

all in
FAVOR

The image features the text "all in" in a dark red, lowercase sans-serif font at the top. Below it, the word "FAVOR" is written in a large, dark red, uppercase sans-serif font. The letter "V" is replaced by a thick, dark blue checkmark that extends upwards and to the right, crossing the top of the letter "O".

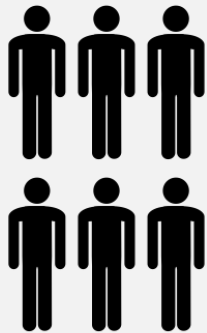
Chris LaFerla, Shriram Apte, Aditya Bhumbra

April 2016

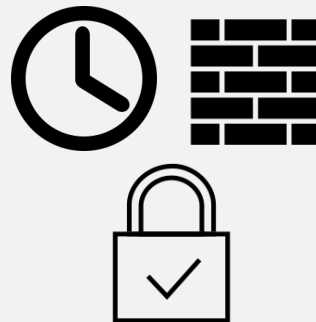
Problem

Organizations that use consensus based decision making lack a secure digital platform

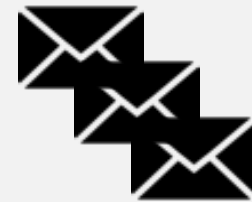
Several people have input in the decision



Frictions exist in the voting process



Only certain stakeholder voices count



Solution

All in Favor is a platform that utilizes the Blockchain to create a secure, transparent, and accessible voting platform



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



**WELLS
FARGO**

- Tech IBD Summer Analyst
- Haas School of Business



Chris LaFerla



- S&T Summer Analyst
- Haas School of Business



Aditya Bhumbra



- 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

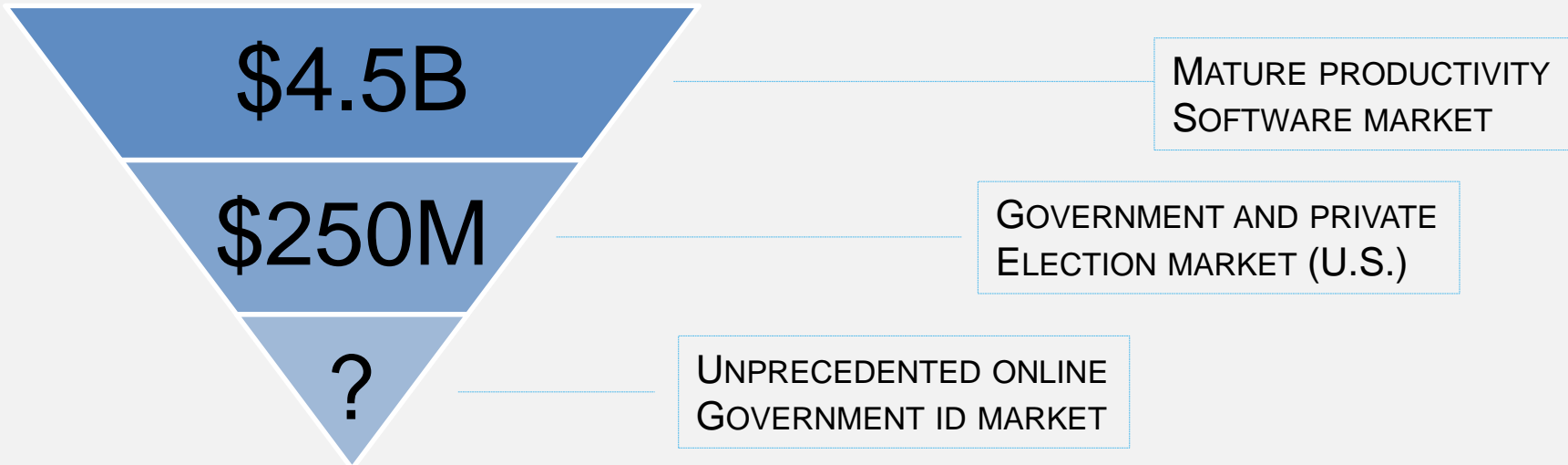
3

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

Market Size / Opportunity

Total Addressable Market: **\$4.7B**



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

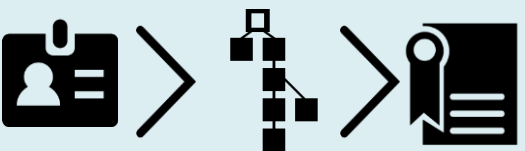
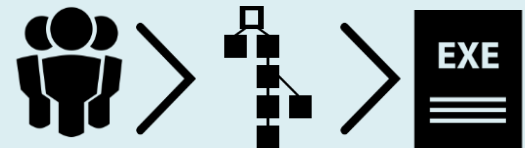
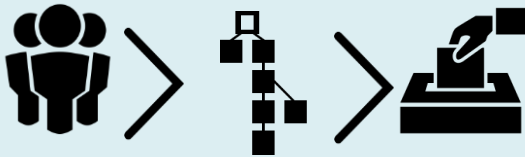


