NEW gTLD PROGRAM: NEXT ROUND

Pro Bono Service Provider and Mentor Orientation

Applicant Support Program | May 2025

gTLD

ICANN

Agenda

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01
Introductions & Overview

Applicant Support Portfolio

The Applicant Support Program provides a range of financial and nonfinancial assistance to qualified, eligible entities.

Financial Support

- A 75-85% reduction in applicable gTLD evaluation fees
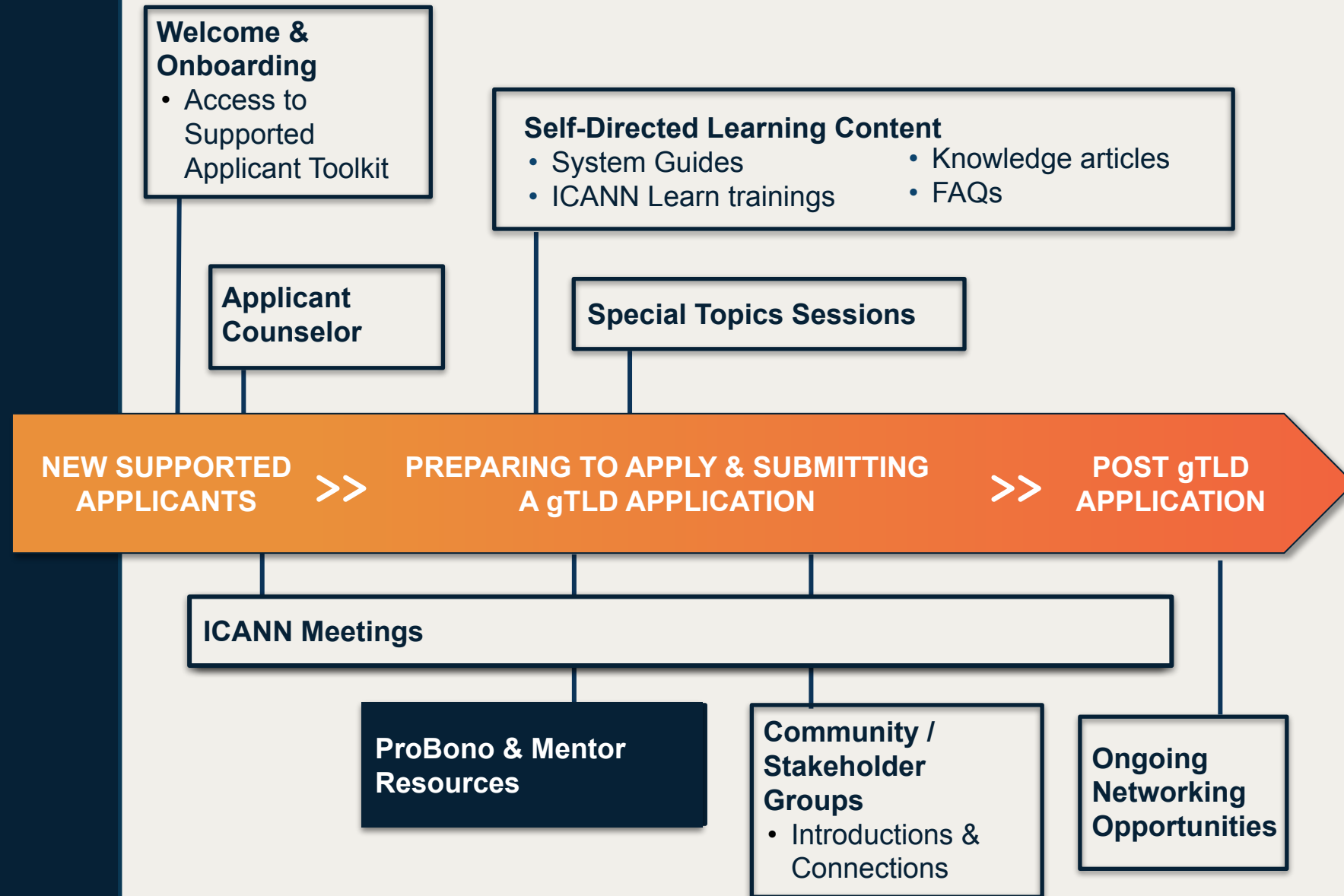- Bid credit
- Reduced/waived base registry operator fees

Nonfinancial Support

- Capacity Development
- Training materials: applying for a gTLD, becoming a Registry Operator
- Access to an Applicant Counselor
- List of volunteer professional service providers and mentors

