



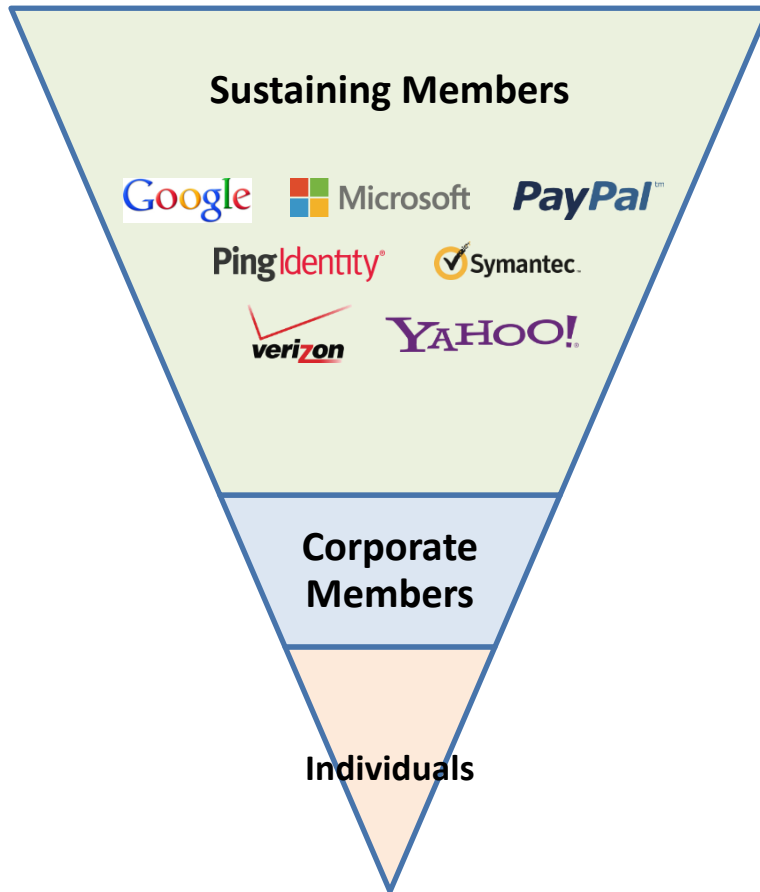
2013 Membership Recruitment and Value Proposition

