# Moving the levers on the Applicant Support Program

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# Creating Better Results
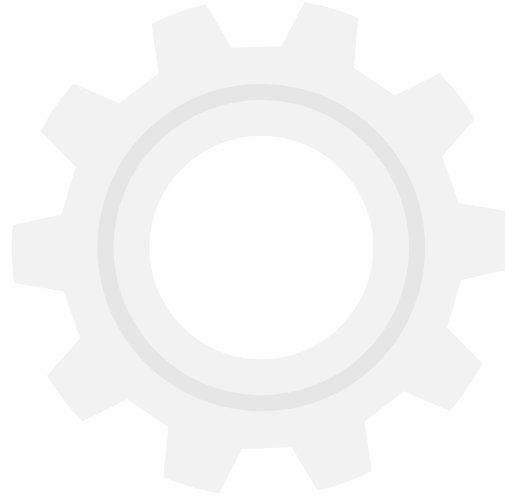
# Better Results

## Prerequisites – A Multifaceted Approach

**Increased Awareness**

Improved communication

Longer lead times

Expanded mediums - websites, knowledge bases, notifications

Middle Applicant - Struggling regions that are further along in their development compared to underserved or underdeveloped regions

Regional Experts

## Preliminary Metrics

**Awareness**
Number of: applicants, events, pro-bono providers, diversity of applicants

**Approvals**
Volume approved

**Business Success**
Volume of registrants, DUMs as a percent of Internet users in region

# Key Policy Recommendations

- Ability to transfer to the standard application process
- Willful Gaming – disqualified from transfer
- Beyond the Global South - open to all
- Middle Applicants consideration
- Beyond fee support – Mentorship and costs related to application writing, attorney fees, etc.
- Improved outreach and awareness activities with longer lead times
- Funding – ICANN org budget plan & if required seek additional funding partner to support ASP
- Dedicated Implementation Review Team to determine data needed to develop metrics used in gauging success
- Auction multiplier for ASP applicants
- Input requested -  Should AS include the reduction or elimination of ongoing registry fees?