WEDECIDE: THE FUTURE OF PARTICIPATORY DECISION-MAKING

Adrian FLOREA,

student anul III, Facultatea de Științe economice

CZU: 005.53:334.7:005.56 adrianflorea029@gmail.com

The relevance and importance of research. Current voting processes face critical issues of security, transparency, and accessibility, while also impacting the environment. Digital solutions and blockchain technology address these challenges by enabling secure and accessible voting from anywhere, promoting civic participation and sustainability. Adopting these innovations modernizes voting practices, supporting a stronger democracy and an ecological future.

The purpose is to enhance civic participation and transparency through technology, facilitating a secure and accessible voting process. It aims to promote civic engagement and reduce the environmental impact of traditional voting, thereby supporting democracy and sustainability.

WeDecide introduces a groundbreaking solution to the shortcomings inherent in traditional voting systems by leveraging blockchain technology. In a climate where public confidence in electronic voting is eroded by concerns over security vulnerabilities and the integrity of voting data, WeDecide emerges as a transformative force, promising a secure, transparent, and accessible platform for decision-making.

Security is paramount in any voting process, and WeDecide addresses this concern head-on by harnessing the inherent security features of blockchain. Through cryptographic techniques, votes are securely encrypted and stored on a decentralized ledger, making tampering virtually impossible.

Transparency and trust are fundamental to the legitimacy of any voting system. WeDecide ensures transparency by providing a verifiable record of all voting activities on the blockchain. This fosters trust among participants, as the integrity of the decision-making process is readily auditable by all stakeholders.

Accessibility is another key consideration, and WeDecide prioritizes inclusivity by offering a mobile-accessible platform. This allows users to participate in voting processes conveniently from their smartphones or other mobile devices, eliminating geographical and physical barriers to engagement.

Moreover, WeDecide addresses the environmental impact associated with traditional voting methods by digitizing the process, thus reducing the consumption of paper and other resources. By transitioning to a digital platform, organizations can contribute to environmental sustainability while enhancing their decision-making processes.

In terms of pricing strategy, WeDecide adopts a Freemium model, offering a limited free version supported by advertisements, along with premium subscription options at various price points. This flexible pricing structure ensures affordability and scalability for organizations of all sizes and scopes.

Compared to competitors such as traditional physical voting systems, eVote.ro in Romania, and Voatz in the USA, WeDecide stands out for its innovative use of blockchain technology, emphasis on security and transparency, and flexible pricing options. While each competitor may offer unique advantages and face distinct challenges, WeDecide represents a comprehensive solution for organizations seeking secure, transparent, and efficient voting solutions in today's digital landscape. To promote the application, WeDecide relies on channels such as social media and content marketing, partnerships, influencer marketing, and participation in events and conferences. The initial investment of $30,000 is allocated for structure and programming, hosting and infrastructure, legal compliance, marketing and sales, as well as research and development.

Social and environmental benefits are highlighted through enhanced civic participation, increased transparency and accountability, reduced carbon footprint, and support for sustainability initiatives. However, there are risks such as reduced adoption, user privacy concerns, and legislative changes, which could influence the success of the application.

WeDecide stands out through a unique value proposition that promotes a secure and transparent voting platform, facilitating civic participation and democratic decisions in any organization. The competitive advantage lies in the profound application of blockchain technology in voting systems, a first-mover advantage in specific markets or segments, and a strong focus on user experience and accessibility.

The targeted customer segments include non-profit organizations, companies, and institutions seeking digital voting solutions, with early adopters among technology-oriented educational institutions, innovative non-profit organizations, and forward-thinking small and medium enterprises (SMEs). Key success indicators are user engagement, average revenue per user, retention rate, and monthly recurring revenue.

Conclusions. WeDecide presents a groundbreaking solution to the inherent shortcomings of traditional voting systems by leveraging the transformative power of blockchain technology. Through its emphasis on security, transparency, accessibility, and environmental sustainability, WeDecide promises to revolutionize the landscape of decision-making processes within organizations and institutions.

By adopting a Freemium pricing model and employing a comprehensive marketing strategy, WeDecide aims to penetrate the market effectively and establish itself as a leader in digital voting solutions. The platform's social and environmental benefits, coupled with its unique value proposition and competitive advantages, position it as a compelling choice for organizations seeking secure, transparent, and efficient voting platforms.

While WeDecide faces risks such as adoption challenges and legislative changes, its focus on user experience, accessibility, and innovative use of blockchain technology sets it apart in the market. With targeted customer segments including non-profit organizations, companies, and institutions, WeDecide is poised for success in facilitating civic participation and democratic decision-making processes.

Overall, WeDecide represents a significant step forward in democratizing decision-making processes and promoting transparency and accountability in organiza-

tions worldwide. As the platform continues to evolve and gain traction, its impact on enhancing civic engagement and fostering democratic principles is bound to be profound.

References:

1. TAPSCOTT, D., TAPSCOTT, A., Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies Is Changing the World. Brentford: Portofolio, 2018.
2. TAYLOR, A., The People's Platform: Taking Back Power and Culture in the Digital Age. New York: Metropolitan books, 2014.
3. Myerson, R. B., Voting Systems and Mechanisms. Springer Science & Business Media, 2009.
4. Krimmer, R., Volkamer, M., Electronic Voting: Second International Joint Conference, E-Vote-ID 2018, Bregenz, Austria, October 2-5, 2018, Proceedings (Vol. 11143). Springe, 2018.

Recomandat
***Boris COREȚCHI**, dr., conf. univ.*
***Mihaela BALMUȘ-ANDONE**, asist. univ.*