Don Thibeau
Executive Director

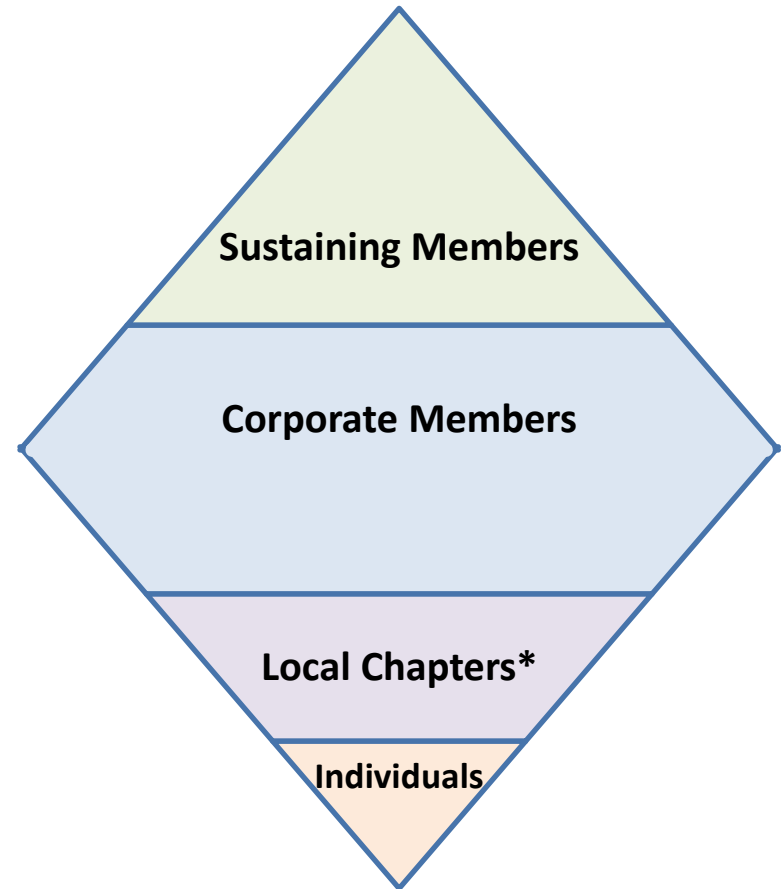
Status Update

Membership Strategy

Today: Subsistence

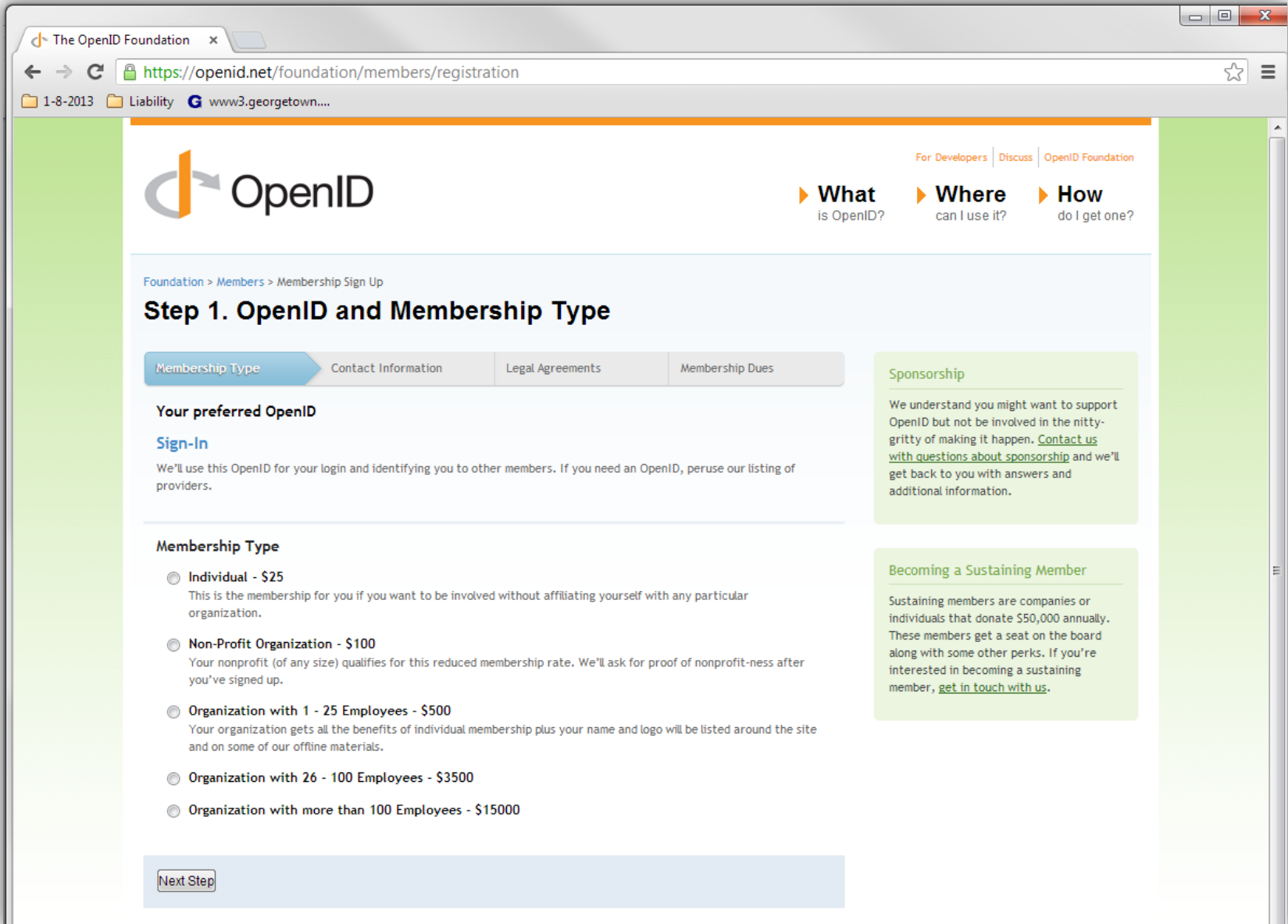


Future: Sustainable



Current Status

- ✓ OI DF leadership and budget stable
- ✓ Simplified membership, governance structure
- ✓ “Membership Value” aligned across website, presentation, marketing one-pager
- Targeted recruitment campaigns underway
- ❑ International Chapters program in development
- ❑ OI DF.net upgrade
- ❑ Outsource recruitment proposal



