# New gTLD Applicant Support Program

An Overview



### Agenda

- Program Background
- Program Overview
- Pro bono 3<sup>rd</sup> party services
- Financial Assistance
- Support Applicant Review Panel (SARP)
- Applicant Support Fund
- Customer Services
- Call to Action
- More Information and Links



# Program Background



 Seeks to serve the global public interest by ensuring worldwide accessibility to, and competition within, the New gTLD Program

 Created to assist potential new gTLD applicants seeking both financial and nonfinancial support



### Program Overview

- Pro bono 3<sup>rd</sup> Party Services
- Financial Assistance
- Applicant Support Fund



# Pro Bono 3<sup>rd</sup> Party Services



- Peer to peer community support connecting those seeking and offering pro bono services
- Directory maintained on ICANN site
- Peer to peer help with application, technical, legal, translation, etc



### Financial Assistance

- Qualified candidates get fee reduction to USD 47,000 or staggered payment option
- Additional step and info required in application
- Independent Support Applicant Review Panel (SARP) to review applications



#### New gTLD Application Support Process

#### **Applicant Registration**

#### Step 1:

 Complete Registration in TAS by <u>29 March</u> 2012

#### Step 2:

- Registration Confirmed

#### Applicant Support Request and Submit Additional Info

#### Step 3:

 Check "YES" box to question "Apply for Applicant Support?"



#### Step 4:

 Download two forms from TAS: 1) Public and 2) Confidential components for Financial Assistance Application.

#### Step 5:

 Fill out forms (Word documents) and convert to PDF documents

#### Step 6:

 Upload the two PDF forms to TAS and any other supporting documents (Note: TAS will not accept Word documents)

#### Submit Application

#### Step 7:

 Pay discounted USD 42,000 evaluation fee.
 Pay the fee per the instructions in TAS

#### Step 8:

- Complete and submit your TLD application
- Application and fees must be received no later than 12 April 2012

#### Award Notification

#### Step 9:

Receive award notification. Candidates will be placed in one of three categories.

#### Step 10a:

- If you are qualified and selected for reduced fee, you will begin the Initial Evaluation of the New gTLD Application process
- Refer to the New gTLD Applicant Guidebook for full details.

#### Step 10b:

- If you are qualified with no award, decide between one of two options within 30 days of notification.
- Option 1: Self-fund USD 138,000 fee
- Option 2: Withdraw and receive UDS 42,000 refund.

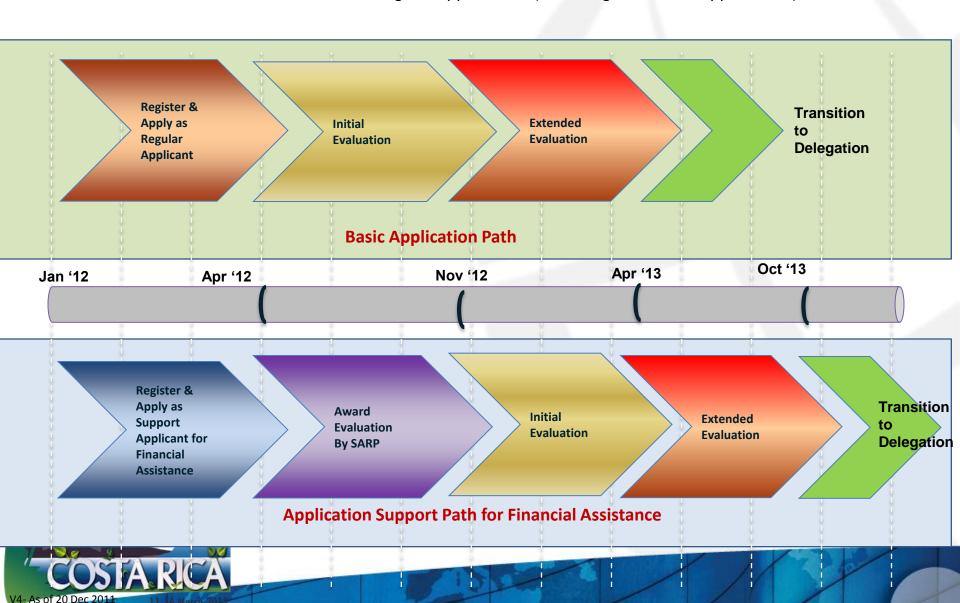
#### Step 10c:

- If you are disqualified, your New gTLD Application will be ineligible for further review.
- You may receive USD 42,000 refund.



