

**IEEE SA Industry Rapid Activator Program (IRAP)
Industry Connections Activity Initiation Document (ICAID)**

Version: 1.1, 10 November 2020

IC20-024-01 Approved by IESS SMDC 18 December 2020

Instructions

- Instructions on how to fill out this form are shown in red. It is recommended to leave the instructions in the final document and simply add the requested information where indicated.
- **Shaded Text** indicates a placeholder that should be replaced with information specific to this ICAID, and the shading removed.
- Completed forms, in Word format, or any questions should be sent to the IEEE Standards Association (IEEE SA) Industry Connections Committee (ICCom) Administrator at the following address: industryconnections@ieee.org.
- The version number above, along with the date, may be used by the submitter to distinguish successive updates of this document. A separate, unique Industry Connections (IC) Activity Number will be assigned when the document is submitted to the ICCom Administrator.

1. Contact

Provide the name and contact information of the primary contact person for this IC activity. Affiliation is any entity that provides the person financial or other substantive support, for which the person may feel an obligation. If necessary, a second/alternate contact person's information may also be provided.

Name: Doug Zuckerman

Email Address: d.zuckerman@ieee.org

Employer: Retired (Telcordia)

Affiliation: Unaffiliated

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

2. Participation and Voting Model

Specify whether this activity will be entity-based (participants are entities, which may have multiple representatives, one-entity-one-vote), or individual-based (participants represent themselves, one-person-one-vote).

Individual-Based.

3. Purpose

3.1 Motivation and Goal

Briefly explain the context and motivation for starting this IC activity, and the overall purpose or goal to be accomplished.

To accelerate the commercial implementation and/or adoption of recently published or soon to be published IEEE standards by showcasing/demonstrating them in major industry events. The relevant stakeholders of the

selected standard(s) are brought together within an IEEE-led effort to ensure that critical development, test, and marketing product lifecycle milestones in IRAP-selected projects are achieved.

3.2 Related Work

Provide a brief comparison of this activity to existing, related efforts or standards of which you are aware (industry associations, consortia, standardization activities, etc.).

This program will be analogous to existing successful SDO programs such as offered by the TM Forum and ETSI (worldwide).

3.3 Previously Published Material

Provide a list of any known previously published material intended for inclusion in the proposed deliverables of this activity.

Not applicable

3.4 Potential Markets Served

Indicate the main beneficiaries of this work, and what the potential impact might be.

BENEFICIARIES:

- Companies involved in the development of the standard (WG members)
- Companies participated in IRAP projects
- Entire industry relevant to the standard

IMPACT:

- The IRAP project aims to serve as an enabler for quicker promotion and deployment of participant organizations' solution based on upcoming standards, i.e., shortens time to market.
- IRAP pools together stakeholder resources towards a common goal.
- IRAP offers fresh perspectives into a project through feedback from stakeholder colleagues.
- IRAP provides an opportunity to work with others in the industry in a hands-on environment.
- The IRAP provides a framework to foster innovative industry solutions.
- The IRAP provides participant organizations with relevant market exposure through IEEE and other industry channels, e.g., IEEE events, conferences, and other relevant IEEE industry events.
- The IRAP leverages open source solutions when appropriate.
- Helps participant organizations save resources since IEEE SA manages the IRAP project by using structured programs that are adhered to by all participants.

3.5 How will the activity benefit the IEEE?

- The IRAP showcases IEEE standards in major industry events (worldwide exposure).
- The IRAP demonstrates that IEEE standards address industry challenges (market relevance).
- The IRAP involves multiple entities (industry, business, government users, and potentially academia) in the project (market relevance).
- The IRAP cultivates and nurtures sustainable relationship with companies and other entities worldwide within the IEEE ecosystem.

4. Estimated Timeframe

Indicate approximately how long you expect this activity to operate to achieve its proposed results (e.g., time to completion of all deliverables).

Expected Completion Date: 12/2022

IC activities are chartered for two years at a time. Activities are eligible for extension upon request and review by ICom and the responsible committee of the IEEE SA Board of Governors. Should an extension be required, please notify the ICom Administrator prior to the two-year mark?

