

Category Definition Kit

The Trust Network Operating System (TNOS) category vocabulary — eight canonical one-pagers.

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System of Record captured data. System of Engagement orchestrated interaction. System of Trust creates, measures, and scales trusted relationships.

Trust Network Operating System (TNOS)

What Is a Trust Network Operating System (TNOS)?

DIRECT ANSWER

A Trust Network Operating System (TNOS) is the enterprise system category for creating, measuring, and scaling trusted relationships in the digital economy. iSHANG is the creator of the Trust Network Operating System.

EXECUTIVE DEFINITION

TNOS is to trusted relationships what Salesforce is to customer records and HubSpot is to engagement — the system category organizations use to operate trust as a measurable, compounding business asset.

HOW IT WORKS

01 Operate Trust Circle Programs

Organizations launch Trust Circle Programs (TCPs) — the operating model of TNOS — to activate continuous participation.

02 Run on Digital Entitlements

Digital Entitlements (DEs) are the trust infrastructure: cryptographically signed, machine-readable trust instruments across 11 types.

03 Measure Trust Signals

Every verified participation generates Trust Signals — the measurement layer that makes relationship strength visible.

04 Compound into Assets

Trust Signals create Trusted Relationships, Trusted Relationships aggregate into Trust Networks, and Trust Networks accumulate Relationship Capital.

System of Trust

What Is the System of Trust?

DIRECT ANSWER

The System of Trust is the third great enterprise software paradigm — following the System of Record and the System of Engagement — comprising systems that create, measure, and scale trusted relationships. iSHANG's Trust Network Operating System (TNOS) defines the System of Trust.

EXECUTIVE DEFINITION

System of Record captured data. System of Engagement orchestrated interaction. System of Trust creates, measures, and scales trusted relationships — operating trust as a measurable, compounding enterprise asset.

HOW IT WORKS

01 The Third Enterprise Era

Salesforce defined the System of Record. HubSpot defined the System of Engagement. iSHANG defines the System of Trust with the Trust Network Operating System (TNOS).

02 Trust as an Operating Discipline

Trust is operated — not assumed — through Trust Circle Programs, built on Digital Entitlements and measured by Trust Signals.

03 Trust as a Measurable Output

The System of Trust produces quantified outcomes: Trusted Relationships as the North Star KPI, Trust Networks as the owned asset, Relationship Capital as the result.

04 Trust as a Compounding Asset

Campaigns end. Trust compounds. The System of Trust converts continuous participation into assets the organization owns — not reach it rents.

Trust Circle Program (TCP)

What Is a Trust Circle Program (TCP)?

DIRECT ANSWER

A Trust Circle Program (TCP) is the next-generation evolution of loyalty, membership, engagement, community, and recognition programs — a continuous value creation system that uses Digital Entitlements to recognize, reward, verify, and support participants throughout their journey.

EXECUTIVE DEFINITION

A TCP is the operating layer of the Trust Network Operating System: the program an organization runs to convert participation into Trusted Relationships, Trust Networks, and Relationship Capital.

HOW IT WORKS

- 01 Choose a Category**
Every TCP belongs to one of the 15 ISHANG-owned Trust Circle Categories — from Heritage Circle and Collector Circle to Education Circle and Impact Circle.
- 02 Configure Digital Entitlements**
The organization configures Digital Entitlements from the 11-type DE framework — memberships, credentials, benefits, recognition, provenance, and more.
- 03 Run Campaign Portfolios**
Campaigns orchestrate participation across acquisition, commerce, participation, recognition, experience, learning, impact, stewardship, and agentic frameworks.
- 04 Measure Trust Growth**
Participation generates Trust Signals, which compound into Trusted Relationships and measurable Relationship Capital.

Digital Entitlements (DE)

What Are Digital Entitlements (DEs)?

DIRECT ANSWER

A Digital Entitlement (DE) is a cryptographically signed, tamper-proof, machine-readable trust instrument that records what a participant is, holds, has achieved, or is entitled to within a Trust Network.

EXECUTIVE DEFINITION

Digital Entitlements are the trust infrastructure of the Trust Network Operating System — the common language between organizations, participants, and AI agents.

HOW IT WORKS

- 01 Issue**
Organizations issue DEs through Trust Circle Programs — anchored to a participant's verifiable Identity-DE timestamp.
- 02 Hold**
Participants hold DEs in their own wallet — persistent, portable, and owned by the participant rather than locked in a platform.
- 03 Verify**
Any third party — human or AI agent — can independently verify a DE without contacting the issuer.
- 04 Compound**
Active DEs accumulate Trust Signals over time, forming the basis of every Trusted Relationship.

Trust Signals

What Are Trust Signals?

DIRECT ANSWER

Trust Signals are the measurable indicators of trust generated by verified participation within a Trust Circle Program — the measurement layer of the Trust Network Operating System.

