Agenda:

• Program Background
• Program Overview
• Pro bono 3rd 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 3rd-party Services
• Financial Assistance
• Applicant Support Fund
• Customer service
Pro bono 3rd-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

Applicant Registration
Step 1:
- Complete Registration in TAS by 29 March 2012
Step 2:
- Registration Confirmed
- Applicant Completes Task (Application Fee / Application Support)

Applicant Support Request and Submit Additional Info
Step 3:
- Check "YES" box to question "Apply for Applicant Support?"

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

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

- 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 USD 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)

General Timeline:
- Jan '12: Register & Apply as Regular Applicant
- Apr '12: Initial Evaluation
- Nov '12: Extended Evaluation
- Transition to Delegation

Support Applicant Path:
- Jan '12: Register & Apply as Support Applicant
- Apr '12: Award Evaluation
- Oct '12: Initial Evaluation
- Apr '13: Extended Evaluation
- Oct '13: Transition to Delegation

Application Support Path for Financial Assistance:
- Jan '12: Register & Apply as Support Applicant
- Apr '12: Award Evaluation
- Oct '12: Initial Evaluation
- Apr '13: Extended Evaluation
- Oct '13: Transition to Delegation
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

• 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


• For pro bono 3rd 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:

• Applicant Support Program Fact Sheet:
  [http://newgtlds.icann.org/en/about/program/materials](http://newgtlds.icann.org/en/about/program/materials)

• SARP EOI Announcement:

• FAQ:
Call for Action

• Inform your community about the Applicant Support Program
• Recruit volunteers for SARP
Thank You