Capturing SOLID's Value

Actors, business models and lessons learned

About me

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- Co-Founder Digita
  R&D and marketing
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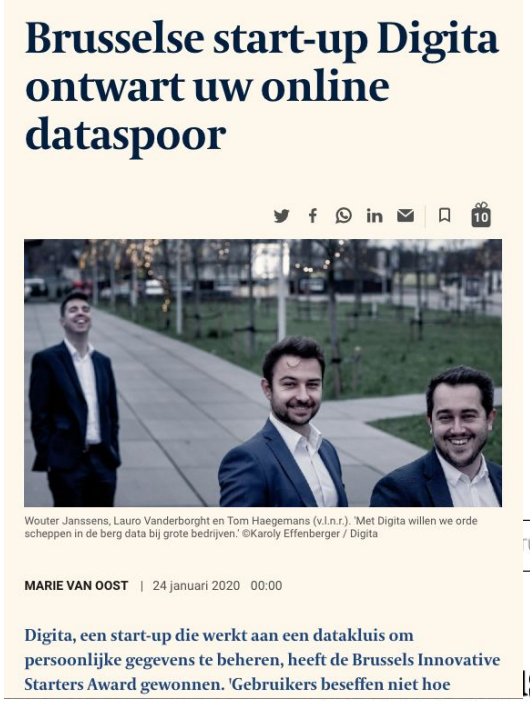
  Management information systems
- PhD in Business Economics, MSc in MIS, BSc in Applied ICT



Brusselse start-up Digita ontwart uw online dataspoor

Wouter Janssens, Lauro Vanderborght en Tom Haegemans (v.l.n.r.). 'Met Digita willen we orde scheppen in de berg data bij grote bedrijven.' ©Karoly Effenberger / Digita

MARIE VAN OOST | 24 januari 2020 00:00

Digita, een start-up die werkt aan een datakluis om persoonlijke gegevens te beheren, heeft de Brussels Innovative Starters Award gewonnen. 'Gebruikers beseffen niet hoe

DataNews Rubrieken Het magazine Voordelen voor abonnees Abonneren

Brusselse start-ups Digita, CitizenLab en Veoware Space krijgen elk half miljoen euro

24/01/20 om 07:37 Bijgewerkt om 09:32 Bron : DataNews

Els Bellens
Els Bellens is redactrice bij Data News.

Innoviris, het Brusselse Instituut voor Onderzoek en Innovatie heeft zijn 'Innovative Starter Awards' uitgereikt. De prijzen gaan naar drie ambitieuze Brusselse start-ups die elk een half miljoen aan investeringen krijgen.

10 Keer gedeeld

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TUUR | VOOR U UITGELEGD | TECH & WETENSCH

sselse start-ups ontvangen elk half miljoen euro

Content

1. Lessons learned
2. Actors and business models in a Solid ecosystem

Content

1. **Lessons learned**
2. Actors and business models in a Solid ecosystem

Common feedback and lessons learned

From my experience as the cofounder responsible for R&D and marketing at a Solid startup

Common responses when talking to companies about Solid...

1. Solid? What?
2. WTF is a pod?
3. So you want us to share our customer data with our competitors?
4. So... I am not allowed to store any personal data anymore?
5. OK... But, what can I do with it?
6. When I move house, I just need to change the data in my pod?
7. What about other technologies like blockchain?

1. Solid? What?

Truth: For ‘normal’ people, “Solid” has as much meaning as “http/html”

Why not use a term that many people do know?

