



From Inter(mediary)net to trusted Internet

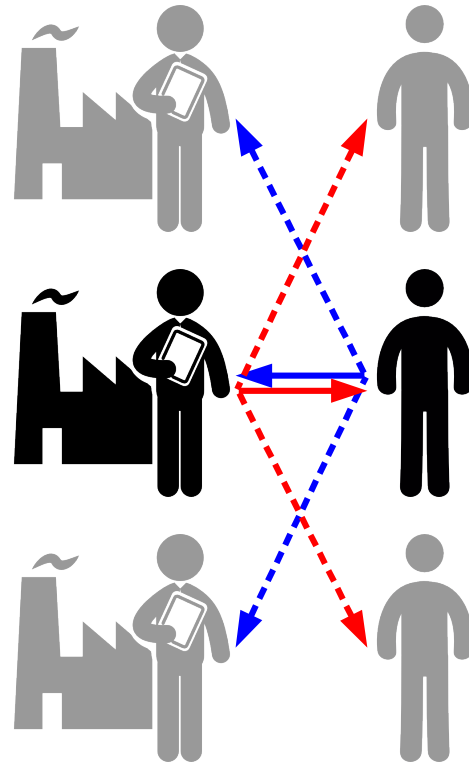
Trust in the Digital World (TDW)

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Henrik Biering, Peercraft



Traditional local commerce



Sellers and buyers select each other based on
Reputation/Trust and/or **Negotiation**



Indirect online Commerce Dependency on Platforms ..

.. to provide:

- **Discovery**
- **Reputation**
- ...



Cost:

~15-35% of revenues

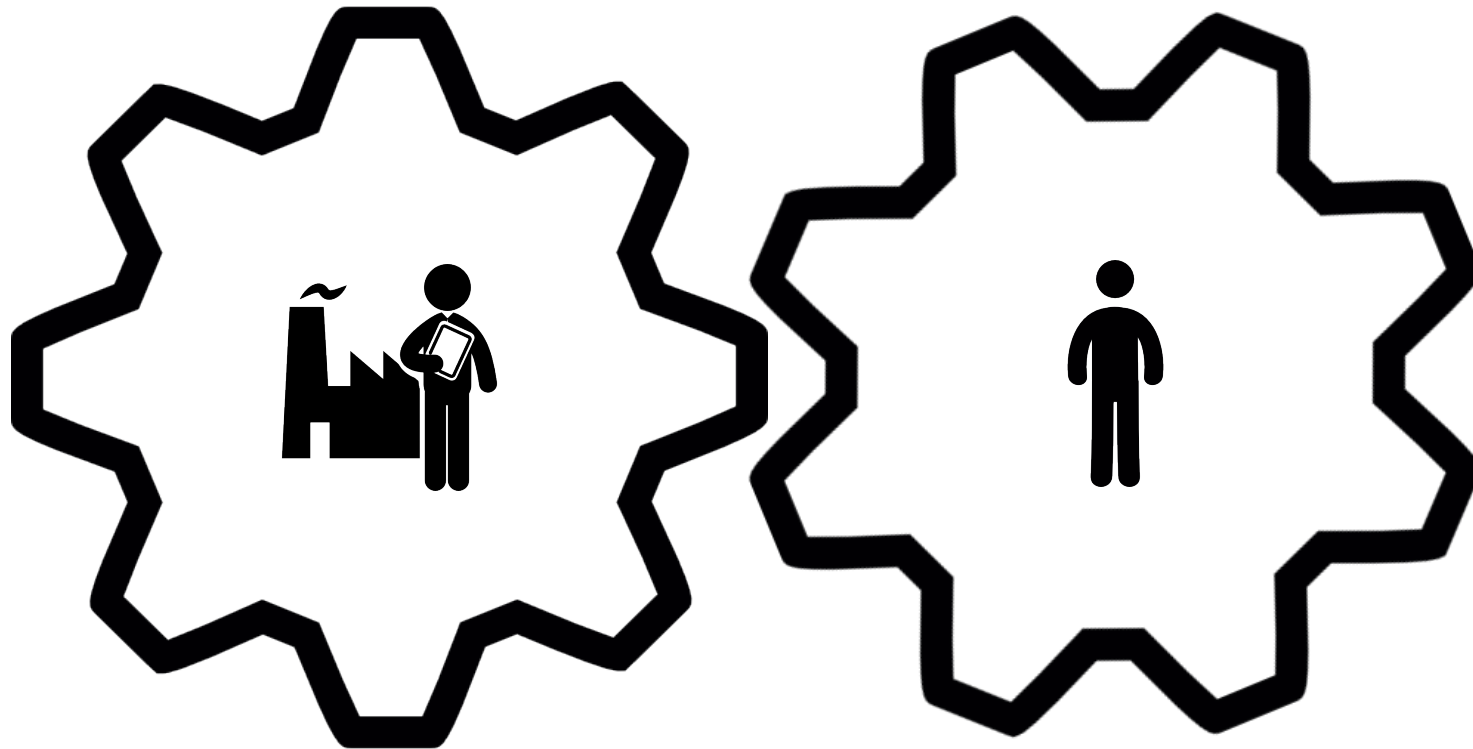
~90% of contr. Margin

EU Total: ~ 100G EUR/yr





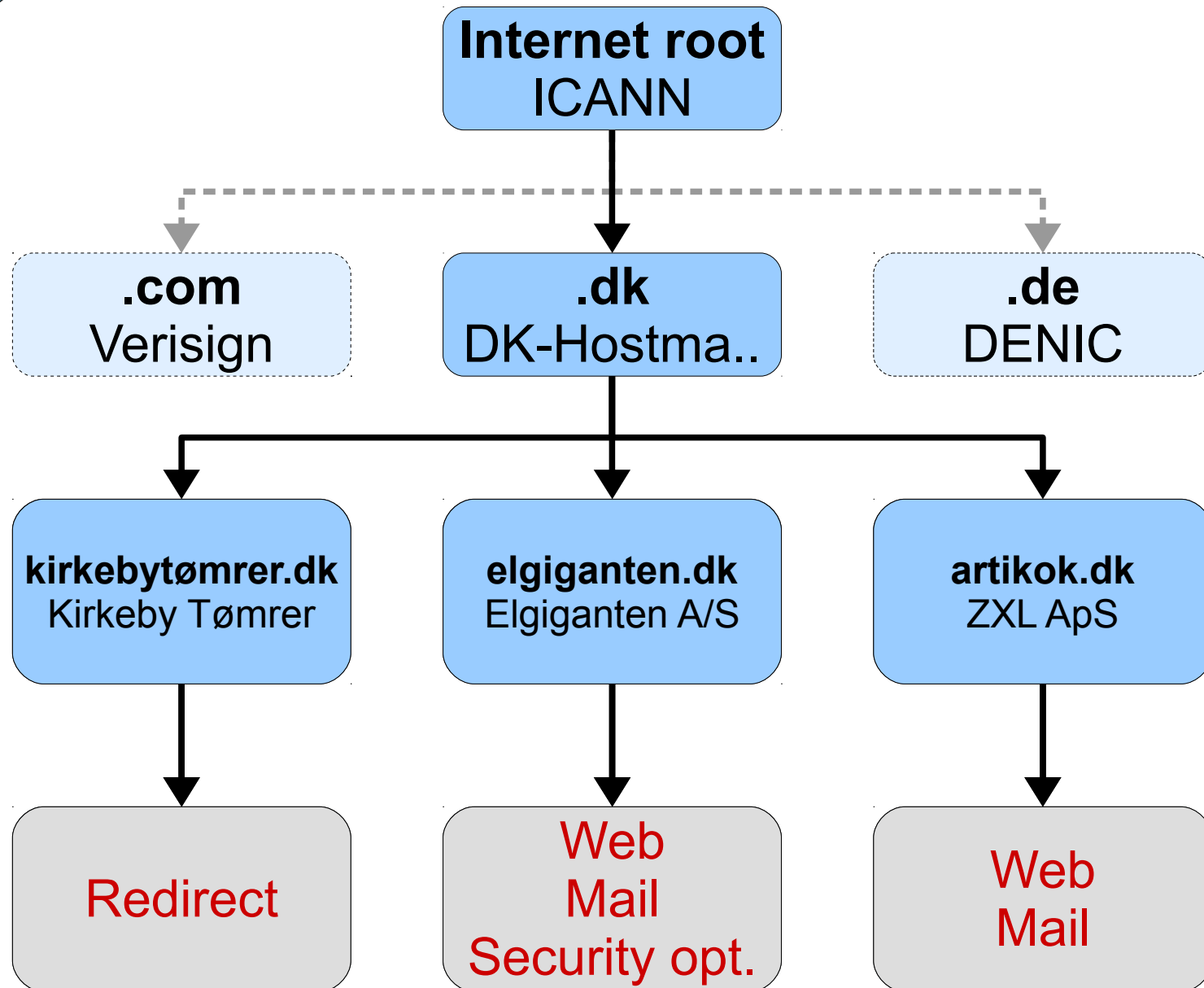
Direct online commerce



Buyers and sellers have systems to **discover, evaluate, negotiate,** and **transact** directly with each other

