

## **WK comments about Authenticity Enterprises and their entrepreneurs (From Nov 1 2018 meeting)**

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Every enterprise should be FOCUSED SOLELY on their area. For example, AuthEHR will focus on measurably reliable identities for health care, not just in the U.S. but worldwide ... nothing more than that.

Enterprise customers will know nothing of the Authenticity underpinnings and how they work. Nobody in the healthcare industry has heard of the Authenticity Alliance, but down at the bottom of AuthEHR.com, which is the site that healthcare IT people know, there's this little slug that says AuthEHR is a premier partner in the A.A. And once in a while, one of those people gets curious and they click on it to see what it is. "Oh, I can use my credential at my insurance company too, not just my work."

At Authentic Data Rooms – people in the investment banking and private equity industry – all they know is that Authentic Data Rooms makes sure that people who are sharing sensitive company information are who they say they are... that's all they know. Focus focus focus.

The way Authenticity is presented to the end user is totally focused on THEIR world. If they're an ophthalmologist, all they know is Opth. Journal gets them into Opth. Village, where they know that everybody in there belongs, and they can be candid because everyone there is an ophth'ist, or a vendor to the industry, or a consultant to ophth's. ... not outsiders.

Each enterprise will be focused on THAT entrepreneur's world, and NOT focused on how this is all put together behind the scenes. Like the role of Microsoft or Apple – everybody knows there a company called MS back there who provides a lousy operating system and dictates how you do documents, but that's not the user's business. The user's business happens to use MS tools ... there are thousands of industries who use that set of tools. That's where we're going.

Each enterprise is relentlessly focused on its community, its industry, its market, its audience, and their pains, their needs. The entrepreneur leading up that enterprise KNOWS those pains and needs because they are OF that industry ... or community. Avocational communities too – boating dogs, horses.

### **BUT FIRST:**

Right now we need to focus on educating thought leaders about how all this stuff works -- how Authenticity solves big problems. THEN we go out and aggressively recruit entrepreneurs.

Our immediate goal is to reach out in a very skilled way to audiences 4, 5, 6, 8 and get those thought leaders talking, get a buzz going about Authenticity... letting them know they're special, they're getting a preview .. they'll know about it before we reach out to large audiences.