We heard many “aha’s” when we talk about a **personal data web**

2. WTF is a pod?

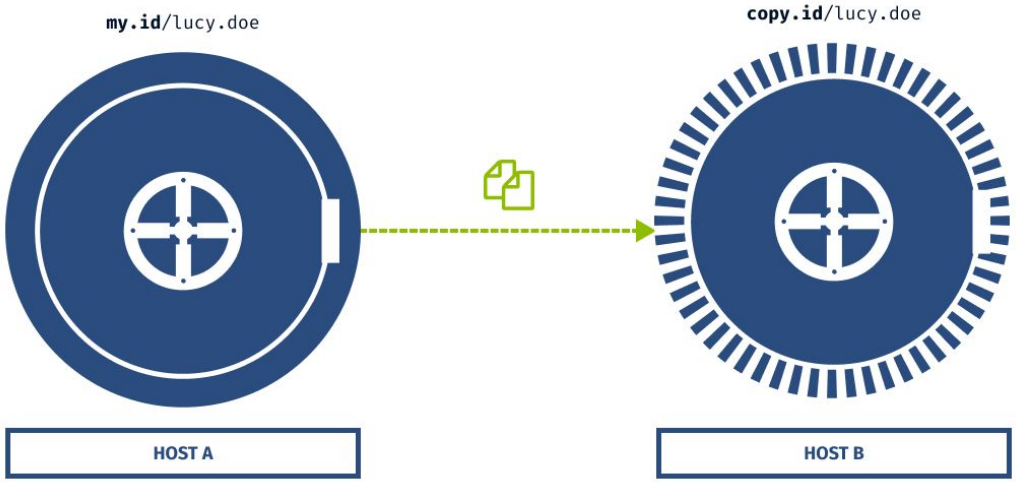
Common questions:

- How is it written? Pot?
- What does it do?
- Is it secure?

We are able to avoid these questions when we call it a **virtual data vault**

3. So you want us to share our customer data with our competitors?

Let’s not forget: Solid supports ultimate data portability

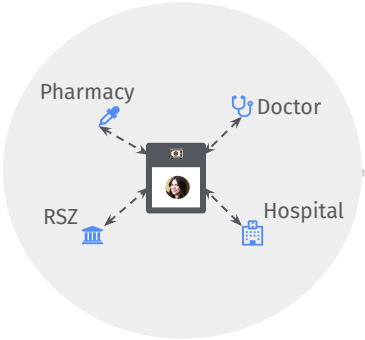


3. So you want us to share our customer data with our competitors?

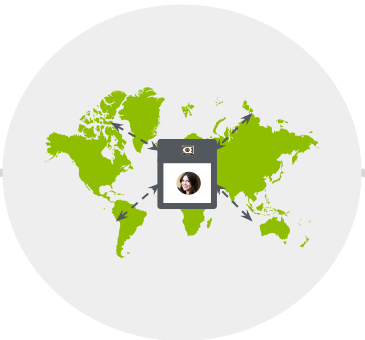
Our answer: only if you want to

COMPANY WIDE

CONSORTIUM WIDE



WORLD WIDE



4. Am I not allowed to store a copy anymore?

Of course you can store a copy...

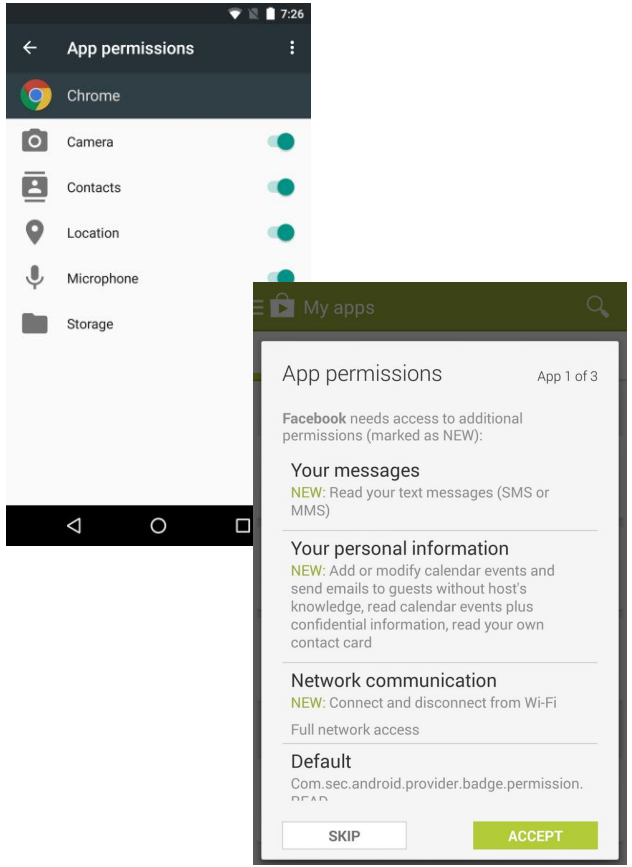
5. What can I do with it?

