

License Overview

Access, Use & Licensing Structure — v2.1

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General status of the IVO Framework

The IVO Framework is the intellectual property of Ivo van der Wal — Design by Authenticity. It consists of two distinct layers, each governed by a different licensing structure.

This document describes both layers, what is permitted under each, and how to obtain access to the commercial layer.

Two layers — two licenses

What	Theory · Whitepaper · Notation · Essays · Visualisations	Consultancy · Training · Software · Implementations · Digital applications
License	CC BY-NC-SA 4.0	IVO Commercial License (explicit written agreement)
Cost	Free	Fee — see tier overview
Permitted	Read · Share · Cite · Adapt (non-commercial, same license)	Apply · Build · Train · Implement (with explicit permission)
Not permitted	Commercial use Organizational application Software integration	Use without agreement Transfer to third parties Use outside agreed scope

Open Layer — CC BY-NC-SA 4.0

The theoretical foundation of IVO is published under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

This covers:

- IVO Whitepaper and theoretical essays.
- IVO notation and symbol language.
- Ethics — Working in the Field (Complete Edition).
- IVO Safety Principles.
- IVO Access Principles.
- Visualisations and conceptual maps published by the author.

What CC BY-NC-SA means in practice:

- **BY** — Attribution required. Always cite: Ivo van der Wal — Design by Authenticity.
- **NC** — Non-commercial only. No revenue may be generated from this material.
- **SA** — ShareAlike. Any derivative work must carry the same CC BY-NC-SA license.

The ShareAlike condition is deliberate: it ensures that anyone who builds on IVO theory must keep that work open. It prevents the theoretical layer from being enclosed in proprietary products.

Commercial Layer — IVO Commercial License

Any application of the IVO framework that generates revenue, serves an organization, or integrates IVO logic into software or products requires an explicit commercial license.

This includes — but is not limited to:

- Organizational consulting and diagnostics using IVO as a method.
- Training programs, workshops or courses based on IVO.
- Software products that implement IVO logic or notation.
- Digital instruments for team mapping, state logging or dynamics tracking.
- AI systems that interpret IVO field-states.
- Biofeedback systems integrated with IVO field mapping.
- Certification programs for IVO practitioners.

Commercial license tiers

IVO Method License

For: Independent practitioners

Human-led application of IVO as a diagnostic or advisory lens. For coaches, consultants, facilitators and therapists working independently.

IVO Education License

For: Training providers & institutions

Development and delivery of IVO-based training, workshops, curricula or certification programs. Includes rights to teach the framework.

IVO Tech License

For: Software & product developers

Integration of IVO logic, notation or field-state architecture into software products, platforms or digital tools.

IVO Enterprise License

For: Organizations & large-scale deployment

Organizational use of IVO instruments, digital applications, or integrated field-awareness systems at scale.

IVO Research Partnership

For: Academic & scientific research

Use of IVO frameworks, notation or anonymized field-state data for academic research. Subject to separate agreement and ethics review.

License fees are determined per agreement, based on scope, scale and access assessment. All commercial licenses are subject to the IVO Access Principles.

Access assessment — what it means in practice

Before any commercial license is granted, IVO conducts an access assessment. This is not an audit or certification — it is a structured conversation to determine whether collaboration is appropriate.

The assessment is grounded in five observable dimensions:

Ecological impact

What is the organization's effect on its natural environment and supply chain? Are environmental costs externalized or accounted for?

Autonomy

Does the organization create conditions in which people — employees, clients, communities — can think and act freely? Or does it structurally increase dependency?

Psychological safety

Can people speak honestly without fear of consequence? Is dissent possible? Are errors handled with learning or with blame?

Transparency

Is information shared openly within the organization and with its stakeholders? Are decisions explainable?

Reciprocity

Is value created in a way that is shared fairly? Or is value extracted from one group to benefit another?

These dimensions are assessed through structured conversation — including, where possible, conversations with people at all levels of the organization, not only leadership. The assessment results in a clear decision: collaboration is appropriate, possible under conditions, or not appropriate.

Universal conditions — all licenses

Regardless of license tier, all use of IVO is subject to:

- IVO Ethics — Complete Edition (field ethics and application ethics).
- IVO Safety Principles (explicit observer, interruptible dynamics, bounded context).
- IVO Access Principles (access assessment before collaboration).

Structural exclusions — no license possible:

- Military, weapons or defense systems.
- Mass surveillance infrastructure.
- Governments and political parties (in governance or policy capacity).
- Systems designed to manipulate behavior at scale.
- Any system that removes explicit human responsibility.

Prior art & authorship

All IVO documents are deposited at Zenodo as timestamped prior art. This establishes original authorship, conceptual priority and protection against third-party patent claims.

The Zenodo archive functions as the official public reference archive for all IVO concepts, architectures and applications. In the event of conflict between versions, the most recent formally published version takes precedence.

Licensing inquiries: info@design-by-authenticity.com

All licenses are explicit, written and revocable in case of misuse.