



# Hacking the Social Fabric

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10 slides about [TrustFabric.com](http://TrustFabric.com)

GeekDinner  
2010-03-30



# What is TrustFabric?

“TrustFabric is a new way of thinking about personal information management.

Your TrustFabric Agent allows you to manage trusted relationships and then securely store, and selectively share, your information.

At TrustFabric.com we host these Agents free of charge.”



# What's the Big Idea?

- Personal Information Management, Identity, Trust.
- “*We build flying cars*” .. Air Traffic Control.
- Big, Scary, Global
- Personal website > share > trusted relationships



# There is something wrong with the world..

- Have you noticed?
- The way the world manages your information is broken
- Businesses simply can't track dynamic information
- People who manage your information suck at it
- Centralised / Silo model is broken
- Privacy concerns, abuse
- Delegate to the individual, allow people to keep their information current



# How I know something is wrong

- Fax – the way we sign documents
- Call Centre – nobody likes queues
- Rica, Fica, POPI
- Spam, no-number phone calls



# I'm Unhappy..

- Is this perpetual state of brokenness okay?
- Customers are too forgiving
- Sanity has been eroded from complex data management systems
- Prime Directive #1: IT'S MY INFORMATION!!

# Revolution!

- *"In a time of universal deceit, telling the truth is a revolutionary act."* -- George Orwell
- Do we want banks and mobile phone companies to hold the keys? Government?
- Trust is shifting
- I say.. *"Take back the social fabric"*
- Move towards decentralisation and democratisation
- It is not a dark art!



# The way the world should be

- Trusted Relationships
- How do you end a relationship?
- Agents, message brokers
- Open Source
- Wordpress model: run your own agent
- Distributed, autonomous, multi-agent system
- Anarchy.. *“without leaders, not without order”*
- Air Traffic Control





## Story so far

- Who is involved?
- Structure of TrustFabric
- POC and Alpha (MVP)



# Get Involved

Join the Alpha service

*"We are the people we have been waiting for"*

Questions?

<http://www.trustfabric.com/>