

# Some thoughts on organizing the SC discussions

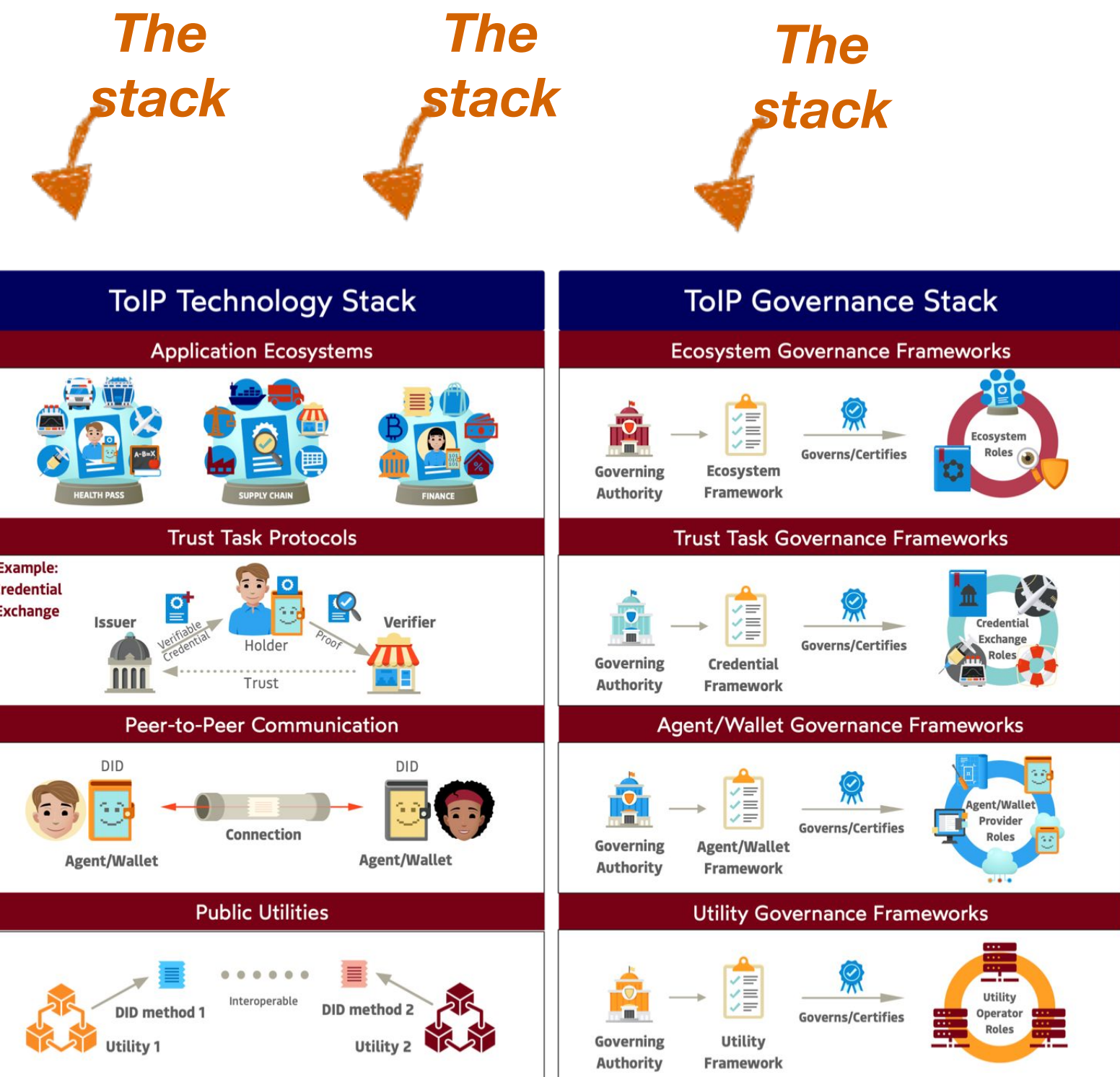
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FOUNDATION

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.





