



The Global Voting Protocol

Pitch Deck · June 2024

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Problem



PROBLEM

Governance is broken



Centralized & Permissioned

Vulnerable to election fraud and censorship, dominated by a few rather than serving as a universal public good.



Not composable

Lacks flexibility and composability, preventing it from evolving to meet the changing needs of society.



Not engaging

Voting is often seen as boring, tedious, and not worthwhile by many people.



Not transparent

Closed source code and absence of universal audits, leading to reliance on authorities who may have particular interests.



A 2022 OECD survey found public trust in democratic government at an all-time low. This erosion of trust is linked to outdated governance systems that fail to evolve with societal changes and new challenges.

PROBLEM

Voting is an exclusive asset

Only governments have the resources to manage secure voting, due to its prohibitive costs and organizational demands.



High cost

Costs of setting up, maintaining and securing elections, makes it hard to execute.

- **USA:** \$8.10/per voter
- **World avg:** \$2.1/per voter

- United States is estimated at about \$2 billion per year
- UK is estimated at about \$150 million per election

Solution



SOLUTION

It's time for an open voting protocol

In the digital era, reliance on traditional voting is impractical.

The world is **in need of a voting protocol that can truly serve as a foundation for legitimate governance**. It must be trustless, opensource, scalable, highly flexible, censorship-resistant and affordable.

A **TCP/IP for voting**. The new global standard for the upcoming digital governance revolution.

SOLUTION

Vocdoni Protocol, a L1 blockchain



Universally verifiable

Auditable voting, ensuring every process step is verifiable by everyone.



Secure

Blockchain-based enables tamper-proof and censorship-resistance.



Anonymous

Using cutting-edge zero-knowledge cryptography (zkSNARKs), Vocdoni safeguards voter anonymity when needed.



Flexible

Designed to be flexible and accommodate to any governance requirement. Adaptable to any identity system.



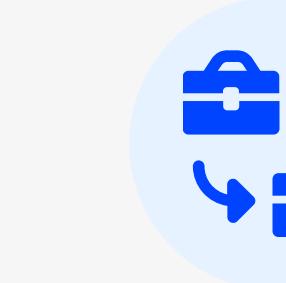
Scalable and efficient

Highly optimized, ensuring efficiency even in large-scale elections.



Affordable

Utilizes economies of scale, offering a cost-effective solution.



Monetizable

Adaptable to different business models. Allow multiple revenue streams.



Ethereum friendly

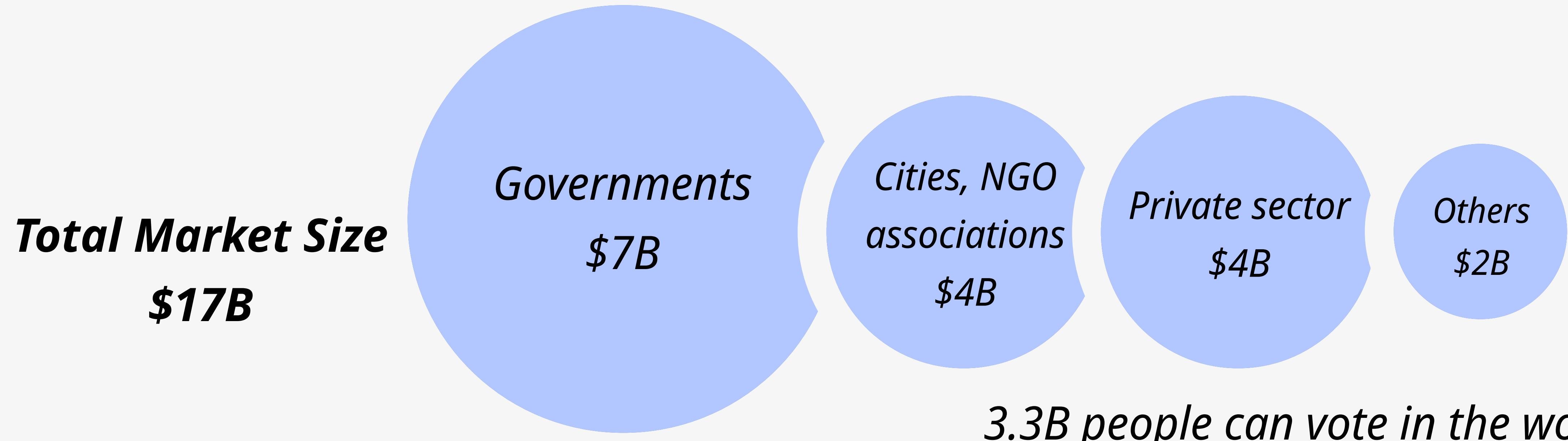
Employs Ethereum's cryptographic basics, allowing for the reuse of various tools like signers.

