

Introducing the Me2B Alliance



Our Mission

Creating a
safe and **just**
digital world
through
standards
development and
independent product
testing.

The Problem

Technology is
harming
us.

And “free” services extract
too high a price
on Me-s.

Solution

A **Safety Standard** for the Internet.

Independent testing
of technology
behavior.

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A **new** type of
Standards
Development
Organization
(SDO)

What We Do

We measure the
safety of
websites,
mobile apps,
any connected technology.

Like
Restaurant
Scores.

But for
Technology



How We Do It

1

Define

The safety standard for
technology.

Operate as an open
Standards Developing
Organization.



2

Research

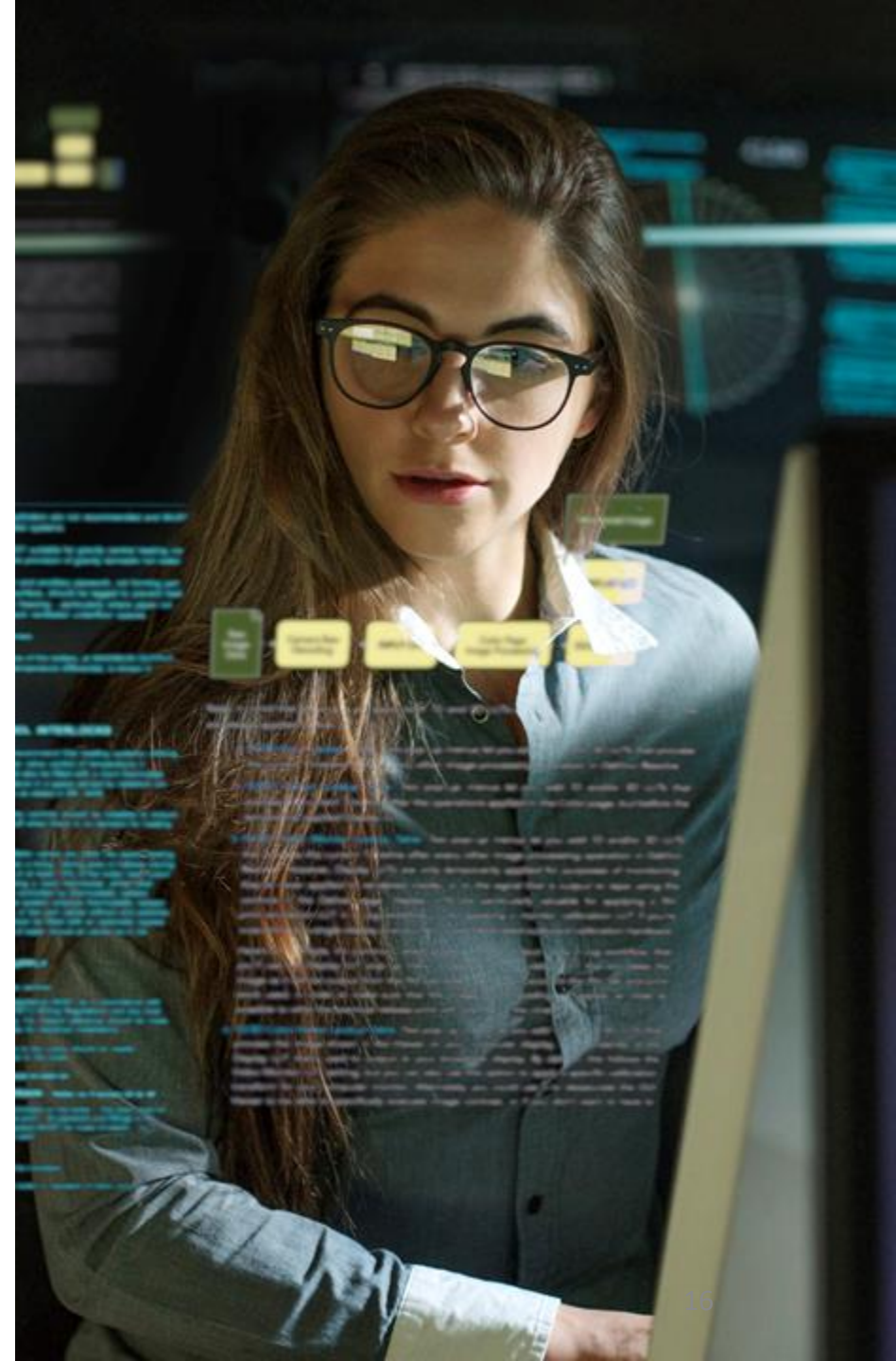
Perform industry benchmarks.
Validate safety standard with
Me-s.



3

Test

Conduct independent product testing of websites and mobile apps (and more).



4

Educate

Help **Me-s** know more about
the tech they use.

Help **B-s** know more about
the tech they build.



5

Advocate

Keep Me-s safe in the digital world.



Thank You!

Contact Michele.Silverthorn@me2ba.org
to learn more about supporting our work

