Notes from the Village #11

Building the trust network around your health data, one update at a time.

TrustMyOwn.Health 011 - Crowdfunding to pay for the alpha year?

This week, one of you subscribers asked me, “Have you thought about crowdfunding? Is there a minimum you would accept from a contributor? What would they get in return: altruism or a subscription for a while?” Then they added, “The five of us on this call would probably contribute something.”

I didn't have answers to any of it. Crowdfunding hadn't been on our radar at all. Well, that's not quite right. We’ve been circling the money questions for months. We know roughly what the alpha year costs. What we don't know is how to ask about crowdfunding, who to ask, and what anyone gets for saying yes. Those aren't small gaps. They're most of the question.

What is the alpha year?

Twelve months to run 32 real-world use cases through the app, refine the design, and determine what help people need to use it, which is likely different from what we imagine they need. Be honest about the cost to use the app, work with a few trust networks, and build the plan for a full rollout. The year isn't a demo or a launch; it's the stretch where we find out whether the vault does what people need.

Three ways people might help pay for it

Contributors give because they want this to exist, with no return expected, though maybe there should be one.

Purchasers want the vault built for their population, their constituency, and their use cases. They're buying the work, not a share of us.

Investors want us to reach the point where this rolls out to individuals, trust networks, and whole communities.

Niggling at me

Money is exactly where a promise is tested. Someone who contributes or purchases isn't asking us for anything regarding their data. Investment can come with expectations attached, and expectations are how covenants quietly bend.

The Data Sovereignty Covenant has to sit outside company authority from the start. Not a promise we make and could later reconsider under pressure. Those decisions were never ours to make. That's easy to write down and hard to hold, and I'd rather say so now than after someone hands us a check.

Three calls

I want to think this through with you. The question on the table is how TMOH should raise money for the alpha year. What's targeted, what's general, which channels, whether crowdfunding fits, what a minimum contribution even means, and what people receive as contributors, purchasers, and investors.

I don't have these answers. You already told me you'd pay for the product. That makes you the right people to ask about how we should pay for building it.

Select a call time, email me at danny@TrustMyOwn.Health. I’ll send the invite. Feel free to suggest a better time if none work. I’ll see what I can do.

- **Friday 9/11 7 -8 pm Eastern**
- **Saturday 9/12 1-2 pm Eastern**
- **Thursday 9/17 6-7 pm Eastern**

We'll record every call and post it on the website, so if none work for you, you won't miss the conversation.

Onward, Danny Health Hats