Most important features

- Single interface to your data - even if it is stored disparately
- Data sharing and consent
- Less data duplication

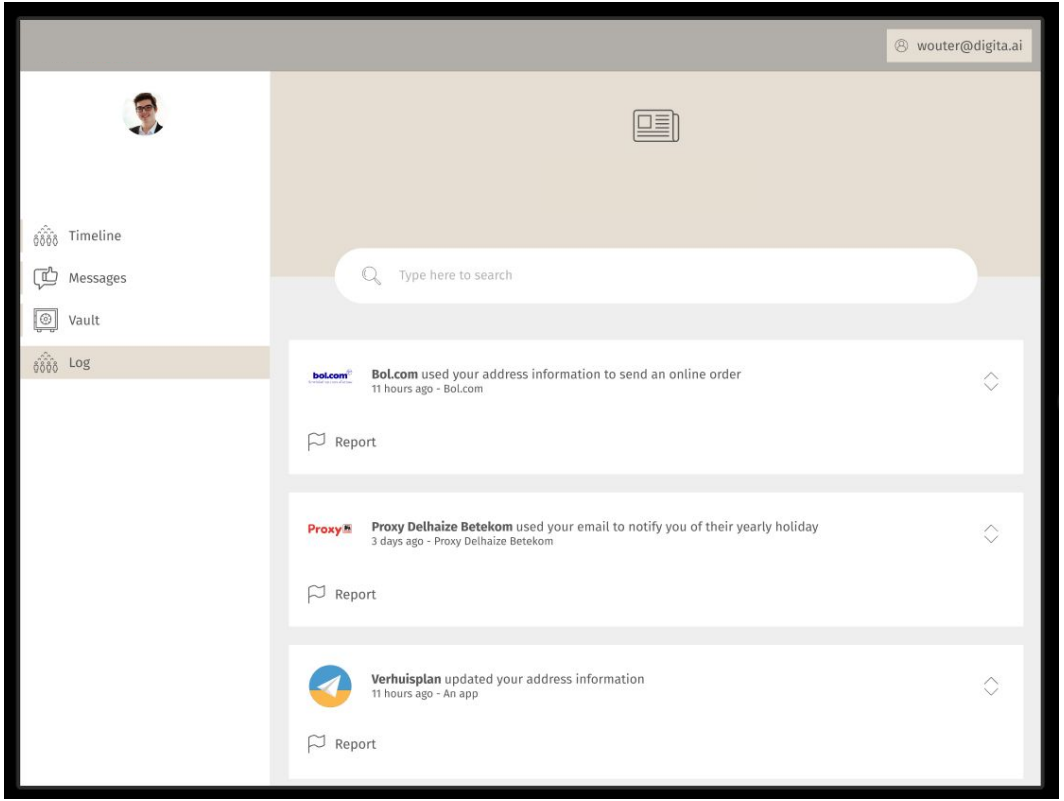
Additional functional requirements:

