

GBA Blockchain Election Standards for Voting: Power Point

Iowa Meltdown Proves Vulnerability of Paper Ballot Audit Trail:



Picture by Susan Eustis

App problems in Iowa illustrate difficulties inherent in electronic voting

Successful vote=complexes can expand beyond one

Standards need to address protection of devices 24 x 7

Voting equipment BIOS a severe vulnerability

Need to make fraud detectable

Middle of the night break-ins to stored voting equipment create a major vulnerability

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The recent app meltdown in the Iowa caucus highlighted the difficulties in using paper ballots as an audit trail. When the app failed, the paper ballot audit trail was not up to the task of permitting an efficient, credible reconstruction of the vote tally in a timely manner. Paper ballots are difficult to decipher and slow to count by hand creating difficulties in delivering credible election results in the event of a recount. An electronic audit trail created in blockchain provides an alternative, a digital audit trail as simple as one used by any local retail farm store to tally the day's receipts. The blockchain audit trail when used in a recount provides quick, accurate results.

Voting standards are dependent on making fraud detectable and having a strong local two party system that is able to have poll watchers from each party at each poll site to prevent and report fraud if necessary. Voting systems need to protect integrity of each vote selection. Voting security standards need to follow what has been learned from protecting financial transactions with once and only once electronic delivery. Enforcement of simple, understandable, widely available standards go a long way to prevent corruption.

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WinterGreen Research, INC.

Election Security Standards Bring Digital Audit Trails Order our Election Security Market Research Study - 2020

Susan Eustis, President of WinterGreen Research, is a senior analyst. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst in 2012, 2013, 2014, 2015, 2016, 2018, 2019, and 2020. She has been twice featured on the cover of the Women of Distinction magazine. She was cited in a recent Time Magazine article and major media articles on Youth Sports market growth. She was also featured in recent Wall Street Journal, New York Times, HBO, and London Times articles. Bloomberg and Barron's have had several quotes regarding cyber currencies and blockchain recently. She is chairman of the GBA (Global Blockchain Association) election committee developing election equipment standards, and has led some panels for that organization lately, most recently in the US Capital Administration room.

Susan Eustis has had an enduring interest in next-generation technology. After inventing the first electronic voting machine, she and a partner Ellen Curtiss who was a chartered financial analyst, started the company WinterGreen Research. Many next-generation products and markets were identified in the studies produced and sold by the company. In all, to date, 865 major market studies have been produced. Susan and Ellen together wrote a study on cardiac monitors that was the foundation of the patient monitor market and resulted in hospitals forming intensive care units. Without a way to monitor very ill patients, there was no ICU.

Susan wrote the first Internet study in 1995, predicting 100 million users within 5 years, and because the telecommunications companies that bought the study, including Siemens and many others, invested in that market, the prediction came true. Early on in the development of the cell phone market when fellow analysts were predicting 6% penetration tops in Europe and 3% penetration tops in the US, Susan predicted 95% penetration in 5 years, which was what happened. It helps senior executives in a large company to have an independent research study methodically lay out the path to a new market.

Many of the WinterGreen Research studies have been groundbreaking. The air medical transport study commissioned by Terry Schrier was carried to the financial community and resulted in the formation of the Air Methods company and the commencement of the air medical transport industry. The predictions of market growth held true and permitted the formation of a new industry. A series of studies of middleware messaging that was \$3 million market initially, tracked the market to \$21 billion and growing. The series of studies laid out market opportunity and market strategy.

A new set of studies on utility-scale energy storage platforms and Global Renewable Energy: 100% breaks ground in a new way. Disruption to the oil and gas industry represent a complete replacement of existing assets. Laying out the opportunities and the strategies for formation of next-generation utility scale energy platform markets is done in the context of demand from virtually everyone in the world for clean energy. In this case, energy storage platforms replace fuel from the ground. This level of complete disruption of the largest industry in the world economy is unprecedented. The opportunity in front of participants in the oil and gas industry and for existing battery companies is to embrace the next generation energy storage technology now that it represents an asset, not a boat anchor. Companies that embrace the next generation utility scale energy storage will supplant the existing coal, oil, and gas industry as it goes the way of buggy whips.

WinterGreen Research is an independent market research firm.

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