# 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?



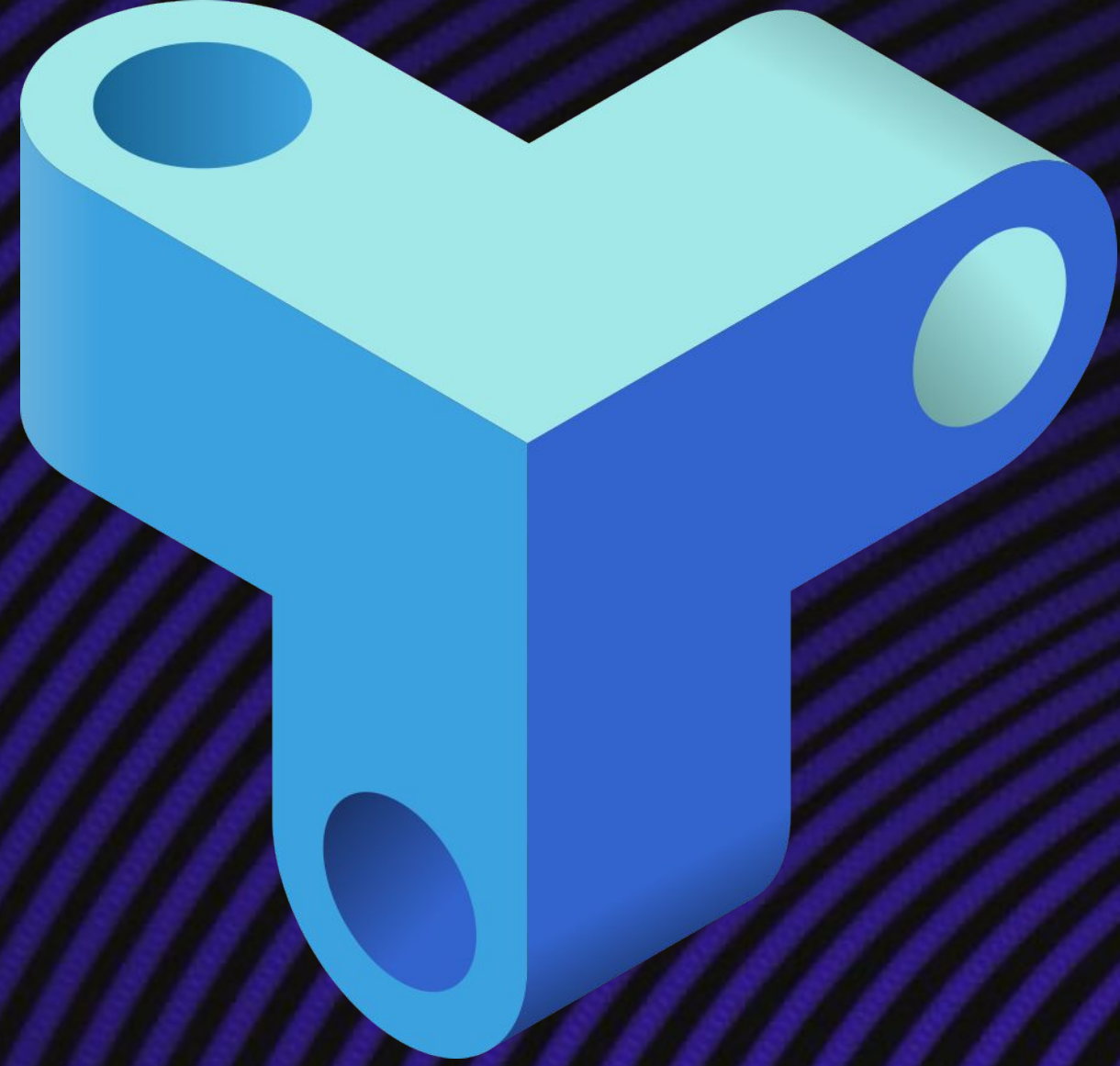
# How to organize effectively

- 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





# SC Discussion Meeting Number 3 March 23, 2022

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For ToIP Steering Committee





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# Steering Committee Monthly Meeting

