

Some thoughts on organizing the SC discussions

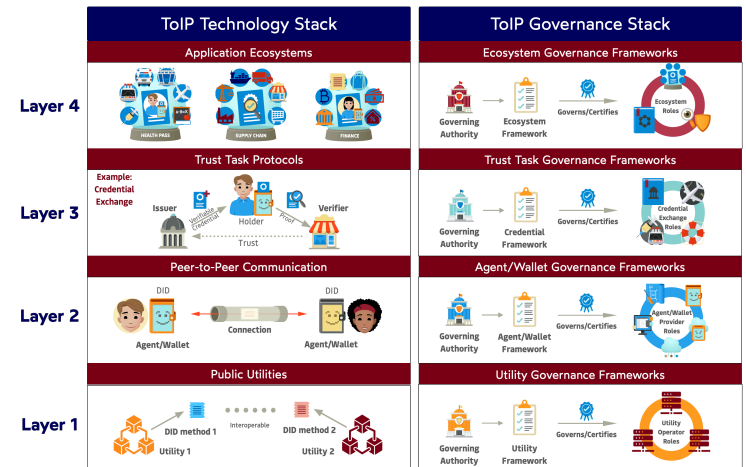
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For ToIP Steering Committee

The ToIP Value Proposition

- There is a real unmet need in the market for a trust architecture that
 - Can solve the critical trust related challenges effectively
 - Implementers can practically deploy in real world over Internet
 - Are open (unencumbered) and widely interoperable
- ToIP is the right organization to fill this need
 - Many components may already exist but there is no coherent whole stack yet.
 - Designing a product solution today is still very hard and haphazard. Companies know this but each alone cannot address all challenges.
 - They also do not interoperate today.
 - ToIP is to design the stack in a principled general purpose way.

The stack *The stack* *The stack*





What we do to fulfill that value proposition

- We may summarize what we do in a few buckets
 1. Write community specifications of the ToIP Stack, with a roadmap to standardization, good implementations, interoperability & adoption.
 2. Community building in support of the development of #1, e.g. outreach, educations, explorations of requirement/solution spaces, organizing events, partnerships with other orgs who are developing related components.
 3. Market development to help the industry adopt #1 in their respective products and services: e.g. landscape map, showcases, interoperability testing, certification programs, hosting ecosystems.
 4. Advocacy in policy, to help explain why #1 is the right solution for policymakers: e.g. assisting other advocacy groups, having liaison or collaborative relationships, positional blogs/commentaries on current events.
- Questions: Do you see things we should add to/subtract from the list?

How to organize effectively

- We organize in WGs (and TFs within WGs) where most of the work is done
 1. Technology Stack WG
 2. Governance Stack WG
 3. Ecosystem Foundries WG
 4. Utility Foundries WG
 5. Concepts & Terminology WG
 6. Human Experiences WG
 7. Inputs and Semantics WG
 8. Good Health Pass WG
- Steering Committee and subcommittee (comms, exec)
- LF staff & support
- Question 1: How do we make sure the WGs are healthy, have the needed resources & aligned with the ToIP objectives & priorities? Proposal: WG half-yearly review by the SC to provide help and oversight. We may also consider optimization over the longer term.
- Question 2: How do we support tasks that do not neatly fall into a WG? e.g. GitHub, wiki, event driven asks, liaison, graphics/arts, social media.



How to grow ToIP

- It is recognized that we need to grow ToIP as an organization to better fulfill our value proposition. It means more specifically
 - Recruit additional organization who (a) can join as funding members (b) can provide expertise and employees time to work on ToIP projects (c) significant stakeholders in the market/ecosystems
 - Alternative means of organizational growth
- The Steering Committee should provide some guidance and target for organization growth

Focus 2022

Questions: Does this list match what you have in mind? What should we add/ subtract?

- For 2022, ToIP's top priorities are:

1. The ToIP Stack development

- Specification deliverables a, b, c, ... (need to come up with a short list & identify which WG/TFs)

2. Improve health (SC & WG chairs)

- Review of all WGs at least once (1 each month for total of 8)

3. Outreach (SC's comms committee + a number of WG/TFs together)

- e.g. White papers, solution case studies, blogs
- Events (2)
- e.g. Educational seminars (4)

4. Organizational growth (Judith, SC, ED)

- Recruit X number of Steering or Associated members, grow funding to \$Y



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Additional slides but maybe
for followup discussions



Who we recruit

- Based on what we do, then who we need to recruit to do it well (recruiting members and contributors)
 1. Write community specifications: stakeholders, expertise, implementors...
 2. Community building: enthusiasts, influencers, educators, organizers
 3. Market development: analysts, industry leaders, marcom professional, major stakeholders
 4. Advocacy in policy: policy specialists, issue advocates,
- Questions: What minimum resources do we **must** have? Is more funding needed? Does it help to be part of a bigger community? Who are stakeholders, experts? Who do we need to recruit?



How to position

- It is also helpful to know where we fit in the larger ecosystem
 1. Write community specifications: how we relate to SDOs e.g. W3C, DIF, IETF, OIDC, FIDO, & open source Hyperledger & other implementations ... who else?
 2. Community building: relate to other communities e.g. UK, EU, CA, ...
 3. Market development: who are the market movers? How we relate to them?
Markets in regions: NA, APAC, EU, UK, ...
 4. Advocacy in policy: Govs regulators, Orgs in US, CA, EU, UK advocating certain viewpoints in a wide spectrum
- Questions: Do we know the landscape well enough? Do we know where we play in the big picture and how to most effectively influence within our capabilities?