5. Proposed Deliverables

Outline the anticipated deliverables and output from this IC activity, such as documents (e.g., white papers, reports), proposals for standards, conferences and workshops, databases, computer code, etc., and indicate the expected timeframe for each.

GENERIC:

- The IRAP projects will be selected and planned for about six-month proof of concept activity that solves a particular problem.
- The IRAP projects will focus on demonstrating innovative solutions to relevant critical industry challenges, leveraging key IEEE SA's best practices.
- Each IRAP project will provide outputs such as lessons learned, best practices, white papers, open-source where appropriate, demo architectures, etc.
- The IRAP projects will be showcased at relevant IEEE flagship conferences/events and industry trade shows around the world and will be featured through email, social media, and websites.
- On average, 2-3 standards will be featured each year.

SPECIFIC:

- 2020/2021: Pilot (P1752 – IEEE Standard for Mobile Health Data)
 - o This standard defines specifications for a mobile health data applications programming interface (API) and standardized representations for mobile health data and metadata. Mobile health data encompasses personal health data collected from sensors and mobile applications.
 - o *Potential pilot participants:* Wearable device makers, medical device makers, health data aggregators, health information technology systems managers, health information infrastructure providers, mobile health app developers, biomedical researchers, clinicians, data scientists, government.
 - o *Status:* Engaged the Working Group and identified the candidate project manager; they are all ready, willing, and able to move forward; contacting potential industry participants.
- 2021/2022: Project 1 (IEEE 2791-2020 - IEEE Standard for Bioinformatics Analyses Generated by High-Throughput Sequencing (HTS) to Facilitate Communication)
 - o This standard establishes accurate and secure communication of bioinformatics protocols in order to facilitate bioinformatic data analysis workflow related exchange and communication between regulatory agencies, pharmaceutical companies, bioinformatics platform providers and researchers.
 - o *Potential pilot participants:* Government bodies and Regulatory Agencies; Medical product manufacturers and their suppliers; Laboratories developing clinical testing protocols; Bioinformatics tool and platform developers who wish to operate in a regulatory environment, including cloud service (PaaS, IaaS, SaaS, FaaS) providers; Peer Reviewers for journals / scientific

- journal publishers; Public cloud companies operating in the Life Sciences sector including electronic health record (EHR) systems
- *Status*: Engaged the Working Group and identified the candidate project manager; Established potential demo scenarios (see the attachment); this work deferred due to the pandemic related engagement of the potential participants.
- 2021/2022: Additional one or more projects to be selected from other practices using our documented selection criteria.

5.1 Open Source Software Development

Indicate whether this IC Activity will develop or incorporate open source software in the deliverables. All contributions of open source software for use in Industry Connections activities shall be accompanied by an approved IEEE Contributor License Agreement (CLA) appropriate for the open source license under which the Work Product will be made available. CLAs, once accepted, are irrevocable.

Will the activity develop or incorporate open source software (either normatively or informatively) in the deliverables?

Yes, when appropriate for the standard being featured.

6. Funding Requirements

Outline any contracted services or other expenses that are currently anticipated, beyond the basic support services provided to all IC activities. Indicate how those funds are expected to be obtained (e.g., through participant fees, sponsorships, government or other grants, etc.). Activities needing substantial funding may require additional reviews and approvals beyond ICom.

The IRAP Committee is financially supported the IEEE SA. However, over time, the IRAP projects (except the pilot project) that the IRAP Committee organizes are expected to be self-funded. Each project will have a separate budget approved by the IRAP committee. Each IRAP project proposal will have a preliminary budget plan. Then the IRAP committee, together with its project manager, will finalize and approve the budget plan. The approved budget plan for each IRAP project will have revenues and expenses identified in detail.

The revenues for an IRAP project will include the fees to be collected from the participants, patronage, donations, grants, etc. Each IRAP project will determine its participation fees, which may depend on the type of the participating organization. For example, the participation fee may be based on:

- the annual revenues
- whether for-profit or not-for-profit organization
- IEEE SA entity membership
- Etc.