### Relative Timeline for Application Support

Current Timeline with New gTLD Applications (assuming 500 or less applications)



### Qualification Criteria

- Public Interest Benefit
  - ✓ must earn 5 of 9 possible points
- Financial Need
  - ✓ must earn 3 of 5 possible points
- Financial Capabilities
  - ✓ must earn 1 of 2 possible points

### Important Note



If an application for Financial Assistance does not meet the threshold criteria, that application will be excluded from the entire New gTLD Program, not just the Financial Assistance component



# Support Applicant Review Panel

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- A





- Independent volunteer panel
- Experience/Expertise in developing economies, serving public interest, grant awards
- Those outside of ICANN community encouraged to participate
- Evaluate per defined criteria
- Decisions are final



# Recruiting SARP members



- Announced in January 2012
- Open until March 2012
- Selections in April
- Training in May
- Evaluation June to November 2012



## Applicant Support Program Fund

- ICANN Board authorized USD 2,000,000 for Applicant Support Program
- This initial fund will support 14 candidates
- Work ongoing to determine when third-party contributions can be accepted



### **Customer Service**



- General program questions: <u>http://newgtlds.icann.org/en/applicants/customer-service</u>
- For pro bono 3<sup>rd</sup> party support and donation: <u>candidate-support@icann.org</u>
- For SARP contact <a href="mailto:sarp-eoi@icann.org">sarp-eoi@icann.org</a>



### More info and links

- Program site:
   <a href="http://newgtlds.icann.org/en/applicants/candidate-support">http://newgtlds.icann.org/en/applicants/candidate-support</a>
- Applicant Support Program Fact Sheet: <a href="http://newgtlds.icann.org/en/about/program/materials">http://newgtlds.icann.org/en/about/program/materials</a>
- SARP EOI Announcement: <a href="http://www.icann.org/en/announcements/announcement-3-03feb12-en.htm">http://www.icann.org/en/announcements/announcement-3-03feb12-en.htm</a>
- FAQ: <a href="http://newgtlds.icann.org/en/applicants/candidate-support/faqs">http://newgtlds.icann.org/en/applicants/candidate-support/faqs</a>



### Call for Action!

 Spread the word on the Applicant Support Program

Recruit volunteers for SARP



# Communications

Update



# Online Advertising Campaign



- Google Ad Campaign
  - -Seven weeks/145 countries
  - Specific campaign targetingCMOs in dev economies
  - Resulted in nearly 22,000 visitors from 136 countries to the new gTLD website delivering more than 5,550,000 impressions



### Social Media - Facebook & Twitter





- Regular Facebook updates
- Tweets 5-8 times/day
- Twitter followers grew from 8,000 in October to ~45,000 from all over the world
- Twibbon campaign for the Applicant Support Program





### **Global Press**

- Over 10,000 global news articles about the program
  - ~2,500 articles in developing economies
- Coverage from high-profile news outlets such as: BBC, NBC, Reuters, WSJ, Guardian...



### Live Events

- 59 live events
  - Spokespeople included: Board members, staff, and community members
- Reached ~14,500 people across five geographic regions



### Program Materials

http://newgtlds.icann.org/en/about/program/materials

- Fact Sheets
  - Applicant Support, IDN, Government, Objection & Dispute Resolution, Rights Holders
- Presentations
  - Application & Evaluation Process, Applicant
     Support Program



# Thank You