- A posteriori privacy settings
- Trusted authorities and certificates



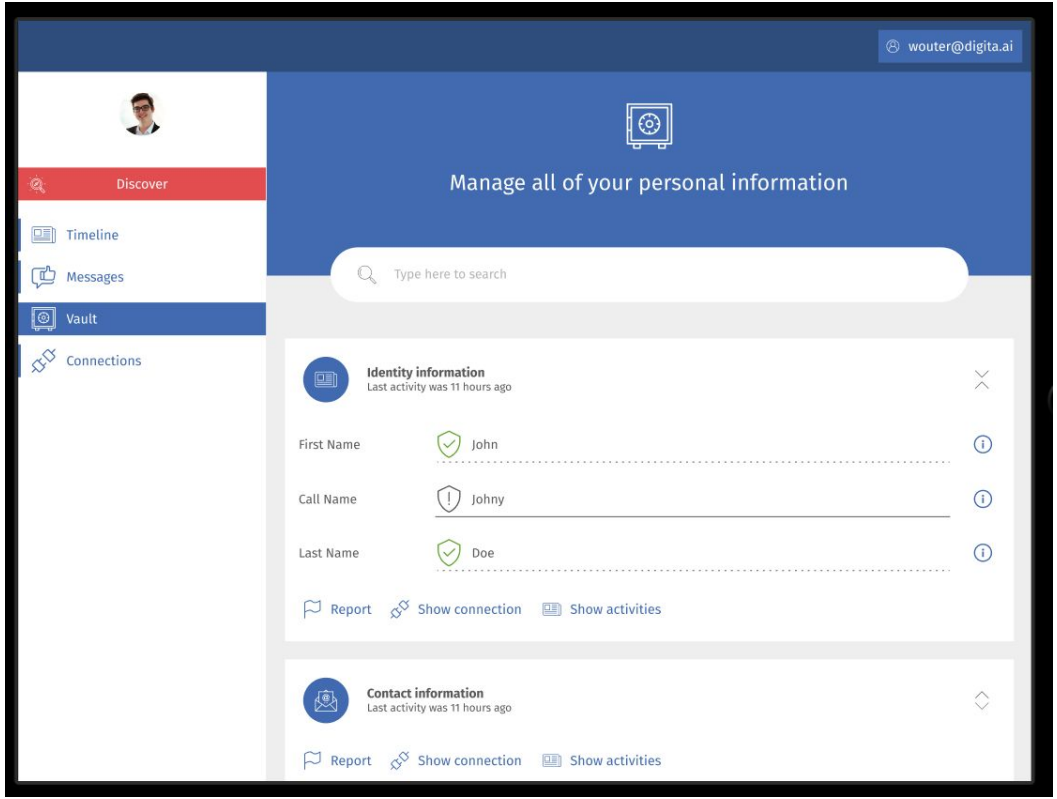
5. What can I do with it?

Example of a posteriori privacy settings



5. What can I do with it?

Example of use case for trusted authorities



6. When I move house, I just need to change the data in my pod?

Nope

In general, personal data changes at a key life event

- You move house
- You get married
- You divorce
- You die

6. When I move house, I just need to change the data in my pod?

Problem: companies have different processes to handle life events.

- Telco: Notify, Arrange appointment for new installation, Move, Execute new installation
- Bank: Notify, Move, Go to town hall to update info, Provide copy of ID for KYC reasons
- Supermarket: Send new information

There need to be apps that support life events… and for such apps, you can leverage the GDPR.

7. What about blockchain?

In the blockchain-world, there is a thing called “Self-Sovereign Identity (SSI)”.

Sadly, there are many blockchain-fanboys.

We need a way to better position blockchain based SSI vs Solid based SSI

Currently, we say

- Solid is a way to do SSI
- Compared to blockchain, Solid is much simpler and based upon proven technologies
- Blockchain and Solid are compatible (see Identity actor/business model)

Yet, we need additional research to improve this positioning...

Our Solid vision in layman’s terms

A set of rules that leads to a personal data web in which you own a virtual data vault

With such a vault

- You have a single interface to view all your data
  Even if copies of your data are stored at another party
- You can manage your privacy settings
- You can see what happened to your data and report inappropriate uses

