



DNS Entrepreneurship Center

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Global Stakeholder Engagement
ICANN



Background

Develop the domain name industry ecosystem in Africa and the Middle East (*ICANN Regional Strategies*).

Vision

The repository for DNS
knowledge and expertise in Africa
and the Middle East.

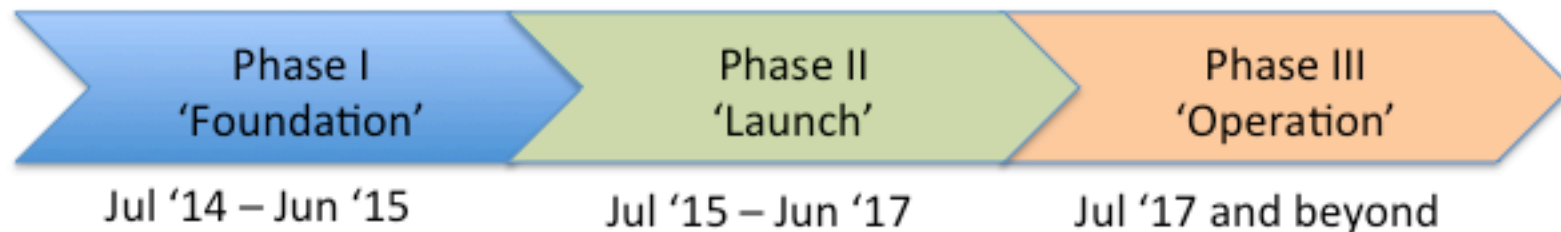
Mission

Develop a robust and healthy
domain name ecosystem in Africa
and the Middle East.

The Project

- DNS-EC opens in Cairo, Egypt and serves Africa and the Middle East
- Partnership between ICANN and Egypt's NTRA
 - Agreement signed during ICANN London meeting:
<https://www.icann.org/en/system/files/files/ntra-mou-23jun14-en.pdf>
- ICANN through partnerships with regional and international experts provides training and mentoring programs
- NTRA incubates DNS-EC during the start-up phase and provides training facilities

Scope



- Develop capacities necessary for the establishment of DNS-EC
- Programs cover various DNS technical, policy, and business aspects

- Start up DNS-EC; develop business plan and seek partnerships
- Start offering training and consultation services

- Lend expertise and knowledge across Africa and the Middle East
- Possibility of assuming a DNS operational role

Training Tracks

- **Technical Track**

- Registry operations
- Secure registry operations / DNSSEC
- Virtualized training platforms

- **Business Track**

- Registry / Registrar models
- Business models and marketing strategies
- Registration policies
- Dispute resolution

Trainees Skills

Technical Track

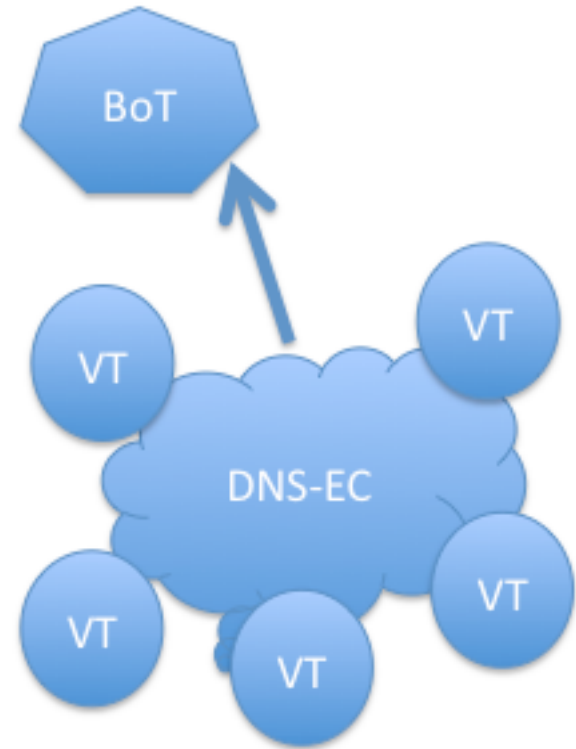
- UNIX and/or Linux System Administration experience
- Knowledge of TCP/IP protocols and layer 2 and layer 3 networking
- An understanding of network and systems security basics
- Ability and desire to teach, including able to talk and present in front of groups of people
- Willingness to use what is learned in this program to teach and mentor other people