SOLUTION

Voting is not only for state elections

Vocdoni democratize the access to voting, making it universal and affordable to any organization.

- City Councils
- Membership associations
- Corporate governance
- Universities
- Sports clubs
- Political parties and movements
- Event and Conference
- Employee engagement
- Web3 Communities



Product

“web2 in the front, web3 in the back”



Product offerings: covering both markets



PRODUCT

Vocdoni SDK

The Vocdoni SDK is a robust Typescript toolkit leveraging the Vocdoni Protocol, enabling developers to abstract all the voting technology from their software. A solution for big organizations, integrators and more.

```
const election = new Election({
  title: 'Election title',
  description: 'Election description',
  endDate: new Date().getTime() + 10000000,
  voteType: {
    costFromWeight: true,
    costExponent: 20000,
  },
  census,
}

(async () => {
  client.setElectionId(id)
  // votes "Yes" and "Adult (17-60 yo)"
  const vote = new Vote([0, 2]);
  const voteId = await client.submitVote(vote)
})();
```

 **Easy to integrate**

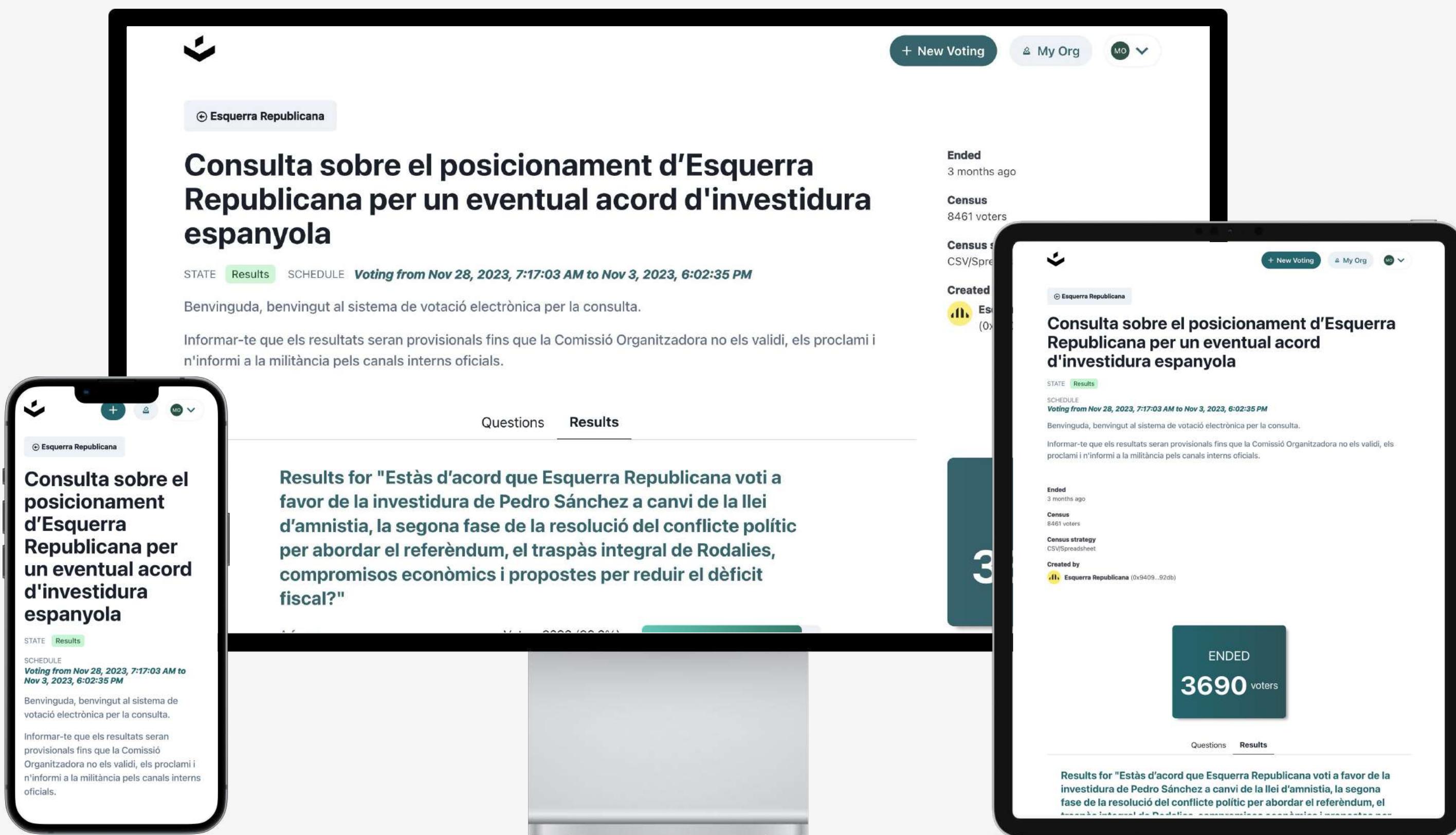
 **Human readable**

 **Access to the full potential of the Vocdoni Protocol**

PRODUCT (WEB2)

Vocdoni.app