Content

1. Lessons learned
2. **Actors and business models in a Solid ecosystem**

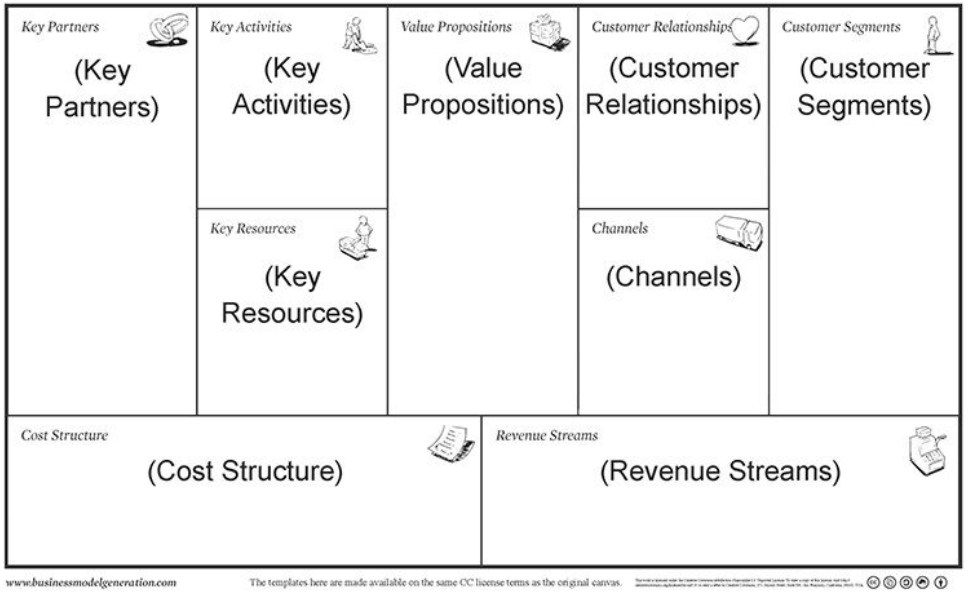
Creating vs capturing value

In general:
Companies need to create value and be able to capture this value.

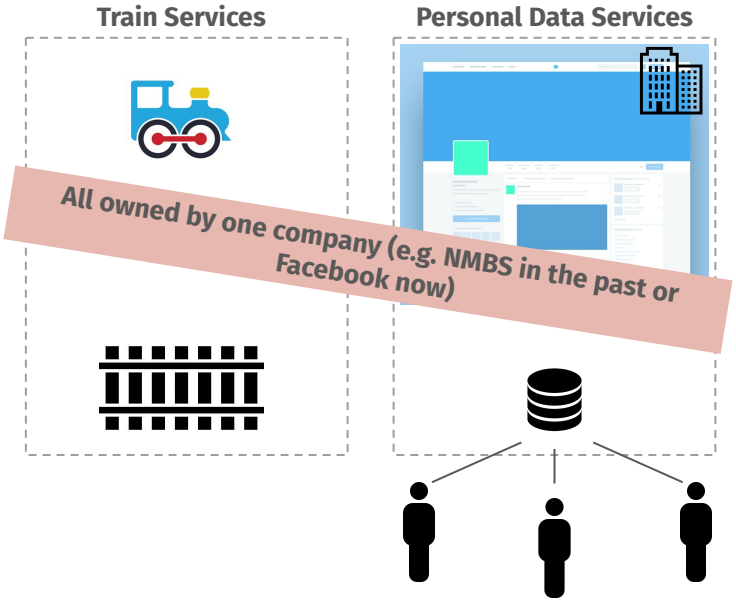
Solid creates value…

But… How to capture this value?

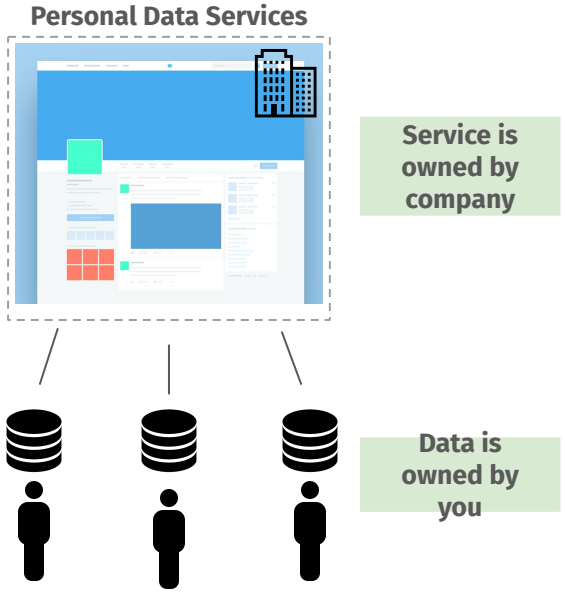
Business models state how value is captured.