The screenshot shows a web browser window with the URL <https://openid.net/foundation/members/registration>. The page features the OpenID logo and navigation links for "For Developers", "Discuss", and "OpenID Foundation". The main heading is "Step 1. OpenID and Membership Type". Below this, there are four tabs: "Membership Type" (selected), "Contact Information", "Legal Agreements", and "Membership Dues". The "Membership Type" section lists five options with radio buttons: Individual - \$25, Non-Profit Organization - \$100, Organization with 1 - 25 Employees - \$500, Organization with 26 - 100 Employees - \$3500, and Organization with more than 100 Employees - \$15000. To the right, there are two green callout boxes: "Sponsorship" and "Becoming a Sustaining Member". A "Next Step" button is located at the bottom left of the page.

The OpenID Foundation

[For Developers](#) | [Discuss](#) | [OpenID Foundation](#)

▶ **What** is OpenID? ▶ **Where** can I use it? ▶ **How** do I get one?

Foundation > Members > Membership Sign Up

Step 1. OpenID and Membership Type

Membership Type Contact Information Legal Agreements Membership Dues

Your preferred OpenID

Sign-In

We'll use this OpenID for your login and identifying you to other members. If you need an OpenID, peruse our listing of providers.

Membership Type

- Individual - \$25**
This is the membership for you if you want to be involved without affiliating yourself with any particular organization.
- Non-Profit Organization - \$100**
Your nonprofit (of any size) qualifies for this reduced membership rate. We'll ask for proof of nonprofit-ness after you've signed up.
- Organization with 1 - 25 Employees - \$500**
Your organization gets all the benefits of individual membership plus your name and logo will be listed around the site and on some of our offline materials.
- Organization with 26 - 100 Employees - \$3500**
- Organization with more than 100 Employees - \$15000**


Sponsorship

We understand you might want to support OpenID but not be involved in the nitty-gritty of making it happen. [Contact us with questions about sponsorship](#) and we'll get back to you with answers and additional information.

Becoming a Sustaining Member

Sustaining members are companies or individuals that donate \$50,000 annually. These members get a seat on the board along with some other perks. If you're interested in becoming a sustaining member, [get in touch with us](#).

[Next Step](#)



OpenID
Foundation

At the center of internet identity

OpenID Foundation (OIDF)
is an international standards development organization specializing in internet identity standards. It is a non-profit organization of individuals, and companies committed to enabling, promoting and protecting OpenID technologies. Formed in June 2007, the foundation serves as a public trust organization representing the developers, vendors, and users.

OIDF provides needed infrastructure to support the development of OpenID technologies, e.g. managing intellectual property and brand marks, as well as facilitating the global proliferation of OpenID technologies.

Join OIDF:
Membership is open to all individuals and organizations interested in helping enable the productive functioning and promotion of OpenID.

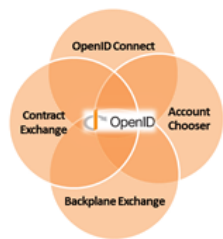
<https://openid.net/foundation/members/registration>

Contact:
Email: help@oidf.org

OpenID Technology standards help build and manage internet identity-enabled access control systems. Members propose new work items to be standardized through working groups.

APPLICATIONS

- Single Sign-On
- Mobile Payment
- Explicit Consent
- Attribute-Based Access Control
- API Access Governance
- On-the-Fly Provisioning



FUNCTIONALITY

- Dynamic Identity Federation
- Service Discovery
- Service Registration
- Mobile Apps Authentication
- Session Management
- Cross-Domain Communication

JOIN TO:

- COLLABORATE** with competitors and partners to build pragmatic industry-wide standards in an open-IPR structure.
- GAIN EARLY INSIGHT** into market requirements to enhance existing services and launch new features.
- ENHANCE EXPERTISE** by teaming with a worldwide network of developers, architects, and domain experts.
- SHARE COSTS** in work group research and interoperability testing of complex technical problems in internet identity.
- INFLUENCE** the direction of internet identity in coordination with related standards development, certification, and testing organizations.