Vocdoni APP is a versatile and user-friendly SaaS that leverages the Vocdoni Protocol to allow Web2 users to create and participate on many types of voting processes (including anonymous).



★ Ready to use

★ Customizable

★ Serves as an acquisition funnel

★ Authentication with many identity systems

★ Covers 99% of the voting use cases

PRODUCT (WEB3 SOCIAL)

Farcaster.vote

A governance platform integrated directly into the social feed using Farcaster Frames (for subsidized onchain voting) and DAO software.

Targeting both DAOs (memberbase) and individuals (followers).

Features an offchain point system to incentivize active users, with gamification.

Metrics:

- 25 paid communities
- 350 poll creators
- 750 polls created
- +16k votes cast



52.86% avg. voting turnout

vs. the global avg. DAO turnout of <10% for onchain voting and <20% for offchain voting

Raised already \$130k in grants and donations since Feb 2024

 purp  @purp · 58m
The future of governance is

MARKET VALIDATION

Many happy users

 Daniel 🎩 ✅ @12 · 50m
Simple as hell to use!

 doug ✅ @pfeffunit · 43m
This was great

 Chaotic Monk 🎩 ✅ @chaoticmonk · 37m
On-chain voting like never before 🙌

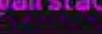
 You recasted
Donpapy 🐱💻 @donpapy · 5d
We did it guys, we made history. Congratz 🎉🎉

The beginning of a great story for Haberdashery and all DAOs across Farcaster (and soon whole web3).

