

Engineering Trust SIG

'Are Personal Data Stores the Future of the Internet?'

5th December 2019

Kindly hosted by **The Bradfield Centre**

This SIG is championed by **Paul Morris** and **Tim Phipps** from **Samsung Cambridge**

Venue: **The Bradfield Centre, 184 Cambridge Science Park, Cambridge, CB4 0GA**

AGENDA

17:00 Registration and networking over beers and pizza

18:00 Introduction to CW from **Simon Mead, CEO, CW (Cambridge Wireless)**

Session chaired by SIG Champion, Tim Phipps from Samsung Cambridge

18:10 'What are the business model challenges for establishing trust and identity online'
Arthur Meadows, Identity Veteran, ex-Fetch.ai

Arthur will discuss the historical challenges of identity and personal data management e.g. the 7 laws of identity and centralised vs decentralised trust. What needs to happen to allow users and service providers to exchange data?

18:30 Q&A

18:35 'Realising the Personal Data Store Vision: Lessons from the Front Line'

Alan Mitchell, Non-executive Chairman and Co-Founder, Mydex

Alan will provide a short summary of what the vision and what they are doing to realise it at Mydex. Drawing on his experiences at the front line of what is possible he will discuss what key lessons they have learnt and some of the potential exciting opportunities.

18:55 Q&A

19:00 'User-owned personal data in application and practice'

Jonathan Holtby, CCO, Dataswift

The promise of formal and effective data mobility has been called up over and over by leadership in Government and Academia. In many ways, the technological achievement of this promise was delivered long ago. It isn't necessarily easy, but you can store your own personal data for yourself on a dozen or more services spread across many Western countries. So what's holding up widespread adoption? App-initiated integrations represent by far the most promising opportunity for introducing user-owned data infrastructure to the mass market, but achieving it means navigating numerous perceived hypocrisies, and embracing the argument that data is a currency, and ought to be - needs to be - exchanged.

19:20 Q&A

19:25 Panel session with all speakers chaired by **SIG Champion, Paul Morris**

20:15 Closing remarks and event closes

With the permission of the speakers, presentations will be loaded to the CW website on the day following the event

Profile of organiser

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. www.cambridgewireless.co.uk

Profile of host

The Bradfield Centre and Central Working

The Bradfield Centre is managed & operated by Central Working on behalf of Trinity College Cambridge. We are a collaborative, entrepreneurial community of innovative start-ups and scale-ups. This stunning building is the house for over 250 members across 62 companies, with a focus on deep tech projects. We offer a mix of memberships from hot desking to private offices. If you want to join the community here, find out more about what we do, free venue hire or have a tour of the building, feel free to approach us at the end of the event or ask in Reception. www.bradfieldcentre.com

Profile of SIG Champions

Paul Morris

Paul is highly successful in taking new technologies to market in startups, scale ups and large organisations. He has significant experience leading multi-disciplined teams in engineering and product management in a wide range of technologies including 5G mmWave, Bluetooth, IoT, NFC, GPS, DECT, 3G and semiconductors. He's held various senior management positions most recently at CCS, Qualcomm and CSR. He is a CW SIG Champion for the Engineering Trust SIG, has a First Class BSc (Hons) in Electronic Engineering and is an author of multiple patents.

Tim Phipps, Programme Manager, Samsung Cambridge

Tim sees Cambridge Wireless as a way to build the network of relationships that drive business growth and a better society for us all. Tim works to develop communications on technologies from their earliest beginnings to mass market adoption, including WiFi, Bluetooth and cellular chipsets and software. His experience includes working as an engineer, programme manager, and product manager. <http://samsungscsc-careers.com>

Profile of speakers

Jonathan Holtby, CCO, Dataswift

Jonathan is the Chief Commercial Officer at Dataswift, building AWS-like web services for HAT personal data accounts - app-issued, user-owned technology infrastructure. He is an advisor to Feral Horses in London and founded Cambridge Startups as an active participant in the Cambridge ecosystem of founders and entrepreneurs. Jonathan is a technology and communications specialist and he has been a strategic advisor to Avaya, BT, Hitachi, and ZTE on emerging markets strategy. <https://dataswift.io>

Arthur Meadows, Identity Veteran, ex-Fetch.ai

Arthur had a identity start-up in early 2000s and has remained fascinated by the sector ever since. He has recently left Fetch.ai, a Cambridge-based, AI + Machine Learning + blockchain company, that has raised +\$20m in the last 18 months. Fetch.ai is building decentralised exchange platform in which activity history and trust enable autonomous transactions to occur between AI agents that represent individuals and their assets. As a start-up enthusiast, Arthur has worked in a variety of positions around product management and marketing in the UK, Europe & in the US, in a range of different sectors. He started the Cambridge Product Management Network, a professional network for

those that cross the (sometimes gaping) chasm between tech and commercials 10 years ago. He has an MBA from Judge Business School, University of Cambridge.

Alan Mitchell, Non-executive Chairman and Co-Founder, Mydex

Alan is non-executive Chairman of Mydex CIC the personal data store operators which he helped found in 2008. Alan has worked in consultancy advising companies in the retail, telecoms, banking, motoring, media and social media on their personal data strategies and policies. He was a strategic advisor to the UK Government's midata programme. Previously, he was a business journalist writing for the Times and Financial Times. His books including Right Side Up (2001) and The New Bottom Line (2003). <https://mydex.org>