

Key Partnerships



Techn. Developer

Auditors/  
Assessors

Policy  
Makers

Key Activities



Global  
jurisdiet.  
implemen-  
tation

Frame-  
work  
design

Key Resources



Certifi-  
cation

Policy of  
"long tail"

Value Propositions



Trust  
Frame-  
works

Legal risk  
&  
Liability  
tool

Thought  
Leader-  
ship

Internet  
Scale

Customer Relationships



Channels



Web

Alliances

PPP

Customer Segments



User

IPP

Relying  
Party

Government

Cost Structure



Revenue Streams



Member  
Fees