The 3Cs And Marketing's New Metric

Connection • Communication • Commerce

Putting the CONNECTED INDIVIDUAL at the Heart of Your Business

March 24, 2022

Michael J. Becker
michael@identitypraxis.com

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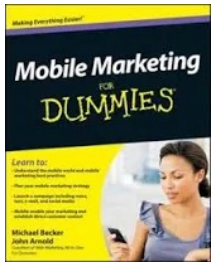

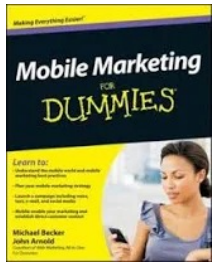

Works in-progress

- The Personal Data & Identity Meeting of the Waters: The Organizational-Centric and People-Centric Approach Confluence.
- Predicting the Determinants of Personal Information Management System (PIMS) Adoption
- Unlocking Your Value: The 5Cs of Personal Knowledge
- The Identity Nexus: Achieving A Personal Data Exchange Equilibrium

About Me
Michael Becker & Identity Praxis

- Run a strategic product, market & business development advisory for Fortune 500s startups, and non-profits. E.g,,Assurant, Mobile Ecosystem Forum, Predii, myPlanit, Phoji, Stand Apart, Moblico, and others
- Speaker and author. I've delivered over 1,000 talks, written several books, and hundreds of articles
- Formerly co-founded the Mobile Marketing Association, am no advising the MEF's efforts surrounding personal data & identity
- Teach and am working on my doctorate assessing into personal information management solution adoption factors

Marketing is Big Business

The global advertising market, which relies heavily on personal data and identity, was sized at $763.2 billion in 2021 (Digital accounted for 64.4% of all advertising in 2021) and is expected to grow to $1,049.95 billion in 2026.(Group M, 2021)

50 percent of budgets spent on personalization (Abramovich, 2020)

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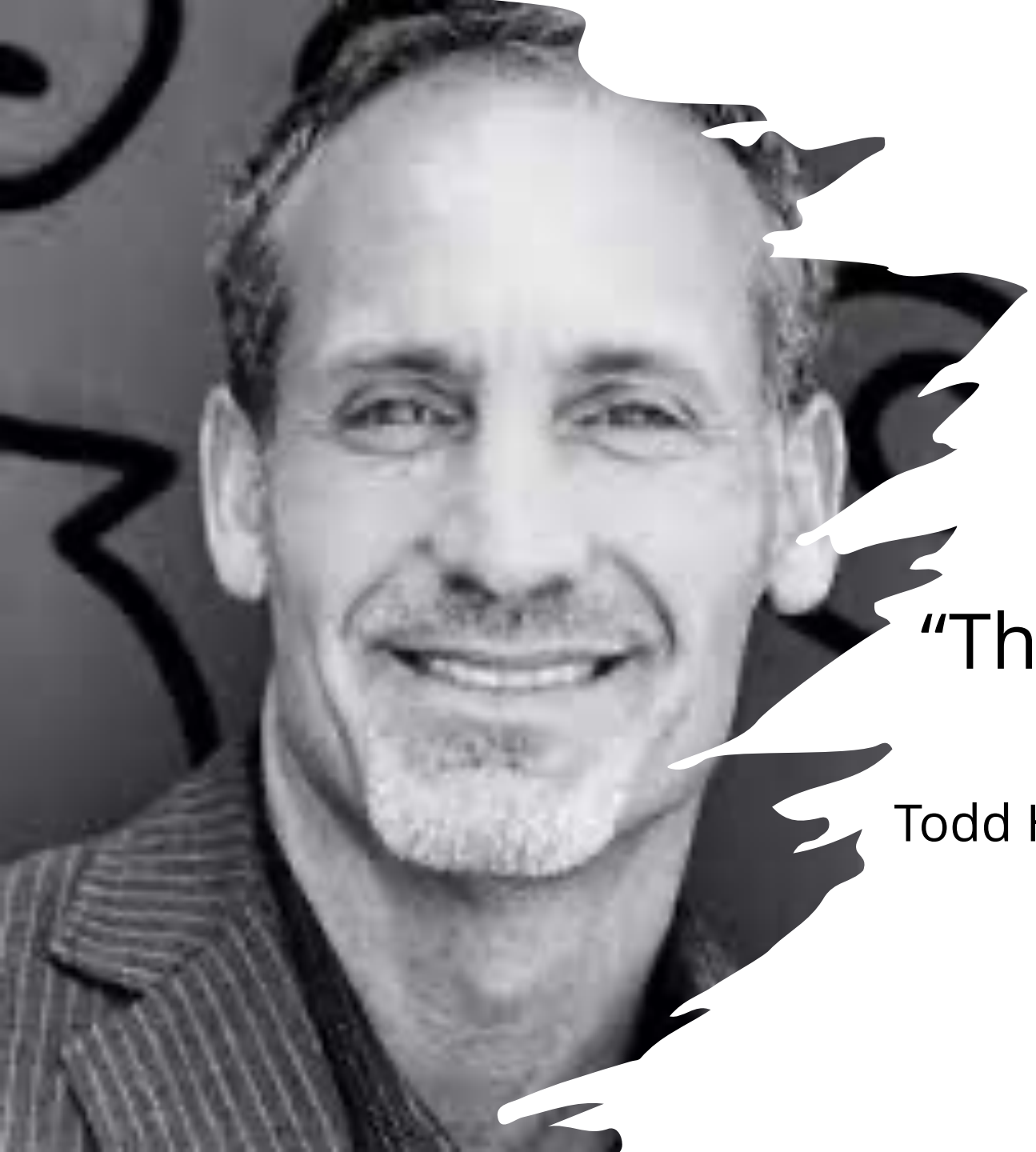

“The consumer is everywhere, and no where.”

Todd Harrison, SVP Innovation, Skechers (2021)

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The Marketer's Job

1

Create an environment where people want to do business with you.

