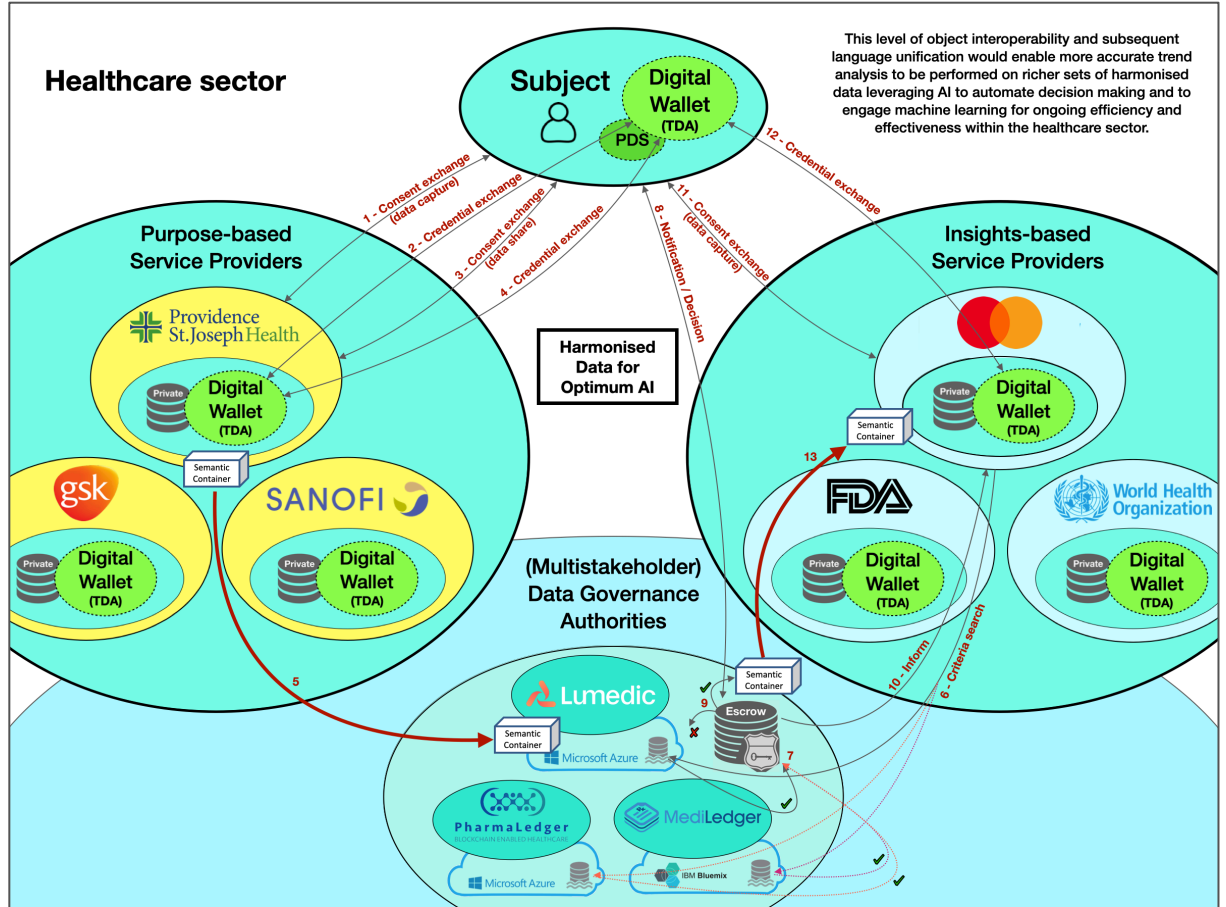


Presentation:
Master Mouse Model,
a roadmap to a Dynamic Data Economy

Presented by: P. Knowles

Master Mouse Model

Roadmap to a ...
Dynamic Data Economy



Purpose-based Service Providers

- A company's "why" is a collective sense of purpose that reflects the company's merit, trustworthiness, and authenticity. It is the feeling the company wants their customers to experience when they engage with proprietary products and services – the identity that their customers want to align with.
- Establishing authentic communication channels in a peer-to-peer networking environment provides the basis to initiate transaction flows for consented data capture and data sharing between an organisation and the *data subject* (or a delegate/guardian acting on behalf of the *data subject*).

