

iNOU | DigitalCrypt

# Chi-Epsilon Consulting Proposal



# Chi EPSILON CONSULTING



**KENNY  
LAM**

**Operations Consultant**



**SHELDON  
GONG**

**Financial Consultant**



**ERIC  
LAM**

**Technical Consultant**



**MATTHEW  
TO**

**Strategy Consultant**



**DEREK  
SUEN**

**Marketing Consultant**

# Our Understanding: Development of Privacy Policies Governing Information of the Deceased

1

## The Ask

- Resolve the current public relations problem
- Implement a long-term plan for stronger privacy policies
- Handle and monetize information on the deceased

3

## Why XE Consulting

- Chi Epsilon Consulting is an architect IT Strategy
- Chi Epsilon's diverse team brings deep industry expertise, delivering solutions through cutting edge strategy consulting
- Chi Epsilon utilizes our unique cross functional model to generate results that allow our client to thrive

1

DigitalCrypt

iNOU

3

2

2

## Critical Success Factors

- Net-Positive Business Statement
- Number of iNOU Users
- High coverage of privacy policy compliance
- Alignment to new and innovative tools and methodology
- Continuous improvement

# External Stakeholders

## General Public



- Users
- Lost Users
- Non-Users

Most concerned about data being used for business and monetization

## Potential Corporate Partners



- Corporate
- Law Enforcement
- Insurance
- DNA Research

Most concerned about competitive landscape and protection business rights

## Government & Legislative Bodies



- President
- Federal Trade Commission
- Department of Justice

Most concerned about potential litigations around information abuse and national security

## Interest Groups



- Religious Groups
- User Rights Activists

Most concerned about information security rights and how this affects future cases

# High Level Business Needs and Goals

| Stakeholder Matrix |   |   | Short-Term Goal | Long-Term Goal |
|--------------------|---|---|-----------------|----------------|
| 01                 | Data Protection and Privacy Policy for the Deceased | <ul style="list-style-type: none"> <li>• Computer Fraud and Abuse Act (CFAA)</li> <li>• Hack-A-Thon Governance Committee</li> <li>• National Institute of Standards and Technology 8053, FDA, HHS, HIPAA</li> <li>• Federal and EU Governments</li> </ul> |                 | ✓              |
| 02                 | Public Trust and Opinion                            | <ul style="list-style-type: none"> <li>• 10 Million User Base Loss</li> <li>• 41% of Internet Users Prioritize Less Data</li> <li>• 11% of Users Intend to Close Accounts</li> </ul>  | ✓               |                |
| 03                 | Monetization of the DC Platform                     | <ul style="list-style-type: none"> <li>• \$6 Billion Annual Revenue</li> <li>• \$398.5 Million Loss</li> <li>• 45% Users Opted Out of Advertising</li> <li>• Revenue Per User \$39.85</li> </ul>  | ✓               | ✓              |
| 04                 | User Experience within iNOU and DC Platform         | <ul style="list-style-type: none"> <li>• 59% of Users Lack Understanding of Data</li> <li>• 79% of US Users Are Concerned Over Data</li> <li>• Potential Third Party Partner Integration</li> </ul>   | ✓               |                |
| 05                 | Strategic Third Party Partnerships                  | <ul style="list-style-type: none"> <li>• Complaint Procedures with DNA Research</li> <li>• 44% of Companies Report They Use Agile</li> <li>• Cyber-Attacks are Considered a Top 5 Risk to Global Security</li> </ul>                                      |                 | ✓              |

# Overall Solution Diagram



## Revise User Experience Platform

1. Insert Privacy Controls
2. Legacy User and Permission Request
3. Transparency Pages
4. Escalation Platform
5. FAQ
6. Postmortem Privacy Statement

Revise policies to comply with current legal landscape



## Public Relations and Marketing

7. PSA from CEO/President
8. Apology to Lost Users
9. Communication of Revised Policies
10. Rebranding
11. PR Campaign
12. Focus Groups & Surveys

Revitalize DigitCrypt's public image and establish it as an ethical form of monetization

