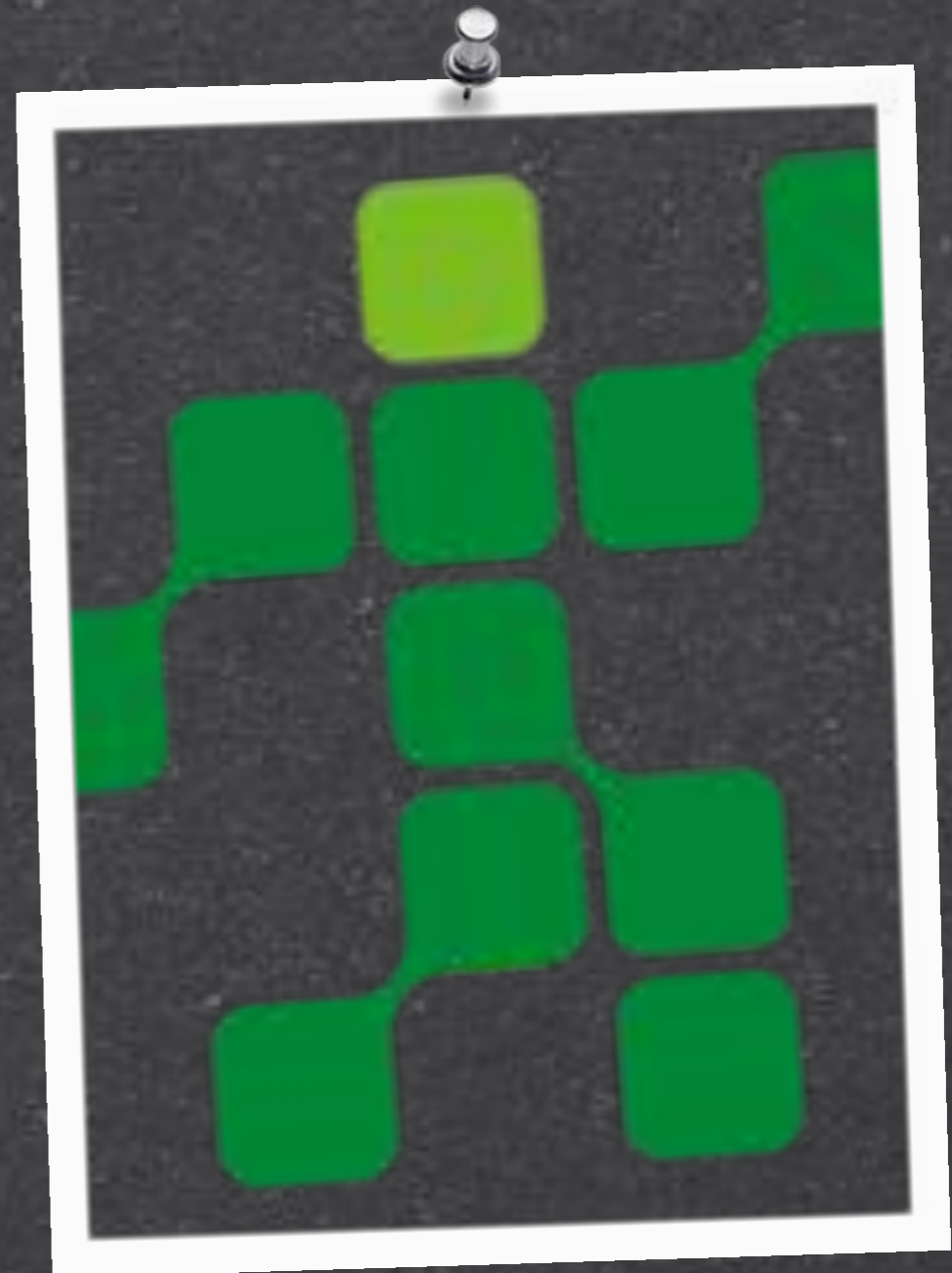


TrustFabric

Trust is Shifting...

Joe Botha

27 Dinner, 2010-04-27





I am Jack's unhappy personal information.
Change personal information management.