The ASP Capacity Development Framework…

- provides a **variety of tools and resources**

- recognizes **varied learning styles and preferences**

- informs the **broader gTLD applicant readiness** efforts

- while **protecting business confidentiality** for supported applicants

Welcome & Onboarding
- Access to Supported Applicant Toolkit

Self-Directed Learning Content
- System Guides
- ICANN Learn trainings
- Knowledge articles
- FAQs

Applicant Counselor

Special Topics Sessions

NEW SUPPORTED APPLICANTS >> **PREPARING TO APPLY & SUBMITTING A gTLD APPLICATION** >> **POST gTLD APPLICATION**

ICANN Meetings

ProBono & Mentor Resources

Community / Stakeholder Groups
- Introductions & Connections

Ongoing Networking Opportunities

Meet your fellow Pro Bono Service Providers and Mentors

[Access the full list of Pro Bono Mentors and Service Providers.](#)

02
Role Descriptions

Pro Bono Service Providers

Pro bono providers offer volunteer hours for professional services related to their technical, legal, translation, and general business areas of expertise.

1

General Business Services

Supported Applicants may seek help in business plan development, creating marketing plans, guidance in operationalizing a gTLD, translation services, financial, and/or legal services.

2

Application Services

Supported Applicants may need guidance in developing a comprehensive, complete, and competitive application, writing their application, and submitting their application.

3

Technical Services

Supported Applicants may need help navigating the technical requirements of a gTLD application and ongoing infrastructure to run a registry including: RSP services, Internationalized Domain Names, DNS services, proxy services, rights protection management, and more.

Pro Bono Mentors

Pro bono mentors offer volunteer hours providing their perspective and guidance based upon personal experience within the industry

1

Industry Experience

Supported Applicants will need advice on different types of business models to consider and other areas of running a registry.

Based on your industry experience and knowledge, provide guidance to support their decision making and recommend other resources they can leverage.

2

ICANN Knowledge

Supported Applicants may seek advice on how to engage with ICANN's multi-stakeholder community and which committees to join.

Offer unbiased advice on how to become more engaged and start participating in the ICANN Community at ICANN meetings or otherwise.

3

Application Assistance

Supported Applicants are likely new to the gTLD application process and may have many questions.

Advise applicants on navigating the application process and DNS industry by helping to identify resources, providing guidance, and sharing experiences as appropriate.

03
Working with Supported Applicants

Connecting with Supported Applicants

1

Supported Applicants will contact you through your preferred method by referencing the Pro Bono list published on the Next Round website and your online profile. Profiles are an opportunity to showcase your offerings and areas of expertise.*

2

You will know an inquiry is from a Supported Applicant by the welcome letter they receive when approved for ASP. Supported Applicants are instructed to provide the document when contacting service providers and mentors.

3

Pro Bono priority should be given to Supported Applicants where possible to ensure that those who have gone through the rigorous ASP application and evaluation process have adequate access to expert support in submitting a gTLD application.

*online profiles are optional

Setting Expectations and Confidentiality

1

Mutual understanding of expectations and clear boundaries should be established at the beginning of any engagement so that both parties have clarity on the specific services and guidance offered, how it will be provided, and how long it will take.

2

Applicant confidentiality is critical prior to gTLD application submissions due to the competitive nature of this process. Please ensure you make every possible effort to protect Supported Applicant confidentiality in the course of your interactions.

3

Duration of services provided is at the discretion of the service provider or mentor. Our hope is that you will establish a long-term mutually beneficial relationship that carries a Supported Applicant through the various application processes.

Completing your online profiles

Profiles are a great way to showcase your pro bono offerings, areas of expertise, and contact information so Supported Applicants can initiate contact when they are ready.

Complete your online ICANN Wiki profile, for inclusion on the Pro Bono Services list, following these steps:

1. Request an ICANN Wiki Account [HERE] (If you already have an account, login, search for "ASP template" then click on link and proceed to fill in information).

2. Once approved, login to access your ASP Template profile page

3. Click "Edit" (not "Edit source") to update with your photo and additional relevant information

NOTE: ICANNwiki is a third-party site (not managed by or affiliated with ICANN).

04
Remarks from the ASP IRT

ASP Subsequent Procedures Implementation Review Team (IRT)

Perspectives on critical areas of focus to guide Supported Applicants through the gTLD application and evaluation process.

05
Q&A

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