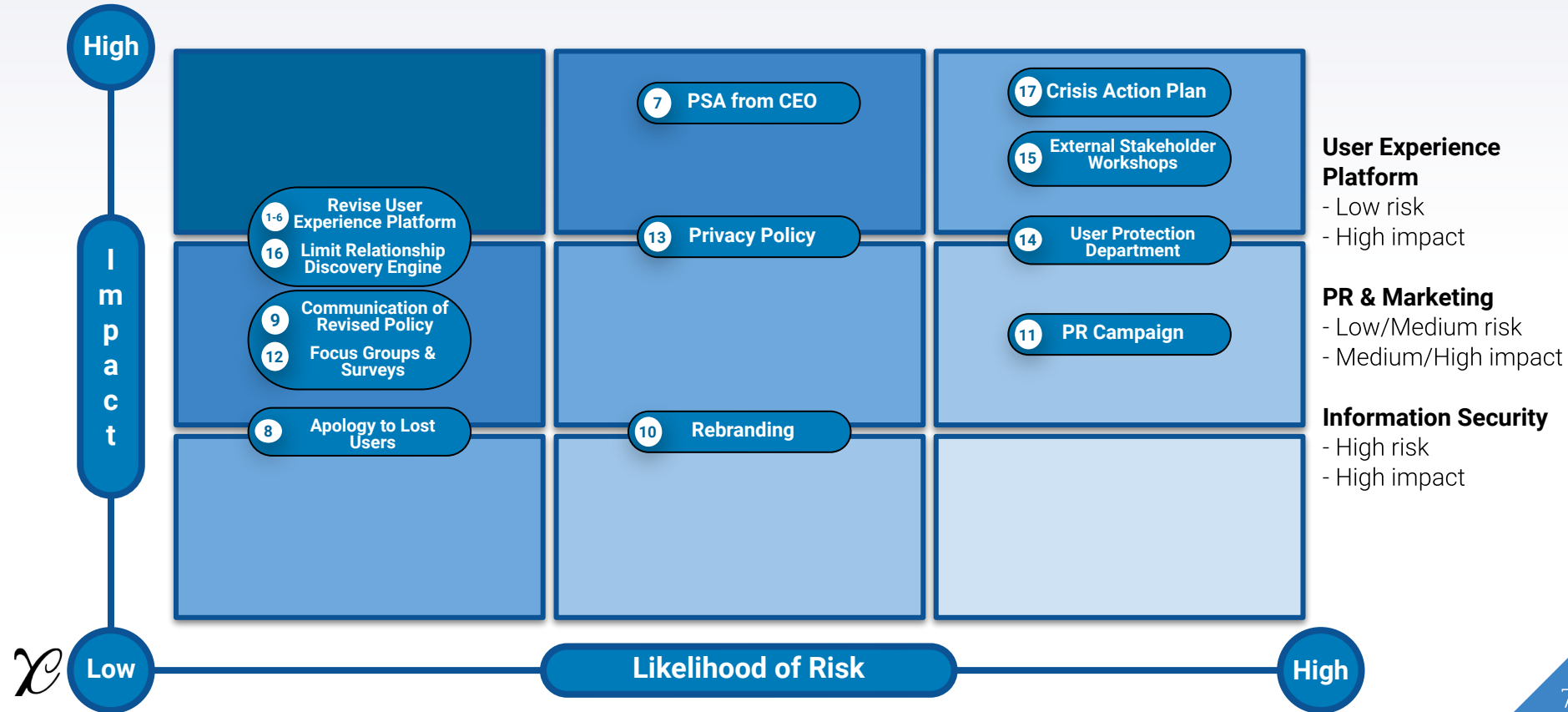


## Information Security

13. Privacy Policy
14. User Protection Department
15. External Stakeholder Workshops
16. Limit Relationship Discovery Engine
17. Crisis Action Plan

Assure public and stakeholders that iNOU is willing and capable of addressing any future legal or compliance issues

# Risk Assessment Matrix



# Information Security and Privacy (Policies)



## Privacy Policy for the Deceased

### Example Criteria to Identify

- What information DC collects
- How information is used, shared, and secured
- The operation(s) and security of data transfer
- How the company cooperates and complies with regulations