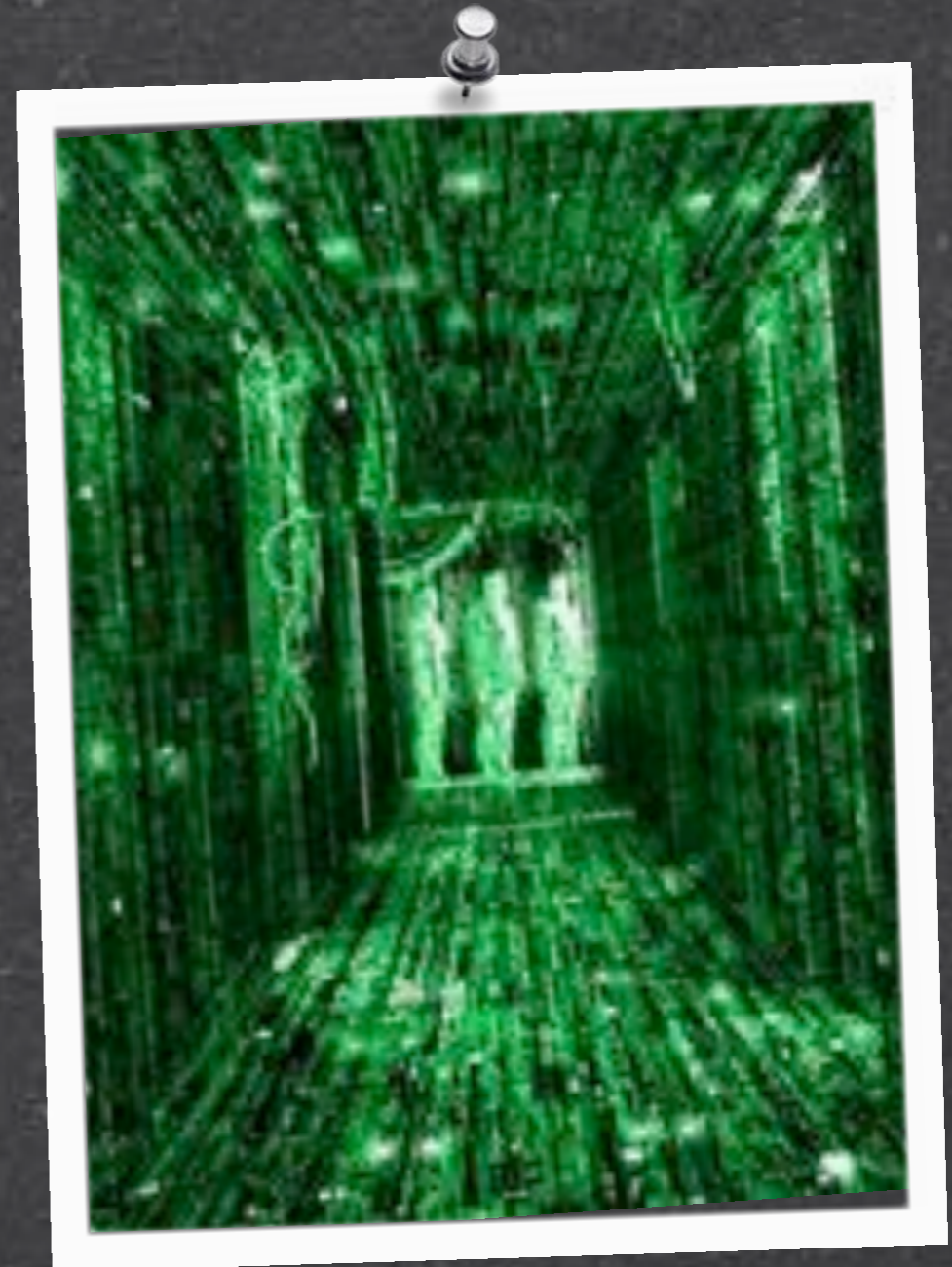
What is TrustFabric?

How might we allow you to take control
of your personal information
and selectively share it in a way you
will trust?

There is
something
wrong with the
world.

Did you notice?

It starts with an
address.





New way of thinking
about personal
information.

📌 Global

📌 Open Source

📌 Reputation, not attention.



📌 Business is politics

📌 Technology is politics

📌 What job would you have done if you lived 50 years ago?



- Take back the social fabric.
- Decentralise, democratise.
- It's not a dark art.
- Wordpress model .com + .org

- 📌 “To have yourself a revolution, all you need is to invert something which most people think is impossible, at first, at scale.”
- 📌 Invert personal information management.
- 📌 Invert the trust business model.

- Today: War.. the wall, grenades, unrealistic relationships.
- Realistic relationships.

- Multi-Agent systems.
- Message brokers, documents, relationships.
- Social Networking grows up, not about attention.

Anarchy .
. . and flying cars .



Adoption Problem

..but the end game is beautiful?

📌 ECT

📌 Consumer protection

📌 POPI

📌 ..it's going to get harder to communicate with your customers, get used to it.

Where are we now?

- 📌 3 months in..
- 📌 Alpha1 - invite only
- 📌 Alpha2 - RICA
- 📌 Alpha3 - ?

Q?

 www.trustfabric.org