- Theodore Levitt, 1960

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The Awakening
We are phygital beings

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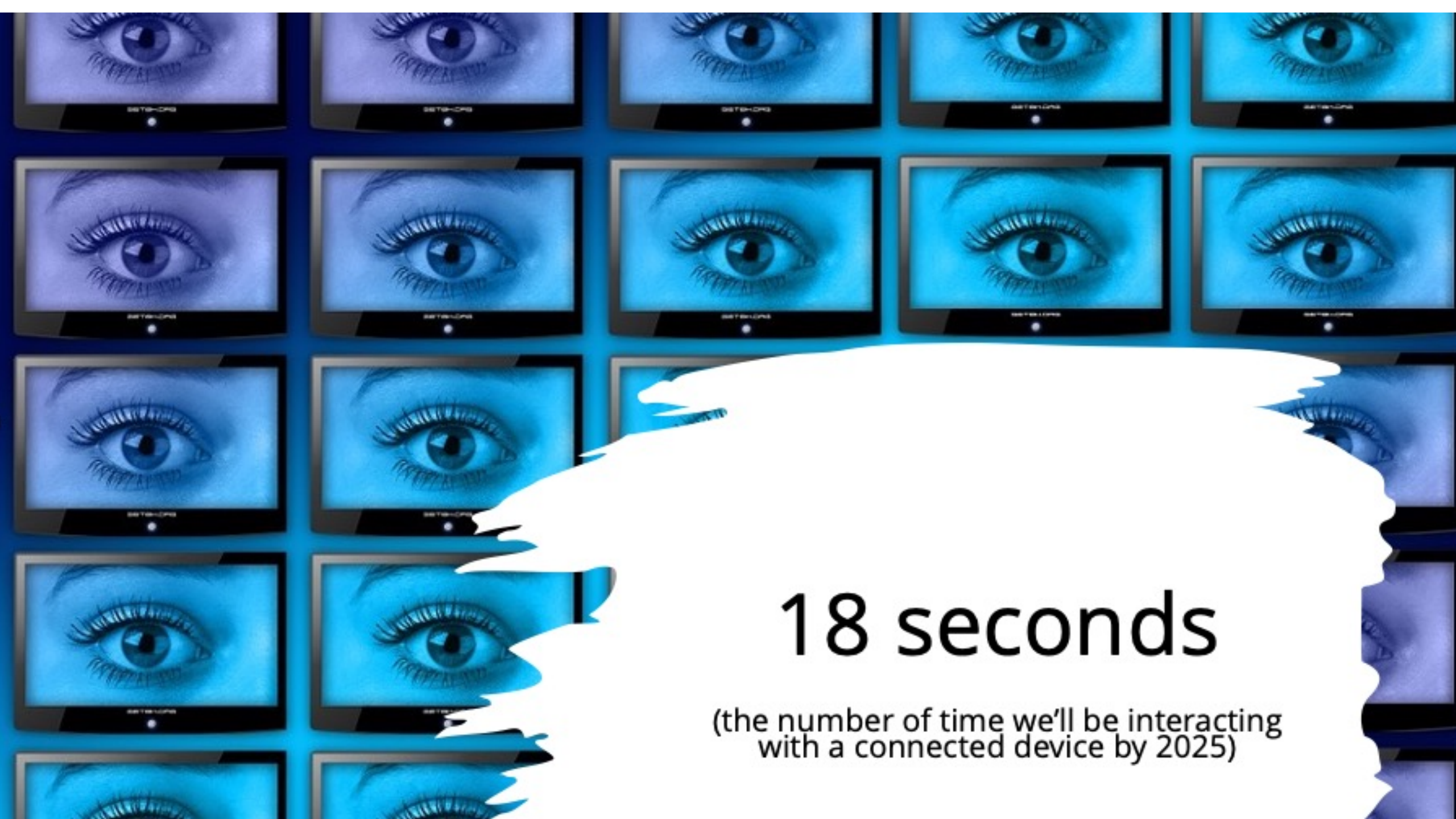
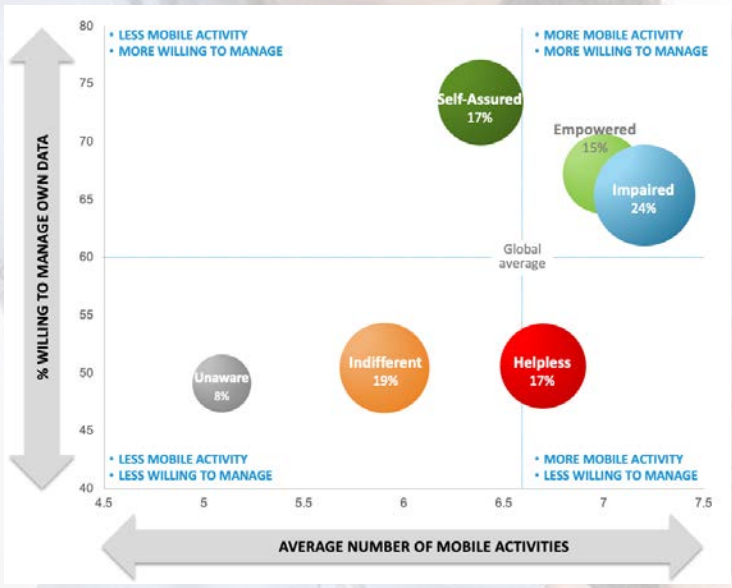
Conception & Birth
Play
Education
Work
Trans-portation
Health
Money
Tax
Sex
Religion
Death
VISA
4000 1234 5678 9010
B. PARKER
12/09



18 seconds

(the number of time we'll be interacting with a connected device by 2025)

People Are Concerned (and justifiably so)



MEF Global Trust Study 2021

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You Should be Concerned Too!

"By 2030 society will no longer tolerate a business model that relies on mass transactions of increasingly sensitive personal data: a quite different system will be in place." WPP, 2021

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The Signs are Already Here

Apple deprecates IDFA
(Facebook alone est. to lose $10 billion, (Ikeda, 2022))

Apple iOS 14 update

Connected Individual Dis-trust
(MEF, 2016, 2017, 2018, 2019, 2020, 2021)

"The Cookie" is in hospice

Privacy-preserving technology adoption 0n the rise
(MEF, 2019, 2020, 2021)

Apple iOS 15 update

People-centric regulations (65% of the world's population covered by 2023; 27 bills in the U.S.)
(Gartner, 2021; Rahnama, 2022)

Est. $10.5 Trillion annual losses to Cybercrime in 2025
(Morgan, 2020)

Google's AAID on its way out too
(Graham, 2021)

Competition: 100s of people-centric models emerging
(MyData, 2022)

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MISR image of the Central Amazon

MEETING OF THE WATERS

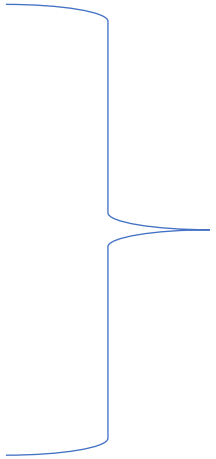
Market pulling these forces are reshaping marketing

Organizational-Centric
Approach

Organizational-Centric Approach

Characterized By:

Data
(personal data)
is an Enterprise Asset



Value Creation
Marketing
Operational Efficiency
Fraud Detection

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Organizational-Centric Approach
People-Centric Approach

People-Centric Approach

Characterized By:

Data

(personal data)

is a Human Right; an Individual and Social Commons Asset

Agency & Autonomy
Self-determination
Dignity
Inclusion
Personal and Community Insights
Happiness
(value creation)

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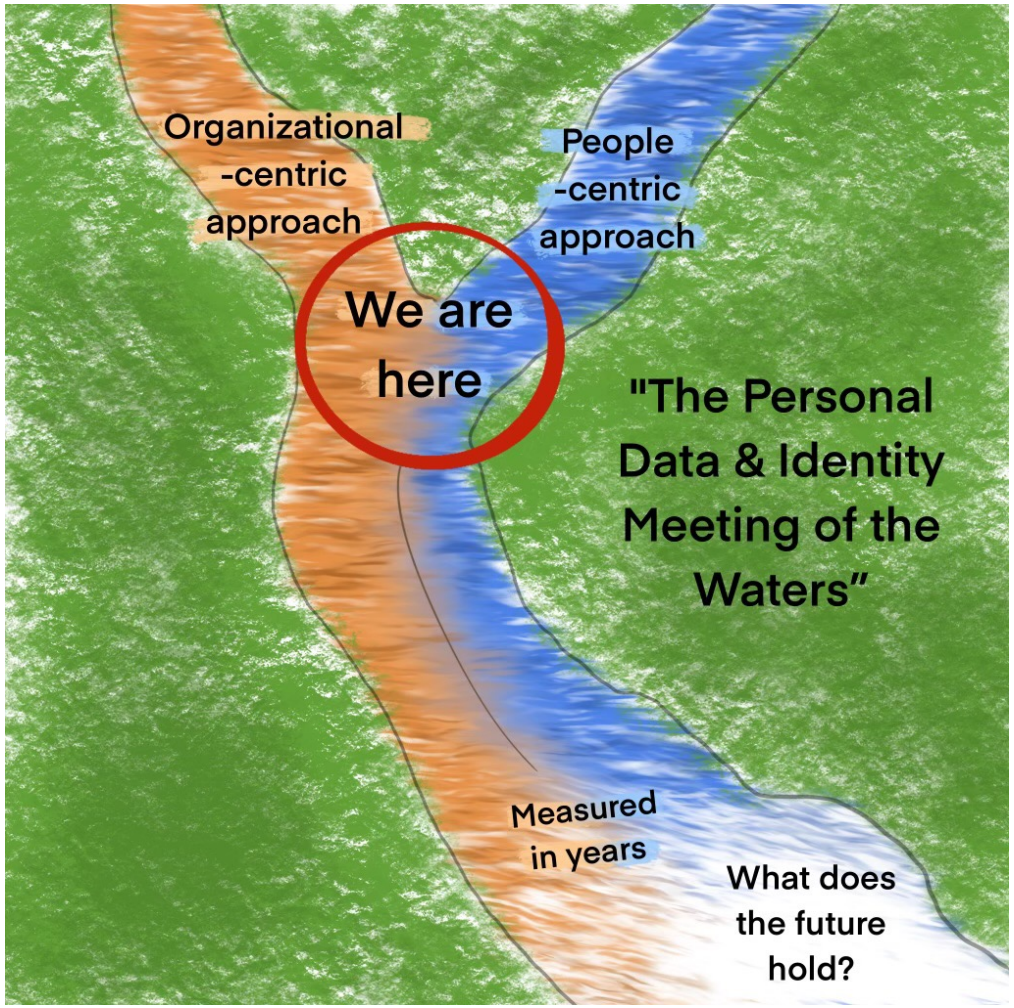

Image Credit: Lauren Becker, 2022

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Image: Derived from Khail Yamoun, tsunamiblu.com/

HARVARD

LAW REVIEW.

VOL. IV. DECEMBER 15, 1890. NO. 4.

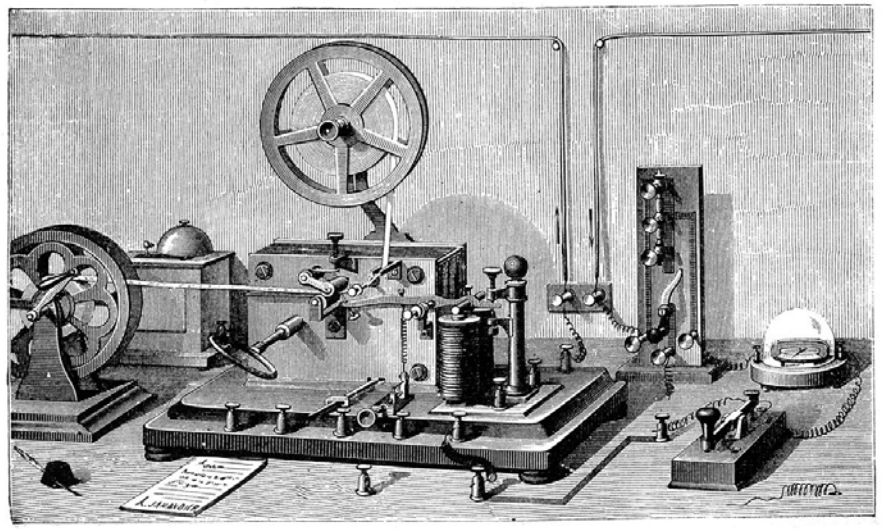
THE RIGHT TO PRIVACY.

"It would be done only on principles of private justice, moral fitness, and public convenience, which, when applied to a new subject, make common law without a precedent; much more when resolved and approved by usage."

WILLIAM J. in Millar v. Taylor, 4 Burr. 2303, 2312.

THAT the individual shall have full protection in person and in property is a principle as old as the common law; but it has been found necessary from time to time to define anew the exact nature and extent of such protection. Political, social, and economic changes entail the recognition of new rights, and the common law, in its eternal youth, grows to meet the demands of society. Thus, in very early times, the law gave a remedy only for physical interference with life and property, for trespasses *vi et armis*. Then the "right to life" served only to protect the subject from battery in its various forms; liberty meant freedom from actual restraint; and the right to property secured to the individual his lands and his cattle. Later, there came a recognition of man's spiritual nature, of his feelings and his intellect. Gradually the scope of these legal rights broadened; and now the right to life has come to mean the right to enjoy life,—the right to be let alone; the right to liberty secures the exercise of extensive civil privileges; and the term "property" has grown to comprise every form of possession — intangible, as well as tangible.

Thus, with the recognition of the legal value of sensations, the protection against actual bodily injury was extended to prohibit mere attempts to do such injury; that is, the putting another in



MORSE TELEGRAPH STATION.

