

NEW gTLD PROGRAM: NEXT ROUND

gTLD

Pro Bono Service Provider and Mentor Orientation

Applicant Support Program | May 2025



Agenda

01 Introductions & Overview

02 Role Descriptions

03 Working with Supported Applicants

04 Remarks from the ASP-Implementation Review Team (ASP-IRT)

05 Q&A

NEW gTLD PROGRAM: NEXT ROUND

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

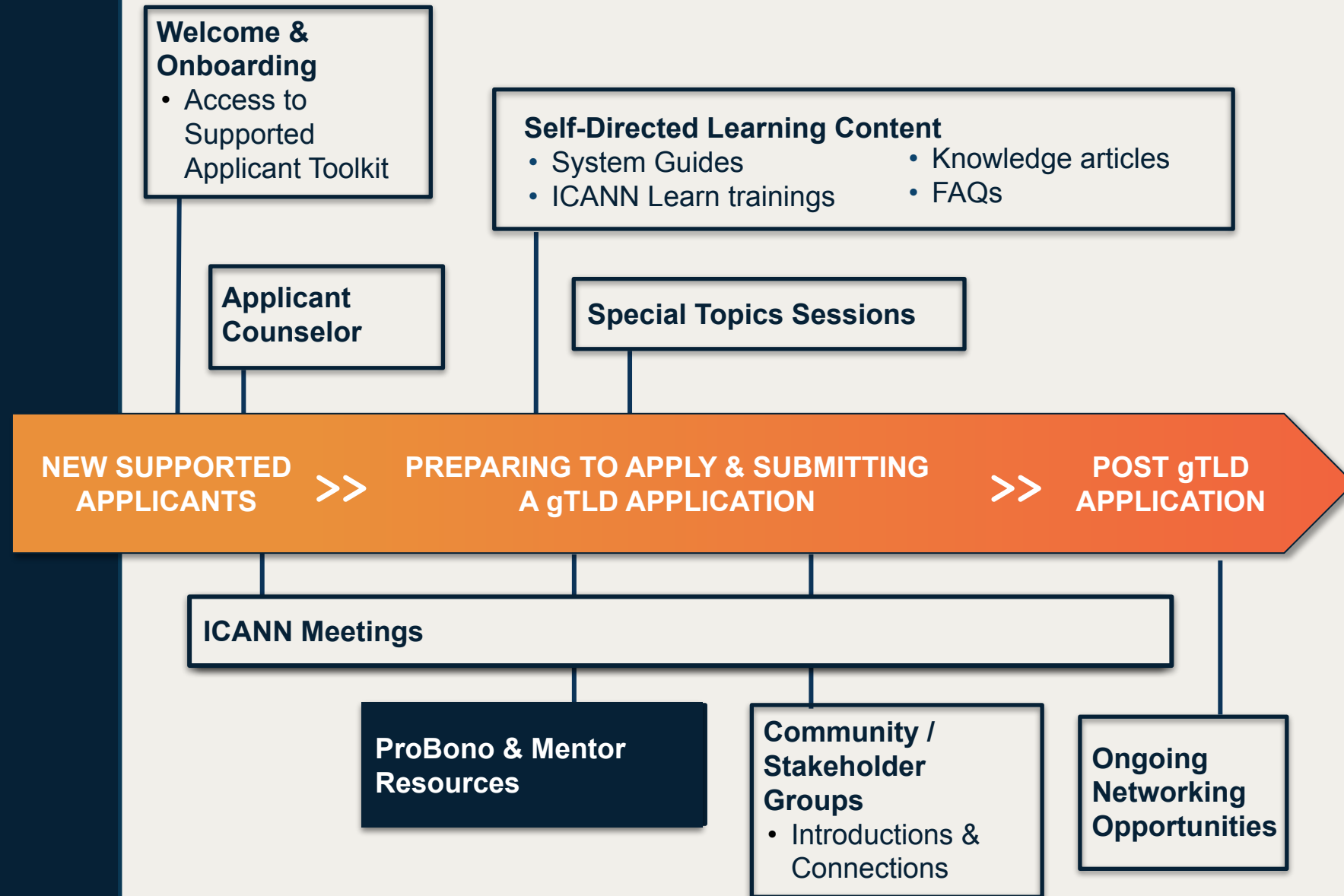


Nonfinancial Support

- ▶ 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



Meet your fellow Pro Bono Service Providers and Mentors

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

Entity	Point of Contact Information				Types of services offered				Region(s)
Name of Entity	Full Legal Name	Email Address	Phone Number	Country of Residence	General Business Services	Application Services	Technical Services	Mentorship Services	Which region(s) entity can provide support in (please find the list of ICANN geographic regions, ordered by country/territory, here)
Sparkling	Berjamin Louis	berjamin@sparkling.albace	33(0)2458948	France	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	Application Development, Application Writing / Submission	Help regarding Data Escrow Registry Service Provider (critical or other services), Technical Help with DNS Services, Technical Help with DNSSEC, Help regarding Rights Protection Management, Help regarding the Registration Data Policy, Technical Help with EPP, Technical Help with RDAP, Help regarding data escrow, Other	Provide advice and guidance on the gTLD application process, Share experience as appropriate, Offering perspective on the DNS industry/being a Registry Operator	Africa (AF), Europe (EUR)
EtCrea, Inc.	Thomas Barnett	tbarnett@etcrea.com	17819429575	United States	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	Application Development, Application Writing / Submission, Other		Identify resources that will help applicants, Provide advice and guidance on the gTLD application process, Share experience as appropriate, Offering perspective on the DNS industry/being a Registry Operator, Navigating the ICANN Community & Meetings, Other	Africa (AF), Asia/Australia/Pacific (AP), Europe (EUR), Latin America and the Caribbean (LAC), North America (NA)
Com Laude	Ashley Roberts	ashleyroberts@comlaude.com	44 20742183	United Kingdom		Application Development, Application Writing / Submission	Registry Service Provider (critical or other services), Technical Help with Internationalized Domain Names	Provide advice and guidance on the gTLD application process	Africa, Europe (EUR), Latin America and the Caribbean (LAC), North America (NA)
FF Bilim Yayıncılık Prodüksiyon	Yusuf Arslan	yusuf@ffbilim.com	905393441984	Türkiye	Business Plan Development, Business Consulting - Marketing and Communications	Application Development, Application Writing / Submission	General Technical Help, Help Regarding Rights Protection Management, Help Regarding the Registration Data Policy	Identify resources that will help applicants, Share experience as appropriate, Navigating the ICANN Community & Meetings, Other	Africa (AF)
