What I do

- [reflect] - understand and describe complex service systems in abstract and concrete terms
- [shape] - Design of complex service systems
  - Multi-party outcome-based contracts
  - Markets
  - Spatial Experiences e.g. Cruise ship, retail, university as a service, smart home
- 4 main knowledge base of my work [https://t.co/vijp35y1ix](https://t.co/vijp35y1ix)
  - Economic and business models
  - Behaviours - sociological and psychological
  - Technology & engineering
  - Systems theory
Markets occur when a product become an institutionalised solution to a customer’s problems.
All products enable and disable

It spells out what you can do, and what you cannot do

But markets correct that....
The role of markets

- Coordination (finding out who wants what, who has what)
- Facilitate Exchanges to fulfil needs
- Allocation and reallocation of resources
- Establishing price through exchange
- Provide choice and freedoms to absorb market variety/ individual heterogeneity
- May create externalities (pollution)
- May need to be regulated

Sooner or later, new products will make old products obsolete
Unless there is failure

Data doesn’t just appear. It needs to be created – and its created by those that own the technology
Market failure on the Internet

• The value of ‘horizontal’ personal data
• The role of the individual

The value of ‘horizontal’ personal data

Vertical data structures
Not shareable for privacy reasons
The role of the individual

- Legacy models
- Path dependent business models
- No real representation on the Internet
The HAT hand over to the HAT foundation

The HAT – schema, logic, ontology

6 briefing papers covering
• The design of the HAT ecosystem
• The design of economic incentives
• The role of the regulator and trust broker
• The compliance requirements for the ecosystem on privacy, confidentiality, security and trust
• The design of economic and business models for the stakeholders

All released as open sourced, and as a free resource

Let’s set some expectations

here is the world’s first hypertext browser
The HAT on Rumpel
THE WORLD’S WORST HYPERDATA BROWSER

HAT Foundation – constitution

(1) – terms to align with the Digital Catapult’s Trust Framework Initiative
We are at the Cusp

An epic collision of the physical and the tron-like Internet
- Amaxon, FB, Twitter, Google USD988b
- P&G, Nestle, Coca Cola, Samsung, USD815

Let’s put individuals back in the game

Back our indiegogo campaign

HTTP://BIT.LY/GRABAHAT