



# New gTLD Applicant Support Program

*An Overview*

*2012-02-20*

# 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 non-financial support.

# Program Overview



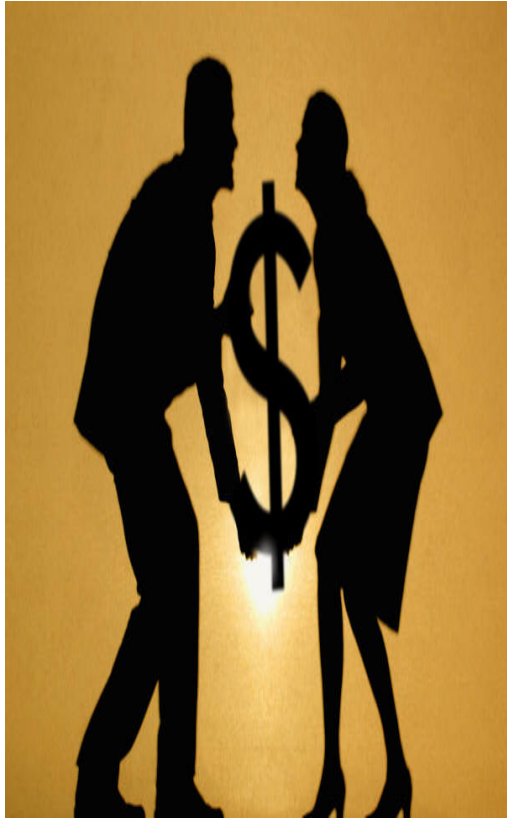
- Pro bono 3<sup>rd</sup>-party Services
- Financial Assistance
- Applicant Support Fund
- Customer service