Business Track

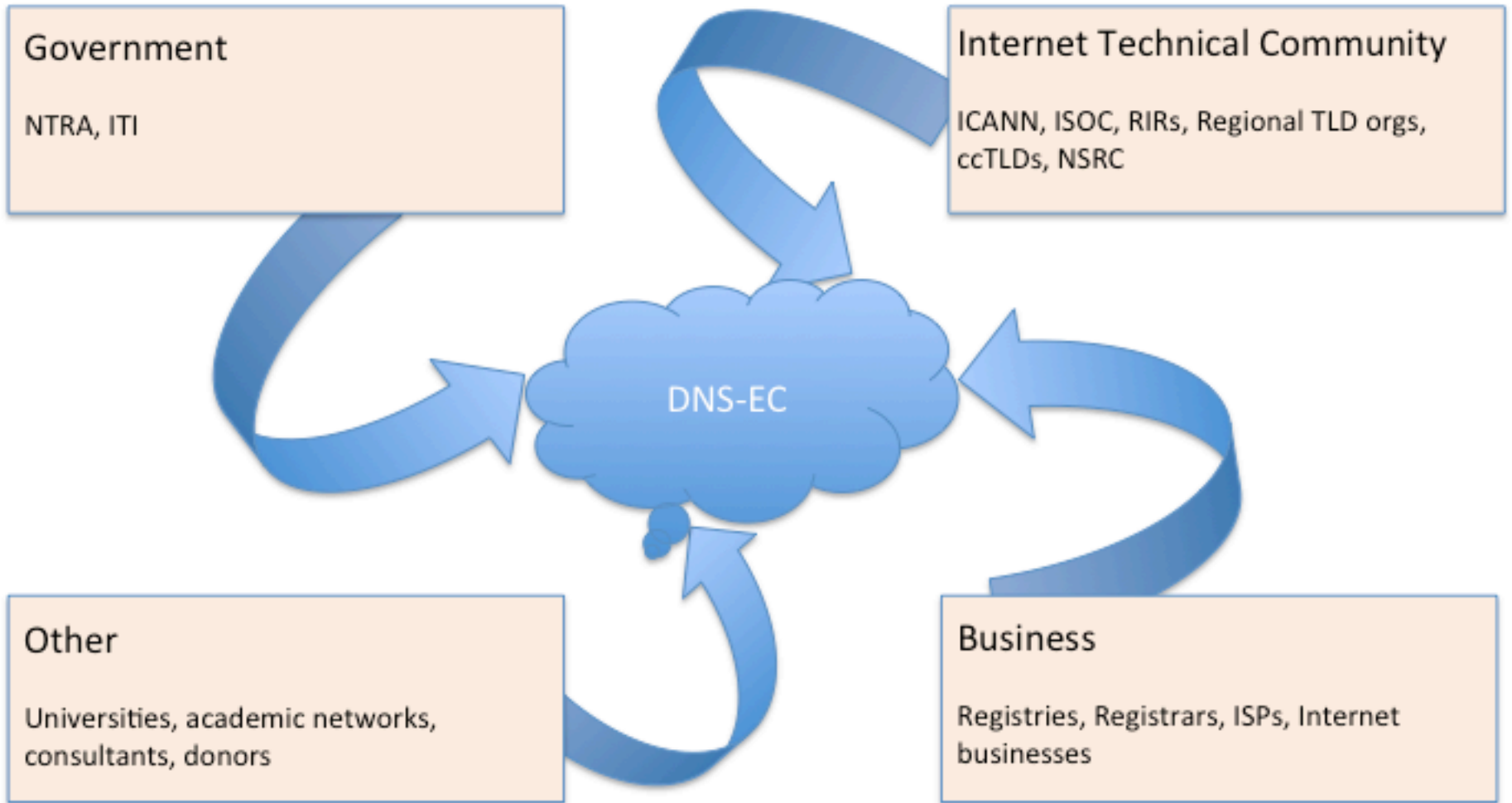
- Business development
- Product development and branding
- Digital marketing
- Consultancy in Internet business innovation and strategy
- Financing and legal issues

Structure

- Full-time staff
 - Two main functions to start with: 1) Business development; 2) Technical training
- Virtual teams
 - From the region
- Board of trustees
 - A multi-stakeholder Board



Partners (Potential)



Opportunities for Engagement

- ICANN is seeking partnerships with domain name industry leaders
- Partners can contribute by offering
 - Training programs
 - Mentoring sessions
 - Internships for trainees

Benefits for Partners

- **Branding:** Name and logo of organization to appear in materials and communications related to the project
- **Media:** Joint press release and publicity opportunities
- **Presence:** Inclusion of the company and practitioner name on the DNS-EC's "Roster of Experts"
- **Networking:** Access to key industry players and policy makers in the regions
- **Reference:** Positioning as an employer of choice in the DNS-EC's nascent career placement programs
- **Investment:** Opportunities to invest in innovative and diverse DNS start-ups

Timeline

- 15 January 2015: Select candidates for the training
- 15 March 2015: Start first training



Questions