Time is saved by having near instant election results



Digital voting reduces costs from \$18 per vote to \$0.05

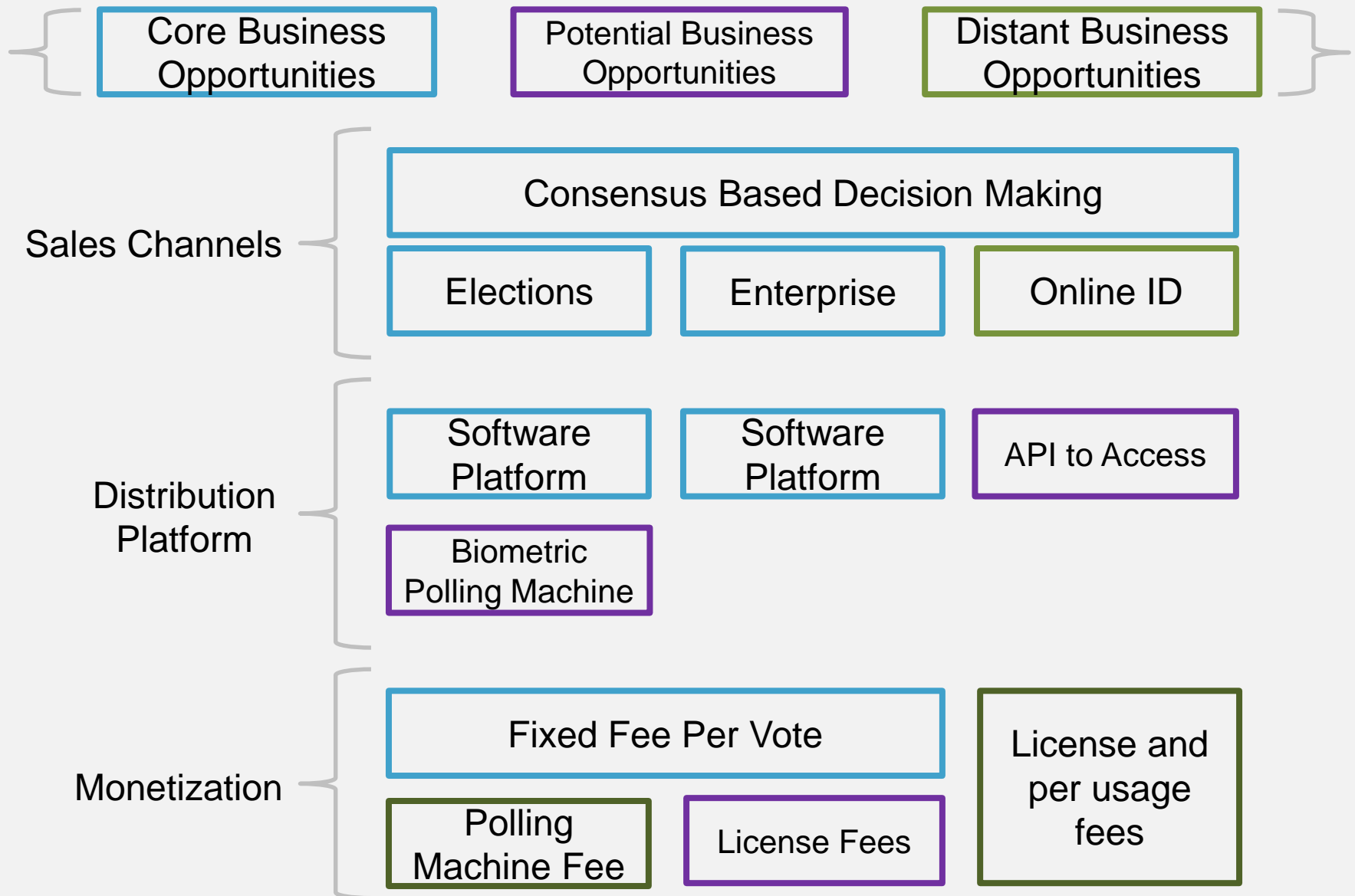
Technical Process



Market Application

- 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

Sales, Distribution, and Revenue



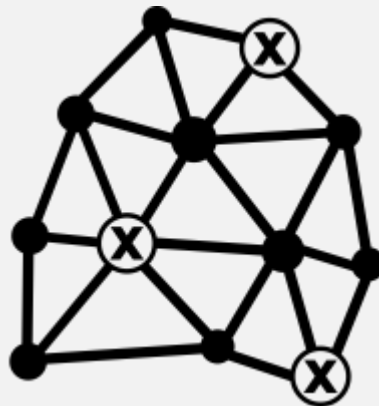
Product Differentiation

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

Competitive Landscape

				
Blockchain Technology	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical Polling Systems	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Level of Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enterprise Applications	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

