

NEW gTLD PROGRAM: NEXT ROUND

Applicant Support Program Capacity Development Update

Capacity Development

Established **Learning Objectives** serve as a baseline for the ASP Capacity Development Plan to guide our work and establish a framework to build upon.

- 1 Identify, locate, and navigate the New gTLD Program** information, Applicant Guidebook, and other resources.
- 2 Understand the requirements of the New gTLD Program** application and evaluation processes to apply for a gTLD, and be able to explain this information to others.
- 3 Make informed decisions** about how to obtain and allocate resources to prepare a gTLD application.
- 4 Find opportunities to follow and participate in ICANN's multistakeholder processes** involved in the New gTLD Program: Next Round.
- 5 Understand what it takes to serve as a gTLD registry operator** and how to connect with and learn from existing registry operators, as appropriate.

Capacity Development

A **Supported Applicant Toolkit** is in development to be used as a resource to provide **comprehensive and easy-to-use resources** enabling supported applicants to **identify, locate, and navigate** New gTLD Program: Next Round information.

Content will be produced in **various formats and delivery vehicles** to support different learner types.



LEARNING CONTENT

Self-service learning resources will meet supported applicants where they are and guide their journey based on their individual needs.



VIRTUAL TOUCH-POINTS

Regular virtual touch-points throughout the learning journey designed to educate on key topics.



ICANN COMMUNITY INTRODUCTIONS

Guidance on becoming part of the complex ICANN community and Internet ecosystem - critical for success as a Registry Operator.

Content Delivery Vehicles

Tools, and resources covering key topics will be produced in various formats and delivery vehicles, as appropriate, to support different learner types.



LEARNING CONTENT

- **System Guides** for technical process documentation
- **ICANN Learn** training modules
- **Knowledge articles** on specific topics
- **FAQs** that are regularly updated with new questions and emerging topics
- **Pathways** to guide knowledge-building at various stages of the process



VIRTUAL TOUCH-POINTS

Applicant Counselor

- Maintaining knowledge base
- Disseminating information
- FAQ monitoring and updating

Networking and Capacity Development

- Continued support post-gTLD delegation to enable success as a sustainable Registry Operator

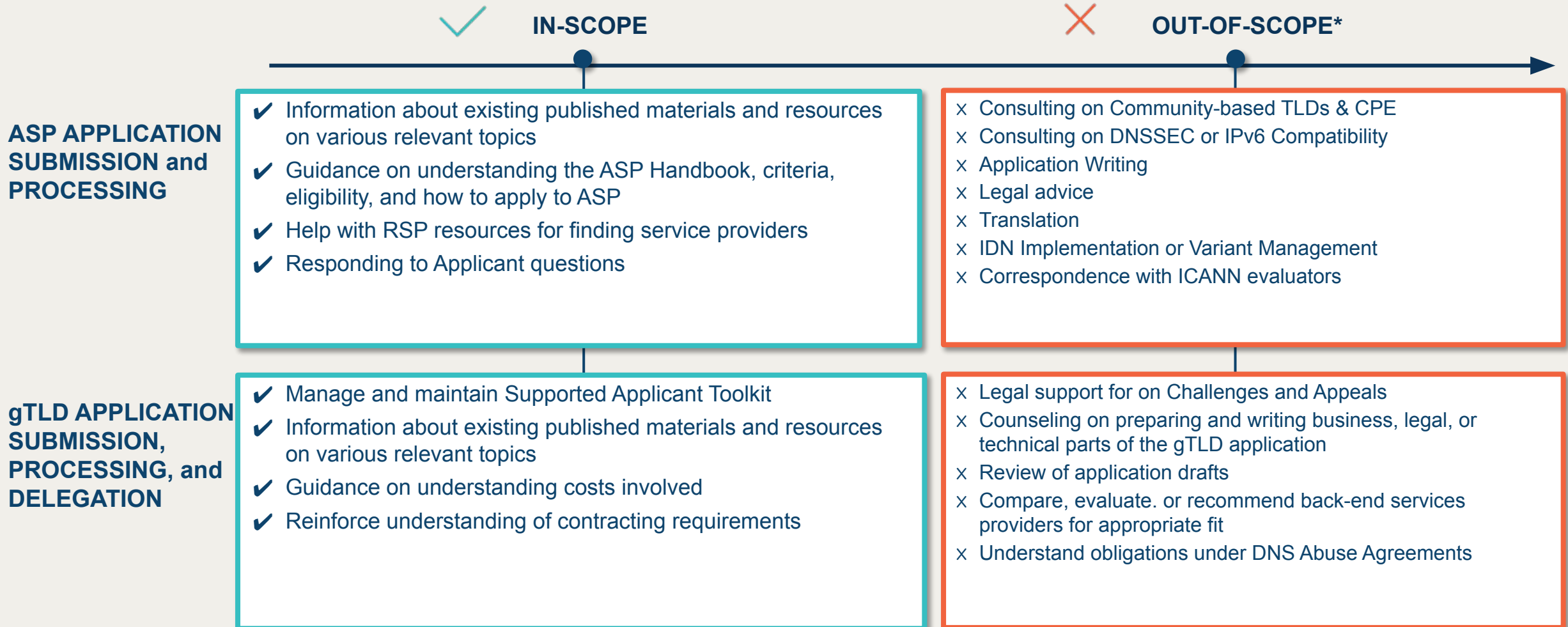


ICANN COMMUNITY INTRODUCTIONS

- **ICANN Meetings and Community Overview** including recommendations on where to get connected and how
- **Pro-Bono Service Provider connections** with descriptions of services offered free-of-charge to Supported Applicants
- Access to **Pro-Bono Mentors**

Applicant Counselor Deep Dive

The Applicant Counselor will provide guidance to ASP potential applicants, applicants in progress, and supported applicants through touch-points, publications, and communications.