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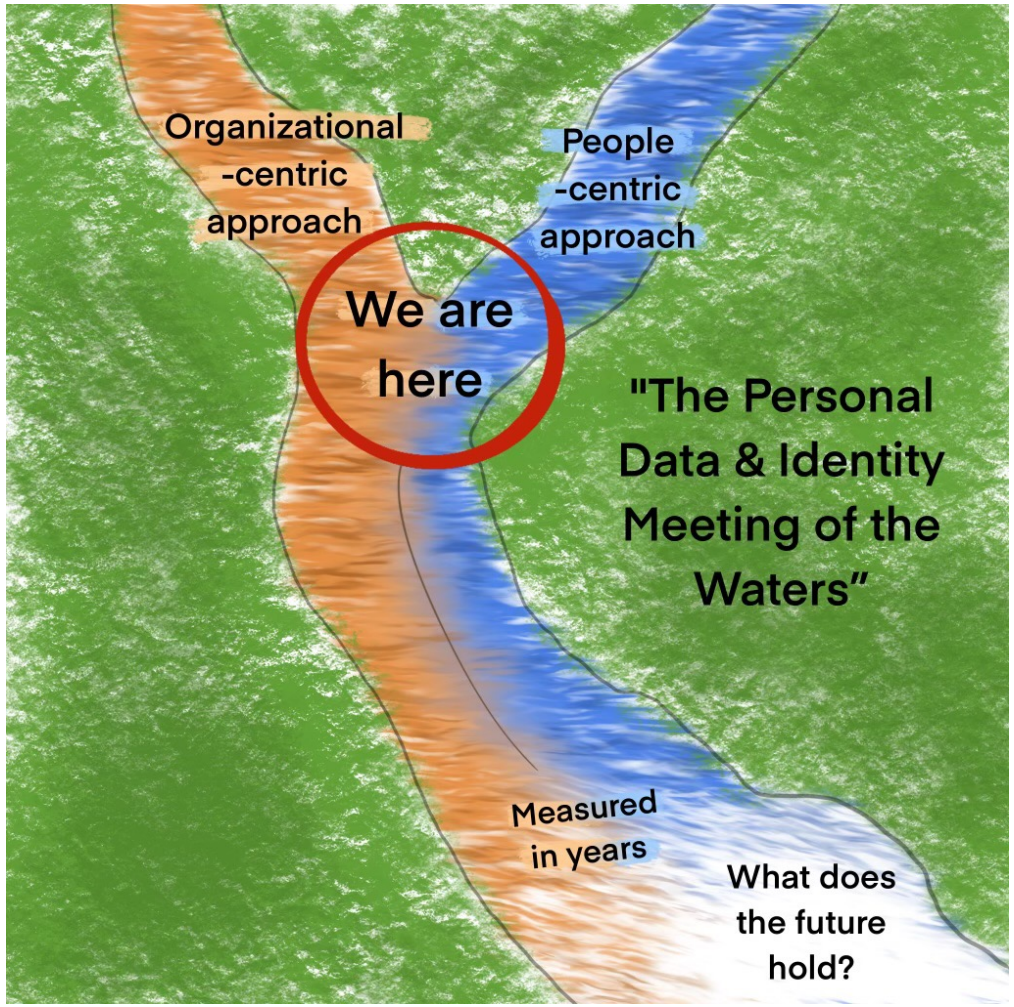

Image Credit: Lauren Becker, 2022

The literature ascribes to both PIMS and the trust intermediaries a variety and forms and names: **memex machine** (Bush, 1945), **ombudsman** (Ware, 1973), **infomediaries** (Hagel & Rayport, 1997; Hagel & Singer, 1999), **information exchange marketplace** (Laudon, 1997), **customer managed interactions** (Watson, 2004, 2003), **vendor relationship management tools** (Vizard & Searls, 2006; VRM, 2008), **lifebits** (Gemmell et al., 2006), **virtual individual servers** (Cáceres et al., 2009), **personal data stores** (Dataswift (2022); Mun et al. (2010); *Unlocking the Value of Personal Data* (2013); Montjoye, 2014z), **customer managed profiling system** (Reppel & Szmigin, 2010), **midata** (Davey, 2011), **life management platforms** (Kuppinger, 2012), **self-sovergeign identity** (Lofretto, 2012), **personal information management services** (Ctrl-Shift, 2014), **my data store** (Vescovi et al., 2014), **personal information management systems** (Abiteboul et al., 2015), **databox** (Crabtree et al., 2016), **information fiduciaries** (Balkin, 2016), **privacy-preserving technologies** (Moiso et al., 2012; Montjoye et al., 2014; Mun et al., 2010; Perentis et al., 2017), **mediators of individual data mid** (Lanier & Weyl, 2018), **information banks** (Hemmi, 2019; Japan, 2018), **data trusts** (Hardinges, 2018), **personal data co-operatives** (Hafen, 2019), **providers of personal data spaces** (Commission, 2020), **data custodian** (CDEI, 2021), **data exchange** (CDEI, 2021), **digital wallet** (Lemoie, 2021), **digital personal data stores** (Mariani et al., 2021), **authentic data economy** (Huseby, 2021), **data stewards** (Flanagan, 2022), **digital fiduciary** (Flanagan, 2022), **data collaborative** (Flanagan, 2022), **data commons** (Flanagan, 2022), **data cooperative** (Flanagan, 2022), **public data intermediaries** (Flanagan, 2022), **private for-profit data intermediaries** (Flanagan, 2022), **non-profit data intermediaries** (Flanagan, 2022), **pod** (Solid, 2018), **data passport** (Dataswift, 2022).

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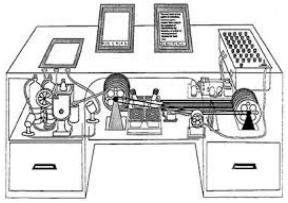
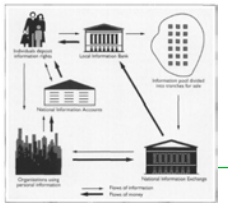
How we got here: the Rise of The Personal Information Economy



Wave 0: Vision: 1945~1990



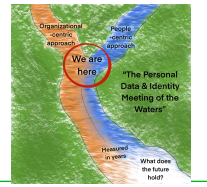
+ Info intermediary concept

Wave 2 Academic /Theoretical: 1990~2000

WORLD ECONOMIC FORUM

Personal data [identity] the new asset class

Wave 3 - : Emergence 2000~2020 (est)



Wave 4 – The Meeting of Waters (Convergence): 2020 (est) ~ Future

Internet 0.0

Internet 1.0
"Information Age"

Internet 2.0
"Platform/API Age"

Internet 3.0
"Tokenization Age"

