



ORCID Australia Governance Meeting

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ORCID
2019



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Is ORCID succeeding?



1 - Problem / Need

- *Connect researchers and research
- *Solve name ambiguity
- *Reduce administrative burden

Alternatives

- *Do nothing / use existing workflows and systems
- *Manual / AI disambiguation
- *Use national / local / discipline identifiers

4 - Solution

- *Unique iDs on global scale
- *People & APIs (transactions)
- *Registry metadata

8 - Key Metrics

- *Proportion of active users
- *Proportion of active members
- *Tickets / Active users

3 - Unique Value Proposition

- *Empower researchers and advance the research ecosystem to drive better research outcomes
- *Connect researchers to activities and enable reuse of information
- *"DOIs for people"

9 - Competitive Advantage

- *Government policy
- *Publisher mandates
- *Non-proprietary operating in commercial space
- *Goodwill based on values

5 - Channels (Marketing and Communication)

- *Direct
- *Consortia
- *Service Providers
- *Partners
- *Events

2 - Customer Segments

- *Research organisations (funders, publishers, universities, associations, etc.)
- *Platforms that researchers interact with
- * Researchers

Early adopters

- *Connected to the mission
- *Organisations / projects that have resources (technical and communications)
- *Connected to researchers
- *Continuous engagement

7 - Cost Structure

- *Fixed: Staff (70%), Servers, Back office, Compliance
- *Variable: Travel, Events, Consultants

6 - Revenue Streams

- *Members/subscribers
- *Grants (discontinued)
- *Event sponsorship (in-kind)

**“A startup is an organization
formed to search for a scalable
and repeatable business model”**

-Croll and Yoskovitz, Lean Analytics



Stages of a Startup

Empathy → Stickiness → Virality → Revenue → Scale

2009-2011

2011-2013

2012-2017

2018-2020

2019+

**Identify
unmet need
and raise
funding**

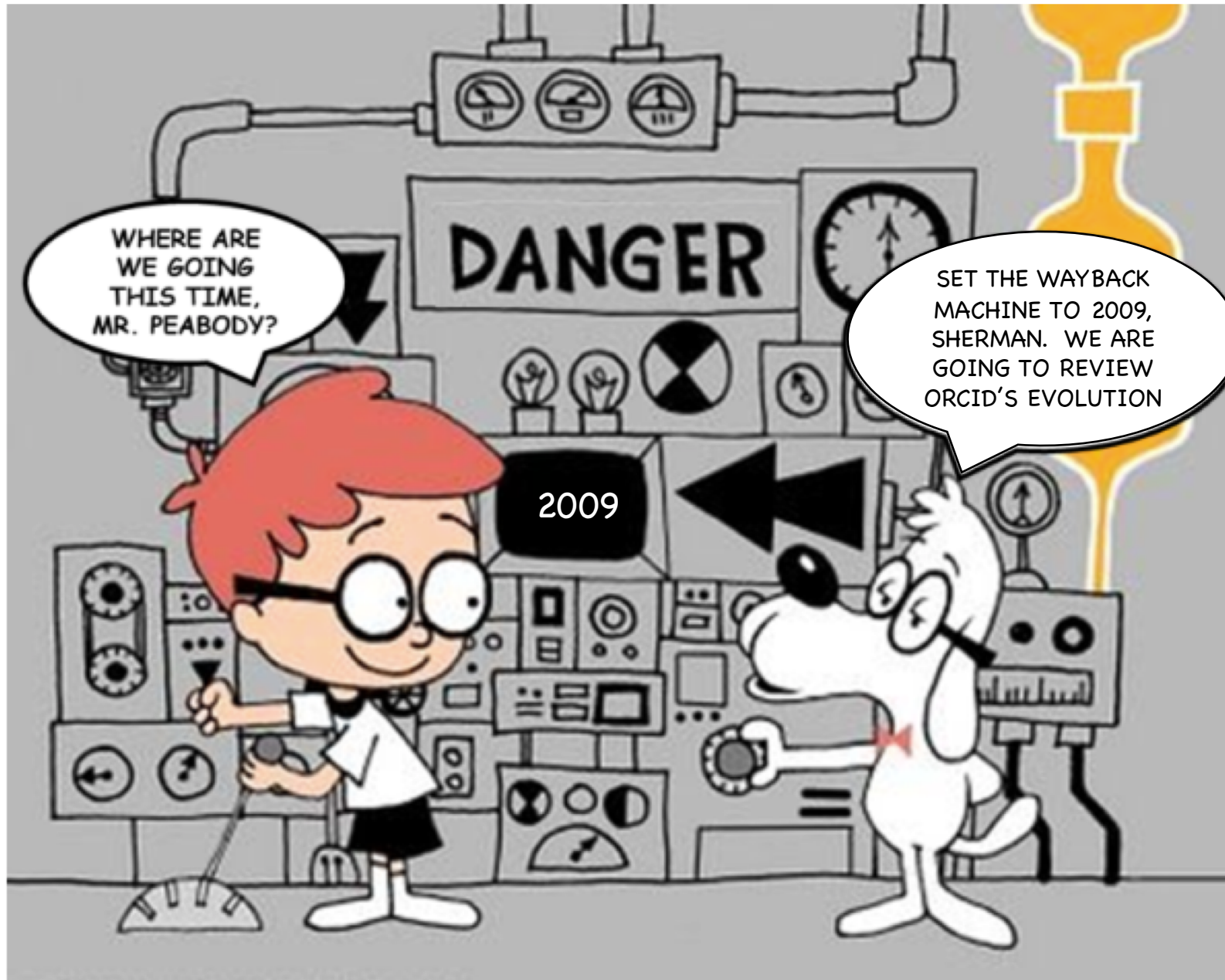
**Test idea with
initial MVP,
engineers
handle support**

