Fil+ Day presentation

Enterprise program proposal

Jun 2022

Why propose an Enterprise program?

01 The current scope is limiting
Potential verticals/use cases and clients have useful (non-public) data

02 Proof-of-Concepts (POCs)
Web3 aware clients have interest in testing /running POCs on Filecoin

03 The Fil+ incentive influences buyer mindset
Early adopters trade off risk/ stage of development with incentives to switch from Web2

04 It's already happening
Active requests for enterprise clients are onboarding now, operating within the current Fil+ public data program

What is the scope?

Offers clients with non-public data, aligned with Filecoin purpose, goals and principles to onboard to the network.

Makes use of Fil+ DataCap as a sales tool to incentivise deal making.

SPs will also be able to access the Fil+ QAP incentive.

How does it work?

1

Soft launch - MVP phase

Value proposition
– An alternative storage network to centralised systems
- Test the concept with a free data storage PoC

2

A limited number of clients & SPs to participate

~ 20-50 clients
~ 20-30 SPs

3

Data classification, distribution/ handling + rights

Established upfront by the client

4

Problem-solution fit approach

SP BDM are involved in qualifying clients data storage solution. A web interface (prototype) captures key data for solution design, contract, with API into GitHub

5

"Lead SP" will source other SPs

Comparable ops, service levels + infrastructure. SPs are eligible to:
- Earn 10x power for verified deals
- Entitled to a "lead origination bonus" store 2x copies

6

Service level agreements + contracts

The service the client requires to support redundancy, distribution, retrieval, data security & sustainability are defined as part of deal making.

Client is bound contractually up front including clarity of consequences of system abuse

7

Lead SP submits distribution plans

- All SP geographies
- Client data transfer plan e.g. network/ offline
- Distribution timeframes

How does it work?

Governance

8

Trust is established on client/ organisation

KYC (know-your-customer):
1. Not a sanctioned co.
2. Real company
3. Real employee at that company
4. A genuine social acc e.g. LinkedIn
5. Email verification

9

Notary service and process changes

(1) Notaries will be self directed with service level expectations with weekly targets
(2) Follow best practice/ playbook
(3) A global KYC system(s) is used – automation, consistency & audit trail

10

A subset of dedicated notaries assigned to support the MVP

8-10 notaries will be offered incentives to participate in supporting the enterprise MVP

11

DataCap is client centric

Aligned with client's onboarding plan.
3-4 milestones manage the release of DataCap
(1) PoC
(2) Post PoC
(3) Within first 12 months
(4) 4th tranche - uplift in volume

12

Risk management and abuse detection

Upfront client KYC, clearer consequences together with contracts in place work to reduce risk of bad actors

Adequate monitoring and management in place to ensure no reputational risk

Consensus

Governance – proposal

Enterprise Governance Goals

(1) Incorporate key feedback and insights from the pulse check to improve and evolve some of the governance processes

(2) Make life simpler and easier for all governance participants; Clients, Notaries, SPs and Protocol Labs and Foundation teams.

3.1 Clients commence with Proof-of-Concept (PoC) as pathway to onboarding

6.1 Distribution parameters for different situational variables
(1) Slingshot (widely distributed)
(2) Public goods (as per Fil+ today)
(3) Enterprise - smaller distribution
(4) Local dist'n where bound by Govt/ laws

7.1 Implement KYC + scope of KYC
(1) Not a sanctioned co.
(2) Real company
(3) Real employee at that company
(4) A genuine social acc e.g. LinkedIn
(5) Email verification

8.1 Notary service level expectations with targets (TBD)

8.2 Dedicated 8-10 notaries are assigned to support the MVP with incentives to participate

SP Service Model – proposal

Enterprise SP Service Model Goals

(1) Incorporate key feedback and insights from the pulse check to improve and evolve some of the SP processes
(2) Provide SPs with a larger market to operate in and expand deal opportunities
(3) Improve the SP and Client experience

3.1 SP MVP participation criteria
(1) SPs can onboard 1 PiB of data across 4 stages (agree thresholds)
(2) Diverse geographies
(3) The "Lead SP" sources min 3 other SPs for the distribution.
(4) SPs are willing to be part of an advisory forum

4.1 Enterprise PoC value proposition
(1) DataCap (free storage) can be offered to clients as part of PoC
(2) Cold/ archival storage with visibility of the future roadmap features
(3) Client accepts MVP criteria

5.1 Storage Provider incentives
(1) SPs eligible to earn 10x power for verified deals where clients participate in KYC
(2) The "Lead SP" is entitled to a "lead origination bonus" -store of 2x copies

9.1 Service level agreements and contracts
(1) Lead SP <> client
(2) Lead SP <> other SPs in the distribution plan

10.1 Distribution parameters for different situational variables
(1) Slingshot (widely distributed)
(2) Public goods (as per Fil+ today)
(3) Enterprise - smaller distribution
(4) Local dist'n where bound by Govt/ laws