## Compliance Frameworks

### NISTIR 8053

- De-identification of Personal Information

### GDPR





- Europe's data privacy and security law

### CFAA

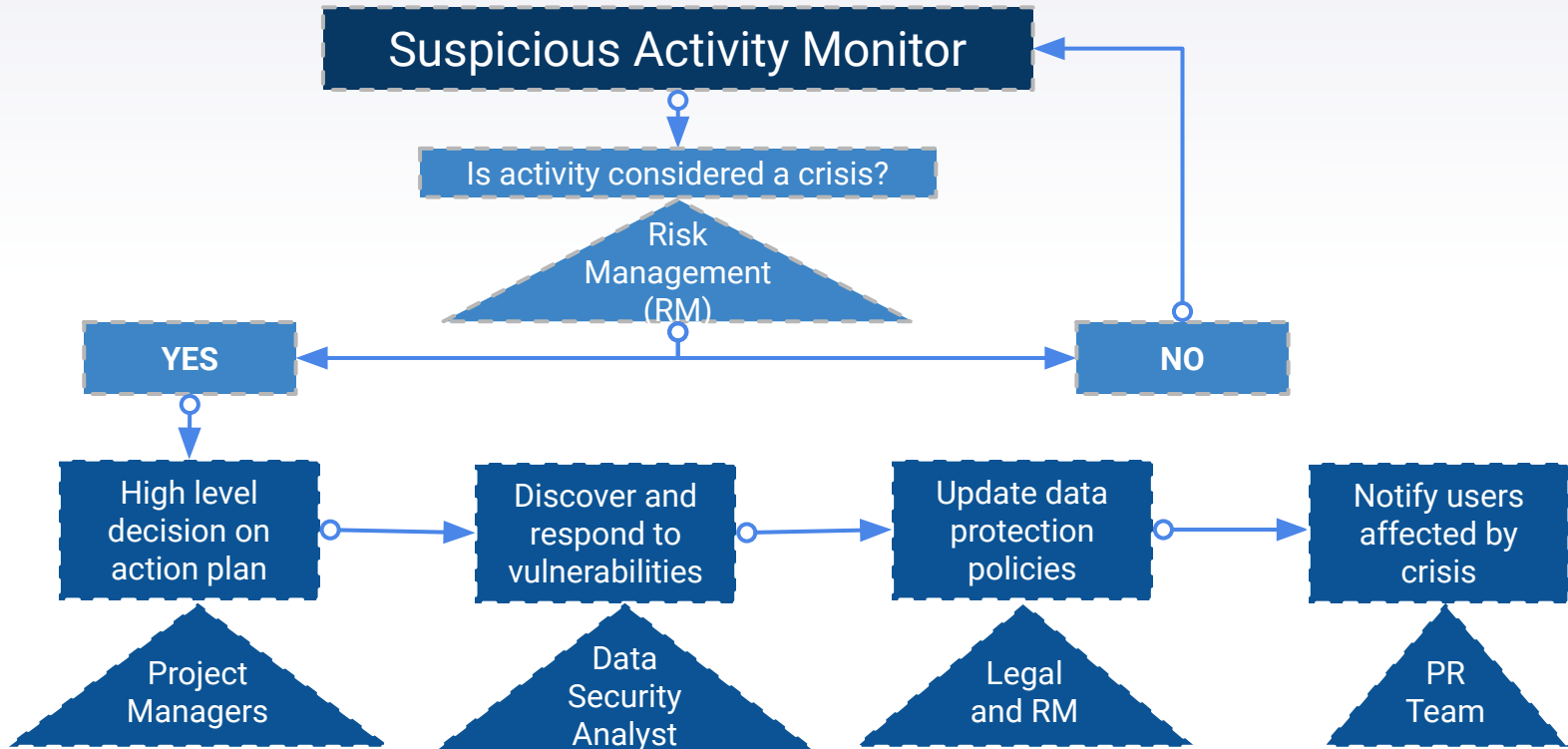
- United State's law prohibits accessing a computer without authorization



