THE INFORMATION TRUST EXCHANGE

**Trust, identity, personalization,
content and user sharing for the news industry**

(DRAFT, v5.1 06/04/2017 BD)

Minimum Viable

Proof of Concept:

Feature set

A minimum-viable proof-of-concept demonstration should include the following:

1. Creating and storing of standard user attributes on a distributed basis (at least two publishers involved)
   As just one method for obtaining user attributes:
   LifeStream content personalization

2. The ability to exchange profiles in some fashion among and between publishers, "profile aggregators" and other publishers or advertisers/agencies

3. Authentication of a unique but anonymous user to information resources on multiple sites -- "EasyPass" for information

4. Logging of user activity

5. Hooks that demonstrate how payment and variable pricing(including subscription and per click) are enabled (but not necessarily demonstrated in minimum-viable demo).