Defining and measuring "what is a good protocol"

- automated testing
- anonymous discussions & voting
- expert evaluation
- adversarial games

profile per protocol

Financing through product and component taxation (flat tax)

"you cannot escape the responsibility of tomorrow by evading it today"

Abraham Lincoln

mortality + failure rates of different design types & families

Secure IoT protocol design and testing

coolbook and cooking utensils for safe protocols

Fame and fortune drives participation

- best of breed
- follow-up funds for research
- validation of competence
- involvement can give tax returns

Driving adoption through economic incentives

- naming and shaming
- feedback loops to the design
- incentives to choose secure building blocks