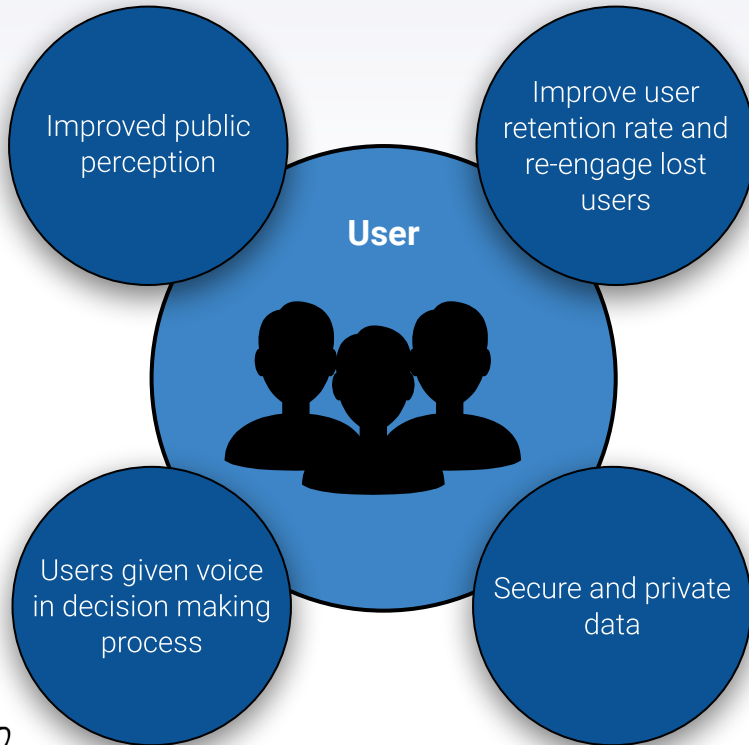
# Information Security and Privacy (UPD)

| <br>Function | <br># of People | <br>Talent Acquisition | <br>Employment Type |
|---|--|---|--|
| Legal   | 3  | Internal  | Full time  |
| Public Relations  | 2  | Internal  | Full Time  |
| Data Security Analysts  | 2  | Internal  | Full Time  |
| Auditors  | 3  | External  | Contractor   |
| Project Managers  | 2  | Internal  | Full Time  |
| Data Protection Officer   | 1  | Internal  | Full Time  |
| Publicist   | 1  | External  | Contractor   |
| Risk Managers   | 2  | Internal  | Full Time  |

# Information Security and Privacy (Crisis Action Plan)



# Organizational and User Impact



# Why Agile Delivery

## Business Drivers

- Constantly Changing Policies
- Rapidly Changing Customer Needs
- Individual Customer Needs Are Growing

