

Community of Interest
Economic/ Social / Political
Sovereignty

Gap between idealism and
commercial reality ; VRM
vendor and community /tribe

By Philip Browning July 2016



(front end maybe an app
/Platform interface (Eg
PIMS) reflecting the
governance principles of
the community)

I enter my data into someone
elses' platform for
(free)/advertised/subscription
based services: they monetize
my data

Individual consumer to enterprise transaction focus

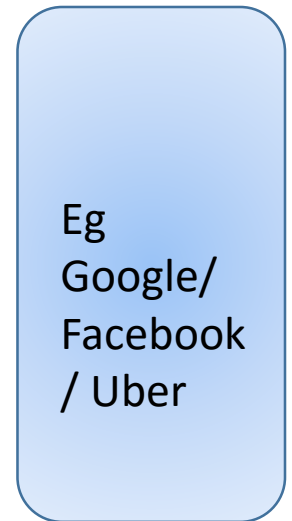
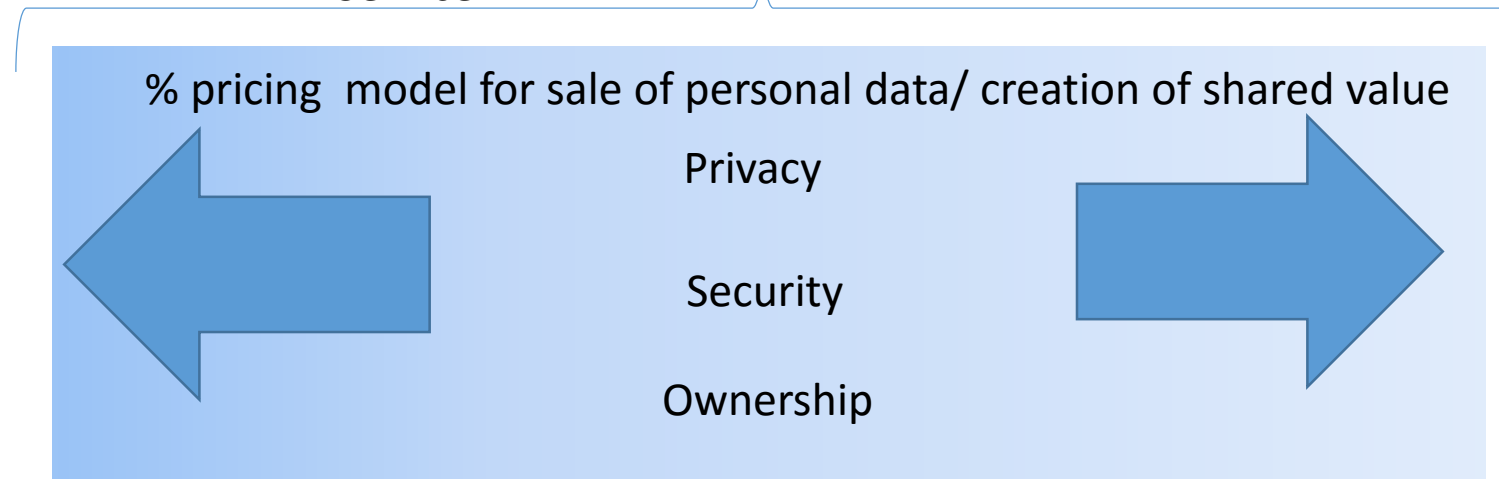
Eg Existing
PIMS
Terms of
Service

Who is the customer: Enterprise?! /
consumer – both (aim/purpose)?



P2P Platforms
(platform coops)
(4th Parties)

(Self governing/ community
based terms of service and
individual ownership (of data))



Emphasis and spectrum of data security, privacy, ownership -revenue

**Personal Data Intermediaries - Tools / Vaults / Agents/ PIMS
That seek to partner with “me” for the “internet of me”**

Existing (On-Demand) Platforms
(Platform owner
sets the rules)/
Typically Disproportionally
hordes value