

ToIP - Revenue Analysis - Discussion & Observations

Objective

- Trust over IP has stable and sufficient funding to support its operations and wants to explore new avenues for increased revenue

SC Members interviewed

- Jim St. Clair
- Charles Walton
- Karl Kneis
- Will Groah
- John Jordan
- Sankarshan
- David Luchuk (Introduction & Background only)
- David Lucatch (NR)

Common questions to interviewees

- What is the vision of ToIP? What does it stand for?
- What is the tactical strategic focus?
- What are SC membership benefits?
- If a company goes for renewal then what would be recurring tangible benefits that they can show to their organization by being SC member of ToIP
- What is the nature of items that SC members vote on?
- What are the deliverables decided for ToIP for 2021 except for GHP?
- What value is ToIP providing them?

Discussion Highlights on Membership benefits / Value creation by ToIP

Membership Benefits

- Steering Committee (SC) benefits by advancing ToIP framework, it's symbiotic leadership framework
- Value for SC members is being part of the group who would shape the future
- SC members gets voting rights
- Networking & relationship building

Value creation

- ToIP to serve as a platform for policy makers, legal experts, tech experts to come together for value creation through personal & behavioral relationship building
- Community of practice is built
- Committed to build interop digital identity which would help businesses
- No one company or community can do it alone hence companies needs to come together to do it and ToIP is a great platform for it
- For mature market, aligning around standards helps organizations to sell more, for early market, seat at the table allows to shape the future
- Educate, Collaborate & rally Govts. behind for the success and adoption of this technology
- Enable business to create reference implementations for standards
- Templatizing the framework for implementation for VC
- No advisory services will form part of ToIP offerings

Observations/ Gaps (which can be easily remediated)

ToIP Vision, Strategy & Goals

- No clear consensus on what ToIP stands for (vision) - Is the focus on technical specification or business use cases or standards or all of them? Not sure if the terminology was interchangeably used by different people but clarity was missing
- ToIP Goals, strategies, objectives for 2021 or long term not clearly visible or articulated
- Strong focus on GHP which is good but no clear focus or set of activities observed for member companies not participating in GHP initiative

Membership Benefits

- Steering committee member benefits/ perks not clearly visible other than voting rights. On further analysis no visibility on what matters voting happen on, so in near time this benefit does not seem to be lucrative
- YoY benefits for SC committee members not visible
- Objectives of different working groups not visible and how they contribute to overall objectives not evident or clearly defined or demonstrated

Revenue generating recommendations by individuals (mentioned above)

- Shape the governance structure by becoming a member
- Certification Requirements & Testing Service
- Private Sector Ecosystem Problem Engagement
- Government Ecosystem Engagement
- Creating a marketplace
- Create B-corp through funding and push the objectives of ToIP externally
- Sponsorships

Sumiran's Recommendations

1. SC members to meet and discuss the following:
 - a. What does ToIP stand for and what is the vision which can be understood by people outside this community
 - b. Three well defined achievable objectives for 2021 with deliverables associated with them and maintaining the confluence wiki at par with the on-going work
 - c. Which WG will be working on those objectives and what deliverable will they produce
 - d. Marketing & education on both the vision/objectives and how people/ companies can contribute towards making it happen
2. Make this entire exercise as only 2 week sprint with additional one week of consensus gathering
3. At that point membership benefits and revenue generation can be revisited as the basics would be clearly articulated