Solid makes it hard to capture value



Vertical desintegration removes market barriers



The Ecosystem & Actors

Intraweb

Enterprise Client

World wide web

Consumer Client

Storage Provider

Identity Provider

Enterprise Client

Venture Builder

Venture Operator

Next slides: the world wide personal data web...

Consumer Client | Storage Provider | Identity Provider | Enterprise Client | Venture Builder | Venture Operator

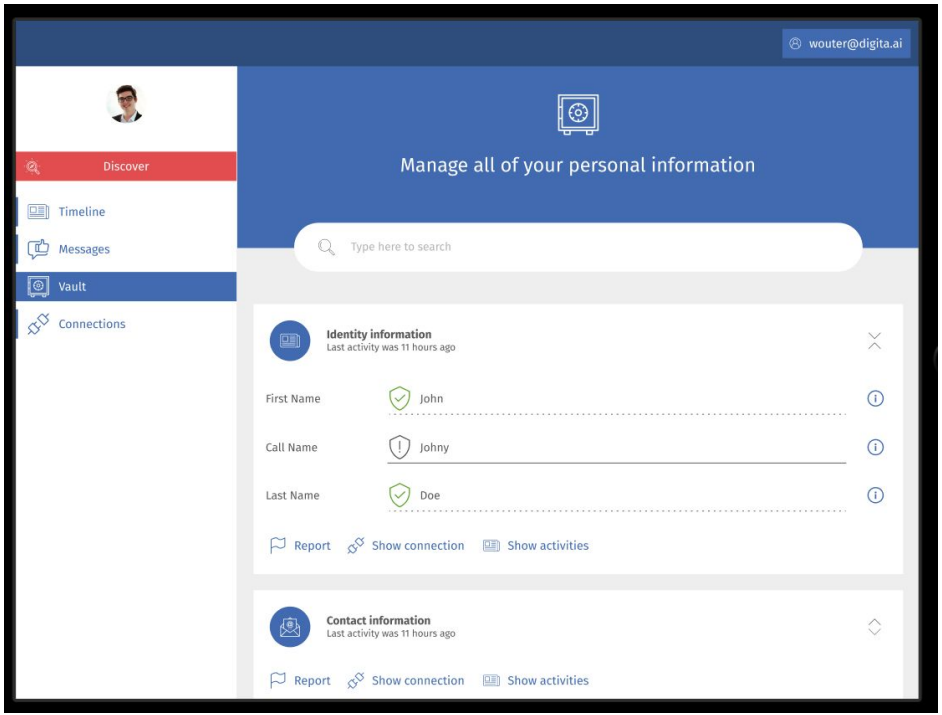
Value proposition

- For consumers: a way to look at your digital vault
- For app builders: a way to easily distribute your app

Possible revenue stream

- Part of third-party app revenue

Consumer Client | Storage Provider | Identity Provider | Enterprise Client | Venture Builder | Venture Operator



Consumer Client

Storage Provider

Identity Provider

Enterprise Client

Venture Builder

Venture Operator

Value proposition

- For consumers: a way to store your data securely and reliable
- For companies: a way to ensure continuous and reliable access to your connections

Possible revenue stream

- Fee for people to access their private archive
- Storage-as-a-service

Consumer Client

Storage Provider

Identity Provider

Enterprise Client

Venture Builder

Venture Operator

We need a way to resolve URI's to pods

Two options:

- Centralised on domain name level (like ICANN) or on account level (like Hotmail and GMail)
- Decentralised... Blockchain?

Consumer Client

Storage Provider

Identity Provider

Enterprise Client

Venture Builder

Venture Operator

Value proposition

- For consumers: a way to uniquely identify yourself
- For companies:
  - Guarantee uniqueness of URI
  - Guarantee completeness of data vault (e.g. insurance provider)
  - Resolve URI to pod