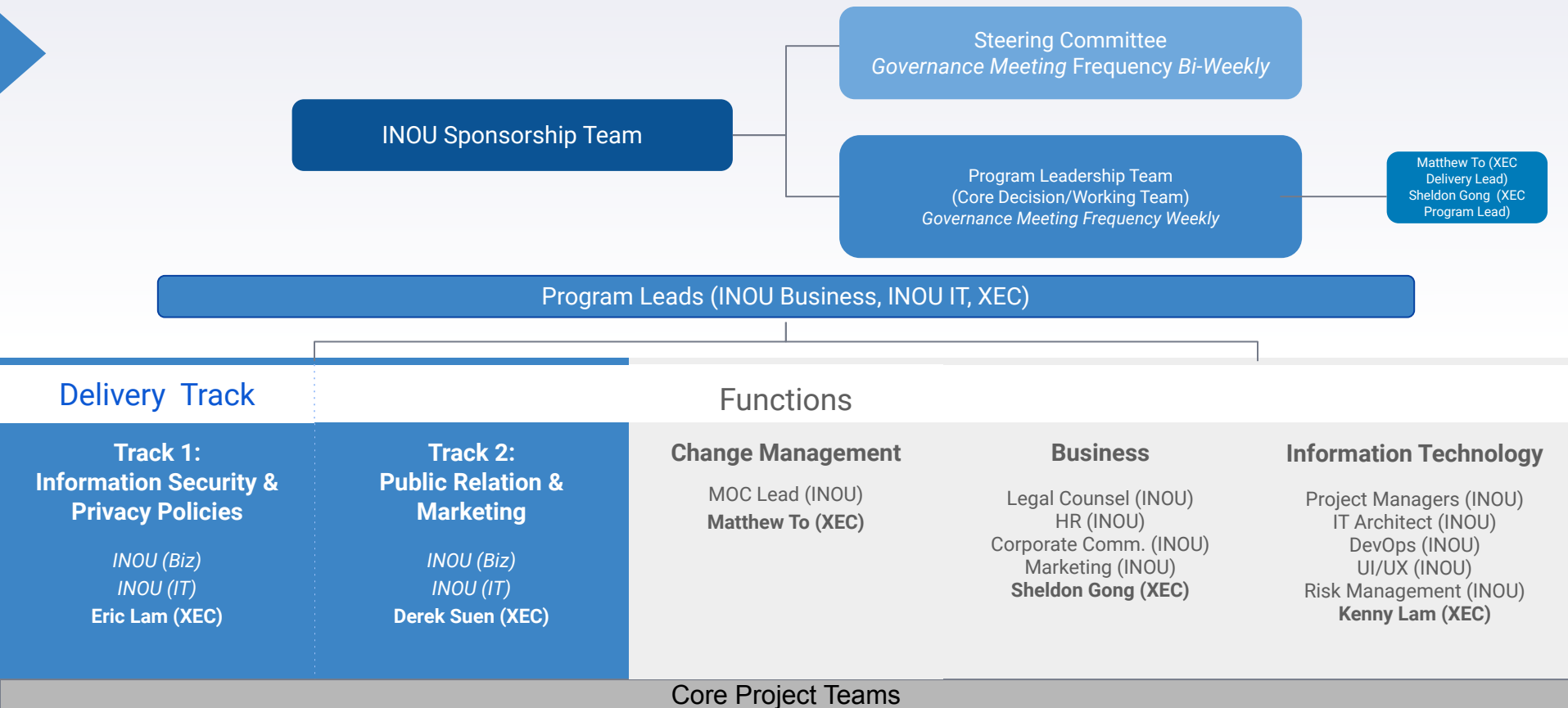
## Benefits

- Rapid Delivery of Customer Satisfaction
- Highly Transparent & Collaborative
- Increase Productivity Gains
- Reduce Re-Work & Improve Quality

## Outcomes

- Improved Alignment Between Delivery Organization & Business Objective
- Ability to Prioritize and Respond to Changing Business and Privacy Policies Requirements
- Greater Project Visibility
- Reduction in Cost of Poor Quality
- Cost Savings Driven Through Distributed Agile Delivery