Thank you @purp and @vocdoni for making it possible 🤝

You recasted

 **purp** 🌈 · @purp · 5d
Yeah having 37% participation during Eth Denver is huge, big shout out to **@airstack** and **@vacdoni** for making it happen

 **dawufi** @dawufi · 5d
Gasless voting in frame is so next level

You and purple recasted
 cooper 🎉 ★ @cooperray · 5d
i just cast a governance vote
from my farcaster feed
from my FC account (wallet) that holds the token 🎉

lesssgooooo. game changer @vocdoni !!!

 **dawufi** 🍄 ⚡
@dawufi · 5d

Gasless voting in frame is so next lebel

1 Quote 1 Like

A screenshot of a Twitter post from the account @artlu.eth. The post contains the text "@vocdoni looks promising dyor". It includes a blue megaphone icon, a timestamp of "2d", and a reply count of "1". The background shows a dark purple interface with a circular icon containing a red and white design.

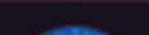
Farm 🎩 ⚡ @brixbounty · 1mo
I once again appreciate how terrific it is to vote through the
bcdoni should really win an award for this - what would the
ster awards be called ?

frame is one of the most consistent frames in my opinion.

wake.degen.eth ⚡ @wake · 7d

Agree. As channels decentralize, figure out how to fund themselves, turn into monetized democracies, and grow into their own mini-economies... we'll need reliable, easy, common sense tooling for education, consensus, and money management.

A DAO toolkit farcaster client makes a TON of sense for where we're going

 Taye 🍸🧃 @casedup · 1h ...
That was super easy voting. Warpcast is soo ahead of the game it's crazy.

 **David Furlong**  @df · 9d
Replying to [@woden1](#)
pretty cool! Now all I want is to be able to create a new token gated vote using a frame

 **PiChi** 🌸✿▣✿🐹✿⌚ @pichi · 5d ...
Replies to [@vecdani](#)

This made my month. Sometimes gas is so crazy that it's hard to participate in DAO votes. Now we have no excuse! Free to vote! Voting should always be free (or extremely cheap!)

1 1 4 ◀

thank you @voodoni for creating this and thank you @purp for putting everything in to make it happen.

 Garrett 
Frame vote is gonna be so sick 3:51 PM

 purp 
It is sick, I've used the test for it on dev net 3:52 PM

Its really really good 3:52 PM

 Garrett 
What was participation last vote? Surely the frame will increase it 3:52 PM

 purp 
25% or so of total wallets and like 35% of voting power 3:52 PM

 purp 
You
voted, it worked! There are already 23 voters wit...

 Works really good 5:09 PM

 OxJudd.eth 
yeah, it was a really smooth process, voting was
hecka easy 5:11 PM

 **purp**  
@purp · 13m 

Vocondi is doing so much good work and their voting frame is all ready phenomenal, such a good platform to support

 **Simon Anderson** 
This was so smooth. Great choice to use for our voting! 8:52 PM

 **Bas**
@reisub-bas · 49m ...

If you're going to do a vote I recommend the [@vocdoni](#) product!

1 Quote 1 Like



 Garrett
Test voting frame looks and works great!

Go to Market



GTM

Go-to-market strategies

web2 market



Word of Mouth

Delight from pain and cost reduction.

As of today, each paying customer has brought in 0.80 new customers in average.



Partnerships

With resellers in need of a voting system to offer governance services to customers.

5 partnership agreements already signed

web3 market



Network effects

Polls happening on the Farcaster Social Feed bring product exposure and usage.



Product-lead Acquisition

Users create polls for other users to vote on Farcaster. We add token incentivization on top to boost usage and engagement.

In the current phase, we aim to have direct and personalized contact with each customer, creating a fan base of 100 happy customers that bring new paying customers. We complement this effort with SEO and email marketing.