2013 Membership Structure

TIER	DUES	Members	Revenue
Individual level	\$25	304	\$7,600
Non-Profit Organization Level	\$100	3	\$300
Supporting Membership	\$500	9	\$4,500
Adopting membership ✓	\$3,500	3	\$9,500 old (or \$10,500)
Contributing membership ✓	\$15,000	6	\$40,000 old (or \$90,000)
Sustaining membership ✓	\$50,000	7	\$350,000
			\$462,900

✓ = 2013 Recruitment Focus

2013 Marketing Campaigns

New Member Recruitment Focus

OIDF Working Groups

- Target: WG participants that are non-members
 - “Qualified prospects”: active individuals/companies, aware of OIDF value
- Message: Reinforcing the value of IPR protection afforded to participants
 - Work would not be possible without OIDF stewardship
- Status: Backplane Protocol WG Campaign Initiated
 - Account Chooser WG, Native Authentication SSO WG, etc. to follow

Communities of Interest

- Target: Related-organization membership
 - “Suspects”: OIX, GSMA, UMA/Personal Data Systems Consortium, etc.
- Message: “At the center of internet identity technology”
 - Technology + Governance = Solutions
- Status: Continued co-location at workshops/summits
 - London, Tokyo, Munich, Napa, etc.

Example: Backplane WG

Backplane Protocol Work and the OpenID Foundation - Preview

Inbox x ODK x

Don Thibeau
to me

Jul 2 (1 day ago)

Web Version | Update preferences | Unsubscribe | Tweet | Forward



July 2, 2013

Dear Andrew,

Developing specifications with clear intellectual property protections enables everyone to know that such specifications are safe to use. This is one of the benefits that the OpenID Foundation provides, as specification contributors sign the OpenID Foundation [Contribution Agreement](#). The agreement offers the kind of **IPR protection** needed when building industry toolsets like the Backplane Protocol with competitors as well as


The value of OpenID Foundation membership - Preview

Inbox x

Don Thibeau and Larry Drebes
to me

3:02 PM (0 minutes ago)

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July 10, 2013

Dear Oleg,

For Janrain CEO Larry Drebes, membership and early leadership in the OpenID Foundation have been an integral part of Janrain's Internet identity technical planning and overall growth.

Standards development and stewardship at OI DF has been a critical success factor in the broader adoption and evolution of the Backplane Protocol. As you know, Backplane is part of a portfolio of leading edge protocols like OpenID Connect and Account Chooser that will impact how single sign-on, authentication and other key issues are to be managed in the future.

Please consider joining as an individual member or organization at openid.net to secure your position at the leading edge of open identity technology development and to support the ability of the foundation to do standards development such as Backplane. You can join at <https://openid.net/foundation/members/registration>.

Please contact me **Don Thibeau**, Executive Director of the OpenID Foundation, if you have any questions or comments about our work.

Sincerely,
Don Thibeau and Larry Drebes

You're receiving this because you are a member of the [OpenID Foundation](https://openid.net/foundation/) Backplane Protocol Work Group.


Thanks from the OpenID Foundation and a note about membership - Preview

Inbox x

Don Thibeau
to me

3:29 PM (1 minute ago)

Web Version | Update preferences | Unsubscribe | Tweet | Forward



July 17, 2013

Dear Sam,

Thanks for signing the OpenID Foundation Contributor Agreement. The **IPR protection** afforded to OpenID Foundation [members](#) helps secure and propel the adoption of

Inventures Recruitment Proposal

- Product Knowledge
 - Perform basic qualitative research of verticals and organizations targeted for recruitment
 - Develop a strong understanding of the OIDF's value propositions and selling points to highlight and promote in the recruiting process
- Preparation for Prospect Engagement
 - Construct a Customer Relationship Management (CRM) program to keep track of all OIDF leads.
 - Collect all existing leads and categorize them according to the CRM criteria.
 - Identify the inbound lead sources (i.e. interest list signups, event registrations, etc.) and establish a direct path to ensure they can be collected consistently throughout the recruiting process
- Initial Outreach and Qualification
 - Communication with leads is initially performed via personally addressed email (as opposed to a general email blast to several recipients).
 - As leads respond to the introductory emails, efforts are made to educate the lead and build a familiarity.
 - Once a level of interest on the part of the lead is achieved, a conference call is offered to allow the lead to discuss the opportunity with a knowledgeable OIDF representative.
- Program Support and Maintenance
 - As leads are contacted and responses are received, their progress to becoming new members is tracked in the CRM according to pre-defined criteria.
 - All communications with leads, whether by email, telephone or in person, are logged in the CRM to avoid duplication of efforts and better track progress
 - Pipeline reports can be provided on a regular cadence (monthly, quarterly, etc.) and/or as needed.
- Proposed Fee: \$2,000/month

2013

Value Propositions



Collaborate with competitors and partners to build pragmatic internet-scale solutions in an open-IPR structure.