Discussion Meeting

Wednesday, March 23, 2022  
12-13:00 PT / 19:00-20:00 UTC

# Antitrust Policy & Member Participation

- › Attendees are reminded to adhere to the meeting agenda and not participate in activities prohibited under antitrust and competition laws\*
- › Only members of Trust over IP who have signed the necessary agreements and charters are permitted to participate in this activity beyond an observer role

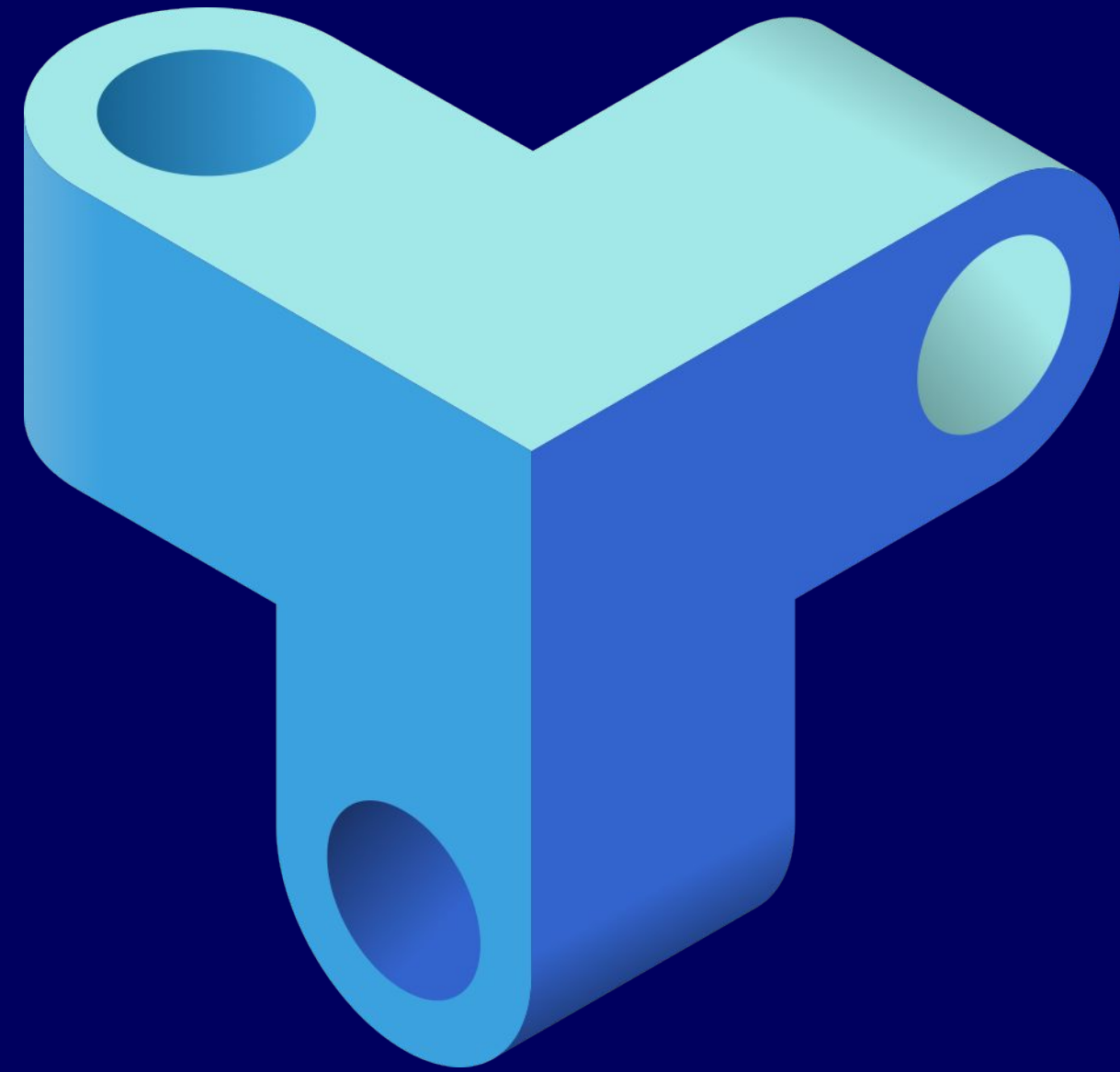
\* Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at <http://www.linuxfoundation.org/antitrust-policy>



