biometric Polling Machine

Monetization
- Distant Business Opportunities
  - Fixed Fee Per Vote
  - License and per usage fees
  - Polling Machine Fee
  - License Fees
Product Differentiation

All in Favor is differentiated by…

**Immutability:**
Anonymized votes are stored such that they cannot be altered after the election

**Distribution:**
The distributed nature of the voting platform increases reliability and security

**Execution:**
Results from the election are verified and can immediately be acted on
<table>
<thead>
<tr>
<th>Feature</th>
<th>All in Favor</th>
<th>Smartmatic</th>
<th>ScytI</th>
<th>Salesforce</th>
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<tbody>
<tr>
<td>Blockchain Technology</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>Physical Polling Systems</td>
<td>●/●</td>
<td>●/●</td>
<td>●/●</td>
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<tr>
<td>Level of Security</td>
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There are no competitors that provide the full breadth of services All in Favor offers.
B2G/B2B SaaS Business Model

Pricing would range from $0.50 to $1.00

Votes will cost $0.05 all costs included

95% Gross Margin
Questions