The expenses for an IRAP project will include the payment for the contractors, e.g., project manager, event expenses, marketing expenses, travel and lodging for the relevant IRAP Committee members, etc.

The participating organizations shall be responsible for the expenses, which may include:

- Expenses related to the shipping of their own equipment
- Travel and lodging expenses

- Registration fees for the event that the project is showcased

7. Management and Procedures

7.1 Activity Oversight Committee

Indicate whether an IEEE committee of some form (e.g., a Standards committee) has agreed to oversee this activity and its procedures.

Has an IEEE committee agreed to oversee this activity? Yes

If yes, indicate the IEEE committee's name and its chair's contact information.

IEEE Committee Name: Products and Services Innovation SMDC

Chair's Name: Don Wright

Chair's Email Address: don@standards-strategies.com

Additional IEEE committee information, if any. Please indicate if you are including a letter of support from the IEEE Committee that will oversee this activity.

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

7.2 Activity Management

If no Activity Oversight Committee has been identified in 7.1 above, indicate how this activity will manage itself on a day-to-day basis (e.g., executive committee, officers, etc.).

The IEEE SA Board of Governors (BoG) Strategic Management and Delivery Committee (SMDC) on Product and Service Innovation.

The IRAP shall be managed by the IRAP Committee, which is comprised of the following members:

Voting Members:

- Chair
- Vice-Chair
- Program Management Chair
- Treasurer
- Track Chairs:
 - o Marketing and Communications Chair
 - o Events Chair
 - o Standards Coordination and Liaison Chair
 - o Knowledge Management Chair
 - o Demo Platform Coordination Chair
- Products and Services Innovation SMDC Vice President

Non-Voting Members:

- Industry Advisors

- Staff Director

7.3 Procedures

Indicate what documented procedures will be used to guide the operations of this activity; either (a) modified baseline *Industry Connections Activity Policies and Procedures*, (b) Standards Committee policies and procedures accepted by the IEEE SA Standards Board, or (c) Working Group policies and procedures accepted by the Working Group’s Standards Committee. If option (a) is chosen, then ICom review and approval of the P&P is required. If option (b) or (c) is chosen, then ICom approval of the use of the P&P is required.

Modified baseline Industry Connections Activity Policies and Procedures.
<https://standards.ieee.org/about/sasb/iccom/resources.html>

8. Participants

8.1 Stakeholder Communities

Indicate the stakeholder communities (the types of companies or other entities, or the different groups of individuals) that are expected to be interested in this IC activity, and will be invited to participate.

- Organizations involved in the development of the IEEE SA standards (WG members)
- Developers involved in implementing the standards developed by IEEE SA
- Suppliers involved in selling the equipment/software using the standards
- Users involved in using the standards developed by IEEE SA

8.2 Expected Number of Participants

Indicate the approximate number of entities (if entity-based) or individuals (if individual-based) expected to be actively involved in this activity.

The IRAP committee itself has 11 participants already. Each project to showcase an IEEE standard is expected to have about 5-10 participants.

8.3 Initial Participants

Provide a number of the entities or individuals that will be participating from the outset. It is recommended there be at least three initial participants for an entity-based activity, or five initial participants (each with a different affiliation) for an individual-based activity.

Use the following table for an entity-based activity:

Entity	Primary Contact	Additional Representatives
Entity Name	Contact Name	Name

Use the following table for an individual-based activity:

Given Name	Family Name	Employer	Affiliation
Doug	Zuckerman	Telcordia (Retired)	

Mehmet	Ulema	Manhattan College	
Celia	Desmond	World Class – Telecommunications	
Raouf	Boutaba	University of Waterloo	
Stan	Moyer	Global Inventures, San Ramon	
Chi-Ming	Chen	AT&T (Retired)	
Jingyi	Zhou	ZTE	
Kevin	Lu	Stevens Institute of Technology	
Alex	Gelman	NetOvation	
Maria	Palombini	IEEE SA	