MARKET VALIDATION

Validated markets with first-class orgs

Membership associations



Corporate governance



Ajuntament
de Berga



Ajuntament de
Bellpuig

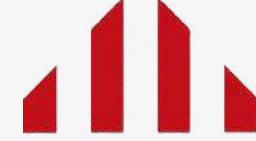


Ajuntament de
Barcelona



AJUNTAMENT DE
LA BISBAL D'EMPORDÀ

Political parties



ESQUERRA
REPUBLICANA



Sports clubs



RESELLER MODEL & PARTNERSHIPS



free open-source participatory democracy
for cities and organizations

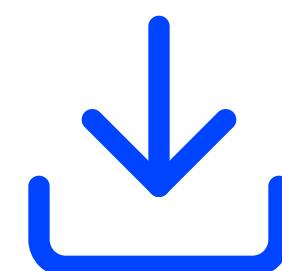
Hundreds of organizations and public institutions
around the world rely on Decidim.

Vocdoni is the only voting system offered
by the Decidim platform.



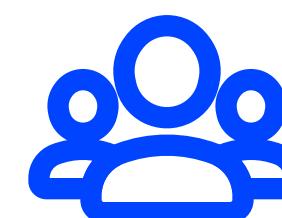
MARKET VALIDATION

Key numbers during the validation period



75.43%

RETURNING CLIENTS



>32000

VOTES PROCESSED
SINCE NOVEMBER 2023



128

ORGANIZATIONS SINCE
NOVEMBER 2023

3,239€
Q2/2023

7,198€
Q3/2023

11,723€
Q4/2023

22,236€
Q1/2024

35,593€
Q2/2024

Cumulative turnover

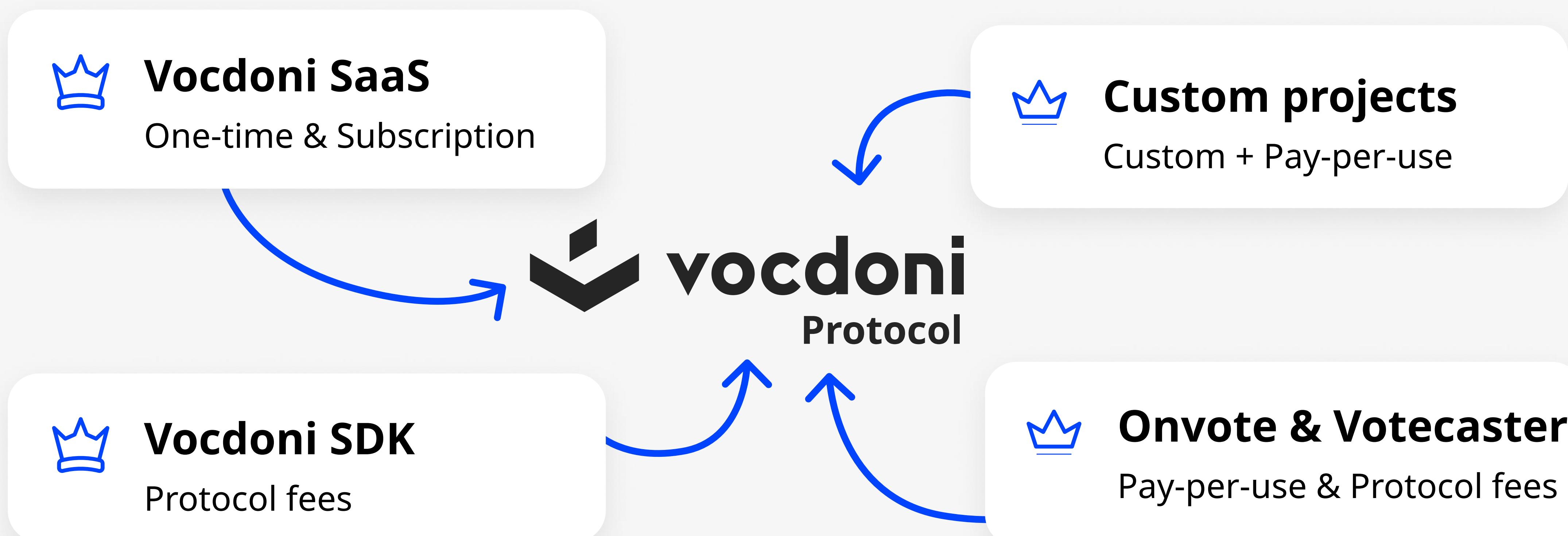
Business model



BUSINESS MODEL

Distribution channels

Our primary revenue comes from selling **protocol usage fees**. Currently, custom projects and services contribute significantly to our income, though this will gradually decrease as the Protocol becomes more used.



