



Yoti Founding Guardians Council Meeting 6 July 2017

Attendance: See Table at end

Location: Yoti Office & VC

Date: 6 July 2017, 1700-1930 GMT

Recorder: Eric Levine

Agenda	1. Follow-up on previous agenda topics <ul style="list-style-type: none"> • Recent B-Corps audit • Progress on Yoti Social Purpose Partnerships work 	3. Yoti's international expansion plans 4. Yoti's likely funding plans 5. A proposal for how the Guardian Council can efficiently receive, process and respond to issues identified by the user community
	2. Yoti product/business update	
Carry Over Actions from Past Meetings:		Status Update
o Digital ID for Development: Duncan to lead drafting of a white paper for the Chair of ID2020 on how Yoti could potentially contribute to the global effort to deliver IDs for the 1.5 billion people who do not yet have an ID.		TBD
o User Analytics: Yoti to develop a plan and timeline for reducing reliance on third party analytics (Paco).		15 Jan 2018
o Criminal Use of Yoti: Julie leading the process of gathering input from internal and external audiences, with draft initial policy how Yoti responds to criminal use of our product to the October Guardian Council meeting.		30 Sept 2017
Actions from this Meeting:		Status Update
o Renata to lead drafting of a short paper summarising concerns and risks associated with Aadhaar, for sharing with Yoti management, and discussion at next Guardian Council meeting.		30 Sept 2017
o Yoti to share a Google doc of the internal and external FAQs with Guardians as a resource for understanding user inquiries.		31 July 2017
o Yoti to agree with Guardians on schedule for authoring the quarterly Guardian blog post.		31 July 2017
Next Council Meeting	Next Council meeting: 10 October 2017, 1700-1930 UK time	

Summary notes from the meeting are provided on the following pages, with points of agreement and actions clearly noted.



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<i>Welcome</i>	Meeting began at 1700.
<i>1. Update on Actions from Past Meetings</i>	<p>Progress on Social Partnerships Agenda: Guardians were updated on progress being made on Yoti's Social Partnerships agenda, where we are providing technology and support to social purpose organisations for free, experimenting with how Yoti can be applied to solve important problems and deliver positive social impact. Major points included:</p> <ul style="list-style-type: none"> ● February Hackathon Winners - NSPCC, CentrePoint and GoodGym: following on from the February Hackathon, we are working with the NSPCC Marketing team to plan a campaign/content to promote the U18 explicit images removal app which is now live as a MVP. A CentrePoint prototype assisting homeless young people with identity verification to help transition into housing, has also been built. And we are working with GoodGym, a social fitness platform; this is currently at prototype stage. ● Ambition partnership: Ambition are the main capacity building umbrella body for the Youth Sector (especially youth clubs). They have 156 members across 4 broad categories: local Community Youth Services; Local authority youth services; nationals (Scouts, Guides NCS etc) and traditional youth club bodies (Young Devon, London Youth etc). Yoti is partnering with Ambition to help them build digital capacity across their membership. The starting point is through MyVenue which can be used as a safeguarding tool as well as a simple footfall tracking tool, given for free to help incentivise membership renewals. We will be engaging with 70 Ambition members who have taken up the MyVenue package. In addition, Ambition are partnering with the Centre for Youth Impact to pilot the tracking of footfall data with 10 of the most engaged members, combining with static QR codes to get better activity tracking within a venue (table tennis, digital skills training, first aid etc). Youth organisations need this data as to justify and retain youth services funding. If the pilot works then this solution could be applied to any state or grant-funded youth or sports club keen to adopt it. ● Power2Change: This is a £150m Big Lottery funded national programme to put business into community hands (such as taking over a post office that's going to close). They too want to track footfall and integrate it into their Twine platform, piloting with 3 MyVenue tablets as a kick off. This is exciting because they could be a route to Yoti being used by additional community groups taking over facilities. ● Tech Soup Global and Tech Trust: TechSoupGlobal are by the biggest brand in tech and non-profits with a footprint of 851,000 non-profits across 236 countries. Their main program is a tech donation programme where 60 partners (the likes of Microsoft, Google, Cisco, Adobe etc) donate products/services to validated charities. They are very keen to help us distribute Yoti either through the product donation model or through another route if the 'catalogue' model isn't a great fit for the multiple use cases of Yoti. Our WordPress, Drupal and Joomla plug-ins could be a particularly good fit as most non-profits will be using one of those Content Management Services. They are also keen to explore enhancing their charity organisation validation services for charitable organisations by incorporating Yoti, as well as exploring how our charity employee verified attribute could be a means to being able coordinate discount offers from partners to charity workers.



