Key points about *Race to the Top*

*If today’s data practices are causing people to feel disempowered and eroding their trust, then we have now entered a downward spiral – a race to the bottom – in which the competitive dynamics of the industry are increasingly at odds with the interests of individuals.*

**MISSION**

*Create business alternatives to “surveillance capitalism” – the race to the bottom.*

**FIRST EFFORTS**

Help VCs identify and measure possibilities for profitable investing in privacy and identity tech and services.

**Four components:**

- Create consensus [principles](#)
- Create or highlight tools investors to evaluate opportunities
- Select standards for business metrics measurement
- Give startups template for measuring their service

**Action steps:**

- First meeting held May 21 at MIT Media Lab
- Draft principles and tools circulating -- input sought
- Working session Sept. 13 in Silicon Valley
- Convenings in Seattle and New York in late September, October TBD

[LEARN MORE / REQUEST PARTICIPATION](#)

An initiative of the venture-capital community, supported by:

[Omidyar Network](#)
PRIVACY / IDENTITY
INITIATIVES

(DRAFT -- collecting links and background)

Safe Face Pledge
https://www.safefacepledge.org
Joint Project of the Algorithmic Justice League (in partnership with the MIT Media Lab) and the Center on Privacy & Technology at Georgetown Law
https://www.media.mit.edu/projects/algorithmic-justice-league/overview/
https://www.media.mit.edu/people/joyab/overview/
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