

DNS
Entrepreneurship
Center



Your Future Starts Today



Introduction to the DNS Entrepreneurship Center
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Agenda

ABOUT DNS-EC

DNS-EC CURRENT WORK

DNS-EC FUTURE WORK

Q&A

Background

As part of ICANN regional strategy to develop the domain name ecosystem in Africa and the Middle East

- DNS-EC was announced as a joint project between the National Telecommunication Regulatory Authority of Egypt (NTRA) and ICANN
- MOU signed during ICANN London meeting – June 2014

Vision

To become the hub and incubator of the next generation of the DNS entrepreneurs in the region

Mission

Develop a robust and healthy domain name ecosystem in Africa and the Middle East and act as a repository for the industry in the Region

DNS-EC aims to

- Build a robust and competitive DNS market in the region
- Foster collaboration among TLD operators and sharing of best practices
- Encourage entrepreneurs to engage in the domain name business
- Partner with industry leaders
- Develop a network of stakeholders, decision makers and experts that can contribute to ICANN's policies and decision making

DNS-EC CURRENT WORK

Some of the patterns that affect the domain name industry

According to the DNS Study conducted by EURid for the Middle East and Adjoining Countries

- Policies
- Prices
- Operation costs & staffing
- Technical infrastructure
- Marketing

Develop the domain name ecosystem

- Registries (Service Providers & Operators)
- Registrars
- Businesses interested in the domain name industry

DNS-EC helps Registries

- **Build** capacity and expertise
- **Develop** their business plans
- **Market** their TLDs
- **Develop** necessary and relevant policies

Effect on the industry

- Sustainable growth in TLD registrations
- Encourage international registrars to enter the local market
- Create a competitive local market, leading eventually to lower prices
- Help build a network of experts that can participate in ICANN's policies & serve as a steering wheel to the development of the domain name industry

DNS-EC helps registrars

- Develop Capacities and local expertise in all aspects of operation
- Encourage registrars to develop resellers packages
- Help registrars that are interested in becoming ICANN accredited

Effect on the industry

- Create a competitive and robust DNS market
- Increase registrations
- Build end users confidence
- Help build a registrar network that can contribute to ICANN's bottom-up multistakeholder Model

DNS-EC Helps interested businesses

- Encourage young entrepreneurs to enter the market
- Raise awareness about ICANN's Community at work
- Help potential gTLD Registry applicants to stay informed about future rounds of new gTLD applications and opportunities

Effect on the industry

- Introduce new players, leading to a healthy and competitive market
- Create a network from the Internet commercial sector that can take part in ICANN's policy making and decision
- Grow the domain name market in the region

Workshops

- DNS Business Development - April, 2015
- Registry Best Practices – April, 2015
- Train the Trainer – June, 2015
- DNS Operation & DNSSEC - July, 2015
- Legal workshop – January, 2016

Workshops

SWOT Workshops for national DNS Markets

- Tunis, Tunisia – October, 2015
- Doha, Qatar – October, 2015
- Muscat, Oman – February, 2016
- UAE, Dubai - February 2016

Workshops



DNS-EC FUTURE WORK

Looking Ahead

- Continue to build capacity and expertise through out the region
- Continue to raise awareness about the domain name industry, targeting new businesses and new potential decision makers from the region

Looking Ahead

- Raise awareness about IDNs
- Seek Partnerships
- Provide Consultancy

Questions

Thank You!

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