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	<ul style="list-style-type: none"> ● Passport for Life: This is the Careers and Enterprise Company's 'Skills Passport' to help young people record and reflect on their experiences, and to use this record of achievement to find out more about opportunities in the future. Their intention is to set up a separate entity with the likes of StepUpToServe, NCS and vInspired as Co-owners. We are in discussions with them to explore how Yoti could provide an ID authentication layer to the Skills Passport as a minimum, potentially more depending on their eventual technology architecture. This is an exciting potential avenue to help deliver an ID product to every school and college student in the UK.
	<p>Recent B-Corps Audit: Guardians reviewed a summary of Yoti's recent B-Corps audit.</p> <ul style="list-style-type: none"> ● Yoti was one of the founding members of the B-Corps movement in the UK (the business certification standard for companies meeting rigorous standards of social and environmental performance, accountability and transparency). We recently completed our annual B-Corps audit, scoring 80 points across the B-Corps assessment criteria in the categories of Environment, Community, Workers and Governance (notably without any points in the assessment from the important 'Customer' category). We expect that as our customer community grows, our performance against the B-Corps standards will increase as well.
<p>2. <i>Yoti Company Update</i></p>	<p>Guardians were updated on progress being made across Yoti in relation to key technology milestones and product development, user acquisition, key client relationships and pilots in process and scheduled for the rest of 2017.</p>
<p>3. <i>Discussion Topics</i></p>	<p>The following points were tabled for input and advice from Guardians.</p>
<p>3a. <i>Yoti International Expansion Plans</i></p>	<p>Issue: Presentation for response and advice on Yoti's approach to international expansion in India and beyond.</p> <p>Discussion: While we are focused at present in large part on user acquisition and business development for the UK market (as our launchpad), Yoti is seeking to become the trusted digital ID provider to the world. Our global expansion efforts will focus on investing in vertical solutions that have significant global scale opportunities, centred primarily around identity verification, age verification, website authentication.</p> <p>Our first international expansion plans are focused on India and the US.</p> <ul style="list-style-type: none"> ● India is a key market for Yoti. Our initial routes to market in India will be via sectors like Dating, Classified, On-Demand Services, Jobs and Matrimonials. ● USA: In the USA, Drivers Licenses (DLs) are an essential anchor for our identity system (c. 131 Million passports in circulation vs ~c. 220 Million DLs), ● Similar to the UK, we will be investing significant resource to participate in and gain endorsements from key identity policy discussions around online child protection, alcohol licensing, and in states that are most progressive on mobile DL solutions. Our business development efforts will start by building on our existing partnerships and discussions that have global scope, where a pilot or discussion in the UK or India could expand quickly. <p>Discussion in the group focused around:</p> <ul style="list-style-type: none"> ● Public questioning and criticisms from academia and civil society organisations about the Aadhaar system. Guardians expressed desire for further review and discussion of these issues, to ensure that Yoti's reputation is not damaged by association with any major identity system should it be compromised by attack or other public issues.



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	<ul style="list-style-type: none"> Understanding how Yoti's use of Aadhaar as an anchor ID does not allow for any user data to be passed back to Aadhaar. Concern for Yoti's reputation if partnering with big companies and brands who have been involved in sharing or selling data, state surveillance, or other issues that run counter to Yoti's principles. <p><u>Actions:</u></p> <ul style="list-style-type: none"> Renata to lead drafting of a short paper summarising concerns and risks associated with Aadhaar, for sharing with Yoti management, and discussion at next Guardian Council meeting.
<p><i>3b. Yoti's Likely Funding Plans</i></p>	<p><u>Issue:</u> Presentation for feedback on Yoti's approach to capital raising to finance growth, with particular attention to how fundraising plans could benefit (and not adversely affect) our user community and Yoti's trusted reputation with our user community.</p> <p><u>Summary of Item:</u> Yoti has very ambitious plans to become the trusted digital ID provider to the world. At a headline level, success for Yoti in the mid-term looks like:</p> <ul style="list-style-type: none"> Significant consumer adoption with an initial global focus in the UK, India and the USA (but usable anywhere in the world). A strong Yoti ecosystem of use cases with regular usage by individuals, and significant market player in identity verification and biometric authentication. Proving we have a revenue generating business model in the identity verification and authentication sectors. <p>To achieve our aims, and successfully roll out an ID platform globally, Yoti is likely to require significant additional funding over the next few years. We have encouragingly received significant, unsolicited interest from a range of good quality external, experienced finance groups, interested in the Yoti platform.</p> <p>Our preference will be to focus on investors who understand and appreciate Yoti's core principals, commercial aspirations and social purpose.</p> <p><u>Discussion</u> in the group included:</p> <ul style="list-style-type: none"> Guardians support for Yoti's approach to capital raising, prioritising impact oriented investors, as a reinforcement for Yoti staying true to its core principles and promises to its user community. Guardians encouraging Yoti to consider if and how we can work with partners and investors who are not involved in/basing their business models around harvesting personal data. Encouragement to Yoti to explore crowdfunding and other user community oriented capital raising options. Willingness of Guardians to speak to any interested potential investors or strategic partners wishing to understand the role of the Guardian Council, or Guardians' views on Yoti's principles and conduct. <p>Suggestion for future meetings:</p> <ul style="list-style-type: none"> Request to schedule open discussion session, linked to the next in person Guardian Council meeting, to brainstorm and discuss long-term potential areas
<p><i>3c. Guardian Council engagement with the Yoti user</i></p>	<p><u>Issue:</u> Discussion to refine and agree process for how the Guardian Council will efficiently receive, process and respond to issues identified by the user community.</p> <p><u>Discussion</u> in the group and process agreed included:</p>