Purpose: Assured data provenance

Pros: Authentic data with explicit consent

Ref.:

<https://blog.frontrunnerfilmsllc.com/why-your-why-should-be-the-heart-of-brand-purpose-based-marketing/>

Insights-based Service Providers

- The value of data insights is not only to learn and enable validated decision-making, but also to make everybody in the company's ecosystem 'move' in the same direction. As today's world is volatile, uncertain, complex and ambiguous, insights need to be generated continuously rather than once in a while.
- Data insights gained from analysing sets of information that pertain to a given topic (or situation) enables businesses to make better-informed decisions, reducing the risk that comes with trial-and-error testing methods. Semantic harmonisation enables criteria searches on structured data from multiple sources, providing the basis to initiate a transaction flow for consented data access between the requesting party and the data governance authority (acting on behalf of consenting *data subjects*).

Purpose: Improved data insights

Pros: New data-driven services

Ref.: <https://philipvandenberg.com/2020/04/08/insights-based-marketing/>

Data Governance Authorities

- Working together as a consortium to steer data governance and prioritise standards to facilitate data sharing between participating members provides an ecosystem for shared knowledge in pursuit of a common goal or objective.

Purpose: Cooperative data governance

Pros: Shared knowledge through collaborative participation

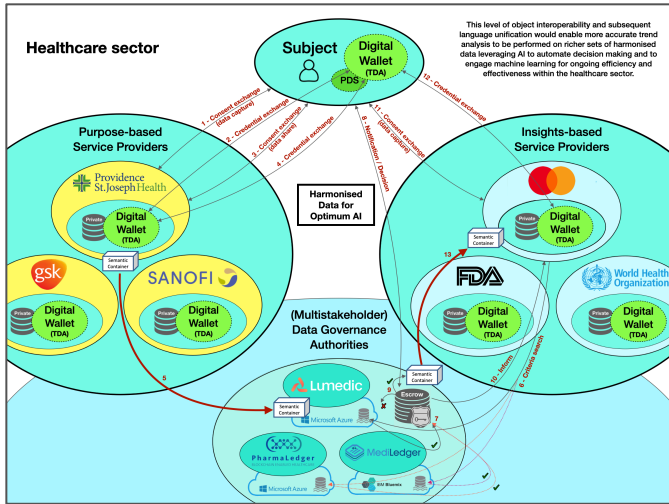


Ecosystems and Data
Governance Frameworks

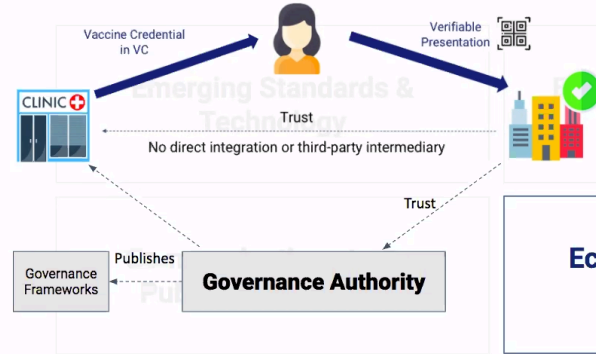
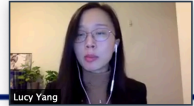
Ref.:

<https://wiki.trustoverip.org/display/HOME/Ecosystem+Foundry+Working+Group>

MMM alignment with SSI models



Implementation & Challenges

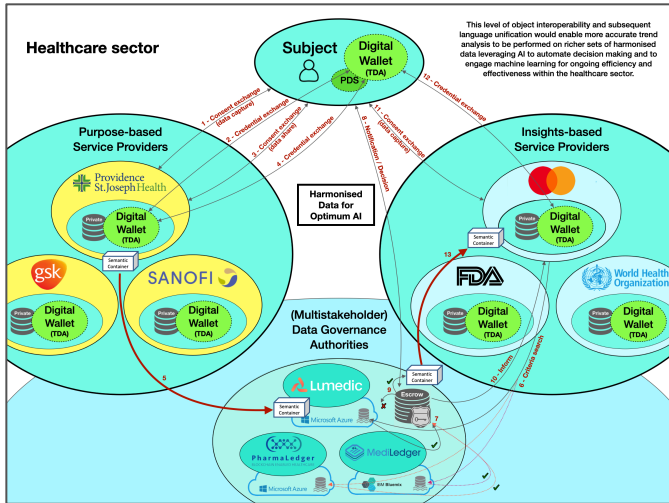


- Who define which issuers have the authority to issue vaccine credentials?
- How is Sarah supposed to know if the verifier has the authority to check her credential?
- What if Sarah doesn't have a smartphone?

ILF PUBLIC HEALTH

Ref.: <https://www.lfph.io>

MMM alignment with EU's proposed DGA



European Commission > Strategy > Shaping Europe's digital future > Laws >

Shaping Europe's digital future

LAW | 25 November 2020

Proposal for a Regulation on European data governance (Data Governance Act)

The proposal is the first of a set of measures announced in the 2020 European strategy for data. The instrument aims to foster the availability of data for use by increasing trust in data intermediaries and by strengthening data-sharing mechanisms across the EU.

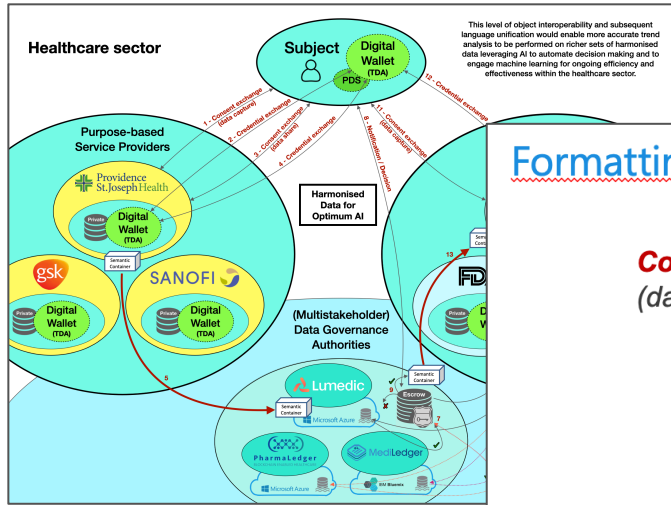
About Building a European data economy

Policies

Blog posts

Ref.: <https://ec.europa.eu/digital-single-market/en/news/proposal-regulation-european-data-governance-data-governance-act>

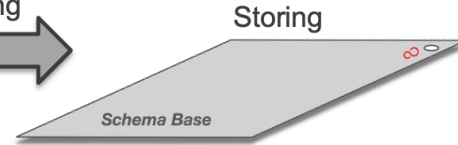
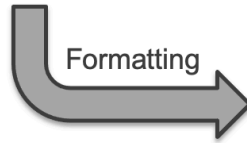
Synergy with Decentralised Data Management



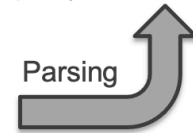
Formatting, Storing, Parsing

Collection representation
(data inputs)

Exchange representation
(data outputs)



Storage representation
(data capture)



ToIP Ecosystems

Data Governance Frameworks for EFWG ecosystems ...

- Human Trafficking Safety Response Task Force
- Internet of Education (IoE) Ecosystem Task Force
- Patient Identity Task Force
- Internet of Research Ecosystem Task Force



Closing Q & A