

Search for Viable Business Models

Jeffrey Friedberg

*Chief Trust Architect
Microsoft Corporation*

Abstract

- **Many factors gate the adoption of NSTIC by the ecosystem. A critical area to investigate, especially for the private sector, is whether there are sufficiently compelling business models.**
- **NSTIC privacy principles suggest a decoupling between those providing identity information (i.e. identity and attribute providers) from those that consume it (i.e. relying parties).**
- **A number of identity and attribute providers are concerned: these linkages can add significant value to their business and help offset potential liability.**
- **Some have called this dilemma the “economic elephant in the room.”**
- **The panelists will offer their perspective on these challenges as well as any ideas they might have for overcoming them.**

Panelists

- **Tyler Moore**
- **David Coxe**
- **Peter Graham**
- **Kaliya Hamlin**