SIPCoin

draft-rosenberg-stir-sipcoin-00

IETF 101

Why I am here

ICO for my Blockchain startup doing virtual reality quantum computing

Why I am here

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LOL, JK

Layers of Argumentation

- Verified caller ID will help but will not be sufficient

- Economic disincentives are the optimal technique

- There exists a cost target which can disincent attackers while not being overly burdensome for non-attackers

- The cost target can paid via computational work

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Consistent feedback that people don't like this part – there are other ways though!

Verified Caller ID will not be Sufficient

- Verified international numbers from countries which offer numbers at low cost
- Domestic numbers allocated from "hungry" CLECs or other providers willing to offer them
- 10B numbers in North American numbering plan – lots of empty space
- Even with reduction of available number pool – temporal and spatial rotation of numbers

Economic Disincentives are the Optimal Technique

- Well established technique for incenting or disincenting behaviors in other industries

- Without economic disincentive there is always incentive to workaround other techniques

Is there a valid cost target?

- How much does a spammer make per call?
  - 2.5B RoboCalls in April 2017
  - $350M cost to Americans between 2011 and 2013 = $350M profit
  - $350M over 36 months = $97.5M profit per month
  - $9.7M using 2.5B calls = .38 cents/call
  - 50% profit erosion = death = **.19 cents/call**

How much do consumers pay today?

- $100 monthly phone bill
- Maximum of 3% cost increase to prevent robocalls = $3
- Average American makes or receives 6 calls/day. With symmetry, places 3 calls/day = 90 calls/month
- $3 cost per month /90 calls = **3.3 cents/call**

BUT – we only need to increase costs for introduction calls – calls to users that have not accepted a call from the caller previously

The Introduction Exception

- No cost for calls to numbers on a user's contact list

- No cost for calls to numbers, if that user previously accepted a call from that number and remained on the call for – say – 5minutes

- No cost for calls to numbers, where the callee had previously called the caller

- Let us say that – with these kinds of rules – 1% of calls are subject to cost – the acceptable cost per call to a consumer could be 100x higher – 300.3 cents per/call

There is a solution here!

More than a 50% hit to profit margin

Less than 3% cost increase for consumers

Operating Range

Cost per call

.19 .38 3.3 300.3

Ways to create cost

- Proof of work (proposal in draft)
- Proof of stake
- Direct payment to trusted CAs

Lunch Discussion today Hilton Meeting Rooms 1-4