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What I do

- [reflect] - understand and describe complex service systems in abstract and concrete terms
- [shape] - Design of complex service systems
 - Multi-party outcome-based contracts
 - Markets
 - Spatial Experiences e.g. Cruise ship, retail, university as a service, smart home
- 4 main knowledge base of my work <https://t.co/vijp35y1ix>
 - Economic and business models
 - Behaviours - sociological and psychological
 - Technology & engineering
 - Systems theory



Structures



Products as structures

Markets occur when a product become an institutionalised solution to a customer's problems

All products enable and disable



It spells out what you can do, and what you cannot do

But markets correct that.... The role of markets

- Coordination (finding out who wants what, who has what)
- Facilitate Exchanges to fulfil needs
- Allocation and reallocation of resources
- Establishing price through exchange
- Provide choice and freedoms to absorb market variety/ individual heterogeneity
- May create externalities (pollution)
- May need to be regulated

Sooner or later, new products will make old products obsolete

Unless there is failure

Data doesn't just appear. It needs to be created – and its created by those that own the technology

Market failure on the Internet

- The value of 'horizontal' personal data
- The role of the individual

The value of 'horizontal' personal data

- Vertical data structures
- Not shareable for privacy reasons



The role of the individual

legacy models
Path dependent business models
No real representation on the Internet



Multi-sided Market
Platform for New
Economic and
Business Models



Irene Ng, Roger Maull, Jon Crowcroft, Tom Rodden,
Glenn Parry, Kimberley Scharf, Chris Speed



The HAT hand over to the HAT foundation

The HAT – schema, logic, ontology

6 briefing papers covering

- The design of the HAT ecosystem
- The design of economic incentives
- The role of the regulator and trust broker
- The compliance requirements for the ecosystem on privacy, confidentiality, security and trust
- The design of economic and business models for the stakeholders

All released as open sourced, and as a free resource

The screenshot shows a browser window with the address bar displaying 'info.cern.ch/hypertext/WWW/TheProject.html'. The page content includes the title 'World Wide Web' and a description: 'The WorldWideWeb (W3) is a wide-area [hypertext](#) information retrieval initiative aiming to give universal access to a large universe of documents.' Below this, there are several links: 'executive summary', 'Mailing lists', 'Policy', 'November's W3 news', and 'Frequently Asked Questions'. A section titled 'What's out there?' lists various resources like 'subjects', 'W3 servers', 'Help', 'Software Products', 'Technical', 'Bibliography', 'People', 'History', 'How can I help?', and 'Getting code'.

Let's set some expectations

here is the world's first
hypertext browser

The HAT on Rumpel

THE WORLD'S WORST HYPERDATA BROWSER



HAT Foundation – constitution



Company limited by Guarantee:

- Regulates the exchange – as the “Scheme Authority” ⁽¹⁾
- Guards the community interest
- Commissions new research thro’ Warwick University

Company limited by Shares:

- Operates the exchange – as the “Scheme Operator” ⁽¹⁾
 - Community development
 - Provisioning / GUIDs
 - Member service, including compliance
- Community-based technology development

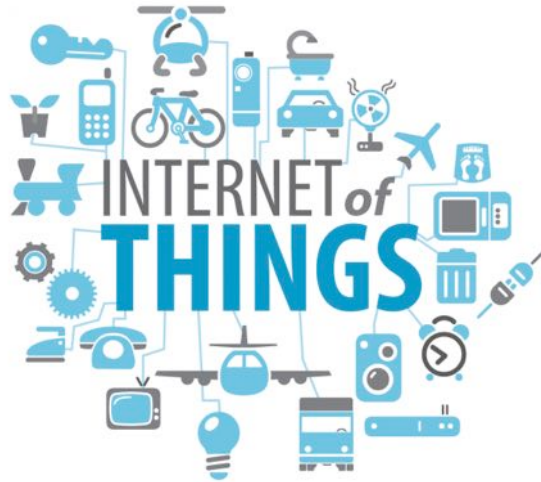
(1) – terms to align with the Digital Catapult’s Trust Framework Initiative

We are at the Cusp

An epic collision of the physical and the tron-like Internet

- Amaxon, FB, Twitter, Google USD988b
- P&G, Nestle, Coca Cola, Samsung, USD815

Let's put individuals back in the game



Back our indiegogo campaign

[HTTP://BIT.LY/GRABAHAT](http://bit.ly/grabahat)