



# The DNS Entrepreneurship Program

| National IGF Ghana | October 28, 2015

Yaovi Atohoun; Stakeholder Engagement & Ops Manager, Africa

# Agenda

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WHAT IS ICANN?

2

ICANN AFRICA  
STRATEGY

3

DNS  
Entrepreneurship  
project

4

Conclusion

# WHAT IS ICANN (I)

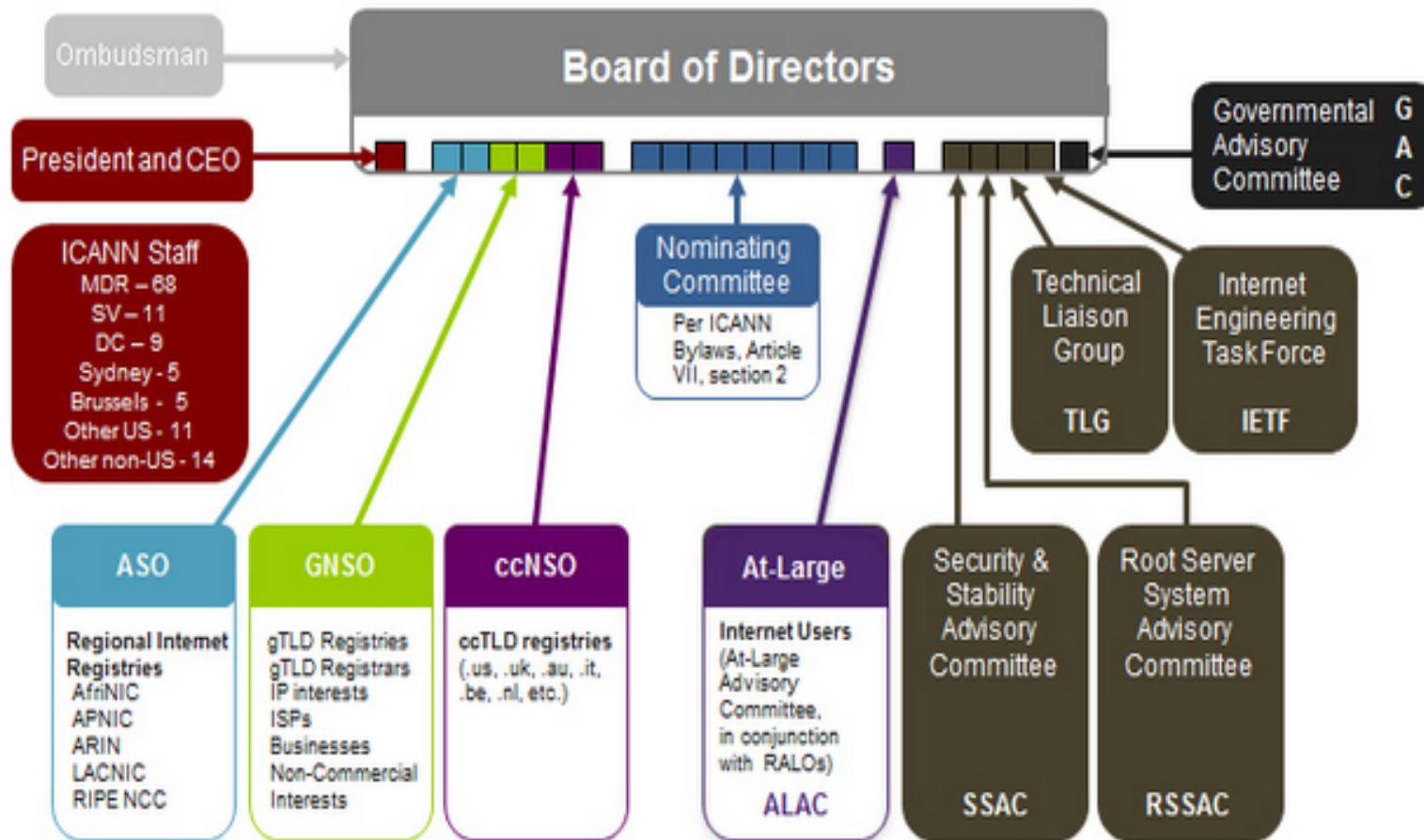
ICANN is a global multistakeholder organization created in 1998. ICANN manages Internet resources for the public benefit. It is best known for its role as technical coordinator of the Internet's Domain Name System.