13.1 Client centric DataCap release – this may require a FIP
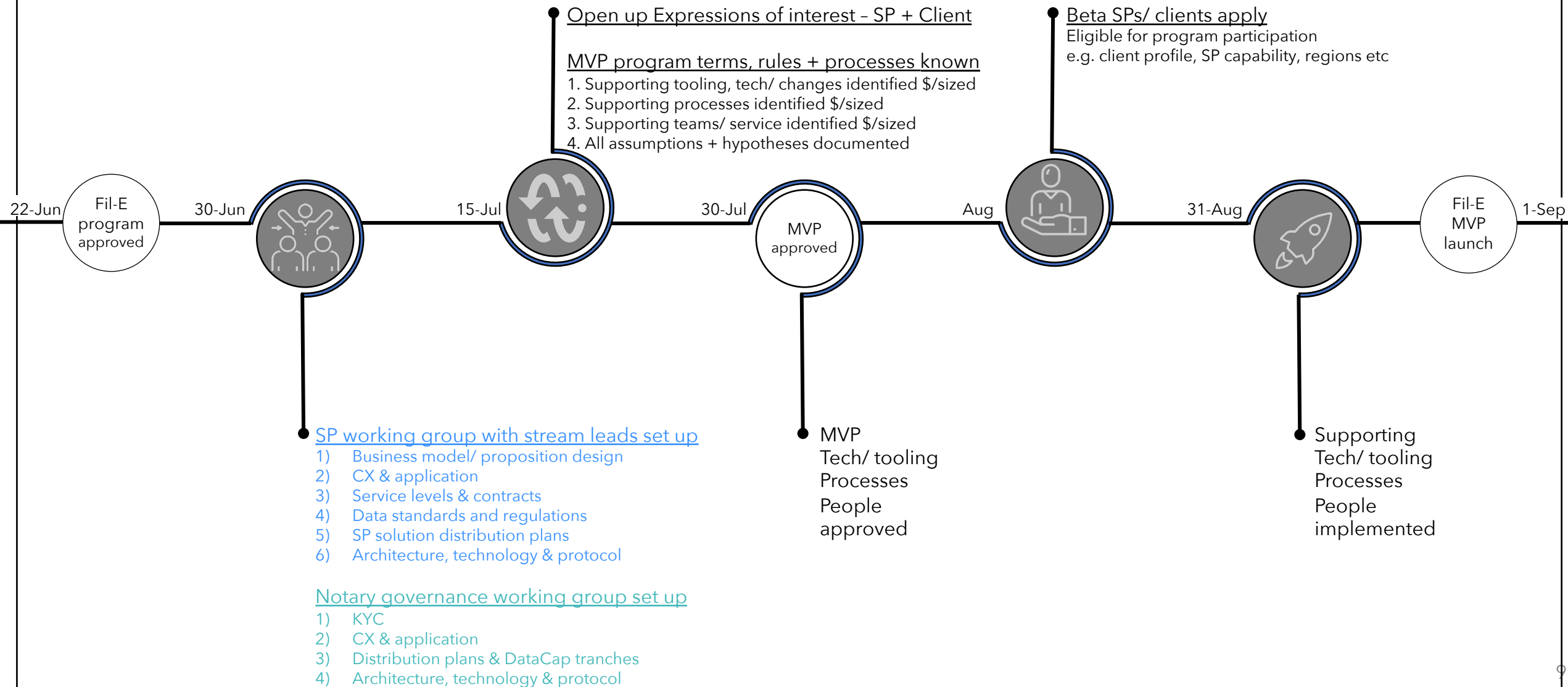(1) PoC
(2) Post PoC
(3) Within the first 12 months
(4) 4th tranche when uplift in volume

The plan

Enterprise program approval + setup

Open up Expressions of interest – SP + Client

MVP program terms, rules + processes known
1. Supporting tooling, tech/ changes identified $/sized
2. Supporting processes identified $/sized
3. Supporting teams/ service identified $/sized
4. All assumptions + hypotheses documented

Beta SPs/ clients apply
Eligible for program participation
e.g. client profile, SP capability, regions etc

22-Jun **Fil-E program approved**   30-Jun   15-Jul   **MVP approved**   30-Jul   Aug   31-Aug   **Fil-E MVP launch**   1-Sep

SP working group with stream leads set up
1) Business model/ proposition design
2) CX & application
3) Service levels & contracts
4) Data standards and regulations
5) SP solution distribution plans
6) Architecture, technology & protocol

Notary governance working group set up
1) KYC
2) CX & application
3) Distribution plans & DataCap tranches
4) Architecture, technology & protocol

MVP
Tech/ tooling
Processes
People
approved

Supporting
Tech/ tooling
Processes
People
implemented

9

Next steps

This presentation and comms will be posted in #527
Please contribute any feedback/ questions here
https://github.com/filecoin-project/notary-governance/discussions/527

How to give feedback

Please provide consensus
OR
Constructive feedback
– If you are offering critique, be sure to include alternatives/ ideas
(no venting without action!)

Consensus timeframe
Two weeks from today should there be no showstoppers – seek go ahead from PL/ FF

* Should the proposal be approved, support will be needed from the community, PL & the Foundation around setup/ fund/ market/ operate new program