IDS becomes a global de facto market standard for the sovereign use of data

Vision

As the perception of the value of data is gaining importance in the global value creation, the IDS Approach enables dynamic data and business transactions between participants globally and across all domains.

The IDS reference architecture and ecosystem will achieve and defend their status as de facto market standard for the trade and exchange of all kinds of data assets.

Trust between participants and data-sovereignty are placed at the heart of the IDS: They will be guaranteed to data providers in terms of e.g. who is using their data, for how long, for which application, how many times and under which terms & conditions.

Finding and authenticating appropriate transfer partners will be substantially facilitated, so will the legal and commercial governance of transactions.

By permanently screening and adopting new developments and requirements, the International Data Spaces Association establishes itself as a sustainable building block for ecosystems making the data economy come true.”
IDSA MISSION
IDS BECOMES A GLOBAL DE FACTO MARKET STANDARD

The long-term development of the IDSA shall be based on the following foundations, serving as core goals at the same time.

1. Evolution of IDSA Offering
   - Reference Model & Eco-System

2. Global Growth of Member Base and Funding
   - Market penetration, additional countries & initiatives

3. Utilization and Proliferation
   - Scale user-base & service- / infrastructure provider

4. Professionalization of the Association
   - Standardized processes and routines
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**Market penetration**
- "MEMBERS GET MEMBERS" MGM
  - Follow value chains of members and their industries up- and downstream
  - Identify and address target industries ("verticals")
  - Use established platforms, institutions and initiatives

**Additional countries**
- Regional IDS Hubs (hereinafter referred to as IDS Hubs)
- Ties with similar associations and initiatives
- Leveraging international set-up of existing members

**Additional initiatives**
- Onboarding support & workshops
- Business model workshops facilitated by IDSA or its members
- Outsourced consulting & implementation services

Growth directions

- Market penetration
- Additional countries
- Additional initiatives

Global Growth of Member Base and Funding

Market penetration, additional countries & initiatives

www.internationaldataspaces.org
MGM CONCEPT
AN ESSENTIAL BUILDING BLOCK OF GLOBAL GROWTH OF MEMBER BASE AND FUNDING
For **IDS becoming a global de facto market standard**

the International Data Space Association ...

- Depends massively on the support of its established members
- Is able to grow by activating its members
- Needs to enable the great potential of its members’ networks
- Offers a win-win situation for members recommending the IDSA
Focus on **SMEs**, which are ...

- Integral parts of their supply chains and value creation networks
- Engaged in industry associations, cross-industry initiatives, etc. and in regular touch with industry peers and competitors
- Playing a pivotal role in the acquisition of new members in Germany, Europe and around the globe
Whilst the underlying **motivation** for IDSA members to contribute to our growth is their own business growth and innovation ...

... we still plan to acknowledge their **engagement** in winning new members and **incentivize** them.
MGM CONCEPT
REWARDS

No money.

Instead, we plan to pay with **IDSA-currency**:

- Engaging members to drive usage of IDSA technology and standards,
- Facilitating mutual learning and the exchange of application concepts,
- Growing and activating the IDSA community
- Sharing insights on business benefits of planned and existing use cases
HOW TO?
OUR INCENTIVES MATERIALIZE IN SERVICES OF THE IDSA ITSELF

... provided either by members, the support centre or even by 3rd parties, with a value loosely linked to the membership fee generated by the acquired member.

1. **Services provided by IDSA Members**
   "PwC CIO Event"

2. **Fireplace Talks**
   "Bringing existing and potential users together, informally"

3. **Workshop Voucher**
   "Kicking ideas off and getting winning concepts through the door..."
First things first

A catalogue of IDSA and our members’ facilitating and supporting services is on our development list.

But not for 2018.

Ideas from members are welcome and will be put in our repository of ideas.

Until later.
We say thanks using “old school” tools.

In co-operation with a spirits-distributor, we will dispatch a bottle of champagne as “old school” benefit.

IDSA won’t carry any stock nor will it use own resources for logistics process.

“Own currency” in form of services will be tested well into 2019.
• Reward should apply to both, the new IDSA member and the organisation which referred it to the IDSA.

• Start with a regular “always on” MGM offer. Later-on, we might test particularly hot offers with a time limit on them.

• Involve recent members as actively as those which we considered as key multipliers.

• Ideally, the referring member gets the ball rolling vis-à-vis the new prospect, so that our get-in-touch is not considered as spam.

• Tools for members and new prospects must be easy to find and easy to use.

• MGM offer will be online with simple email notification to parties involved.

• Administration-wise, we will track references, earned and consumed benefits.
MGM PROCESS
BUILT-IN ON OUR WEBPAGE
MGM CONCEPT
PROCESS

START MGM Process

Member accepts a Prada form for their proposition on our website. Process begins.

Member fills out Prada form.

Prada form is received by ISDA.

IDSA contacts candidate.

Thank you for actively supporting us and recommending ISDA. We will keep you informed of the further dialogue with the candidate.

Existing member fills out Prada form.

Existing member is already a member in ISDA.

No response from the candidate.

Candidate receives reminder after 1 week.

No response from the candidate.

No, he already been reminded.

Existing member is politely called in to activate the interested party.

Existing member contacts candidate.

Process for weak point analysis is started.

END MGM process: It is known why the candidate did not become a new member, the existing member was informed about failure.

We are very pleased that you would like to join the group of connected ISDA users. Let us talk about how we can support your company in developing your use case.

Positive response from the candidate.

Standard process for new members starts.

Candidate gets member.

Existing member receives bonus.

*Our recommendation was successful, we are pleased to offer you the XY bonus.*
We’ll get started in small pragmatic steps

and will enhance the MGM concept over time

Let’s go!
Looking forward to receiving your recommendations

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