## MISSIONS:

- Coordinates the allocation and assignment of Domain names, IP addresses, Protocol Ports
- Coordinates the operation and the evolution of the DNS root name server
- Coordinates Policy development reasonably and appropriately related to these technical functions

# WHAT IS ICANN (II)

## ICANN Multi-Stakeholder Model



# The Africa Strategy: Overarching Objective

In Summary, the Africa Strategy seeks to achieve 2 major objectives :

**Transform the DNS & Internet Industry in Africa by**  
Facilitating capacity development and Cultivate an environment for the emergence of an Africa grown domain name industry and

**Promote Awareness and Meaningful Participation in ICANN and the wider IG Ecosystem by Africa in**  
partnership with other I\* and Af\* Organizations.

Implementation started in 2013

<http://africanncommunity.org/africastrategy/fy16-fy20-plan/>



# AFRICA Strategy: a pioneer of ideas

- 1 The 1<sup>st</sup> Regional Strategic Plan in ICANN
- 2 Concept of the DNS forum (1<sup>st</sup> held in Durban, ICANN 47)
- 3 Launch of the Africa DNS Awards
- 4 We have held Premier Topical Workshops
- 5 Launch of the Africa ccTLD study
- 6 DNSSEC Roadshows
- 7 DNS Business Exchange Program
- 8 Digital Entrepreneurship Programme

# DNS ENTREPRENEURSHIP PROGRAM

## *The Africa DNS Industry:*

- *having grown in the last 3 years, from roughly .7M registrations to a little over 1.3M today, with South Africa talking the bulk of the registration with over 1M.*
- *So from a continent of a billion people, there clearly exists ample margin for progress.*

# DNS ENTREPRENEURSHIP PROGRAM

*The realigned ICANN Africa Strategy 2016 - 2020 expressly identifies capacity building as a key objective (Object 1 & 3 of the strategy respectively) in strengthening ccTLDs and fostering competition in the Africa Names Industry. This project is therefore seeking an opportunity to contribute to digital Entrepreneurship and innovation in Africa by introducing a pilot DNS Business Training and incubation sessions targeted at African registries and registrars as well as potential youthful entrepreneurs interested in the Domain Name space to spur and stimulate awareness and business ventures in the DNS sector.*



# DNS ENTREPRENEURSHIP PROGRAM

*This project aims to provide necessary business skillsets as well as exposure to the Domain Name industry players to the participants.*

## *Delivery Approach*

*2-day national training sessions in partnership with ccTLD managers and registrars in selected countries across Africa. This pilot phase will cover at least 8 countries spread out of the 5 African regions*

# DNS Entrepreneurship Program

## *Targeted Countries*

*2-day national training sessions in partnership with ccTLD managers and registrars in selected countries across Africa. This pilot phase will cover at least 8 countries spread out of the 5 African regions:*

**Rwanda, Tanzania, Zambia and Zimbabwe** representing Eastern and Southern Africa region while **Ghana, Senegal, Morocco, Congo Brazzaville and Gabon** will represent West, Central and Northern Africa.

# DNS Entrepreneurship Program

## *Workshop content:*

- **DNS Ecosystem Overview (Legacy TLDs, ccTLDs, ccTLDs)**
- **How to become an ICANN accredited registrar**
- **Digital Marketing / Techniques**  
Leveging Social Media / The Internet  
Online Pressence / Branding Your Domain Names  
Using Digital Advertising Techniques to grow your business

# CONCLUSION

*NITA has offered to be the local host for the workshop in Ghana*

*Announcement will be made during the upcoming weeks*

*You are invited to apply after the announcement.*

# Engage with ICANN



## Thank You and Questions

Reach us at:

Email: [engagement@icann.org](mailto:engagement@icann.org) Website: [icann.org](http://icann.org)

Other link: <http://www.iana.org>



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