



WG4
Business Cases

Working Group Charter WG4 Business cases

TDL | **Trust in
Digital
Life**

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Charter – Working Group 4 Business Cases

1. Statement of purpose

The Business Cases Working Group will investigate the economic and societal impact of new trustworthy solutions. The required industry investments to execute the research and innovation for the technology roadmap, which are derived from working group Technology & Requirements, are underpinned. The working group will develop a portfolio with project idea's matching the Trustworthy ICT roadmap and investigate the contribution of these projects to the technology roadmap, societal and economic impact (turnover and profitability).

Based on the above, the working group will set priorities for the development and execution of projects.

2. Scope of the Working Group

One of the objectives of TDL is to indicate the expected value of the SRA in terms of societal and economic impact. Trustworthy products and services may be applicable in several and completely different application area's such as Internet, E-health, Gaming and so on.

Technical challenges on different must be solved to enable broad acceptance of trustworthy products and services in the consumer and business domain.

To structure the technical parts of the discussion, TDL will develop for instance a visionary architecture for authentication and E-signatures as part of the SRA. But also non-technical related topics in the domain of law and policies will be identified as risks that hampers take up of trustworthy product and services.

The SRA should lead to recommendations to the commission for the new framework program, including recommendation for necessary research efforts. To support this, TDL will work out approximately 15 project idea's.

For the (industry) members of TDL it is important to understand the business value of these new disruptive technologies taking into account the risks factor from a technical and legal point of view.

The Business Cases Working Group will, for the investigation of the economic impact, cover technology areas recommended by the Technology and Requirements working group. For the societal impact, the working group will investigate the time to market of disruptive trustworthy ICT technology and the degree of user acceptance in society. The legal prerequisites defined by the working group law and technology will be taken into account and translated into a risk levels with respect to user acceptance.

The working group Business Cases will answer these questions through business modelling, identification and sizing of addressable markets. A portfolio of research project ideas will be developed and used for scenario and sensitivity analysis to understand the economic and societal impact, taking into account barriers that hinders broad acceptance of new technology such as legal restrictions.

3. Timeframe

The Business Cases Working Group is to carry out its work in a continuous mode, will start in January 2011.

4. Definition of the desired end result and any intermediate deliverables

By the end of December 2011, the Business Case working group will produce, a white paper describing the economic and societal impact of trustworthy ICT solutions and rank projects of the basis of this impact,

The Business Cases Working Group will produce intermediate deliverables leading up to its final deliverable(s) which include:

- Business models that will be used for the analysis
- Business logic for calculating societal and economic impact of Trustworthy ICT

5. Guidelines regarding composition

To strengthen the general aim for balance the Trust in Digital Life initiative, the Business Cases working group wants to achieve the following composition:

- 50% third solution providers & application customers, or service industries that will use the technologies;
- 25% representatives from organizations, non-profit organizations (e.g., consumer groups, civil and political rights advocates, etc.) whose work relates to the legal objectives;
- 25% representatives from universities with expertise in the field of economics, econometrics, business modelling, innovation in general.

6. Approach

The Business cases will be defined according to the following approach:

- Identification of market segments

- Identification of business drivers
- Modelling of market and technology models
- Modelling of the business logic to calculate economic and societal impact
- Portfolio development of research projects
- Prioritization of project idea's based on scenario analysis.

For its working methods, this working group will follow the Consortium Agreement and the Policies and Procedures for the Trust in Digital Life initiative.

The working Group will use the Flightmap application for portfolio management. This is a web based decision support system for portfolio management for research and innovation projects. The application provides functionality to develop a research portfolio based on consistent datasets including market data and trends. The application supports scenario thinking and sensitivity analysis.