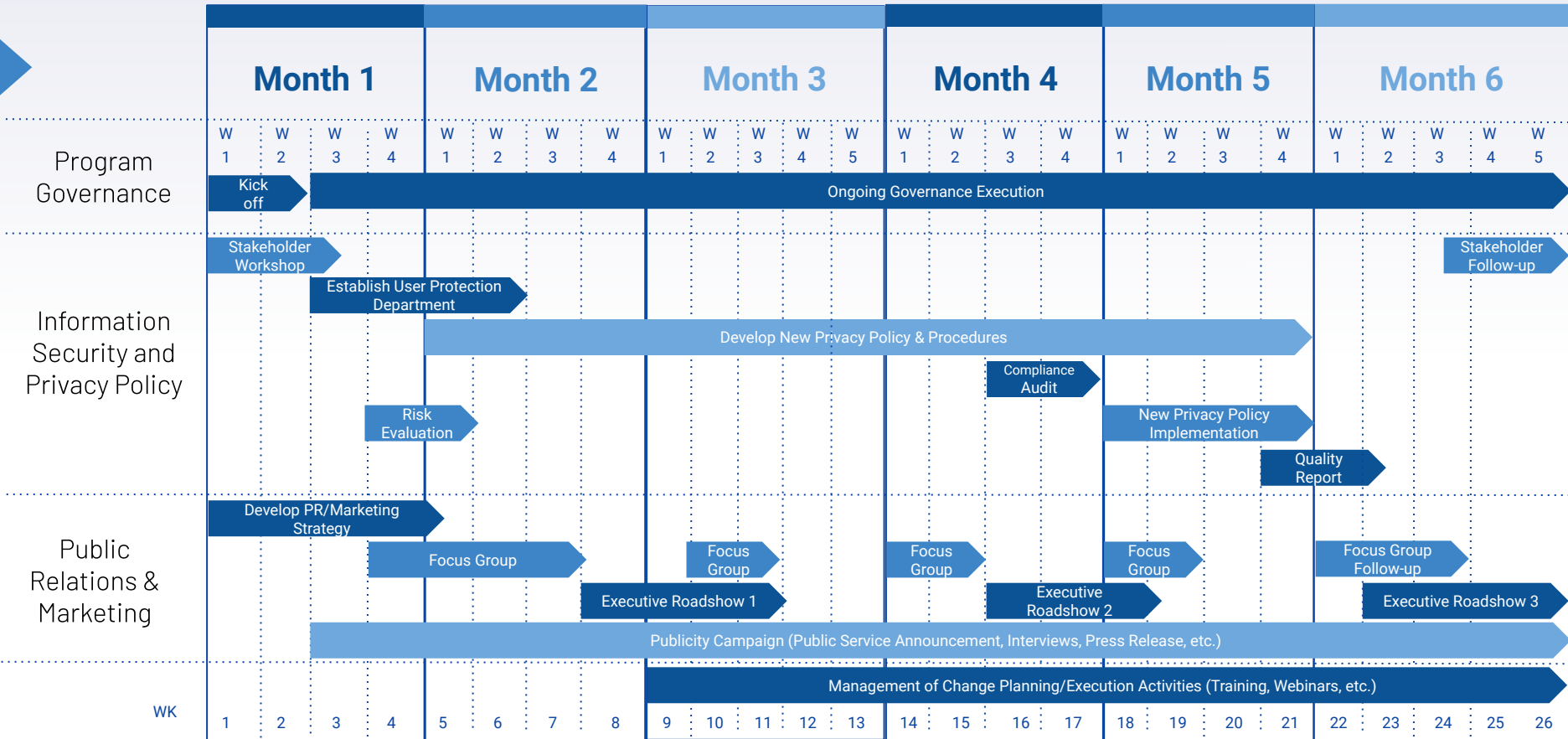
# Program Governance Structure



# Governance & Accountability Model



# Project Timeline

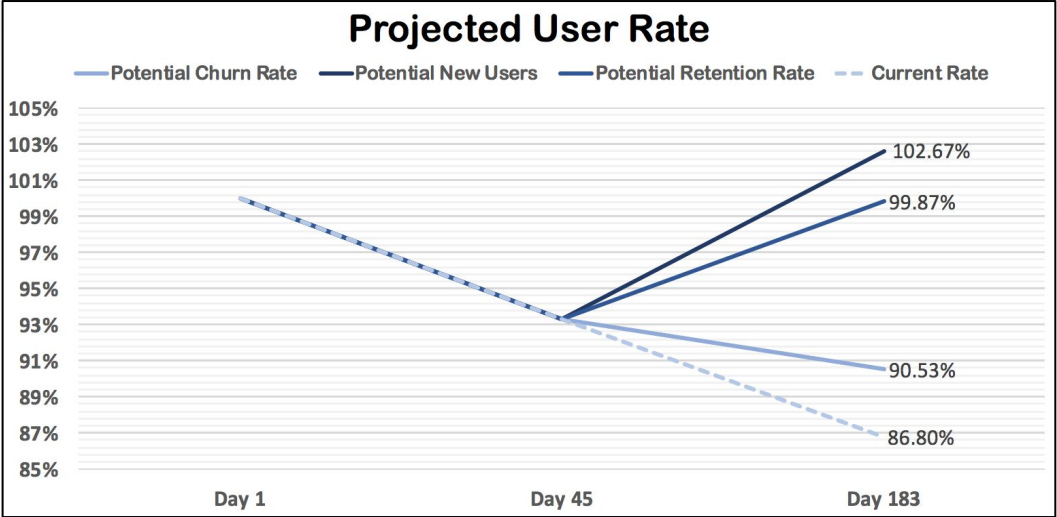


# Deliverables & Measurable Success (KPI)

## Internal Progress:



## External Progress:



| Graph (in millions)      | Day 1 | Day 45 | Day 183 |
|--------------------------|-------|--------|---------|
| Potential Churn Rate     | 15    | 14     | 13.58   |
| Potential New User       | -     | 14     | 15.40   |
| Potential Retention Rate | -     | 14     | 14.98   |
| Current Rate             | 15    | 14     | 13.02   |

