

TRUST
Over **IP**
FOUNDATION

THE **LINUX** FOUNDATION

Steering Committee Monthly Meeting

Private Discussion Meeting

Wednesday, May 4 2022
12-13:00 PT / 20:00-21:00 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

- Agenda Review (2 min)
- Trust Over IP Financial Review (4 min)
- ToIP Growth Strategy Discussion (15 min)
- Goals for 2022 (10 min)
- Open Discussion

Steering Committee Members

<u>Company Name</u>	<u>Representative Name</u>	<u>Email Contact</u>
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Financial Review

ToIP Expenses	Budgeted	Remaining Feb.22			
Marketing	\$10,000.00	\$10,000.00	Possible Graphics		
Other External Services	\$20,000.00	\$20,000.00	Glossary Project		
Legal	\$5,000.00	\$5,000.00	Trademark Registration		
G&A Allocation	\$26,100.00	\$5,306.00	LF		
Staff	\$152,000.00	\$115,500.00	Elisa full year - Judith to June 30		
Travel	\$5,000.00	\$3,907.00	Based on RSA-CA, IIW-CA, Identivers-CO		
Misc.	\$2,000.00	\$1,904.00			
LF IT Services	\$19,000.00	\$15,675.00			
Total Expense	\$239,100.00	\$175,893.00			
ToIP Income					
Member Revenue Budgeted	\$290,000.00				
Actual YTD	\$231,042.00				
A/R	\$65,000.00				

Financial Review

- If all A/R comes in we had Budgeted Revenue of \$290,000
- We had budgeted Expenses at \$ 239,100
- Leaving us only \$50,900 to use for the remainder of the year for additional expenses.
 - Retaining a Director of Strategic Engagement
 - Funding further Conference Activities and Travel
 - Any other expenses

- If retain a Director of Strategic Engagement at current rate, and expenses for Dublin Conference, IIW, LF Member Summit, conservatively \$100K + any other service providers and materials.

Membership Fees Discussion

Summary of Conversation with Mike Dolan and Executive Committee

Key Points:

- 1) Structure our Specification to be on an ISO Track
- 2) Get more Gov.'s involved via forums and perhaps with a lighter weight membership agreement that is easier for Gov. to sign.
- 3) With these plans and messaging in place, move to create "why it's important to participate" message presentation.
- 4) Socialize proposed rate increase with existing member, and have a number of companies on board as lead organization in favor.**
- 5) Create a road show of conversations with current and targeted new member, to generate further interest.

Current New Fee Structure

Current:

Steering Member (Max 25 voting = 15 large 10 small)
100 employee or more \$20K - 13 companies
Less than 100 employee \$5K - 6 companies

General

100 employee or more \$10K - 1 company
Less than 100 employee \$2500

Contributor

Organizations and Individuals

Proposed New Fee Structure

Steering Member Premier (Total 10 - Voting)

100 employee or more \$???K - ??companies

Less than 100 employee \$??K - ?? companies

Steering Member (Total 25 - Voting)

100 employee or more \$20K ?- 13 companies (max 15)

Less than 100 employee \$5K ?- 6 companies (max 10)

General

100 employee or more \$10K - 1 company

Less than 100 employee \$2500

Proposed New Fee Structure

Premeir Steering Members		100K/50K	50K/25K
6 Large Companies		\$600K	\$300K
4 Small Copanies		\$200K	\$100K
Steering Members		30K/10K	20K/5K
15 Large Companies		\$450K	\$300K
10 Small Compaines		\$100K	\$50K
Totals		\$1,350,000	\$750K

Sample Proposed New Fee Structure

Current				
13 Large Companies				\$260K
6 Small Companies				\$30K
Total				\$290K
Projected			100K/50K	50K/25K
3 Premier Large from existing			\$300K	\$150K
2 New Premier Large			\$200K	\$50K
1 Premier Small from existing			\$50K	\$25K
			30K/10K	20K/5K
5 Retained Large from existing <i>(loss of 5 large presumed)</i>			\$150k	\$100K
2 Retained Small from existing <i>(loss of 3 small presumed)</i>			\$20K	\$10K
Total			\$720K	\$335K

Possible Budget Items

- Paid Executive Director
- Paid Marketing / Communications staff
- Professional Materials / Graphics
- Conference Budgets
- Paid version of Slack/Discord
- Advocacy - PR Wire

Growth Strategy Discussion

- Project and/or Membership Fee Changes
- Desired Budget - what do we need for what we want to do
- Develop pitch materials to enroll existing and new members into new Fee Structures.

- Who's interested in participating Growth Strategy Team ...

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.

2022 Proposed Goals - Deliverable and Advocacy

- Tech Architecture Stack Specification
- Layer Two (spanning layer) Specific Specification
 - **Explainer Documents for specific audiences** of above
 - ISO ready documents
- Layer Specific Governance Stack Specifications
 - **Explainer Documents for specific audiences** of the above
 - ISO ready documents
- Layer 1 Utility Framework for Evaluation
- Layer 1 Utility Directory - expanded
- Decentralized Identity Architecture and Regulatory Compliance

2022 Proposed Goals - Advocacy

- Create a Governments Forum
- Create materials for why Governments need to work together
- Create materials for non-technical audiences

2022 Proposed Goals - Growth

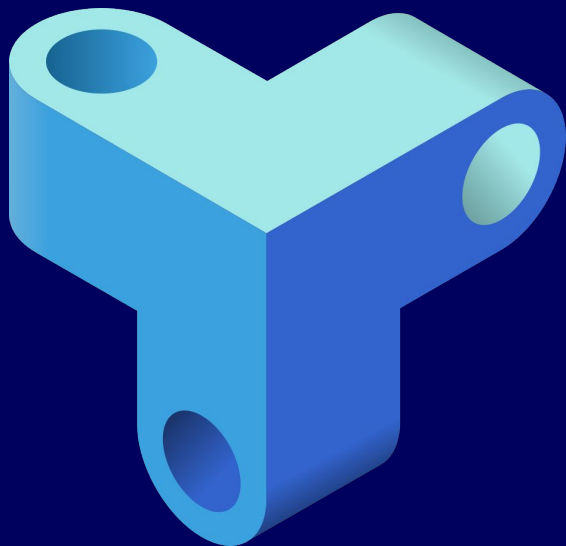
- Create a Growth Strategy Team Focus on:
 - Project and/or Membership Fee Changes
 - Desired 2023 Budget
 - what do we need for what we want to do
 - Develop pitch materials to enroll existing and new members into ToIP Fee Structures.
 - Create “roadshow plan” for attracting new members
- Foundation Membership Health
 - Set-up Steering Committee/Working Group check-up discussion meetings.
- Cross Member collaboration opportunities - such as interop sessions



Working Group News



Open Discussion



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