BUSINESS MODEL

The Vocdoni protocol fee Token

To create a vote, it's necessary to purchase and burn Vocdoni tokens. Each vote requires a different number of tokens depending on variables such as the size of the census or the duration.

Who buys tokens?

- Third party integrators (SDK) need to buy tokens in bulk
- Web3 product users need to buy tokens (pay-as-you-go)
- SaaS product users buy tokens indirectly via subscription

We have sold 103,000 tokens since nov23 at 0.15€ each.

We expect it to be our main revenue stream on the long term.



FINANCIAL PROJECTION



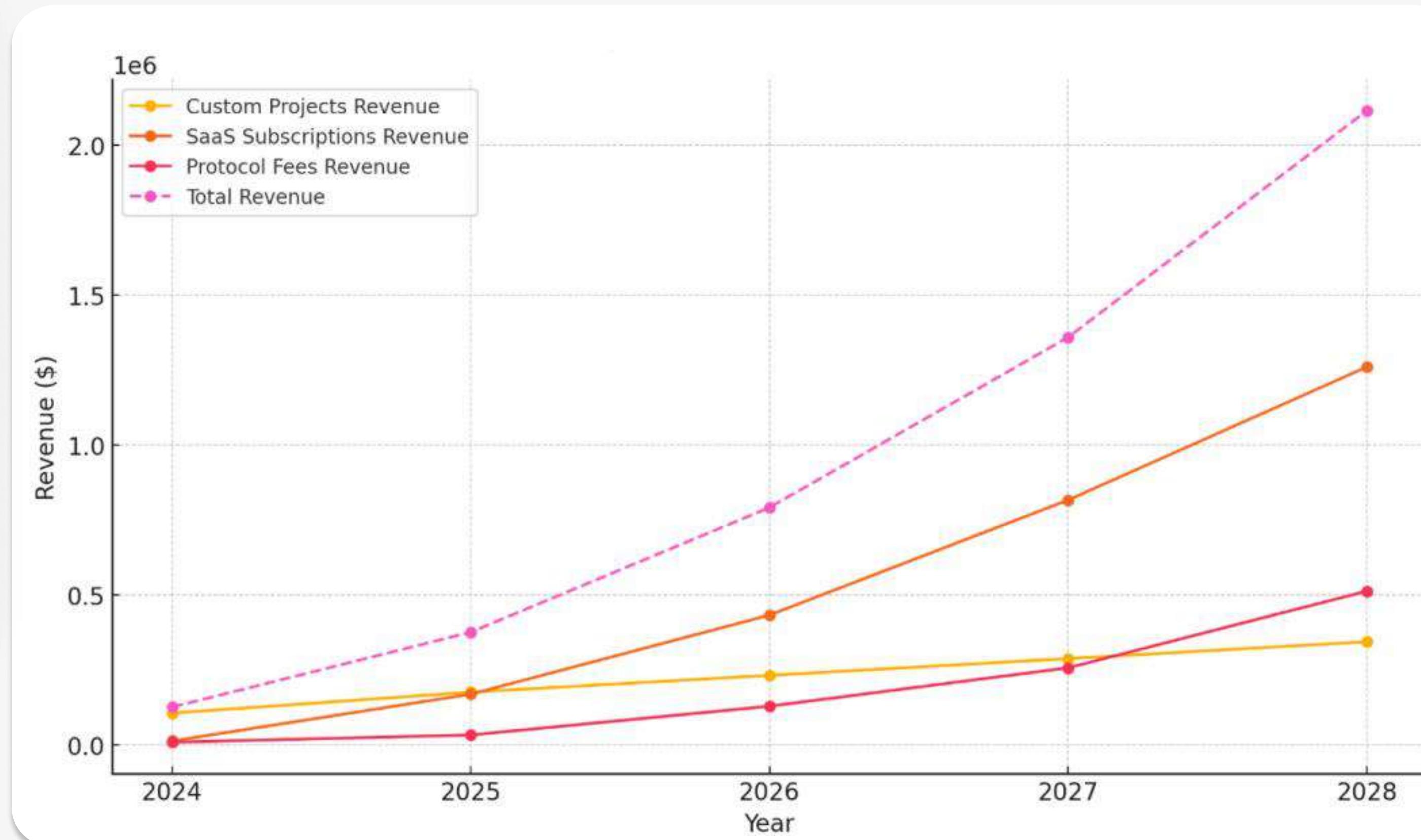
Total Expected Revenue Over 5 Years: \$5M