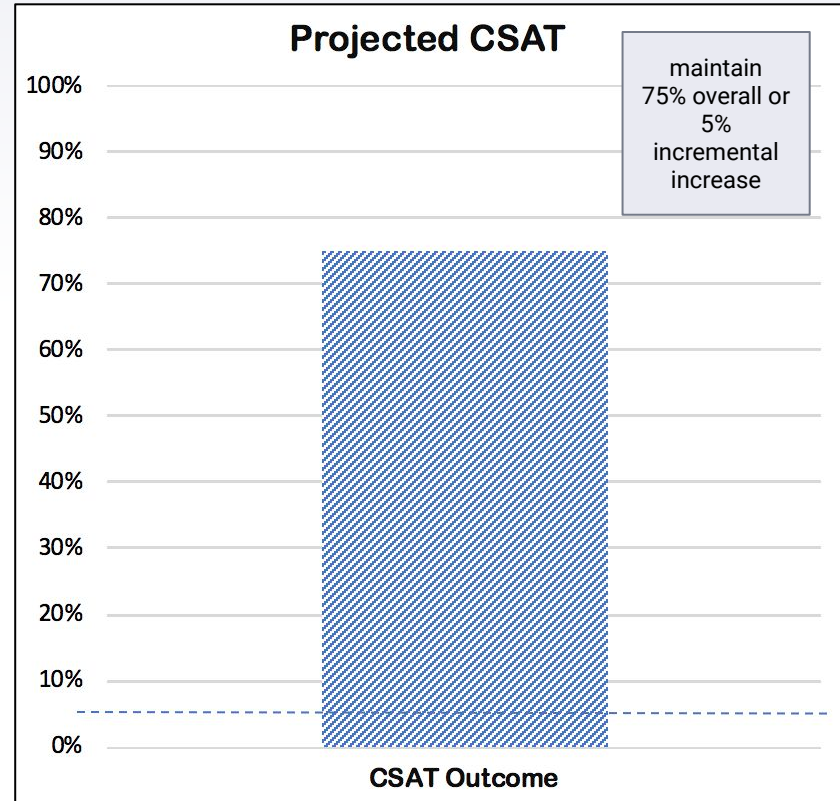


# Deliverables & Measurable Success (KPI)

## Internal Progress:



## External Progress:

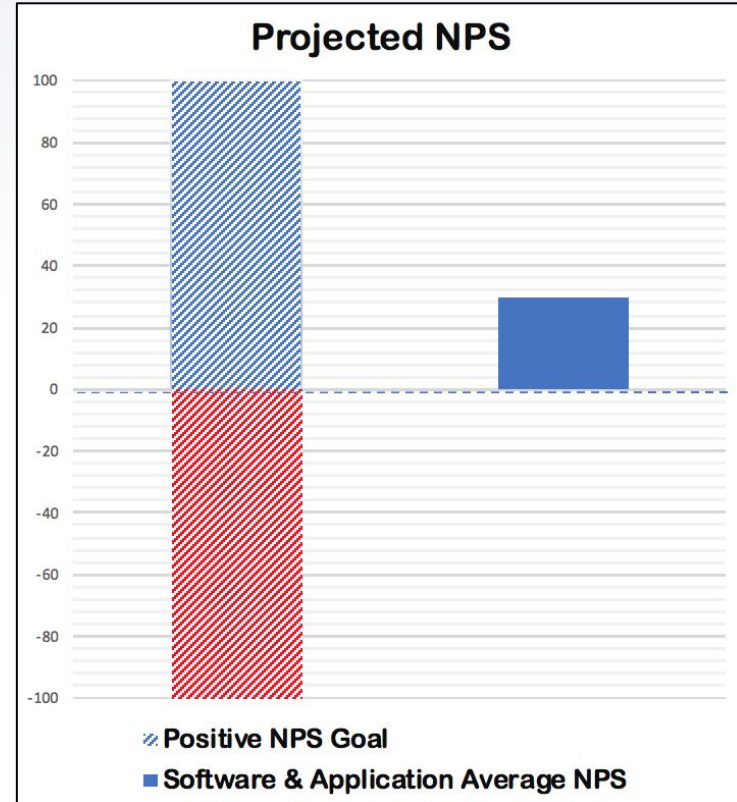


# Deliverables & Measurable Success (KPI)

## Internal Progress:



## External Progress:



# Costs

## Fixed Fee and Fixed Capacity\*

| Role                  | #         | Monthly Fee      | Weeks Needed | Total Fee          |
|-----------------------|-----------|------------------|--------------|--------------------|
| Financial Consultant  | 1         | \$44,000         | 26           | \$286,000          |
| Technical Consultant  | 1         | \$50,000         | 23           | \$287,000          |
| Operations Consultant | 1         | \$46,000         | 26           | \$299,000          |
| Marketing Consultant  | 1         | \$40,000         | 23           | \$230,000          |
| Strategy Consultant   | 1         | \$44,000         | 23           | \$256,000          |
| Analysts              | 5         | \$30,000         | 23           | \$862,500          |
| <b>Grand Total</b>    | <b>10</b> | <b>\$244,000</b> |              | <b>\$2,220,500</b> |

The logo graphic consists of several overlapping circles in various shades of blue. The largest circle is dark blue and contains the company name. Other circles in lighter shades of blue contain the company's key value propositions. The circles are arranged in a cluster, with some overlapping each other and others partially visible in the background.

Client  
Driven  
Strategy

Impactful  
Solutions

# CHI EPSILON CONSULTING

Diverse and  
Experienced  
Consultants

# Appendix

## Full Risk Assessment Matrix (Link)

- File could not visually fit in Google Slides. Full Matrix in link above.

| Anticipated Objection Matrix |  | External Stakeholders |   |                              |   |                               |   |                                    |  |
|------------------------------|--|-----------------------|---|------------------------------|---|-------------------------------|---|------------------------------------|--|
|                              |  | General Public        |   | Potential Corporate Partners |   | Government/Legislative Bodies |   | Interest Parties & Pressure Groups |  |
|                              |  | Anticipated Objection | Notes   | Anticipated Objection        | Notes   | Anticipated Objection         | Notes   | Anticipated Objection              | Notes  |
| Initiatives                  | Genealogy research for INOU                    | M                     | Unhappy with data being used for internal monetization        | L                            | Already the precedent that INOU will use their resources for business development | L                             | Government does not usually interfere with research studies               | H                                  | Unhappy with use of user information for internal monetization |