SegurLumi Chajale	SegurLumi Chajale	segurlumi@whetechconsulting.org	2348163577140	Nigeria	Business Consulting - Operations	Application Development, Application Writing / Submission			Africa (AF)
ClearDNS, Inc.	Alan Woods	alan.woods@cleardns.com	31585112598	Ireland	Other	Application Development, Application Writing / Submission	Other	Identify resources that will help applicants, Share experience as appropriate	Africa (AF), Asia/Australia/Pacific (AP), Europe (EUR), Latin America and the Caribbean (LAC), North America (NA)
NOCEO SAS DE CV	Jose Ernesto Gimelo Tijera	ernesto@noceo.io	52812019594	Mexico	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	Application Development, Application Writing / Submission	General Technical Help, Technical Help with DNS Services	Identify resources that will help applicants, Provide advice and guidance on the gTLD application process, Share experience as appropriate, Offering perspective on the DNS industry/being a Registry Operator, Navigating the ICANN Community & Meetings	Latin America and the Caribbean (LAC), North America (NA)
Whinnovate LLC	Ahmad Al-Aghar	ahmad@whinnovate.com	909080448	USA	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	N/A	N/A	Share experience as appropriate	Africa, Asia/Australia/Pacific (AP), North America
Brand Threat Analytics Private Limited	Vivek Gopal	vivekg@brandthreat.com	91773813587	India	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	Application Development, Application Writing / Submission	General Technical Help	Identify resources that will help applicants, Provide advice and guidance on the gTLD application process, Share experience as appropriate, Offering perspective on the DNS industry/being a Registry Operator, Navigating the ICANN Community & Meetings	Asia/Australia/Pacific (AP)
Nel-Chinese Co., Ltd	Pai-Rui Li	liw@nel-chinese.com.tw	886-2-2531969	Taiwan (R.O.C.)	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	Application Development, Application Writing / Submission	General Technical Help, Technical Help with DNS Services, Technical Help regarding Priority Services, Help regarding the Registration Data Policy, Technical Help with EPP, Technical Help with RDAP, Help regarding data escrow, PML implementation	Identify resources that will help applicants, Provide advice and guidance on the gTLD application process, Share experience as appropriate, Offering perspective on the DNS industry/being a Registry Operator	Asia/Australia/Pacific (AP), Europe (EUR)
Humint Limited	Christa Taylor	christa@humint.com	604 981 9480	Canada & France	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations, Financial Services	Application Development, Application Writing / Submission	General Technical Help	Identify resources that will help applicants, Provide advice and guidance on the gTLD application process, Share experience as appropriate	Africa (AF), Asia/Australia/Pacific (AP), Europe (EUR), Latin America and the Caribbean (LAC), North America (NA)