# Agenda

- Overview of Purpose of Meeting
  - Judith Fleenor, Director of Strategic Development
- Continued Discussion and Priorities Setting for 2022
- SC Guidance on:
  - ToIP Mini- Summit at LF Open Source Summit?
  - CA SB 1190 hearing
- Open Discussion of next steps





## Goal of Today's Discussion

1. Decided on 2022 Strategic Goals
2. Map Strategic Goals to work items requests to Working Groups.
3. Discuss Possible New Member and create a SC-sub group to focus on attracting the right new members.
  - What were the new members suggested by the Steering Committee
4. Create an advocacy task force
  - Who would SC member bring to the table for the SC Advocacy Task forc.



## Key Thoughts from Last Discussion Meeting Advocacy

- Our need to provide support for Advocacy of the importance the Stack, the Stack, the Stack.

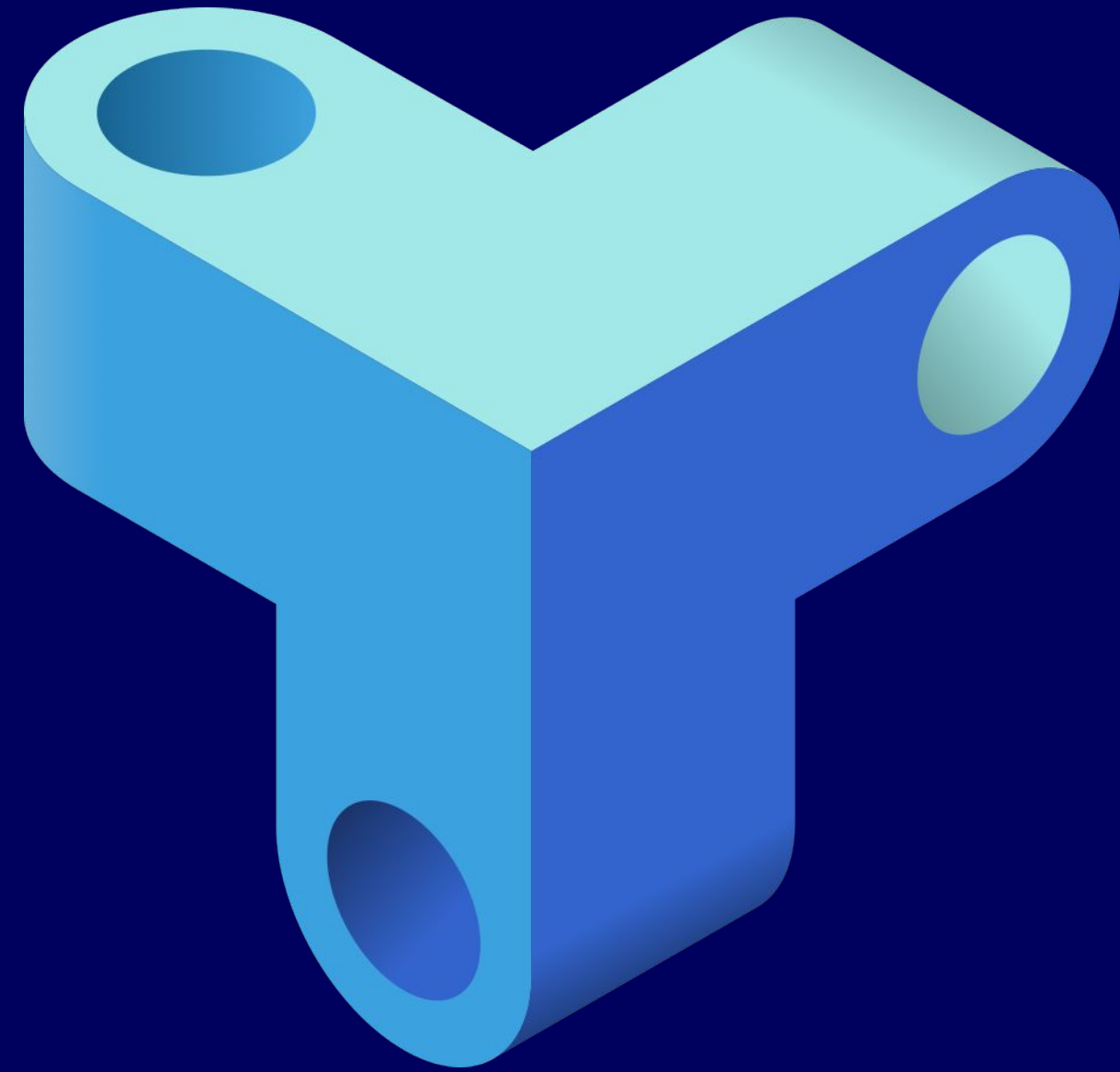
It's not enough just to create the Stack and the supporting specifications, white-papers, recommendations and implementation plans.