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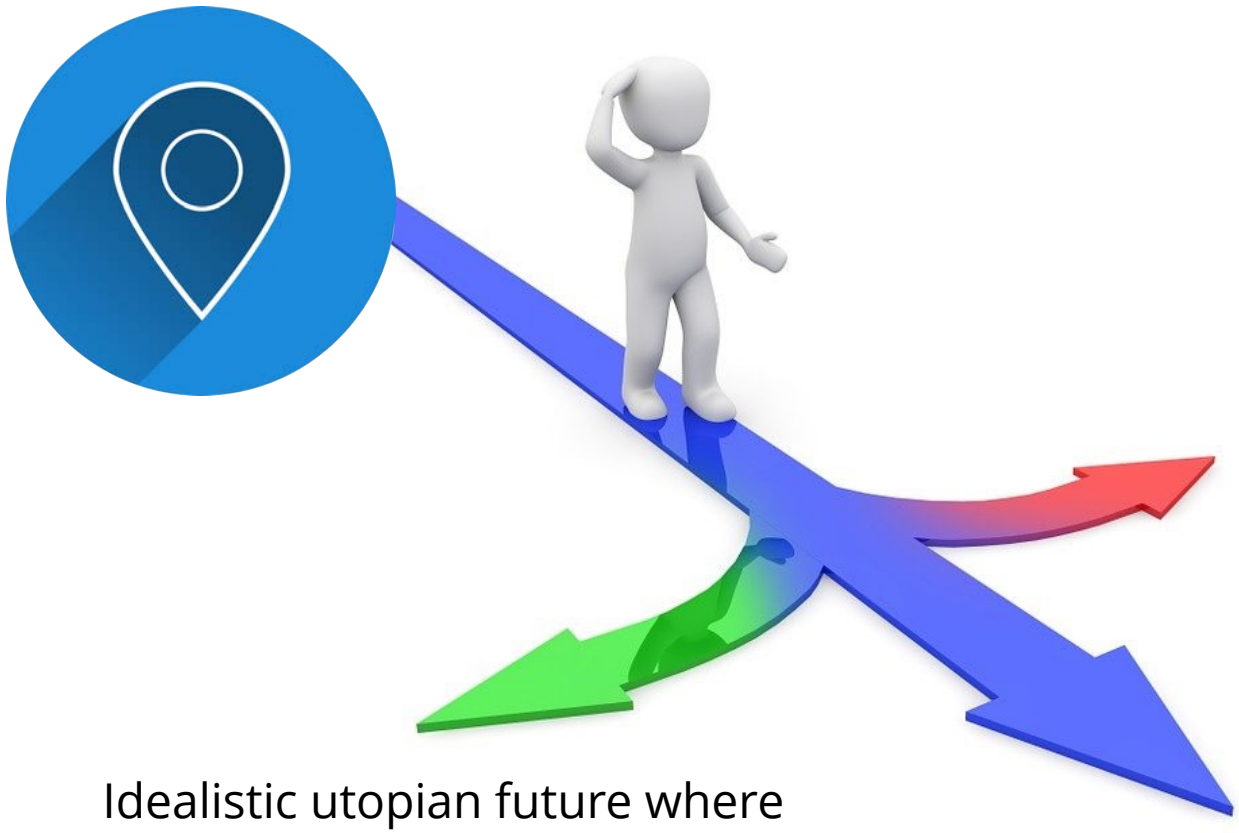
A glimpse into three futures



Which path will you choose?

Dystopian future where ”Orwell” could be considered an optimist
(we may already be here BTW): think Brave New World meetings Soylent Green meets Blade Runner…

Idealistic utopian future where everyone has complete control of their phygital (even Huxley has said this is not sustainable)

The Identity Nexus™ The contextually optimal (an equilibrium) point of personal data & identity exchange throughout the world’s societies and economies.

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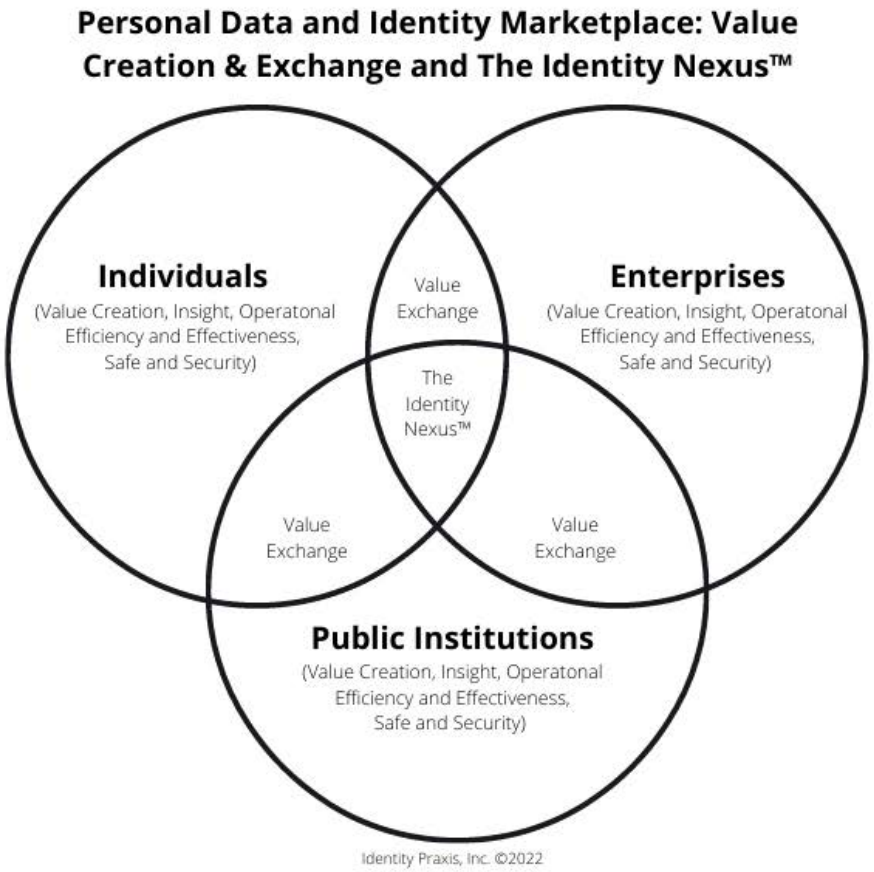
The Identity Nexus



The Identity Nexus™ Equation

$$\text{The Identity Nexus} = iVR \sum \frac{Value}{Risk} + \text{eVR} \sum \frac{Value}{Risk} + piVR \sum \frac{Value}{Risk} + (sg \sum - ex \sum)$$

Legend: iVR=individual value ratio, eVR=enterprise value ration, piVR=public institution value ratio, sg=social good, ex=externalities