There are no competitors that provide the full breadth of services All in Favor offers

Unit Economics

B2G/B2B SaaS Business Model



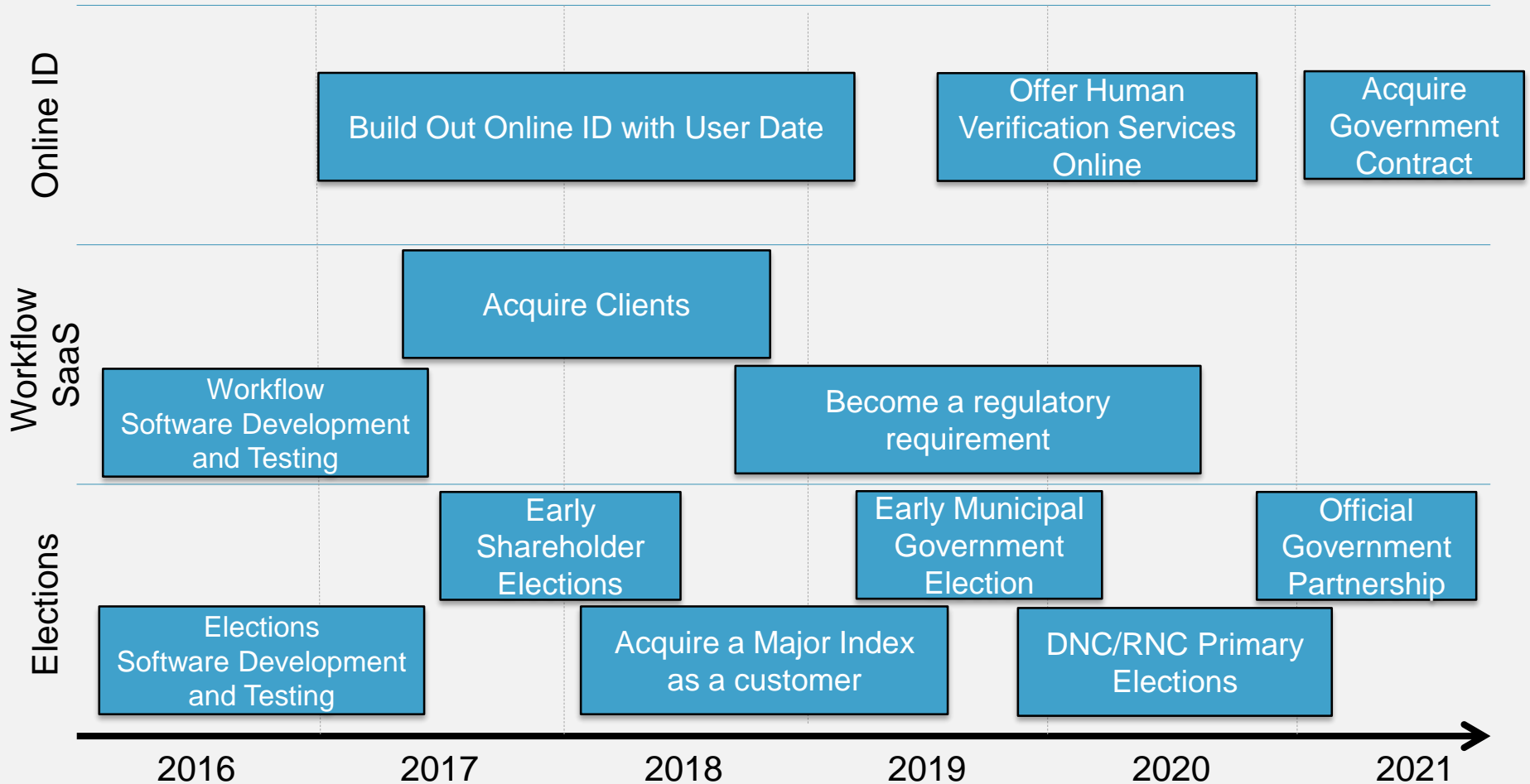
Pricing would range from \$0.50 to \$1.00



Votes will cost \$0.05 all costs included

95% Gross Margin

Operational Timeline



Questions