



## 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/>

Joy Buolamwini

[https://en.wikipedia.org/wiki/Joy\\_Buolamwini](https://en.wikipedia.org/wiki/Joy_Buolamwini)

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