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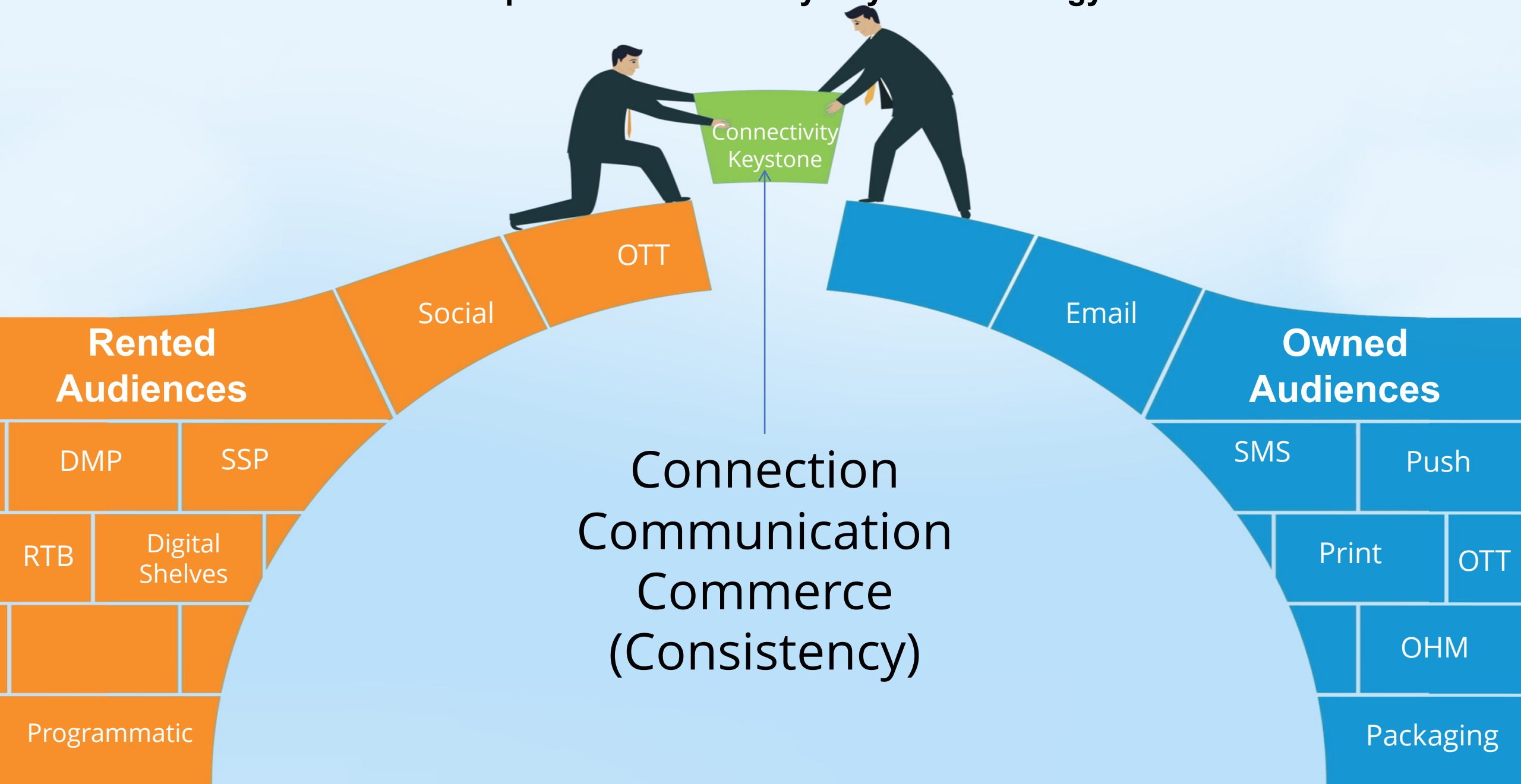
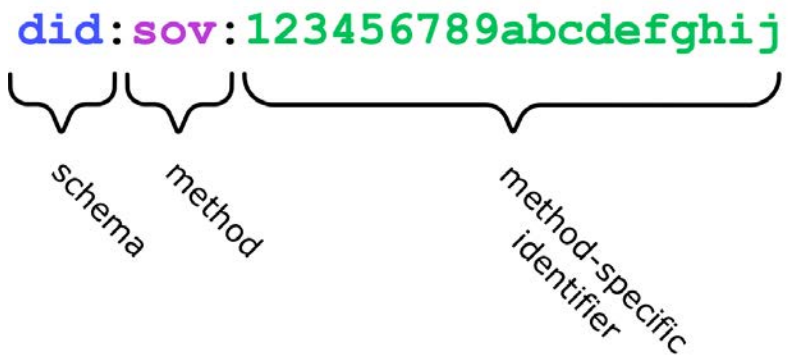
Find and Set Your ”Connectivity Keystone”
Develop Your “Connectivity Keystone Strategy”



Marketing's New Metric: NVC

2

Number of Verifiable Connections (NVC): The number of people-centric direct connections maintained between individuals and an organization.



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PD&I Working Group 2022 Priorities

1. Education on the five-pillars of digital sovereignty, starting with awareness
2. Identification of responsible personal data & identity business models
3. Global understanding on the interrelationship between privacy, security, and compliance
4. Address cybercrime and poor data stewardship
5. Increased organizational capabilities for effective people data management
6. Regulators' understanding of technology
7. Secure backend & IoT data interoperability

What to Look Forward To:

Event: MEF CONNECTS Personal Data & Identity, May 2022

Report: 8th Annual Trust Study, June 2022

Book: The Personal Data & Identity Meeting of the Waters, June 2022

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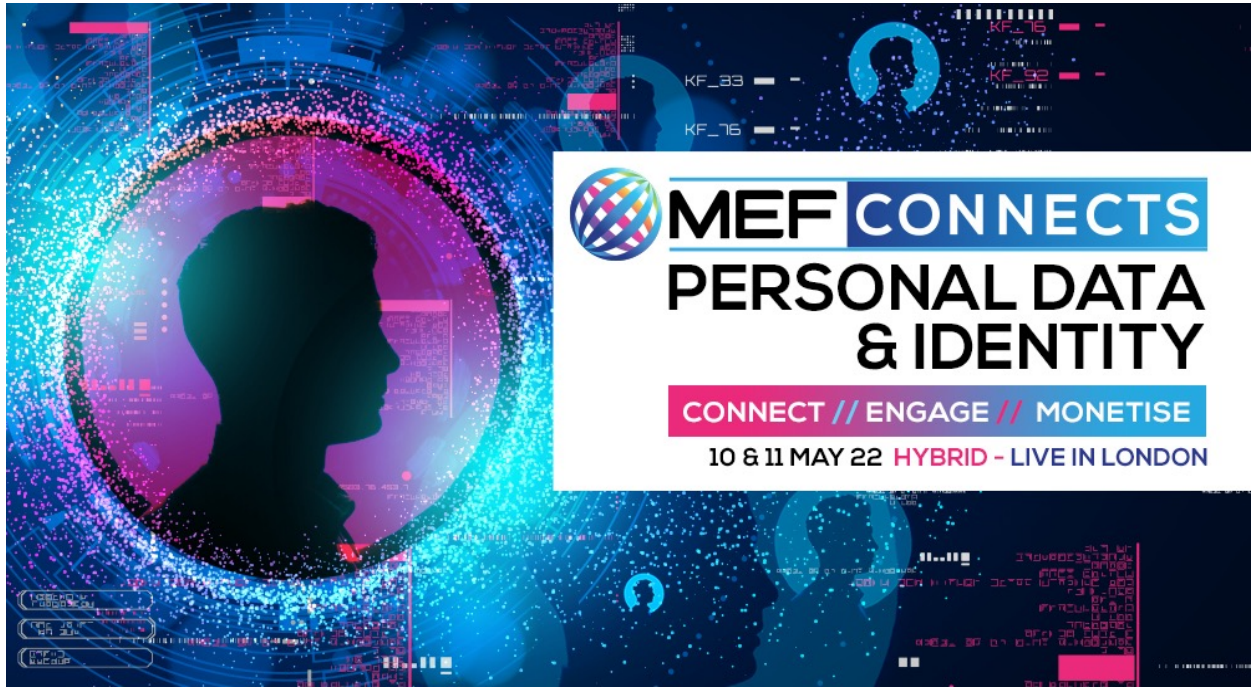
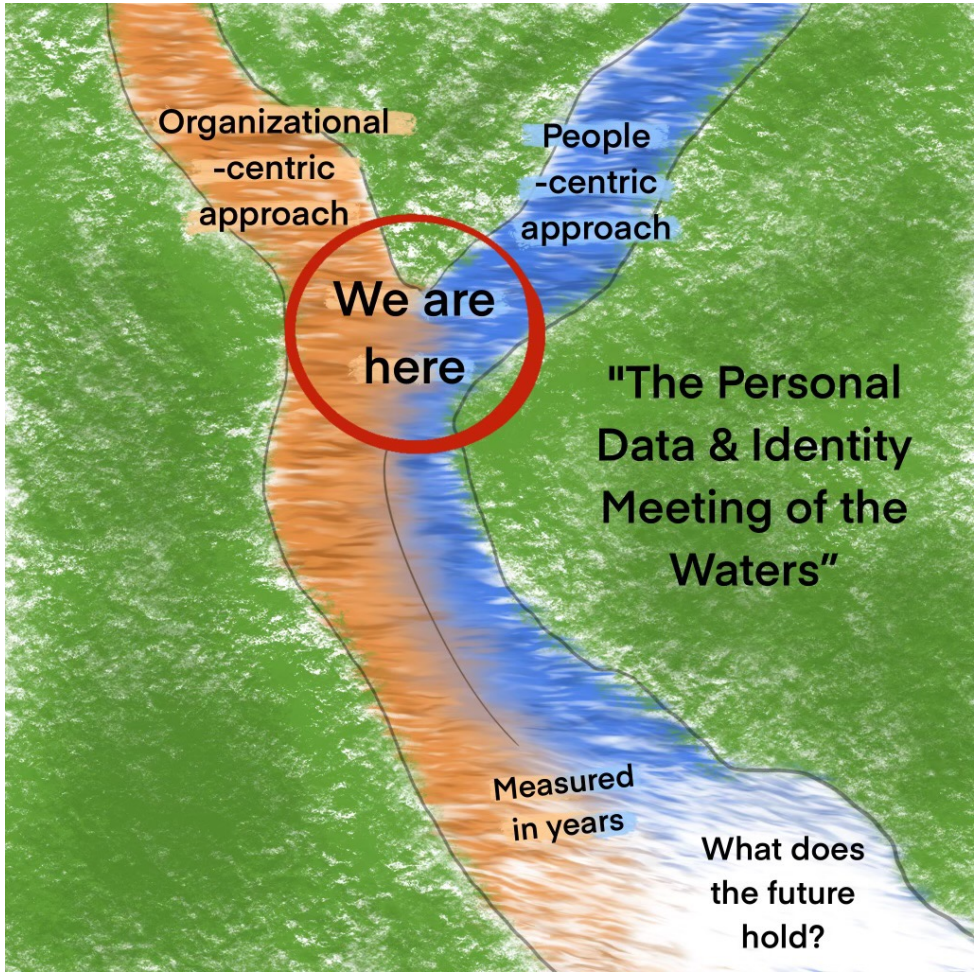


When: Tuesday, May 10 and Wednesday, May 11, 2022
Time: 9:00 AM GMT—17:30PM GMT
+ MEF MEET UP 17:30 – 20:30 Tuesday May 10
Where: One Moorgate Place, London EC2R 6EA, UK



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Featured Speakers

Todd Harrison
SVP Digital Innovation
SKECHERS

Tim Green
Editor
MEF

Allister Fraser
Digital Identity - New Business Development
BT British Telecom

Chris Lewis
CEO
LEWISINSIGHT

Nicky Hickman
Freelance Product & Innovation Specialist

Craig Thole
SVP, Connected Living Products
ASSURANT

Andrew Bud
CEO
iproov

Dario Betti
CEO
MEF

Irene Ng
CEO
Dataswift

Michael J. Becker
CEO
Identity Praxis, Inc.

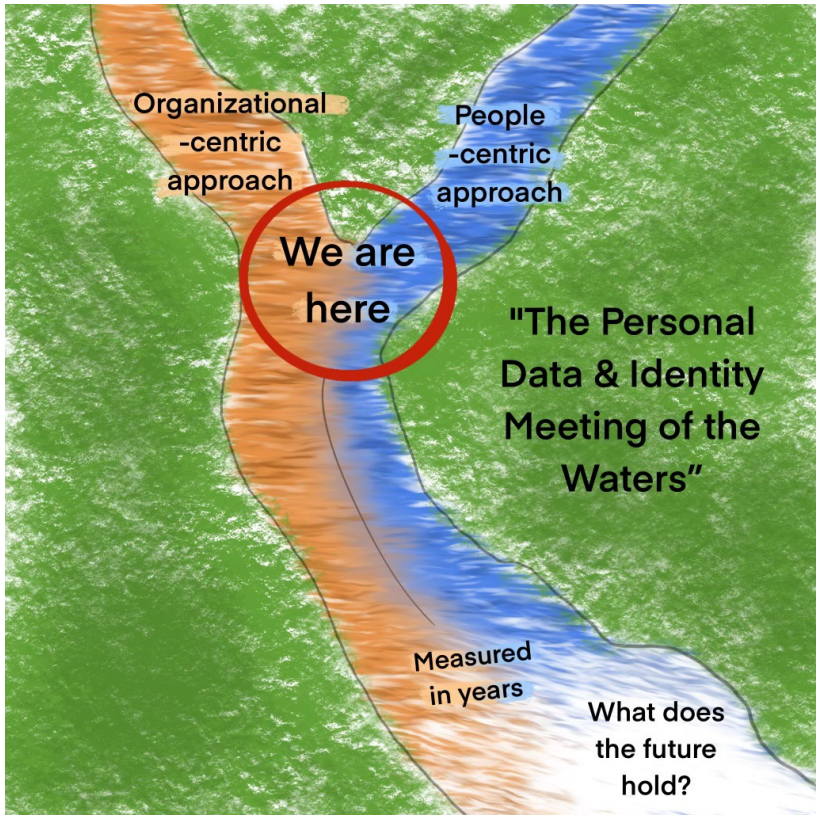
Lee Suker
Head of Authentication & Number Information
sinch