# 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.

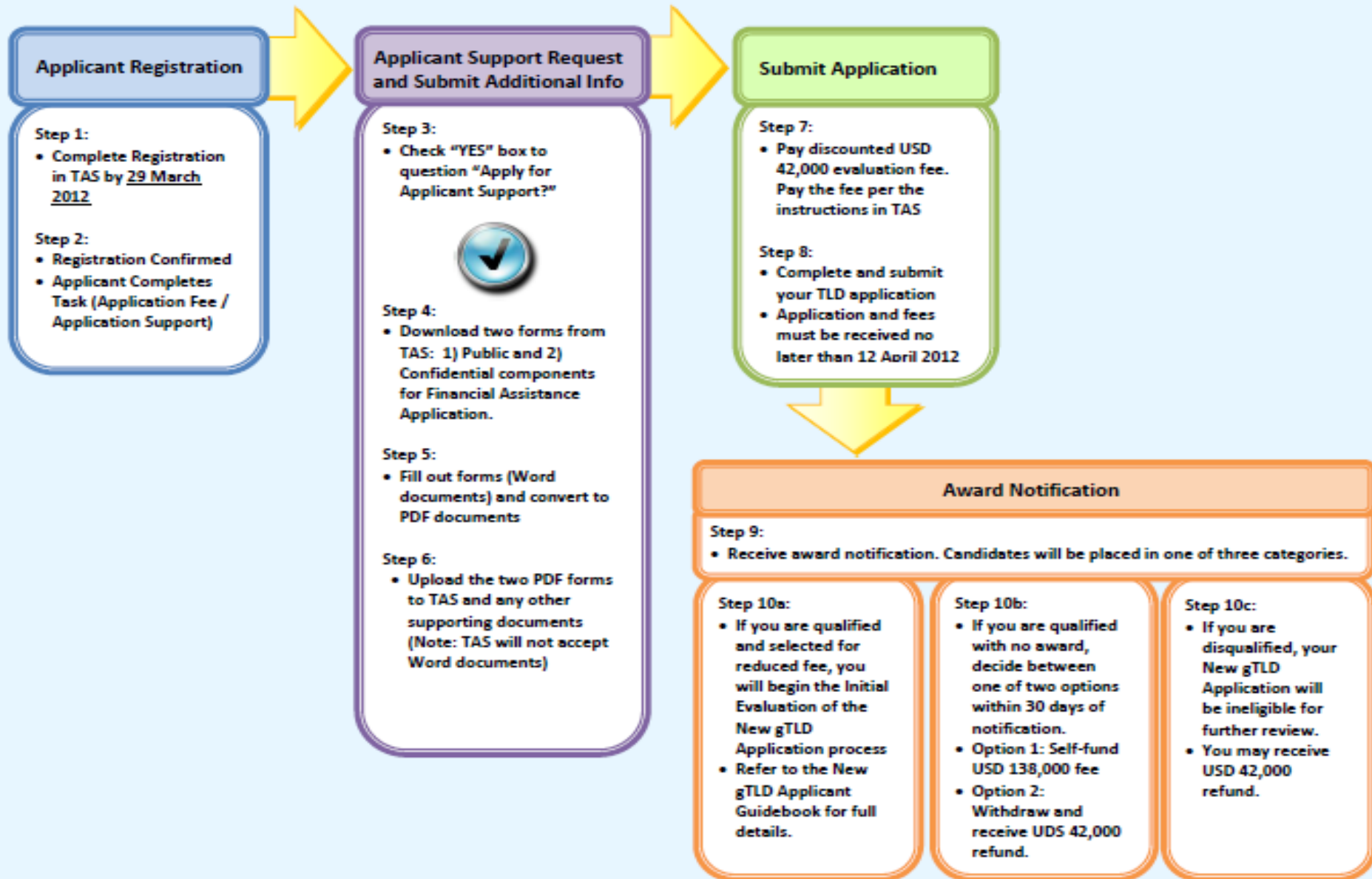
# Financial Assistance



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

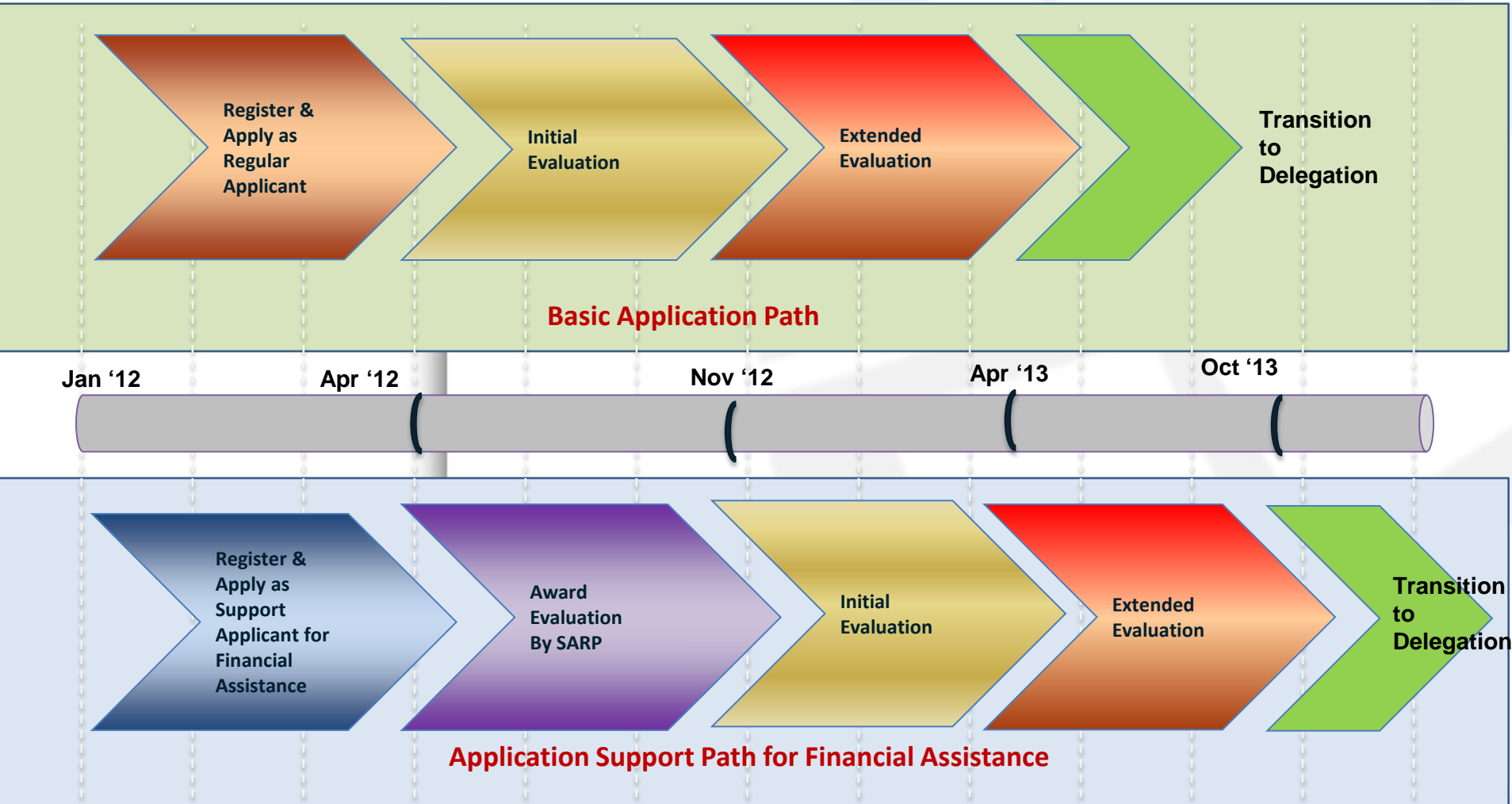


# New gTLD Application Support Process



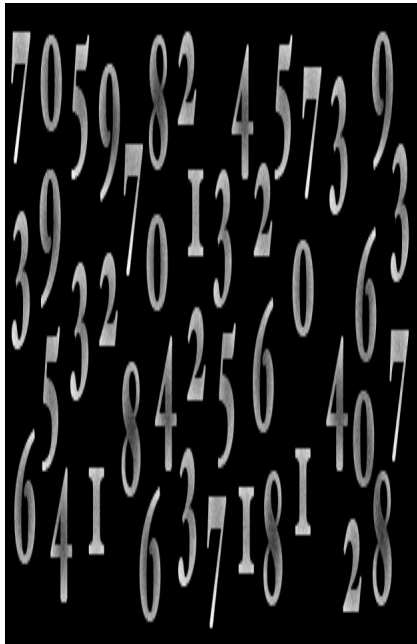
# Relative Timeline for Application Support

*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

**SARP**

- 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 \$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: <http://newgtlds.icann.org/en/applicants/customer-service>
- For pro bono 3<sup>rd</sup> party support and donation: [candidate-support@icann.org](mailto:candidate-support@icann.org)
- For SARP contact [sarp-eoi@icann.org](mailto:sarp-eoi@icann.org)



# More info and links



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

# Call for Action



- Inform your community about the Applicant Support Program
- Recruit volunteers for SARP



Thank You