Building the Information Valet Service with existing components
A scenario by Steve Mott

Required Component	Possible vendors/partners					
	Info-Card	**Clickshare**	**e-Rewards, Web Loyalty et al**	**Amazon BitPass etc.**	**Newco**	**Partners**
Enrollment/registration process that screens (and protects) users	**X**					
Creation of secure credential with user-set privacy levels						**?**
Downloadable(?) single sign-on capability for participating sites		**X**				
User-created and updated profiles of preferences, interests and demographics	**X**					
Certification of trusted providers and participants					**X**	
Ability to match dynamically-specified buyer interests with customized seller offerings, including marketing fulfillment	**X**		**X with mktg. fulfill.**			
Transparent payment capability with user-specified ways to pay				**X (Payments)**		**Small banks**
User-defined rewards that can be collected among user-specified provider participants	**?**		**X**			
Visa-like payment engine/network/capability to slice-and-dice multi-party payments, establish and enforce rules, handle problems, service customers, provide reports, administer licenses/IP, etc.				**X (Payments)**	**Eco-system Admin**	**Multi-level Billing/ Settle-ment**
Other? E.G. Shared content serving? Multi-level content provision? Sampling? Add-on promos?						**Web Loyalty, Vignette?**
Other?						

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