We must also provide tools that help with Advocacy of the importance of the vision and explain the Stack in terms lobbyist can use with policymakers and influencers.





## Key Thoughts from Last Discussion Meeting Guidance



- Our need to provide Guidance to our Working Groups.

Once we decide on our focused goals for deliverable creation, to match this to the correct working groups and provide guidance to the working groups on how the pieces they are creating fit into the larger puzzle, to achieve our 2022 goals.

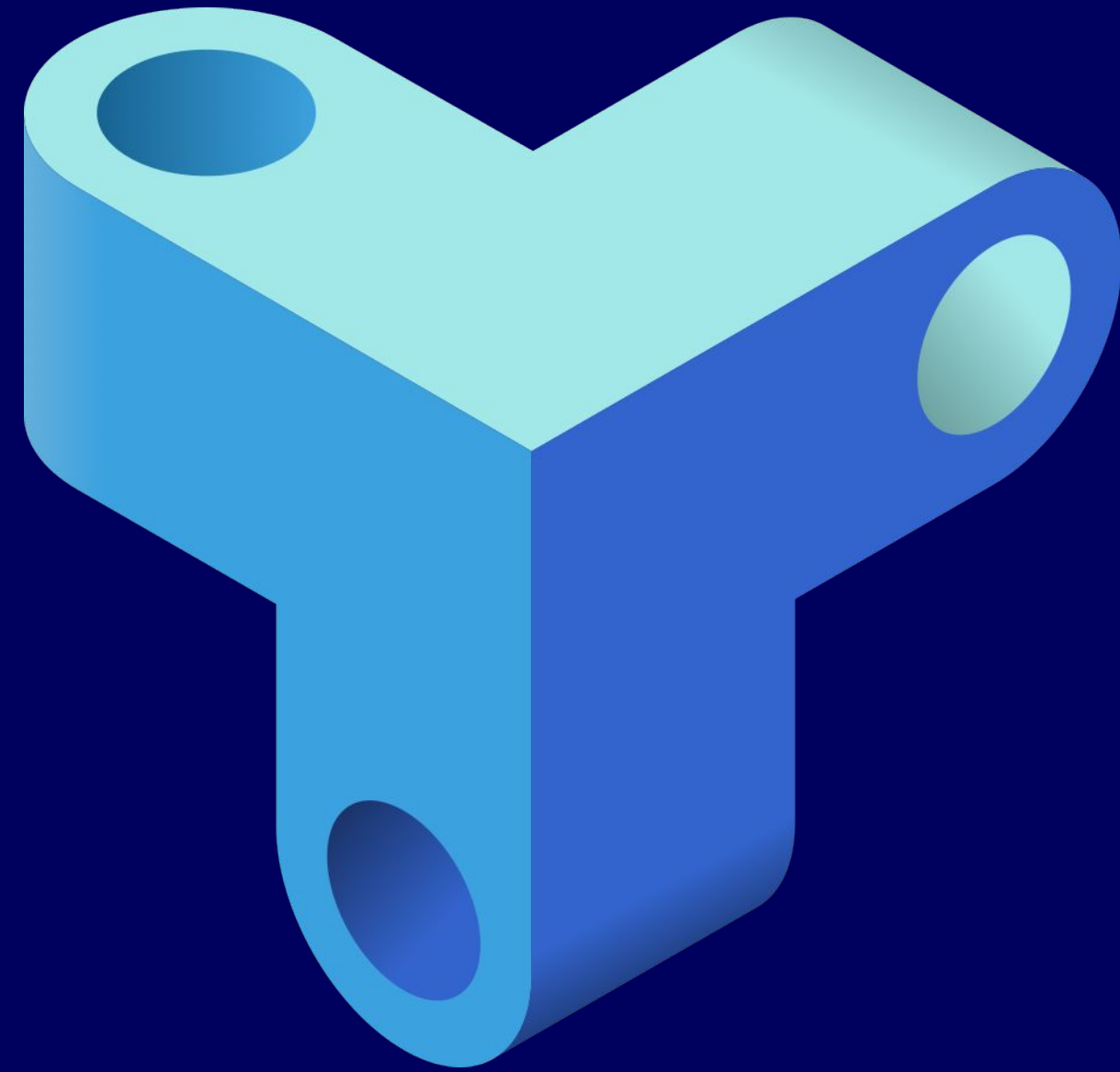
Also, to then create a feedback loop:

- To evaluate the health of the Working Groups
- To note and fill skills gap in the Working Groups



## Key Thoughts from Last Discussion Meeting

### Growth



- Our need to bring the right new membership organizations to the table.
  - Organizations that are already doing work in our space.
  - Organizations we need due to the power of their presence.
  - Look for strategic groupings to invite.
  - Look at our current membership as a source to upgrade membership.
- It was suggested that we might create a little Steering Committee Sales team that would recruit specific targeted organizations.



# 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



# Let's be Fireflies

A coherent group of vibrating units, whether fireflies or humans, has more power of influence than an incoherent group.





## Focus 2022

Write community specifications of the ToIP Stack, with a roadmap to standardization, good implementations, interoperability & adoption.

- The ToIP Stack development:
  1. Tech Arch Document?
  2. Pre-specification of what Layer 2?
  3. Explainer of the Tech Arch Document?
- What in 2022, 2023, 2024?
  - Create a map of reality of the we will get to the nextstep.



## Focus 2022

Advocacy in policy, to help explain why this right solution for policymakers: e.g assisting other advocacy groups, having liaison or collaborative relationships, positional blogs/commentaries on current events.

- **Advocacy Goals:**
  1. Create a Advocacy Task Force?
  2. Write which explainer documents?
  3. ????
- **What in 2022, 2023, 2024?**
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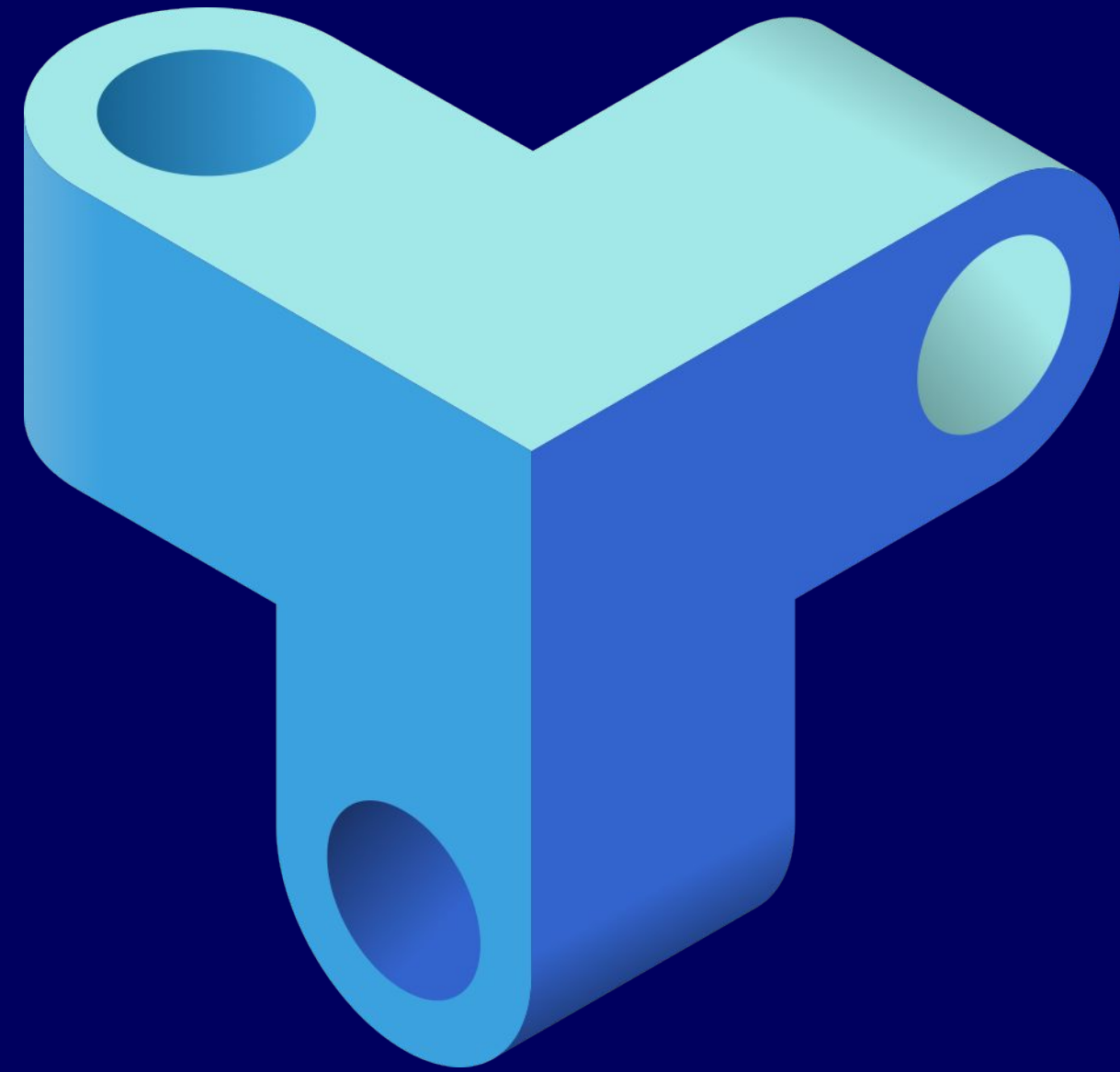


