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Ecosystem Foundry WG Meeting

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Agenda

1. Introduce new members
2. EFWG Concepts and Workflow Discussion
 - What is an “Ecosystem”?
 - What is an “Ecosystem Project”?
 - How would we describe the lifecycle management of an Ecosystem Project?
 - Review exemplar use case to help visual the lifecycle management workflow concepts
3. Next steps

EFWG Concepts and Workflow Discussion

- › This presentation represents early planning for the ToIP Ecosystem Foundry Working Group (EFWG). The objective is to:
- › Provide a catalyst for discussion of foundational ecosystem concepts
- › Help establish a baseline framework to support purpose and scope of the WG
- › Develop initial scope for the establishment, and lifecycle management of ecosystems

Draft Terms - for submission to the ToIP Glossary

Ecosystem

A community of stakeholders including suppliers, distributors, customers, competitors, and government agencies involved in the delivery of specific products or services through both competition and cooperation. Each entity in the ecosystem affects and is affected by the others, creating a constantly evolving relationship that derives shared-value through trusted relationships.

Ecosystem Project

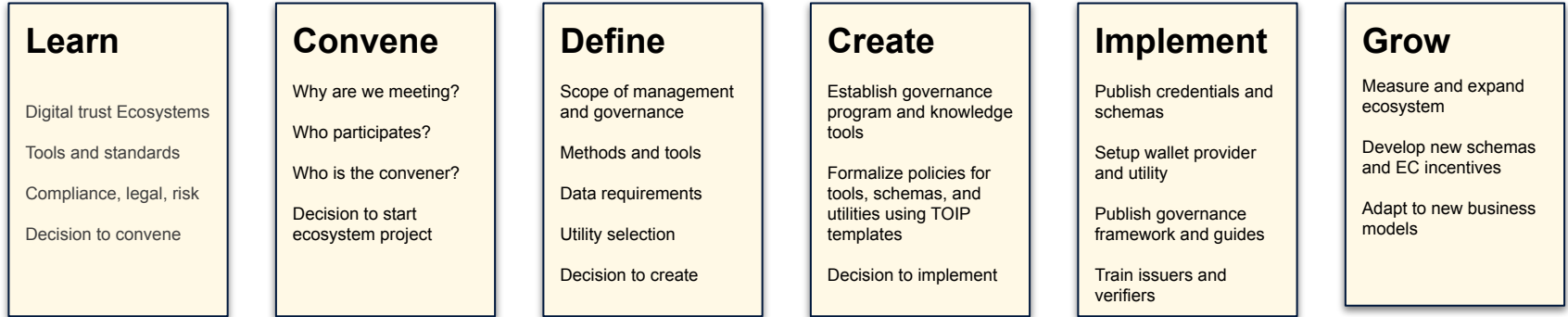
A formalized collaborative activity, managed by members of an Ecosystem, that leverages ToIP guidance to establish and maintain an operational implementation of domain specific instances of a governance framework and a ToIP Interoperability Profile (TIP).

Ecosystem Foundry Workflow

- › The EFWG needs to publish guidance for the lifecycle management of an Ecosystem Project. This guidance must consider:
 - › Ecosystem Project Requirements
 - › Lifecycle Management of an Ecosystem Project
 - › Decision Tree Guidance for each lifecycle swimlane

The following workflow diagram depicts the conceptual swimlanes of a lifecycle management process for the establishment and maintenance of an Ecosystem Project

Ecosystem Foundry Draft Workflow



Needs to be expanded into a decision-tree for a variety of process questions/answers

Ecosystem Project Decision Flow Example

Personas - stakeholders to use case:

- **Ann** (Convener) - Chamber of commerce (COC) Director responsible for business onboarding and promoting local businesses through the COC business loyalty program.
- **Nick** (issuer verifier) - Owner operator of a new Auto Repair shop. Not yet a member of the COC.
- **Don** (issuer verifier) - Doughnut proprietor and member of COC, supports COC loyalty program by providing discounts to the community.
- **Mary** (user) - New customer of Nick's Auto repair. A repeat customer of Don's doughnut shop and other businesses in the community.

