

## Statement of Work Under Contractor Consulting Agreement

The Economist Intelligence Unit, NA, Incorporated ("Panel Firm") and the Internet Corporation for Assigned Names and Numbers (ICANN) agree to perform the services outlined in Exhibit B-1 (Statement of Work) and in accordance with the New gTLD Program Consulting Agreement dated July 26, 2011 by and between the Panel Firm and ICANN.

Internet Corporation for Assigned Names and Numbers

The Economist Intelligence Unit, NA, Incorporated

By:

  
Signature

By:

  
Signature

Print Name:

John O. Jeffrey

Print Name:

Vinay Shah

Title:

General Counsel & Secretary

Title:

CFO

Date:

6 October 2011

Date:

Oct 5, 2011

## **Exhibit B1 – Additional Services**

### **Statement of Work –Application Review Simulation Exercise**

ICANN desires to engage The Economist Intelligence Unit, NA, Inc. (referred to herein as “Panel Firm”) to develop and document their evaluation approach via an Evaluator Guide and perform application review simulation exercises to test and update the Evaluator Guide. This SOW specifically addresses the Geographic Names and Community Priority evaluation panels.

The objective of this work is to validate the evaluation approach among panels of the same type and inform the training and quality control panels of both the approach and process so they may complete their respective development efforts.

#### **Deliverables:**

The Panel Firm will provide to ICANN the following Deliverables related to simulation preparation, execution, and resultant outcomes. The Panel Firm will issue the final Deliverables following receipt of comments (feedback) from ICANN.

**Non-Responsive Information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation**

#### **2. A Community Priority evaluation guide**

The evaluation guide is the Panel Firm’s approach for performing evaluation as per the respective requirements defined by the New gTLD Applicant Guidebook (AGB). By extension, the evaluation guide will also be the mechanism by which Panel Firm’s evaluators will perform their work. It will be provided to ICANN’s consultant responsible for developing evaluation panel training for incorporation into the training guides.

#### **3. A list of recommendations for Applicant Guidebook (AGB) supplemental notes to applicants**

In order to minimize the need for asking clarification questions of New gTLD Applicants, ICANN intends to create and publish supplemental notes as part of their applicant guidance materials. In the process of evaluation simulation exercises, panels will identify and document recommendations for content to be included in the supplemental notes. Such notes are intended to better inform applicants and solicit complete, clear, and concise application responses, thereby improving the evaluation process and results.

**Non-Responsive Information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation**

## Exhibit B1 – Additional Services

### Statement of Work –Application Review Simulation Exercise

Non-Responsive Information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation

#### 5. A Community Priority evaluation processing flow chart

ICANN will use a Quality Control panel to review evaluation processes of the various panels. In order to inform the QC panel of the processes to be used by the evaluation panel, ICANN wishes each panel to document their respective evaluation processes. This is separate from the evaluation approach, which is one detailed component of the broader evaluation process.

#### 6. Training Content and Approach

The evaluation firms will be responsible for providing input into the development of training. As such, the main deliverables are a Training Model, an Evaluator Skill & Experience Profile, and Instructor Examples/Cases. Below is an explanation of each:

Training Model- This model is an overview of how the Panel Firm intends to train their teams. In addition, this model should reference any systems and/or materials that the Panel Firm will use to train their teams.

Evaluator Skill & Experience Profile- An experience profile should be developed for each of the main functions within the evaluation process. For example, there could be a profile for the analysts used to validate the authenticity of governmental documents. This profile is intended to be role based rather than a separate profile for each resource. ICANN intends to provide a template for the Panel Firm to complete.

Instructor Examples/Cases- Examples or cases of simulation material that may come from an applicant. These examples will be consumed during the actual Core Team training in subsequent project phases.

#### Approach and Scope of Engagement:

This engagement is expected to last approximately ten (10) weeks from September 26, 2011 to December 5, 2011 in accordance with the schedule outlined below. Confidential Business Information

#### Confidential Business Information

Actual hours will be invoiced to ICANN monthly. The Economist Intelligence Unit will manage against the scope and estimated hours provided in this Amendment, and inform ICANN if a change in scope or estimated hours may occur. Changes in scope and estimated hours must be agreed upon in writing ahead of time by both the Economist Intelligence Unit and ICANN.

## Exhibit B1 – Additional Services

### Statement of Work –Application Review Simulation Exercise

#### Schedule & Level of Effort:

Task	Estimated Level of Effort (hours)	Duration/Date
Non-Responsive Information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation		
Non Responsive information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation Concurrent CPE “kickoff meeting”	32	1 November 2011
Non-Responsive Information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation		
Provide Non-Responsive Information Redacted Relates to Other Scope of Work Not Related to Community Priority Evaluation CPE Process flows	12	4 November 2011
Evaluator Skill & Experience Profile	8	4 November 2011
Non-Responsive Information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation		
Create a draft CPE Evaluator Guide	Confidential Business Information	24 October-14 November 2011
ICANN provides CPE mock application materials		11 November 2011
Panel Firm performs CPE simulation (3 mock applications)		11-18 November 2011
CPE Simulation Debrief		21November 2011
Update CPE evaluator guide		21-28November 2011
Provide Final CPE “content” deliverables: <ul style="list-style-type: none"><li>• Evaluator guide to ICANN/Training Consultant</li><li>• AGB supplemental notes</li></ul>		29November 2011
Instructor Examples/Cases		5 December 2011
TOTAL ESTIMATED LEVEL OF EFFORT		

Confidential Business Information

#### Assumptions:

ICANN shall provide information necessary for the Panel Firm to perform the obligations in the Agreement including:

## **Exhibit B1 – Additional Services**

### **Statement of Work –Application Review Simulation Exercise**

- **Non-Responsive Information Redacted; Relates to Other Scope of Work Not Related to Community Priority Evaluation**
- 3 “mock” Community Priority application responses for Consultant simulation exercise
- Guidance as required on relevant sections of the AGB
- Timely feedback on draft documents
- Participation in simulation debrief meetings