Dotzon GmbH	Katrin Ohmer	ohmer@dotzon.com	491732016240	Germany	Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	Application Development, Application Writing / Submission	General Technical Help, Help Regarding Rights Protection Management, Help Regarding the Registration Data Policy, Help regarding data escrow	Identify resources that will help applicants, Provide advice and guidance on the gTLD application process, Share experience as appropriate, Offering perspective on the DNS industry/being a Registry Operator, Navigating the ICANN Community & Meetings	Europe (EUR)
					Business Plan Development, Business Consulting - Marketing and Communications, Business Consulting - Operations	Application Development, Application Writing / Submission	Registry Service Provider (critical or other services), General Technical Help, Technical Help with DNS Services, Technical Help with DNSSEC, Technical Help regarding Priority Services, Help regarding Rights Protection Management, Help regarding the Registration Data Policy, Technical Help with EPP, Technical Help with RDAP, Help regarding data escrow	Registry Service Provider (critical or other services), General Technical Help with DNS Services, Technical Help with DNSSEC, Technical Help regarding Priority Services, Help regarding Rights Protection Management, Help regarding the Registration Data Policy, Technical Help with EPP, Technical Help with RDAP, Help regarding data escrow	Africa (AF), Asia/Australia/Pacific (AP), Europe (EUR), Latin America and the Caribbean (LAC), North America (NA)

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.

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

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

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.

The screenshot shows the 'ASP Template' profile page on ICANN Wiki. At the top, there's a navigation bar with 'Page' and 'Discussion' tabs, and a 'Read' button highlighted. To the right of 'Read' are links for 'Edit', 'Edit source', 'View history', and a star icon. Below the navigation bar, the profile information is displayed in a form-like structure. The first section is 'Person's name' with the text 'is a profession, based in Country.' and a green button labeled 'Person'. The next section is 'Regions covered' with a link '[edit | edit source]'. This is followed by 'Services provided' and 'ICANN experience', both with '[edit | edit source]' links. The 'External links' section also has a '[edit | edit source]' link. Below these is a 'Resources' section with a dark header. It contains links for 'ICANNWiki: Content Guide | Documentation | Development' and 'Categories: Articles needing attention | Candidates for deletion'. Below that are 'Projects: Internet & Digital Governance Library'. At the bottom, there's a 'Category (+):' field with 'Person' selected and a '+' button.

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.

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05

Q&A

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