Market

- TAM: \$17 billion
- SAM: \$1.36 billion (8% of the TAM)
- Break event point: 26 months
- EBITDA: Positive EBITDA by Year 3

Growth

- Custom Projects: 10% quarterly growth
- SaaS Subscriptions: gradual growth
- Token Sales: expanded by reseller network



Team



TEAM



Jordi Pinyana

CEO & CO-FOUNDER
Engineer, web3 expert.
Master professor at
Polytechnic University of
Catalonia.
Prev. Everis, Caelum Labs



Pau Escrich

CTO & CO-FOUNDER
Former CTO at Aragon Labs with
extensive experience in blockchain
technology. Prev Guifi.net, founder
of LibreMesh/LibreRouter,
pioneering decentralized network
solutions.



Manos Dimos

PROJECT MANAGER
PhD in distributed systems with
extensive track record as a
researcher. Expert in managing
complex projects and leading
tech teams.



Jordi Aulet

PRODUCT MANAGER
Former Product Manager at
Scytl/Civicit, specializing in
evoting products. Experienced
in delivering secure and user-
centric solutions.



Lucas Menéndez

**ZKSNARKS & BACKEND
ENGINEER**
Expert in cryptographic
protocols and backend
development. Prev innovation
research at BBVA.



Ferran Reyes

CMO
Ex-CMO at Caelum Labs; drove
significant brand growth and
marketing strategy execution.



Eric Pla

SALES & BIZZDEV
B.A degree with 20 years
experience as IT business
consultant. Founder of
Amida LMS (actually
Cavee.world)



Oscar Casajuana

FRONTEND ENGINEER
Former CTO at cirici.com and
expert in web technologies.

TEAM

Advisors



POLYGON CO-FOUNDER
ETHEREUM WHITE HAT

Jordi Baylina



GIVETH
ETHEREUM WHITE HAT

Griff Green



WHATSAPP, FACEBOOK,
TELEGRAM

Elies Campo



ARAGON PROJECT

Joan Arús



ETHEREUM FOUNDATION

Adrià Massanet

The Ask



Driving Vocdoni to Market Success

Bridge Funding Round



Date

July 2024



Expected Runway

16 months (~\$80k burn rate)



Company valuation

\$8M



Sell

12% (\$960k)

Last company valuation at \$6.5M postmoney (2021) by Aragon Association (56%). Now dissolved due to a legal dispute. The Vocdoni project is being restarted, the team owns 100% of the shares.

The ask

\$960k

Prepare for a successful Series A round.

- Develop a solid tokenomics strategy.
- Execute the go-to-market roadmap and aim for 10x revenue growth.
- Forge new partnerships to expand our network of resellers and integrators.
- Extend our sales team to increase user base and product metrics.



Thanks for your attention !



invest@vocdoni.org



vocdoni.io