



June 13, 2011

National Institute of Standards and Technology
c/o Annie Sokol
100 Bureau Drive, Mailstop 8930
Gaithersburg, MD 20899

Re: [Docket No. 110524296-1289-02] Models for a Governance Structure for the National Strategy for Trusted Identities in Cyberspace

Dear Ms. Sokol,

Following please find responses prepared to the questions noticed seeking public comment from interested parties to help the Department issue guidelines concerning understand approaches for: 1) the structure and functions of a persistent and sustainable private sector-led steering group and 2) the initial establishment of the steering group.

We are interested in participating in this process as we would like to have the option to participate on the Steering Committee as a startup business in the trusted identities space. We encourage the steering committee to include small entrepreneurial start ups, such as eVOTZ, Inc., to be able to participate alongside leading industries providers to provide balance and include the creative and nimble approach small entrepreneurial businesses and their founders can contribute to the identifying helping evaluate the Department's solution.

As a startup, eVOTZ is pioneering mobile solutions for authentication and verification using cell tower id and related geo-fencing methods to help verify transactions. We believe and therefore recommend mobile solutions and application should be represented within the Department's solution and therefore also represented on the Steering Committee's composition.

eVOTZ believes mobile technology, with citizens increasing relying on mobile devices such as smart phones and internet connected table devices, will soon play a majority role in identity access and as such, mobile authentication and verification solutions for trusted identity should considered inclusion in the composition of the Steering Committee. As a U.S. pioneer in mobile authentication and verification on mobile devices, eVOTZ, Inc. is hoping to participate on the Committee to share our knowledge and expertise in the mobile application possibilities for Trusted Identities on network connected mobile devices.

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Mobile is changing everything and that includes the old ways of online PC only identity frameworks now that smart devices can combine with location-based services and permissions to realize the mega scale opportunities coming to identity protection, government and civic mobile participation.

Although we are not responding to most of the questions which are technical in nature, we wanted to express our interest to join and hope that the Department will be able to establish Steering Committee composition that permits emerging mobile based Trusted Identify solutions and small business startups such as ours to play a role.

The inclusion of small company startups such as eVOTZ, Inc. will help bring together all of the interested stakeholders to ensure that the Identity Ecosystem Framework provides a minimum baseline of privacy, security, and interoperability through standards, policies, and laws—without creating unnecessary barriers to emerging small business entry and the integrity of the Framework process while providing the flexibility to offer alternate mobile Trusted Identity opportunities of within the Framework recommendations.

Thank you for your consideration.

Sincerely,

Elliot Klein
Founder, eVOTZ, Inc.