## Focus 2022

Community building in support of the development of our deliverable development and advocacy goals, e.g. outreach, educations, explorations of requirement/solution spaces, organizing events, partnerships with other orgs who are developing related components.

- **Community Building and Growth Goals:**
  1. Create a criteria for what events we attend?
  2. Create a SC team for engaging strategic new members?
  - 3.
- **What in 2022, 2023, 2024?**
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## LF Projects a free 1/2 day mini-summit package at our Open Source Summits

- Meeting Room with Theater Seating (room capacities range from 10-100+ attendees) for a ½ day only (3.5 hours)
- Basic AV: Screen, Projector, 2 wireless microphones
- Wifi (shared)
- One directional sign in foyer areas + One room sign with event name
- Event listing on the co-located events page of OS Summit websites
- Registration 'add-on' option on the OS Summit registration form (we HIGHLY recommend you charge a nominal fee to ensure low attrition)
- Event listing on the OS Summit schedule
- Promotion of the event in OS Summit attendee email(s)
- Events staff will be onsite to check in on the group, make sure AV is working, etc.





## **CA SB 1190**

### **Creation of a CA Trust Framework and pilot project in education**

- Hearing next Tuesday, I've been asked to give testimony for 1-2 minute.
- SC approval to speak on behalf of Trust Over IP, or just at a CA resident.
- Missed the first opportunity to submit a written statement.
- We can still write one for the Education Policy Committee and perhaps for the assembly when it gets put before them.



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## Membership Recruitment

- What were the new members suggested by the Steering Committee



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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?