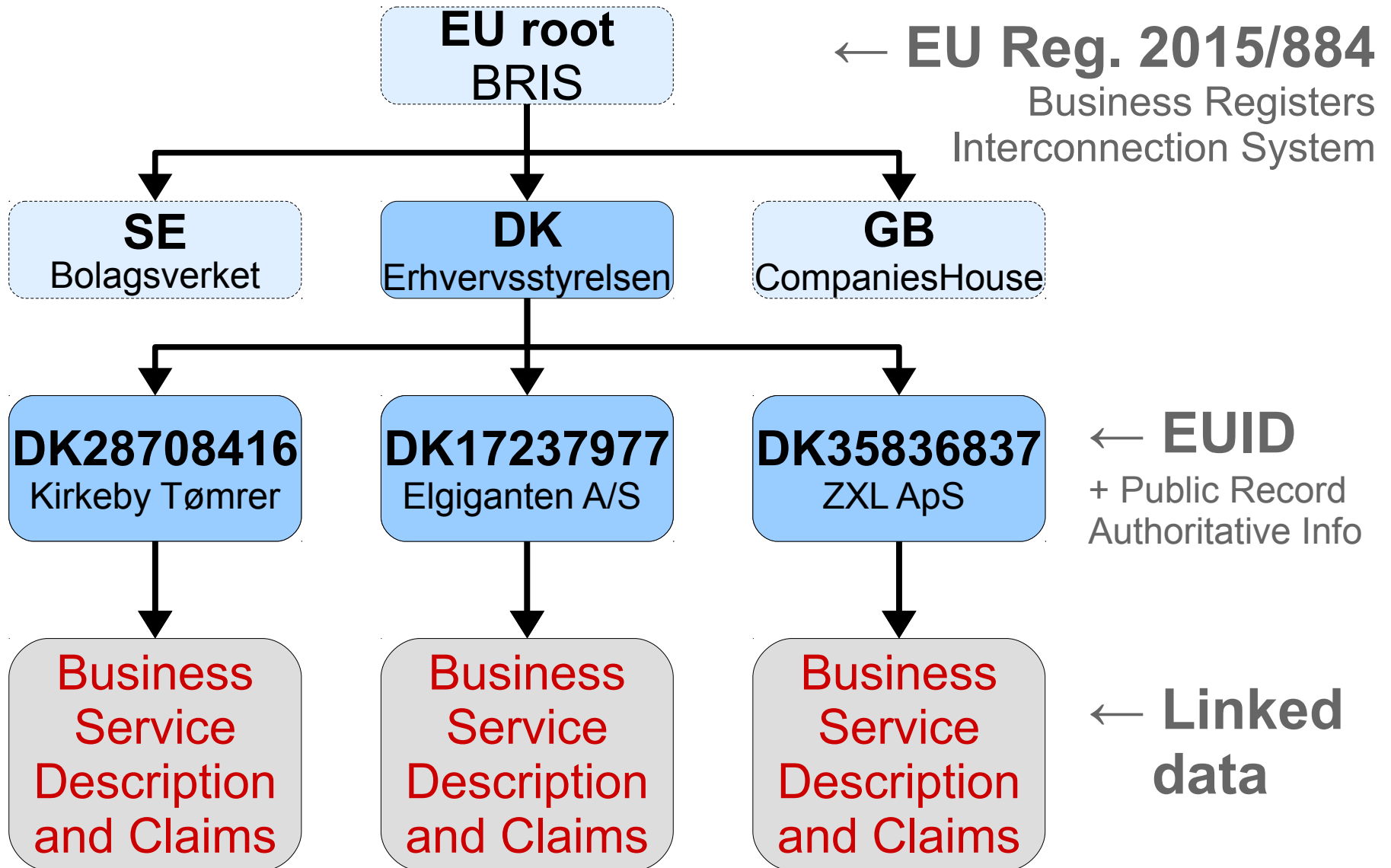


Domain Name Discovery





Business Service Discovery





Security Aspect of BSR's

EV Certificates

Expensive

Static

Domain

?Trusted? 3rd Party

TLS Only

Minimal Public Info

Stand Alone

Browser support

BS Records

Free

Dynamic

Domain & Page

Authoritative

Works w/wo TLS

Detailed Public Info

+ 1st & 3rd Party Info

Browser extension



Business Aspect of BSR's

- **"Once-Only" principle for commerce**
creating competition for using the data
- **Company Benchmarking**
from "Big Data" to "Linked Data"
- **Consumer Criteria Search**
rather than which vendor pays the most to the platform
- **Actionable Privacy Policies**
- **Platform Independence**
from 3 party platform economy to 4 party ecosystems



Thank You!

For more information, contact:

Henrik Biering

hb@peercraft.com

[linkedin.com/in/hbiering](https://www.linkedin.com/in/hbiering)

Available documents (so far):

General Discussion Paper (background)

Summary (towards a trusted internet)

bedreid.dk/distributed_business_service_discovery