Edge Native Steering Committee Call
2021-April-14

<table>
<thead>
<tr>
<th>Agenda Topics</th>
<th>Moderator</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approval of the minutes for the March 31, 2021 call</td>
<td>Frédéric</td>
<td>5</td>
</tr>
<tr>
<td>Marketing updates</td>
<td>Hassan</td>
<td>10</td>
</tr>
<tr>
<td>Program plan progress update</td>
<td>Frédéric</td>
<td>15</td>
</tr>
<tr>
<td>Membership pipeline</td>
<td>Kilton</td>
<td>15</td>
</tr>
</tbody>
</table>

Attendees
Frederic Desbiens, Eclipse Foundation
Adrian O’Sullivan, Huawei
Hassan Jaber, Eclipse Foundation
Clark Roundy, Eclipse Foundation
Kilton Hopkins, Edgeworx (Chair)
Robert Andres, Eurotech
Angelo Corsaro, ADLINK
Ivan Paez, ADLINK (Secretary)

Absent
Nicola La Gloria, Kynetics LLC
Paul Buck, Eclipse Foundation
Sharon Corbett, Eclipse Foundation

Minutes
Resolved, the Steering Committee unanimously approves the Meeting Minutes of March 31th, 2021.

Marketing Updates
Hassan Jaber presented marketing updates including:

- The Eclipse Foundation White Paper has been released internally to the SC members and it will be publicly published on 21/04.
Regarding the survey webinar feedback, Angelo suggested to have a wider perspective of the results based on historical data, perhaps yearly comparison. To see how the trends changed over the years. (i.e. multi-years trend graphs)

- Action point: improve the page on the website where the results are shown to include multi-years trend graphs.
- Action point: improve the set of questions quality in the IoT and Edge commercial adoption survey, to really reflect the trends and variations in the industry.

Upcoming marketing events:

- 2nd Crowdcast: Crowdcast: The Edge of Things: IoT and Edge Device Security on April 27, 2021 (pre-recorded with live Q&A)
- Embedded IoT World April 29, 2021
- Virtual IoT and Edge Days May 26-27th, 2021, the SC members have a presentation.
- Manufacturing Data Summit Europe June 1-2, 2021

Social Media activity trend has improved recently, within twitter, linkedin, official website, etc.

Program plan progress update
Frederic initiated the conversation w.r.t. how we can identify specific initiatives to meet the strategic objectives described in the program plan.
Kilton supports the idea to have a more formal definition of the metrics to meet the strategic objectives. Additionally, he suggested:
  - To have a clear identification of open research challenges i.e. having a bullet list.
  - What is our perspective on these open challenges?
  - Define target metrics, i.e. number of white papers per year
  - Foster ecosystem growth i.e. how many new companies we would like to involve.
Roberts supports this idea as well.
Angelo suggested having monthly technical presentations of incubating technologies, this will increase the visibility and it can be recorded and replayed later. i.e. the Lecture Series of Eclipse Edge WG.

Frederic suggested that the process should be:
  - Identify the open challenges from the strategic objectives,
  - Figure out how can we address them and exploited them in videos, webinars, papers, etc
  - Prioritize them, as there is limited resources (time, personnel)

Membership pipeline
No specific updates on this subject.

Next Meeting
Resolved, the next meeting will be held on Wednesday, April 28th, 2021