



Human-Centered Computing Foundation (HCCF)
501(c)(3) Colorado Nonprofit Corporation
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<https://hccf.onmy.cloud/>

Executive Summary

The Human-Centered Computing Foundation (HCCF) is a newly formed 501(c)(3) nonprofit corporation established to address a critical deficit in the modern technology landscape. The prevailing economic models of the digital age, namely the data-surveillance economy and the proliferation of entrapping Software-as-a-Service (SaaS) platforms, fundamentally prioritize corporate shareholder value over the needs, privacy, and autonomy of the individual user. They capture the value that the user provides to them, and rather than redirect that value back to the user, extract it solely for corporate benefit. HCCF exists to recalibrate this balance, ensuring that technology products are designed and operated primarily to serve human needs and provide all inherent value back to the human using it.

HCCF will pursue its mission through a multi-faceted approach. The cornerstone of our initiative is the operation of a new generic Top-Level Domain (gTLD), a digital namespace dedicated for human-centered technologies. This will be supported by the development of open, human-centered technical standards, a rigorous product certification program to signal adherence to these principles, and the provision of at-cost and/or pro bono technical solutions to other nonprofit organizations.

Initial operations will be self-funded by the founders. Subsequent funding will be secured through grants from digital rights organizations, strategic partnerships with aligned technology firms and research institutions, and fees associated with the certification program. The primary initial capital requirement is for the creation of this new gTLD, a significant portion of which will be used to pay the ICANN gTLD application fee. With a clear vision and a structured plan, HCCF is positioned to become a leading advocate and enabler of a more equitable and human-centric digital future.

Mission

We serve as a nexus between industry, academia, digital rights organizations, and the general public to work together to understand and address issues related to technology and the humans that use them. We will become this nexus by focusing on our core objectives:

- Own and operate a unique gTLD that is dedicated solely to creating a network of human-centered devices operating at human scale.
- Create the Human-Centered Product Certification, a set of compliance standards which mark a technology product that has tangible, beneficial effects for the people using them.
- Develop, publish, and maintain sets of open technical standards that prioritize user privacy, data sovereignty, and personal autonomy.
- Collect donations of human-centered technology products and offer them to other nonprofits free or at-cost.





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Vision

To create an alternative market for technology products which operate exclusively for the benefit of the individual human user.

Values

Our values are the ethical compass that guides every decision, from high-level strategy to daily operations. They define who we are and ensure we remain steadfast in our mission:

- **People Over Profits:** We believe that technology's primary purpose is to serve people, not capital.
- **Personal Data is Sacred:** From personal memories to private communications, a person's data is a reflection of their identity and autonomy. We treat this data with respect and understand the profound personal meaning it has to them.
- **Technical Excellence:** Trust is earned through excellence and reliability. We commit to the highest standards of engineering rigor in every system we design and every standard we publish.
- **Conscious Trade-offs:** We recognize that every engineering and policy choice involves a trade-off. We embrace this by making deliberate, conscious decisions that optimize for human benefit, even when those choices limit commercial scalability or violate some conventional wisdom of the tech industry.
- **Courtesy is Guaranteed:** We engage with all people: colleagues, partners, and critics alike, with a fundamental and unwavering level of respect and courtesy.

Products and Services

HCCF's product and service portfolio is designed to create a cohesive ecosystem that reinforces its core mission.

- **A New gTLD Dedicated to Human-Centered Products:** The gTLD will be unique by having equitable terms of use, value-added functionality beyond just DNS, as well as open source software clients and SDKs to make it easy for human-centered technologies to interact with the domain and create user-friendly products.
- **Human-Centered Technical Standards:** The foundation will convene expert committees to draft and publish sets of open source technical standards. These standards will provide blueprints for solving common engineering problems in ways that prioritize universal usability, user privacy, data sovereignty, and interoperability. HCCF will lower the barrier for companies seeking to build ethical and human-centric technologies.
- **Human-Centered Product Certification:** The Human-Centered Product Certification will be a way for products to prove that they serve individual human needs and interests first. It will contain a set of standards that any given product must meet. Products and





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services will be rigorously evaluated against a published set of criteria encompassing data ownership, privacy controls, user autonomy, and freedom from manipulative design. Certified entities will be licensed to use the HCCF trust mark in their marketing.

- **Human-Centered Technology Products and Services for Nonprofits:** Most nonprofits are small-scale, community-based organizations. Many struggle to implement a technical infrastructure that is essential to any modern organization, or end up spending a meaningful portion of their budget on various technology services. The organization will help other nonprofits to better fulfill their missions by providing human-scale technology to them.

Goals

- To establish and govern a **trusted digital namespace for individuals** through creating a secure, accessible, and ethically operated digital namespace reserved for human-scale use. The key to this objective is enforcing equitable terms of use, such as a one-domain-per-account rule to prevent speculation and abuse, and ensuring it remains a public good that empowers individual identity and autonomy online.
- To define and **promote a new standard for ethical technology** through developing, publishing, and maintaining sets of open technical standards that prioritize user privacy, data sovereignty, and personal autonomy.
- Leverage scientific research which details the effects of technology on human wellbeing to **create a set of compliance standards** which ensures that the technology has tangible, beneficial effects for the people using them. This set of standards will form the basis of the Human-Centered Product Certification.
- To empower the nonprofit sector with mission-aligned technology by bridging the technology gap for mission-driven organizations through the **provision of certified, human-centered technology solutions and infrastructure to other nonprofits at minimal or no cost.**

Challenges

- **Funding:** As a startup nonprofit, funding is our biggest challenge. In order to gain substantial progress towards our ambitious goals, we need to raise a total of \$795,000.
- **ICANN gTLD Application:** The process for applying for a new gTLD from ICANN is rigorous and substantial, with no guaranteed outcome of success.
- **Marketing:** In order to properly differentiate ourselves from normal registrars and convey all that we do to the public, we need consistent, effective marketing and a polished online presence.





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Competitors

Other entities that provide similar products and services to us:

- **Domain Registrars:** GoDaddy, NameCheap, Porkbun
- **Tech for Nonprofits:** Techsoup, Goodstack

Contact Information

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