User Stories

- Ann and the COC want to digitize their business loyalty program by providing digital credential coupons to replace the existing print based system.
- Nick wants to join the COC and use the loyalty program to promote his business.
- Mary takes her car to Nick's Auto for service. She would like to receive a loyalty coupon credential from Nicks shop
- Mary visits Don's shop and wants to use her COC credential coupons to obtain discounts

Ecosystem Project Decision Flow Example

Learn

- › Ann and COC members learn about digital trust Ecosystems (benefits,value,....)
- › Review tools, standards, and best practices
- › Review compliance, legal and risk implications
- › Decision to convene

Ecosystem Project Decision Flow Example

Convene

- › Ann creates a COC task force (the “Loyalty Program TF”) to help promote local business with a new digital business loyalty trust system. Members include Nicks Auto, Dons Doughnut shop, and other local businesses.
- › Ann’s objective is to leverage chamber membership as a means to drive community support of member businesses. Specifically, as a convener she desires to transform the print based loyalty program to:
 - › Reduce friction
 - › Expand reach of the COC
 - › Increase velocity of COC adoption
- › Based on Ann’s learning activity, she has decided that a ToIP Ecosystem Project is applicable to her COC objectives.

Ecosystem Project Decision Flow Example

Define

The Loyalty Program TF gathers to:

- › Articulate the scope for the management and governance of a new digital program and dependant systems
- › Define the methods necessary to ensure reliable digital exchange of loyalty:
 - › COC loyalty data requirements for membership and discount coupons
 - › Who will COC rely on to provide loyalty tools for the community?
 - › Which utility is best fit for the COC program to establish transitory trust between COC members?
- › Establish key performance indicators to measure and improve results

Ecosystem Project Decision Flow Example

Create

- › The Loyalty Program TF decides they will not require the use of a Linux Foundation Ecosystem Project and instead they decide to establish the COC Loyalty Governance (COC-LG) Committee within the COC which is an existing non-profit entity. The COC-LG will manage the ecosystem of trust for the new digital Loyalty Program.
- › The new committee will be self-governed. It will manage all work-products under the existing COC knowledge repository using existing COC tools.
- › The COC-LG formalizes decisions on policies for utilities, tools and schemas using TOIP governance framework templates.

Ecosystem Project Decision Flow Example

Implement

- › COC-LG decides that a single public identity utility will be trusted for the ecosystem. This decision is captured in the Ecosystem Governance Trust Framework as “the Trusted Utility”.
- › The COC-LG:
 - › publishes a loyalty credential and membership schema to the Trusted Utility.
 - › employs a local digital wallet provider as their shared standard for the loyalty program.
 - › publishes Ecosystem Governance Trust Framework to the COC Membership.
 - › publishes guidance and incentives to the citizen community. Demonstrates how to obtain and use wallets to interact with the COC loyalty program.
 - › publishes a Chamber Membership Schema to the Trusted Utility.
 - › publishes a Chamber Loyalty Schema to the Trusted Utility.
 - › coordinates with vendors to provide education for all Chamber Members to become issuers and verifiers.
- › Members onboard themselves as Issuers and/or Verifiers and implement the loyalty program within their unique business processes.

Ecosystem Project Decision Flow Example

Grow

- › COC-LG monitors and gathers results of the program and socializes with nearby Chambers.
- › COC-LG creates additional schemas to support new senior citizen and under 18 incentives
- › COC-LG evaluates options to expand the digital trust system into other business certification and licensing programs.

EFWG Next Steps

- › Request that volunteers create other ecosystem project use cases
- › Provide feedback on proposed workflow categories and definitions. Do we need more or less, should we change the terms? What are the decision flows for each step?
- › Next meeting - review new Task Forces and feedback on Ecosystem Workflow baseline