|                              | Business Partnerships/Vendors                  | H                     | Objections against giving user information to other companies | L                            | Firms will be seeking partnerships with INOU                                      | L                             | Does not usually interfere with partnerships unless it breaches antitrust | H                                  | Objections against giving user information to other companies  |
|                              | ID fraud & Information abuse                   | L                     | Positive response expected due to value added                 | M                            | Competitive advantage for INOU if they keep data to themselves                    | H                             | High risk of litigations around sensitive user information                | M                                  | Concerned that data needed for initiative is too sensitive     |
|                              | Extended access to information on the deceased | L                     | Positive response expected                                    | M                            | Competitive advantage for INOU if they keep data to themselves                    | M                             | High risk of litigations around sensitive user information                | M                                  | Concerned that data needed for initiative is too sensitive     |
|                              | Demographic and stastical studie               | L                     | Positive response expected                                    | M                            | Competitive advantage for INOU if they keep data to themselves                    | L                             | -   | L                                  | -  |
|                              | Family genealogy research                      | L                     | Positive response expected                                    | M                            | Competitive advantage for INOU if they keep data to themselves                    | L                             | -   | L                                  | -  |
|                              | Location and/or disposition of re              | L                     | Positive response expected                                    | M                            | Competitive advantage for INOU if they keep data to themselves                    | L                             | -   | L                                  | -  |