

## Applicant Cohort Survey

### Two key questions:

- What kept them from applying?
- Are these factors anything we/ICANN can do anything about?

This leads to the next level of questions:

1. Awareness — did they know anything about the new gTLD program and if so, what did they know?
2. Barriers — if they knew but decided not to go forward, what were the key considerations
  - Cost
    - Initial cost
    - Ongoing cost
  - Complexity
    - Of the idea
    - Of the process
    - Of running a registry
  - Business model
    - No clear idea of how this could benefit them
    - An idea, but no clear business model to make it work
3. Possible uses/attractiveness of the idea — if they considered the idea, what might have been some of the possible approaches?
  - Getting their name
  - Getting a vertical
  - Competition
4. Advice — what advice might they have for us?
  - If it is decided to have another round, what would be the best ways to reach people like your firm?
  - What key questions should we be looking to answer? What key questions to address?
  - If one of our goals is to have more diverse geographical representation, what are ways we can make this program more attractive in countries like yours?

If they've heard of the program, then I think we can move through the questions, as follows:

- What did you hear? How?
- How did you think of using a new gTLD?
- What ultimately were the biggest concerns that influenced your decision?
  - Cost?
  - Complexity?
  - Business model?
- If we want to attract more applicants like you, what advice do you have?
  - Around outreach? What methods, what messages?
  - Around the program itself? What questions might you want answered?

My biggest concern is if we get a flat no on the first question below. I'm not comfortable with the tree I have here, if only because I feel we risk feeding them too much/leading them.

1. Have you heard of the new gTLD program — the chance to get new domain extensions outside of the traditional .com, .org, or .ccTLD?

If the answer is no —>

We have to briefly explain, the program was designed to open up new space on the internet, giving companies, communities, associations and other groups the chance to apply for new extensions — .whatever they might want, like .club or .green or .cocacola.

—> 2. Does this sound like the kind of thing that might be able to help your group? If no answer/unsure, possibly prompts below?

- A. Marketing?
- B. Help reaching customers?
- C. Creating a “trusted space”?
- D. For your supply chain?

3. Some companies, communities and investor groups applied for “categories”, such as .football or .lawyer, or .bank. Might this be a better fit for you or your group?

4. If we were to open another round of new gTLDs, how would you recommend we reach potential applicants like you?

What are the key questions you'd need to have answered?