Possible revenue stream

- Fee for ability to resolve large quantities

Consumer Client

Storage Provider

Identity Provider

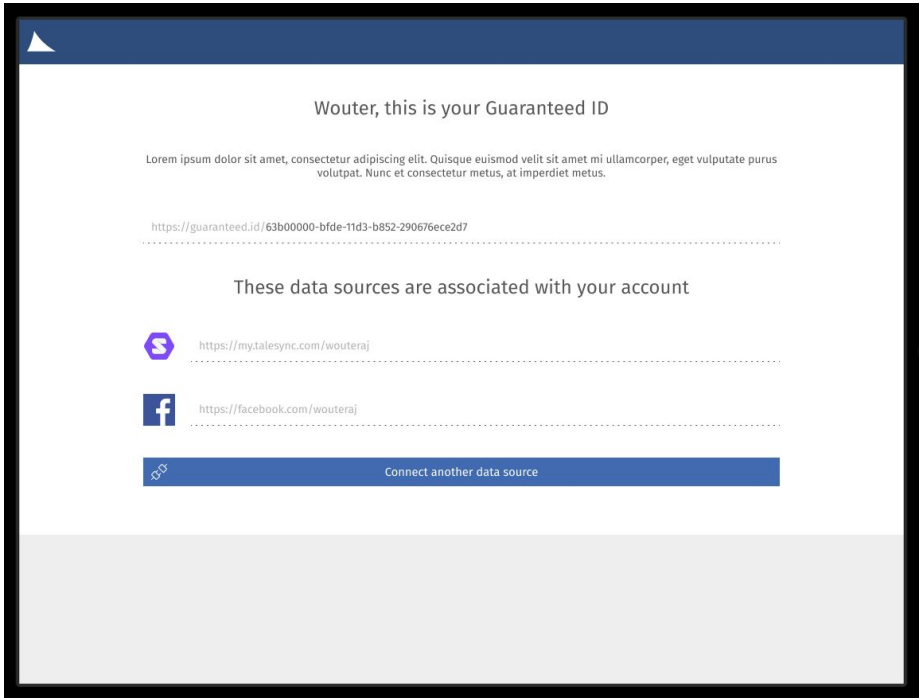
Enterprise Client

Venture Builder

Venture Operator

Example: centralised on account level

People can register for a guaranteed.id/xxx URI and connect their data sources.



