24 February 2021
12:00-13:00 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

› Introductory Remarks (5 mins)
› Need - uses for added revenue (15 mins)
› Options - open discussion (30 mins)
› Conclusions and Next Steps (10 mins)
Introductory Remarks

› Trust over IP has a stable and viable operating budget.
  › Projected Jan-Dec budget - $129k (+ ETS, Certizen and RANDA fees)
› Membership renewal will start in May ‘21: 17 of 23 paid members
  › Renewals - May-Dec ‘21 as part of transition to calendar-based fiscal year
  › Mar-Apr ‘21 - opportunity to make changes tied to membership
› Other revenue options exist beyond member fees - next slides

**NOTE:** Linux Foundation and JDF need to be engaged early to understand how Trust over IP intends to generate and use added funds
Need - uses for added revenue

› Starting point - why do we want additional revenue?
  › Accelerate progress - e.g. Open Source Data Wallet, Interop testing for new TIPs, Design Challenge
  › Hire strategic resources - e.g. In-Residence Diversity advisor (HXWG),
  › Issue value-added contracts - e.g. Media production (modular content), Enhanced graphics (building on P Stoyko work), GitHub support

› Linux Foundation and JDF will seek a clear understanding of how added funds would be used in order to ensure Trust over IP benefits from the range of services and resources available to a Linux project
Options - Open Discussion

- **Premium tier - top-level fee integrated into Steering membership**
  - Pro - immediate, optional mechanism open to current and incoming members
  - Con - not clear what additional benefit can be offered at highest tier

- **Membership drive - increase number of paid levels**
  - Pro - new funds and added expertise for community
  - Con - possible need to add/restructure Steering committee seats

- **Accelerator Fund - crowdsourcing for targeted activities**
  - Pro - direct new funds toward high-value products with market visibility
  - Con - reputational risk if funding targets are missed

- **Certification - fee-for-service**
  - Pro - adds revenue and increases market awareness for ToIP brand
  - Con - reputational and possible liability risk in cases of external service failure
Conclusions and Next Steps

› What direction does ToIP want to take?
› Each potential avenue comes with a range of necessary activities:
  › Linux and JDF - must be engaged on need for new revenue and possible changes to membership structure/fees
  › WG leads - engaged on activities to accelerate and/or strategic hires to support their progress
  › Communications Committee - coordinate roll out of membership drive
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