**Start direct
sales, start
automating
support,
gather
references**

**Formalize
product,
automate
processes,
grow recurring
revenue**

**Partner with
third- party
integrators,
distributors**





Empathy: Identify Unmet Need

2009-2011

-Mission and Principles

-Board and bylaws

-Incorporation and 501c3 filing

-Over 400 organizations signed a letter of support

-Financial support from NSF, Mellon, Crossref, and community loans for MVP

- Researchers will be able to create, edit, and maintain an ORCID identifier and record free of charge.
- Researchers will control the defined privacy settings of their own ORCID record data.

CERTIFICATE OF INCORPORATION OF ORCID, INC.,

A Delaware Nonstock Corporation

purposes of the Corporation shall be exclusively charitable, scientific, literary and educational within the meaning of Section 501 (c)(3) of the Internal Revenue Code of 1986, as amended (the "Code") and shall include promoting accuracy and integrity and furthering collaboration in scientific research and scholarship, and more generally supporting and enhancing scholarship and the scientific discovery process, namely by working to solve the author/contributor misidentification problem in scholarly research and communications through the creation of a central registry of publicly-accessible unique identifiers assigned to individual researchers and linked to researchers' output; and by engaging in other related activities to enhance and increase scholarly research and scientific discovery in the public interest. The Corporation may engage in any and all lawful activities incidental to the foregoing purposes, except as specifically restricted herein.

Liz Allen (Wellcome), Amy Brand (Harvard), Martin Fenner (Researcher), Thomas Hickey (OCLC), David Kochalko (Thomson Reuters), **Salvatore Mele** (CERN), **Ed Pentz** (Crossref), Howard Ratner (Nature), Bernard Rous (ACM), **Chris Shillum** (Elsevier), MacKenzie Smith (MIT), Hideaki Takeda (NII), Craig Van Dyck (Wiley), **Simeon Warner** (Cornell)

- American Chemical Society
- American Institute of Physics *
- American Physical Society *
- Cambridge University Press *
- Copyright Clearance Center *
- CrossRef *
- Elsevier *
- Hindawi Publishing Corporation *
- IEEE *
- Institute of Physics *
- Nature Publishing Group *
- Oxford University Press *
- PLOS *
- Sage *
- Springer *
- Taylor and Francis Group *
- Wiley*



