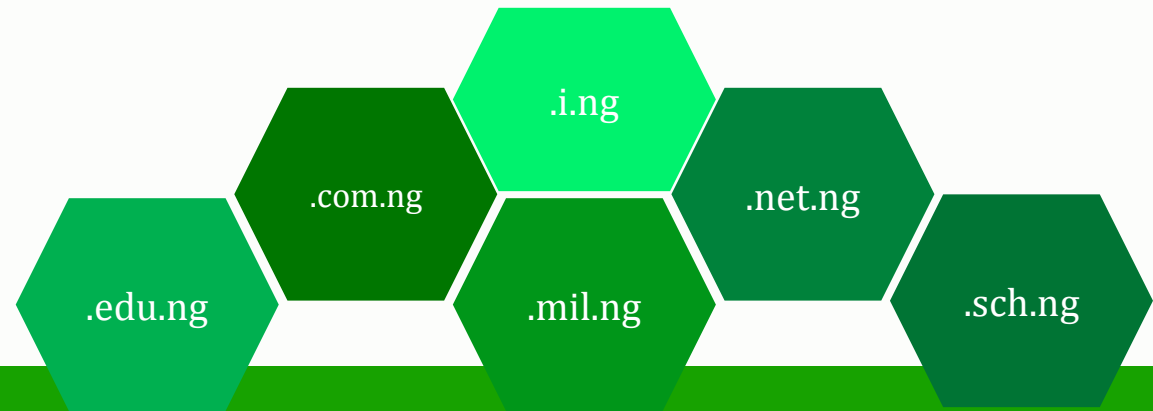


RESELLER ENTREPRENEURSHIP TRAINING PROGRAM: OPPORTUNITIES IN THE .NG DOMAIN NAME



THE DIGITAL GOLD RUSH

- Some experts following modern technology have called the world of domains a gold rush scenario
- The vast opportunities available in the Domain Name System (DNS) industry for entrepreneur cannot be over emphasized however, profiting from domain name administration isn't always easy.
- Some entrepreneurs might get a healthy yield from investing in domain names, but to obtain this require calculated process and a selection of strategic processes that are suitable for your target market.

