



Our Next Year Together

This is a very exciting time

- Final year of NIST grant funding secured
- New board construction approved
- New board elected and working well
- new officers in place and working well
- 1st in-person plenary since New Orleans
- IDEF guidance & requests to drive
- Income generation efforts ramping up
- Last check... the problem isn't solved yet

The Goal: Getting Identity Right

The Identity Ecosystem Steering Group is creating the future of trusted digital identity.



Empowering individuals to control their identities



Manage risk through common sense identity credentials



Create an ecosystem that enables safer online identities



Join the domain experts building a better future for online identity

The Benefits of the Ecosystem



Private Sector

Trust – Organizations can better protect their users and brands online

Manage risk – Get online credentials right with your identity C-suite in a box

Efficiency – Lower barriers to customer enrollment, increased productivity & decreased costs

Invest in the future – It's the baseline for innovation



Government

Public safety – Stronger identity credentials and requirements reduce cybercrime

Constituent satisfaction – Government can expand online services to citizens

Economic growth – Spur innovation to create and grow new businesses opportunities while streamlining transactions



Individuals

Convenience – Faster online access with fewer passwords to manage

Privacy – Limited information collected & transmitted during online transactions

Security – Better authentication practices prevent unauthorized transactions

Let's be clear

July 31, 2018

Our future is built on a blend of valuable work products and financial sustainability.

We need your help, ideas, relationships and effort to accomplish both.

A little background

- I enjoy working with people and having fun
- Business and business development minded
- Investing in IDESG Principles/IDEF
- Focused and consistent
- Avoid and eliminate distractions
- History of identifying opportunity and executing
- Good at assessing value (or lack of)
- Belief in teamwork/delegated decision making
- Creative problem solver and marketer
- I enjoy seeing teams win together
- I take the work very personally
- Heavily invested in NSTIC & IDEF



A unique journey...



1. Plenary Work Products Envisioned

- Improve IDESG's privacy policy to be consistent with IDEF
- Normal care & feeding of IDEF
- New standards to manage
- Create work product layout "Use" of the framework the market can follow
- Plenary membership ideas & feedback

...And so on

Stuff we know how to do already as a group

A unique journey...



2. Creating revenues to sustain our mission

- Dues for member organizations
- Recruiting new member organizations
- Sponsorship opportunities
- IDEF Registry revenue sources
- IDEF Mark revenues
- Other grant sources
- Collaborating with other organizations

Stuff we have not tackled yet but are essential to our future

The good news is we have solid footing:

- ✓ **Strong org value:** The Identity Ecosystem Steering Group (IDESG) is the source of expertise, guidance, best practices and tools for trusted digital identities.
- ✓ **Strong Assets:** IDEF and IDEF Registry
- ✓ **Strong Team:** IDEF Plenary, Board and Officers

What will it take?

- Can-Do attitude
- Avoid distractions
- Ask the “value question” regularly
- Drive interest in our organization (especially business side interest)
- Create a winning structure to get work done
- Sell the value to your organizations
- Leadership drive on multiple paths to realizing the mission
- Stay positive, productive and support each other
- Challenge and hold ourselves accountable
- Continued great work from board and officers (excellent start)
- Spread the word and encourage new participation

Call for new leadership

We need business development skills

- Membership management and revenues
- Sponsorship revenue
- New grant options
- IDEF and Registry revenue opportunities
- Other ideas

We are off to a great start

But we need more help (ideas and plans today)



Drive great and high value work products



Business development leadership and participation, continued drive or great work products, strategic vision and new revenue sources

Questions and Discussion



Mdifraia@morphotrust.com

646-385-0586