Stickiness: Test Idea with MVP

2011-2013

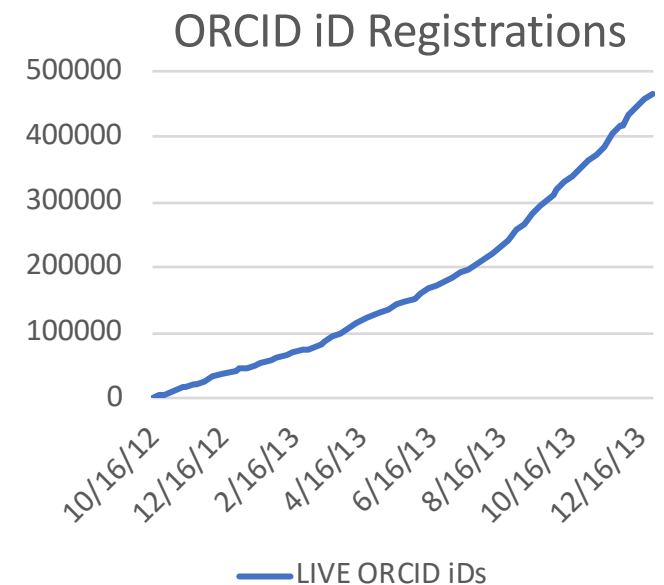
Development and launch

ORCID was first announced in 2009 as a collaborative effort by the research community "to resolve the author name ambiguity problem in scholarly communication".^[10] The "Open Researcher Contributor Identification Initiative" - hence the name ORCID - was created temporarily prior to incorporation. A prototype was developed on software adapted from that used by [Thomson Reuters](#) for its [ResearcherID](#) system.^[13] ORCID, Inc., was incorporated as an independent nonprofit organization in August 2010 in Delaware, United States of America, with an international board of directors.^{[14][15]} Its executive Director, [Laurel Haak](#), was appointed in April 2012.^[16] From 2016, the board is chaired by [Veronique Kiermer](#) of [PLOS](#) (the former chair was [Ed Pentz](#) of [Crossref](#)). ORCID is freely usable and [interoperable](#) with other ID systems. ORCID launched its registry services and started issuing user identifiers on 16 October 2012. <https://en.wikipedia.org/wiki/ORCID>

- Hired staff
- Engaged launch partners
- Launched MVP in 2012
- Engineers provided support for implementers
- Help desk for user support
- Sloan Adoption and Integration program

Boston, Cornell, Notre Dame, Purdue, Reactome, Society for Neuroscience, Texas A&M, Colorado, Missouri

- American Physical Society
- Aries Systems
- AVEDAS [learn more...](#)
- Boston University
- California Institute of Technology
- CrossRef
- Elsevier (Scopus) [learn more...](#)
- Faculty of 1000
- figshare
- Hindawi Publishing Corporation [learn more...](#)
- KNODE, Inc.
- Nature Publishing Group [learn more...](#)
- SafetyLit
- Symplectic
- Thomson Reuters
- ImpactStory [learn more...](#)
- Wellcome Trust



Virality: Build user base

2013-2017

- American Physical Society
- Aries Systems
- AVEDAS [learn more...](#)
- Boston University
- California Institute of Technology
- CrossRef
- Elsevier (Scopus) [learn more...](#)
- Faculty of 1000
- figshare
- Hindawi Publishing Corporation [learn more...](#)
- KNODE, Inc.
- Nature Publishing Group [learn more...](#)
- SafetyLit
- Symplectic
- Thomson Reuters
- ImpactStory [learn more...](#)
- Wellcome Trust

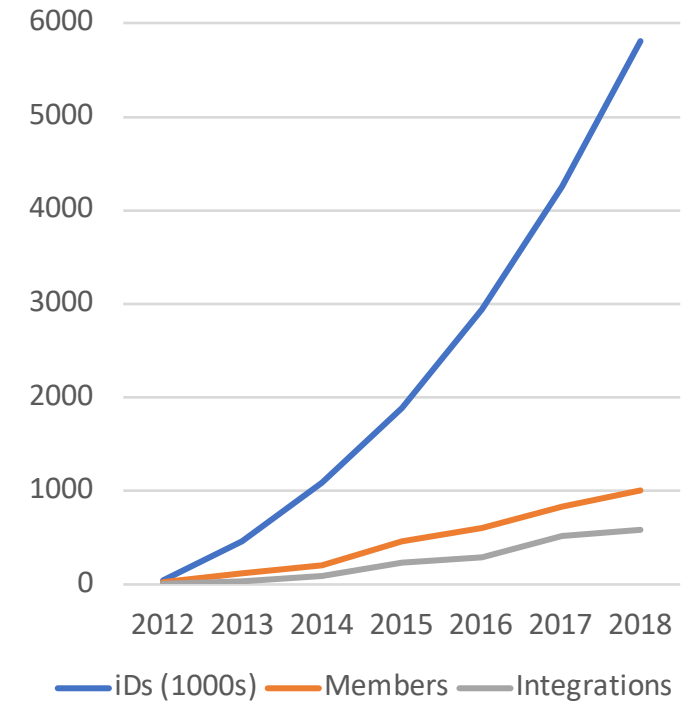
-Launch membership / early adopter program

-Publisher open letter and mandates

-Built out user support team

-Move to accrual accounting

-Helmsley grant supports staff expansion to extend ORCID globally



>1.6x YOY growth



ORCID Open Letter - Publishers

Join the many publishers that have committed to requiring ORCID iDs in the publishing process for their journal(s)!