Consumer Client

Storage Provider

Identity Provider

Enterprise Client

Venture Builder

Venture Operator

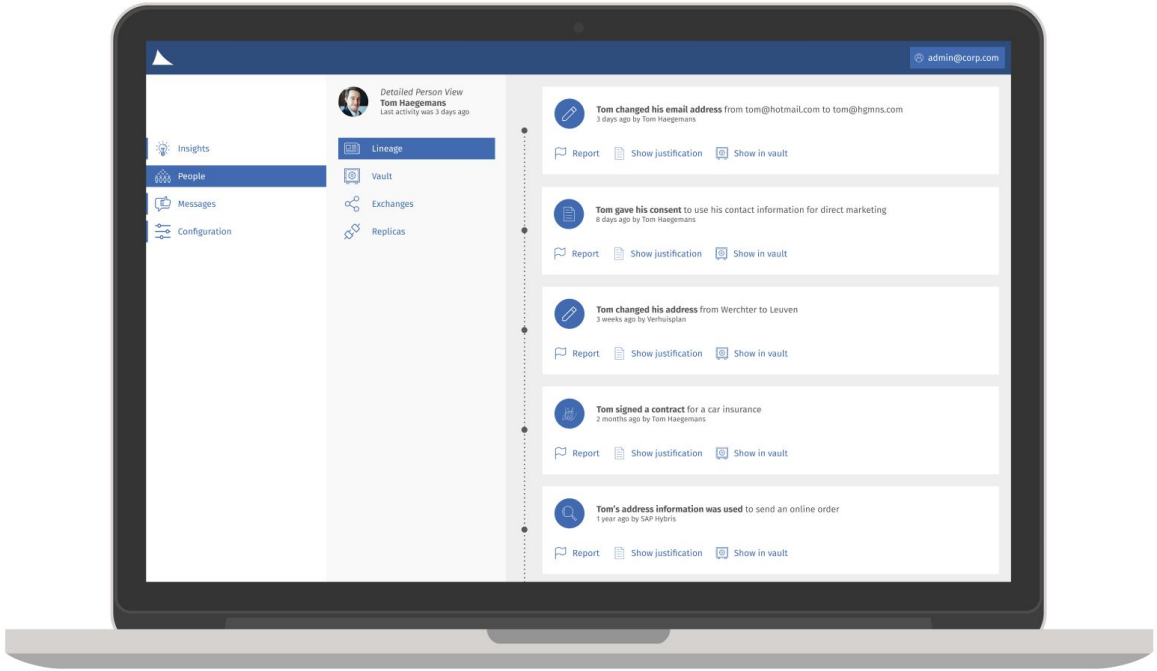
Value proposition

- For companies:
  - Sync with pods of clients/employees
  - Sync internal data
  - Provide data lineage
  - Retain privacy information

Possible revenue stream

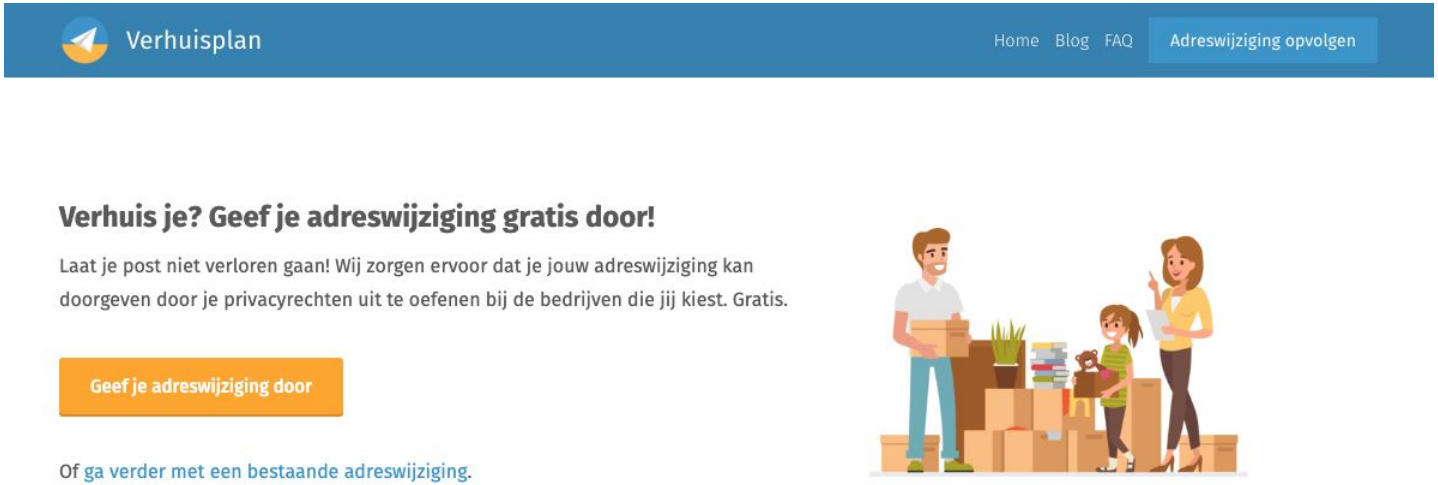
- Software license

Consumer Client | Storage Provider | Identity Provider | **Enterprise Client** | Venture Builder | Venture Operator



Consumer Client | Storage Provider | Identity Provider | Enterprise Client | **Venture Builder** | Venture Operator

Example of a venture



Consumer Client

Storage Provider

Identity Provider

Enterprise Client

Venture Builder

Venture Operator

Value proposition

- For companies:
  - Easily create meaningful digital experiences
  - i.e. quickly build apps

Possible revenue stream

- Software license

Consumer Client

Storage Provider

Identity Provider

Enterprise Client

Venture Builder

Venture Operator

Value proposition

- Depends on venture

Possible revenue stream

- Depends on venture

Conclusion & Digita's Positioning

- We need many parties in a Solid ecosystem
- Digita can only be a small part
- Now, Digita is building software for actors out of necessity
- In the future, Digita wants to be a software vendor of an enterprise client (because that is our expertise)

Thank you!

Feel free to contact me: tom@digita.ai

We are always looking for good (remote) developers to join our team.