Gain early insight into market requirements to enhance existing services and launch new features.



Expand expertise by teaming with a worldwide network of developers, architects and domain experts.



Share costs of technical research and interoperability testing of complex problems in internet identity.



Influence the direction of internet identity in coordination with standards development, certification and testing organizations.



Early notification of OpenID technologies implementation vulnerabilities and program fixes.

DRAFT



Industry liaison with the IETF, ISO registration and local chapters.

DRAFT

2013

Recruitment Pipeline

OIDF Recruiting Tracker

Sales Stage			Membership Level		Price		Current Revenue Forecast		
0. New Contact	3. Presentation		Sustaining	\$	50,000.00			\$	35,500.00
Reached Out	4. Evaluation		Organization 1	\$	15,000.00				
1. Working	Joined		Organization 2	\$	3,500.00				
2. Qualified	Dead		Organization 3	\$	500.00				
Date Placed Here	Company Name	Contacts	Stage	Expected Membership Level	Estimated % to Conversion	Estimated Revenue			
10/1/2012	UK IDAP	David Rennie	4. Evaluation	\$ 15,000.00	50%	\$	7,500.00		
10/1/2012	Oracle	Uppill Srinivasan	4. Evaluation	\$ 15,000.00	25%	\$	3,750.00		
10/1/2012	Broadridge	Rob Kauffman	3. Presentation	\$ 15,000.00	50%	\$	7,500.00		
10/1/2012	Experian	Dan Elvester	3. Presentation	\$ 15,000.00	25%	\$	3,750.00		
10/1/2012	LexisNexis	Kimberly White	3. Presentation	\$ 15,000.00	25%	\$	3,750.00		
10/1/2012	Daon	Cathy Tilton	2. Qualified	\$ 3,500.00	50%	\$	1,750.00		
10/16/2012	Salesforce.com	Chuck Mortimore	4. Evaluation	\$ 15,000.00	25%	\$	3,750.00		
10/16/2012	CA	Jeffrey Broberg	4. Evaluation	\$ 15,000.00	25%	\$	3,750.00		

Appendix

Former Membership Structure

<u>TIER</u>	<u>DUES</u>	Members	Revenue
Individual level	\$25	304	\$7,600
Non-Profit Organization Level	\$100	3	\$300
Organization with 1-25 Employees Level	\$500	9	\$4,500
Organization with 26-100 Employees Level	\$1.500	3	\$4,500
Organization with 101-250 Employees Level	\$2.500	2	\$5,000
Organization with 251-1000 Employees Level	\$5.000	0	
Organization with More than 100 Employees Level	\$10.000	4	\$40,000
Sustaining Organization level	\$50.000	7	\$350,000
			\$411,900

Proposed Membership Benefits

Value	Individual	Non-Profit	Supporting	Adopting	Contributing	Sustaining
General Fee	\$25	\$100	\$500	\$3,500	\$15,000	\$50,000
OIDF Website Promotion	X	Web link	Web link	Small Logo	Medium Logo	Frontpage logo
OIDF Welcome Promotion (blog, press release)	X	X	X	✓	✓	✓
OpenID Summit Promotion	X	X	X	✓	✓	✓
OpenID Summit Booth	X	X	\$2,000	1	2	All
OpenID Press Releases Mention	X	X	X	X	✓	✓
Open Mailinglist, discussions , review marketing/ technical	✓	✓	✓	✓	✓	✓
Technical or Marketing Committee Chair	Voted Community member	Voted Community member	Voted Community member	Voted Community member	✓	✓
“OpenID connect certified” program (future)	X	\$3,500	\$3,500	1 product; Add product - \$3,500	1 product; Add product - \$2,500	1 product; Add product - \$1,500
OIDF Board seat	Voted Eligible	Voted Eligible	Voted Eligible	Voted Eligible	Voted Eligible	✓