In November, 2015, a group of publishers asked ORCID to help facilitate communications about their plans to require authors to use an ORCID iD, including hosting this open letter explaining their rationale, developing best practices for using iDs in publishing, and maintaining the signatory list. The publishers' goal is to encourage others to join them in supporting the adoption of ORCID. Publishers signing this open letter are committing to requiring ORCID iDs following specific implementation standards. While all publishing organizations are welcome to sign the letter, an Effective Date is only shown in the table below for those who demonstrate that their use of ORCID meets our best practices. Read more in [ORCID Open Letter - One Year On Report](#).

ABOUT THIS BOARD

THIS IS A PUBLIC BOARD - PLEASE NOTE THAT IT IS SUBJECT TO CHANGE



The Product Roadmap contains requirements we have committed to implementing. Cards move from here to current development.

The EPIC column contains groups of work that are interdependent. All EPICs stay on this board, link to their children and vice-versa.

The 'scheduled for development' column contains work that will move to current development in the next few cycles. It is limited to 15 cards.

Cards must contain WHO, WHAT, WHY and be tagged with the sponsor name and estimate.

+ Add another card

Revenue: Formalize Product

2017-2020

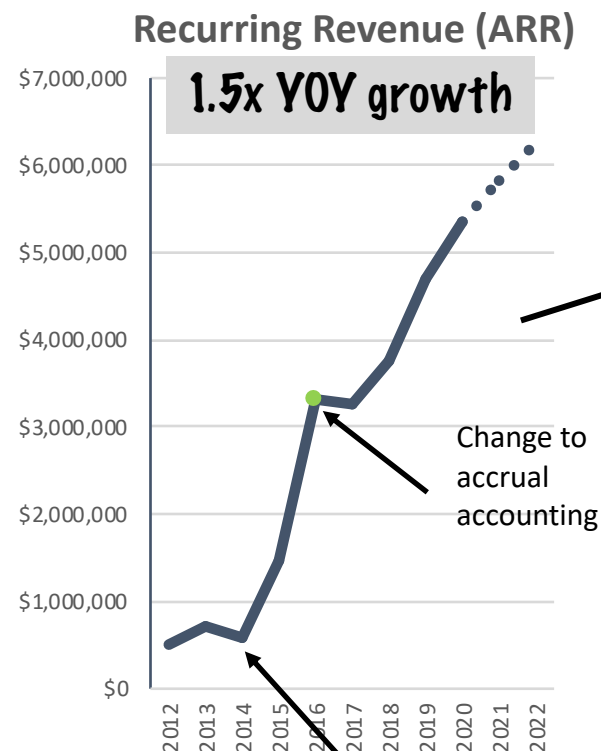
-Establish key strategies and strategic planning process

-Create Product team and establish product change processes

-Streamline back-office processes

-Track ARR and member retention

-Develop metrics capabilities



Last year of early adopter program

Our strategic plan

During 2017, we embarked on a journey to explore how ORCID can **optimally position its offering to empower researchers and advance the research ecosystem to drive better research outcomes.** We started by imagining potential scenarios for the research environment in 2035. We considered the implications of these scenarios for ORCID and identified four core strategies:



RESEARCHER
Position the researcher at the center of all that we do



INFRASTRUCTURE
Invest in developing a robust information infrastructure



TRUSTED ASSERTIONS
Enable a wide range of verified ID-ID connections



STRATEGIC RELATIONSHIPS
Develop sustainability through strategic relationships

We invite you to review our [roadmap centered on these core strategies.](#)

Scale: Distribution channels

2020+

RIPEN
Assert-o-matic
Service Provider
Certification

Values Project
Dignity at Work

- Establish partner programs: consortia and service providers
- Align product to support partners
- Use metrics to support decision-making
- Ensure core values and strengths remain central: invest in privacy, security, and staff development
- Align team to support transition



Strategy	Goal
Researcher Use	Increase # of active users
	Reduce API error rate
High Quality Data	Increase items that meet assurance standards
	Increase # of integrations using Registry data
Broad Adoption	Increase # of active members
	Increase # of key partners with active integrations
	Maintain member churn at or below 5%
Scalable business model	Reduce cost to onboard a member
	Reduce time to capture a new member

Next steps in Australia

- Exploring options with AAF to test a new product designed for consortia to enable adoption by smaller and/or less technical organizations
- Promoting successful ORCID implementations: ARC, CSIRO, Curtin
- Coordinated work on communications, KPIs
- Discussions about a collaborative PID infrastructure strategy
- Participation in ORCID Consortium Council to share best practices