Barbara Langer
Co Founder and Director
Insight Angels

Alan Mitchell
CEO
^mydex

MEF CONNECTS Personal Data and Identity

- A two-day event bringing together industry thought-leaders to discuss the current and future state of personal data and identity and its impact on the world's societies and economies, and markets.
- We'll dig into the two converging market approaches for tapping into the value generated by personal data and identity--the organization-centric approach and the people-centric approach.



Day 1: Setting the Stage and The Organizational Approach

Themes:

- Personal data and identity are generating a multi-trillion-dollar market opportunity, no industry will be left untouched.
- Share case studies on how organizations are leveraging personal data to connect and serve customers along every step of the customer journey,
- Best practices identity management and methods for combating fraud and cybercrime.

Day 2: The People-Centric Approach and Looking to the Future

Themes:

- Rise of the personal information economy and the people-centric approach to personal data and identity management.
- Use cases, new tools and services, regulations, and standards (e.g., self-sovereign identity) that will put individuals in control of their data and identity.
- Insights into what the future may hold for you and your business

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Get Involved

Register your interest in the event today. Ask about:

- Speaking
- Sponsoring
- Joining event Advisory Council
- Getting involved with the Personal Data & Identity working group

Visit: https://mobileecosystemforum.com/events_/mef-connects-personal-data-identity/

Image: Lauren Becker, 2022

Let’s Connect

- I’d love to hear your story
- Interview you for my videocast and the MEF blog: capture and evangelize your thought-leadership and insights

Find A Spot On My Calendar That Works for You

https://calendly.com/identitypraxis/60min.

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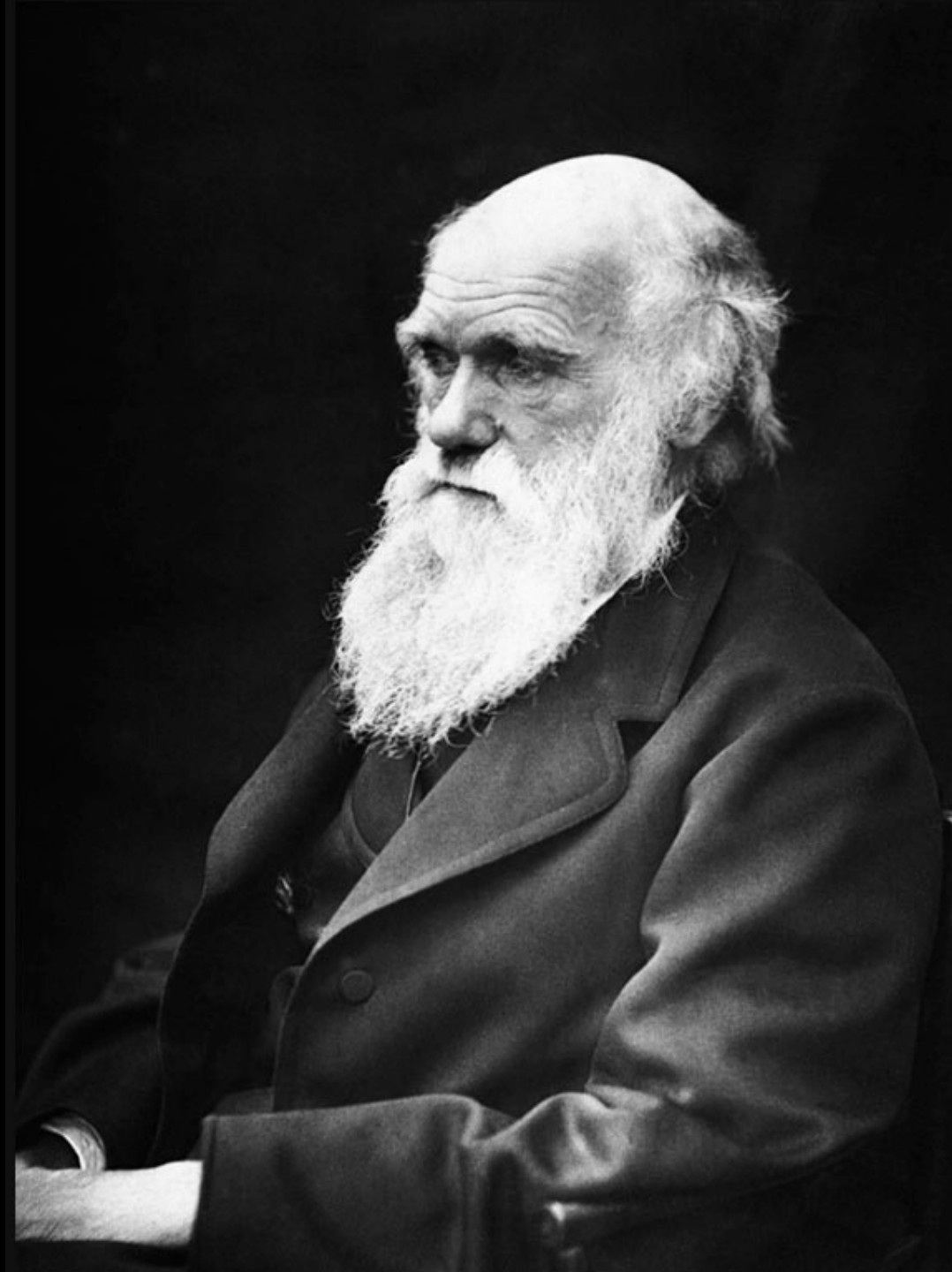
It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.

CHARLES DARWIN



Your brand will be shaped by your ability to **reach the connected individual.**

Your career will be shaped by your ability to learn & re-learn.

We’re just getting started!!!

Michael Becker

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