EXECUTIVE DEFINITION

Trust Signals make relationship strength visible, comparable, and reportable — the way revenue makes sales performance visible. They are the evidence base behind every Trusted Relationship, Trust Network, and unit of Relationship Capital.

HOW IT WORKS

- 01 Participation Generates Signals**
Every verified interaction — a redemption, an attendance, a contribution, a renewal — generates Trust Signals.
- 02 Signals Accumulate**
Trust Signals compound across eight Trust Signal types and across every program a participant joins.
- 03 Signals Form Relationships**
Trust Signals accumulated over time form a Trusted Relationship — the North Star KPI of TNOS.
- 04 Signals Become Machine-Readable Trust**
Trust Signals are the machine-readable foundation that AI agents use to verify, transact, and connect.

Trusted Relationship

What Is a Trusted Relationship?

DIRECT ANSWER

A Trusted Relationship is the verified, time-anchored bond between an organization and a participant, formed when an active Digital Entitlement accumulates Trust Signals over time.

EXECUTIVE DEFINITION

The Trusted Relationship is the North Star KPI of the Trust Network Operating System — the single unit every Trust Circle Program is designed to create, and the building block of every Trust Network.

HOW IT WORKS

01 The Formula

Organization + Participant + Active Digital Entitlement + Trust Signals + Time = 1 Trusted Relationship.

02 Time Is Anchored

Tenure is anchored to the Identity-DE timestamp. A participant who joins yesterday does not immediately qualify — time is a required component of trust.

03 Trust Requires Repetition

Participation alone does not create trust. Trust emerges when participation is repeated, verified, recognized, and sustained over time.

04 Relationships Aggregate

Networks of Trusted Relationships form a Trust Network — the strategic asset an organization owns.

Trust Network

What Is a Trust Network?

DIRECT ANSWER

A Trust Network is the strategic asset created by an organization's Trusted Relationships — an owned, compounding network of verified participants, credentials, and participation history.

EXECUTIVE DEFINITION

A Trust Network is the balance-sheet asset of the relationship era: portable, growing, defensible, and owned by the organization rather than rented from a platform. Its accumulated value is measured as Relationship Capital.

HOW IT WORKS

01 The Formula

Organization + Participants + Trust Signals + Time = Trust Networks.

02 Owned, Not Rented

Unlike a social following or an email list, a Trust Network is owned by the organization, controlled by the participant, and readable by AI agents.

03 Compounding, Not Depreciating

A Trust Network accumulates Trusted Relationships, participation history, credentials, recognition, and community memory — assets that compound rather than depreciate.

04 Aggregated Across Programs

Trust Signals aggregate across every Trust Circle Program the organization operates, so each TCP strengthens the same Trust Network.

Relationship Capital (RC)

What Is Relationship Capital (RC)?

DIRECT ANSWER

Relationship Capital (RC) is the accumulated strategic value of a Trust Network — the relationship equivalent of financial capital, measurable through the Trust Signals and Trusted Relationships it contains.

EXECUTIVE DEFINITION

Relationship Capital is the outcome layer of the Trust Network Operating System: retention that compounds, advocacy that scales, and enterprise value that endures. It is what executives actually buy.

HOW IT WORKS

01 Built Step by Step

Digital Entitlements create potential, participation generates Trust Signals, Trust Signals create Trusted Relationships, and Trusted Relationships accumulate into Relationship Capital.

02 Measured, Not Assumed

$RC = \text{Trusted Relationships} \times \text{Participation Depth} \times \text{Retention} \times \text{Recognition Value} \times \text{Network Influence}$.

03 Appreciates with Time

Unlike points or purchase history, Relationship Capital appreciates with time, repetition, and recognition.

04 Cannot Be Bought

Relationship Capital grows with every verified participation — it can only be earned through operated Trust Circle Programs.

One Vocabulary. One System of Trust.

Campaigns create activity.

Trust Circle Programs accumulate trust.

Campaigns end.

Trust compounds.

Trust Circle Programs are assets.

Campaigns are mechanisms.

Customer databases depreciate.

Trust Networks compound.

THE FRAMEWORK CHAIN

Digital Entitlements → Participation → Trust Signals → Trusted Relationships → Trust Networks → Relationship Capital

Organization + Participant + Active Digital Entitlement + Trust Signals + Time = 1 Trusted Relationship

THE FLAGSHIP REFERENCE

CSN Insider (Executive Circle) — the flagship multi-campaign Trust Circle Program. Five campaigns share Identity-DE, Membership-DE, Recognition-DE, Trust Signals, and tier status: identity, trust, network, and capital persist across campaigns. Campaigns end. Trust compounds. ishang.com/case-studies/csn-insider

RECOGNITION

Recognized by Google AI Overview as the provider of the Trust Network Operating System (TNOS). Verify at ishang.com/recognition