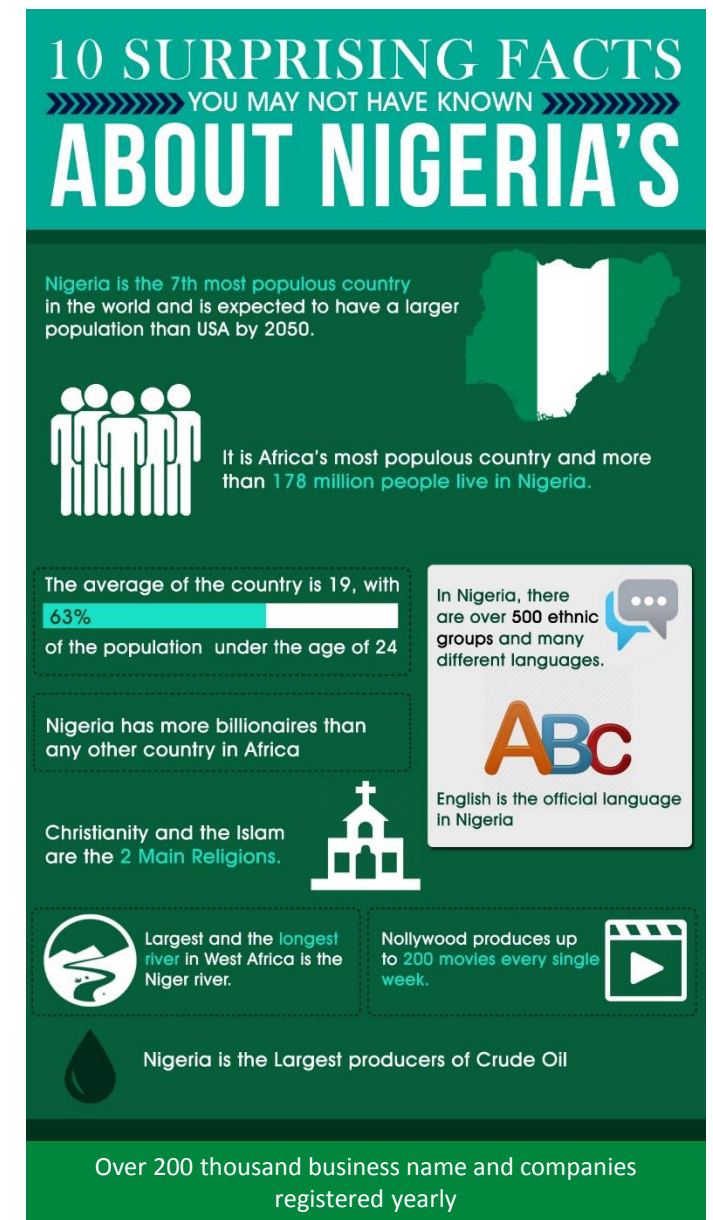
PREAMBLE

- Domain name industry is currently demand driven
- Organizations are taking their business online and require brandable names with competitive advantage
- Organizations are willing to spend on their domain name to protect their investment online

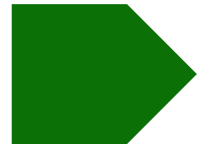
What are the ways to use a domain name

- 1.) Email Account
- 2.) Website
- 3.) Forwarding to existing site and social media business page

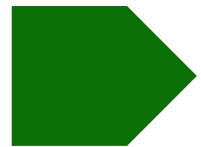
How can entrepreneur or aspiring entrepreneur benefit from the domain name space?



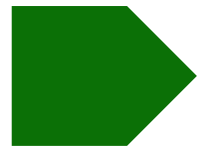
Who we are: About NiRA



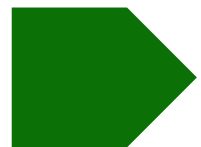
Charged with the management of the .ng country code Top Level Domain Name (ccTLD)



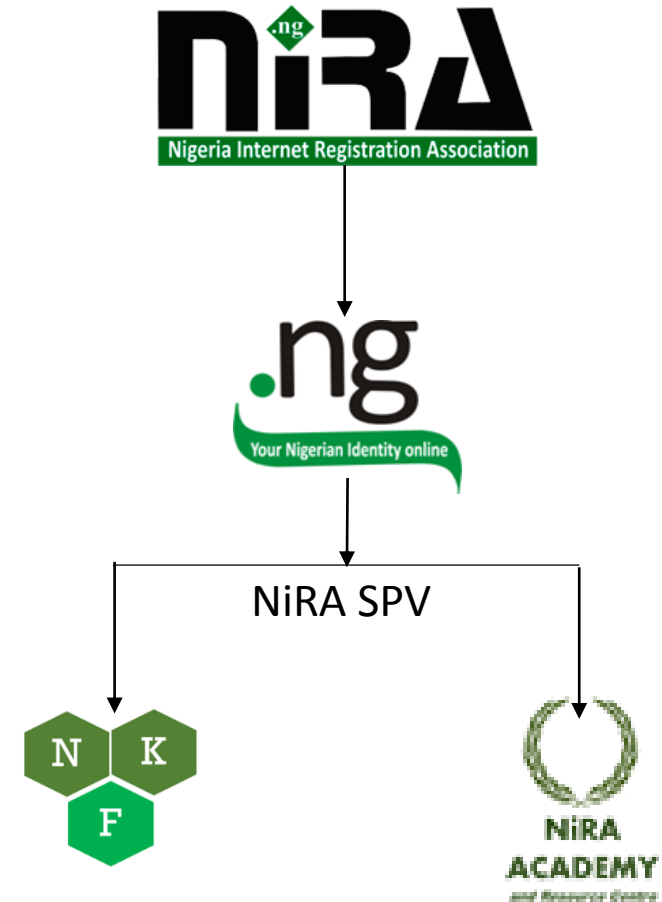
Founded in March 23rd, 2005 as a Stakeholder-led Organization



Accredited Registrars from all over the world



Operates a 3R model of operation (Registry/Registrar/Registrant)