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<i>community</i>	<ul style="list-style-type: none"> ● Channel: Users can communicate to Guardians through the guardians@yoti.com email. ● Initial Receipt: Target for the timeliness of recognising user communication to this email – 48 hours. Yoti staff to be responsible for initial response to user communications, to recognise receipt. ● Guardians Accessing Info and Support from Yoti: When responding to a complaint or inquiry from a user, Guardians will be able to draw on support from lead contacts in Customer Service, Marketing, Biz Dev, Finance, Tech, Regulatory & Policy, and Social Purpose. These lead contacts then would triage and marshal info or support. ● Response to User Inquiries: This may lead to creation of new FAQ or blog post in consultation with Guardians on the appropriate response (in addition to responding to the initial user communication). ● Individual/Public Responses: In addition to responding to the individual users making an inquiry, Guardians will liaise with the appropriate Yoti team to determine if the content of the inquiry should also be communicated more publicly (e.g., the creation of a new FAQ or blog post). ● Yoti Learning and Improvement: Guardians will ensure that the substance of any complaints or inquiries are communicated to the right Yoti team, so that issues flagged by users can be resolved and Yoti’s product improved. Where necessary, communications will be anonymized. ● Guardians Communicating Publicly to Users: Guardians will have a regular blog post on the Yoti webpage – cycled between Guardians each quarter. The blog post will give the opportunity for Guardians to provide a digest of key inbound issues/resolution as well as thoughts on topical issues. ● In-bound customer support to Yoti: Yoti will respond within 24 hours where possible to customer support queries. Guardians do not wish to take part in these 24 hour customer response cycles. However, Guardians will have visibility of other issues that have surfaced via customer support channels and marketing where they involve: <ul style="list-style-type: none"> ○ Issues regarding Yoti’s approach or focus in relation to users ○ Overwhelming technical/security issue received multiple times ○ Moral, ethical or religious issues <p>Yoti will also provide a summary register of customer service topics and responses in Council meeting pre-read documentation so that Guardians are aware of the nature and frequency of topics.</p> <p>Actions:</p> <ul style="list-style-type: none"> ● Yoti to share a Google doc of the internal and external FAQs with Guardians as a resource. ● Yoti to agree with Guardians on schedule for authoring the quarterly Guardian blog post.
<i>Adjournment</i>	<p>The meeting was called to a close at 1930.</p>

2017 Meeting Attendance

Meeting Dates	17/1	4/4	6/7				Yoti Staff	17/1	4/4	6/7				
Ken Banks	●	●	●				Robin Tombs	●	●	●				
Renata Avila	●	●	●				Duncan Francis	●	●	●				
Doc Searls	●	●	●				Paco Garcia	●	●	●				
Joyce Searls	●	●	●				Julie Dawson	●	●	●				
							Eric Levine	●	●	●				
Emma Butler	●	☒	☒				Madhu Nori	☒	☒	●				



**Yoti Founding Guardians Council Meeting
6 July 2017**

Anna de Pulford	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>											
Ana Castanheira	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				Chris Field	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

• = in attendance ● = absent/ apologies ☒ = Not scheduled to attend