*Some services may be available through pro bono service providers.

Pre-Application Content

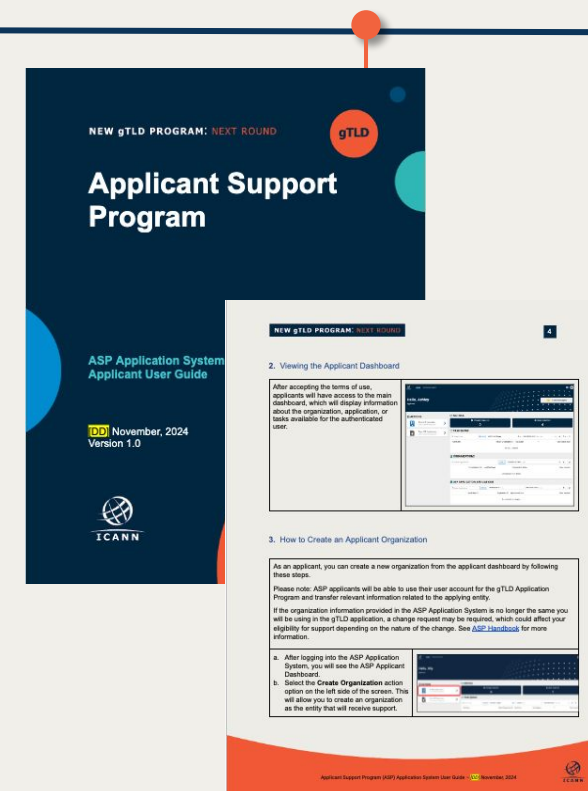
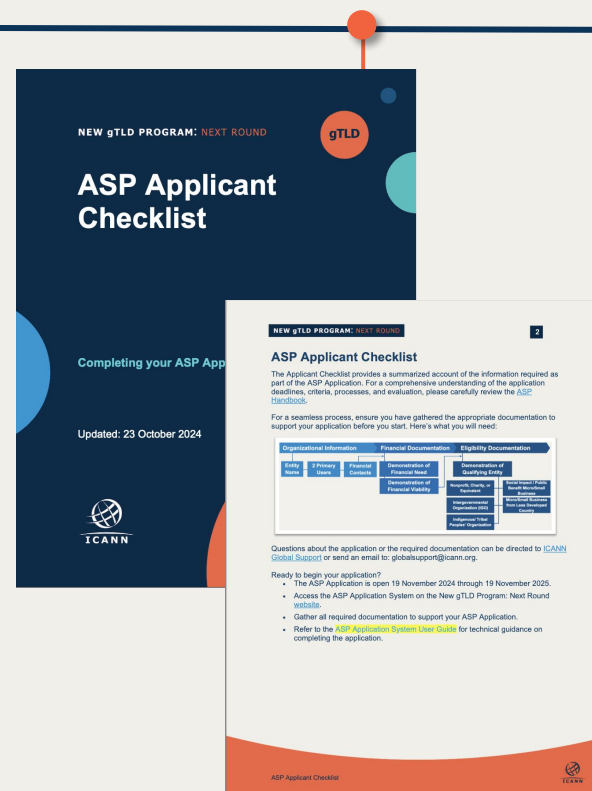
Content for **prospective applicants** has been developed to support the decision-making process prior to submitting an ASP Application.

ASP Quick-Start Guide

ASP Applicant Checklist

ASP Application System

User Guide



Content Planning and Development **DRAFT**

Content for **supported applicants** is focused on meeting an applicant where they are in the applicant journey.

Pre-gTLD Application Submission

The period between the applicant qualifying for support and submitting a gTLD application.

Content will focus on **awareness and understanding** so that supported applicants have the knowledge needed to apply.

- ✓ Learning about gTLD application process and requirements
- ✓ Understanding the industry/business
- ✓ Awareness of evaluation process

Submitting a gTLD Application

The period leading up to submission of a new gTLD application, while the application is under evaluation.

Content will focus on **key considerations** while developing a gTLD application.

- ✓ Developing a comprehensive gTLD application
- ✓ Submitting a complete and competitive gTLD application
- ✓ Navigating the evaluation process

Post-gTLD Application Submission*

The period beginning after submitting a gTLD application and becoming a new gTLD applicant through becoming a registry operator.

Content will focus on what happens during the **decision process, contracting, and delegation**.

- ✓ Guidance through pre-delegation
- ✓ Understand ICANN's decision-making
- ✓ Participating in ICANN's multistakeholder processes
- ✓ Collaborate with RySG to support learning and development

*Some services may be provided by the ICANN community.

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