The 3R Model

➤ **Registrant:**

The organization or person responsible for a domain

➤ **Registrar:**

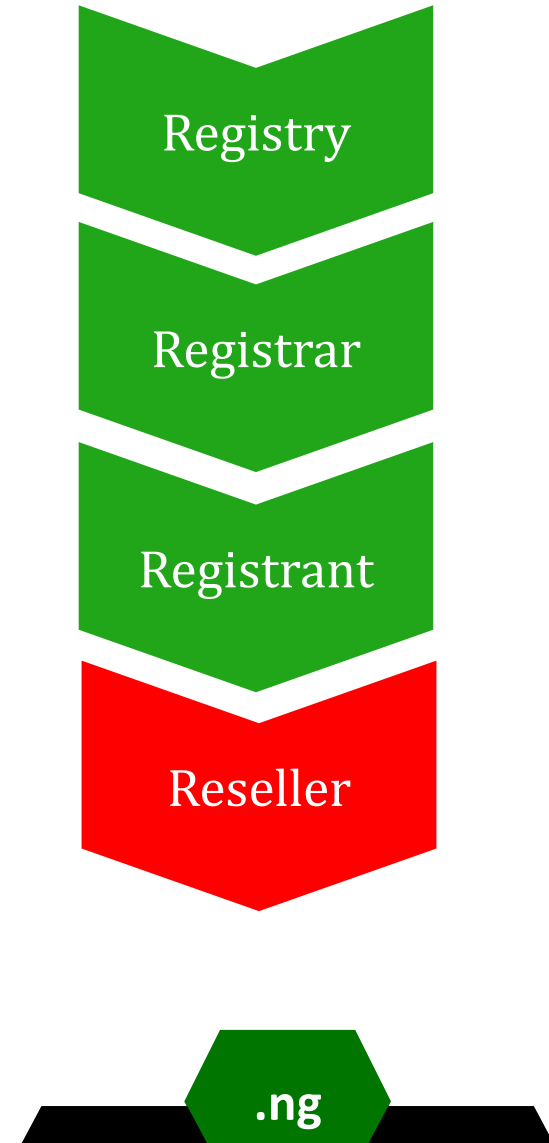
The middlemen who interact with registries on behalf of registrants

➤ **Registry**

The organization which maintains the register and publishes the zone (Register: The data that is maintained by the registry)

➤ **Reseller**

A reseller is a third-party company that offers domain name registration services through an Accredited Registrar



NIRA's Responsibility

- Maintain the Register of the .ng domain names
- Manage the .ng internet name space (ensure consistency in the registration, transfer and renewal)
- We run the technological infrastructure of the .ng registry
- We engage and certify Registrars.
- We offer trainings through NiRA Academy
- We provide .ng domain name look-up services (Whois).
- We offer Dispute Resolution Process.
- Offer NiRA Membership
- Give back to the society through CSR programs
 - Ndukwe Kalu Foundation (NKF)
 - .ng Awards
 - Free training

.ng Domain



.ng

.ng is the ccTLD for Nigeria

Classification: Open



.com.ng

For commercial entities and purposes

Classification: Open



.org.ng

org.ng domain name for organisations and Not-for-profit entities

Classification: Open



.edu.ng

For Higher Institutions, Universities, Polytechnics and research institutions

Classification: Closed



.mobi.ng

For mobile devices, mobile lite content and applications

Classification: Open



.sch.ng

For schools including but not limited to colleges, Secondary schools, Primary schools and Kindergartens

Classification: Closed and at regional level

.ng Domain



.gov.ng

For Federal, State and Local Government bodies and agencies in Nigeria only

Classification: Closed



.mil.ng

For Military and related purposes only

Classification: Closed



.net.ng

For Internet service providers and Telecoms infrastructure providers

Classification: Closed



.i.ng

For all purposes and innovative domain names

Classification: Open



.name.ng

Your domain name just got a little more personal with .name.ng domain names. This is unique to you for your email address and website.

Classification: Open

Ten benefits of .ng domain name

- 1 Domain Name for maximum SEO
- 2 .ng Domain name are Brandable domain names
- 3 Geo-targeting benefits
- 4 ccTLDs such as .ng provides more opportunities
- 5 Availability of name on the .ng string
- 6 Consumer Recognition and trust
- 7 Less bandwidth useage especially when hosted locally
- 8 Support the Nigerian economy
- 9 Provide Jobs for local IT Professionals
- 10 Because you are a Nigerian

Opportunities in the .ng domain name space

NiRA has over the years encouraged and developed programs that facilitates the breeding of Entrepreneurs within the DNS industry in Nigeria. Under the .ng platform, several opportunities exists. They are:



BECOMING AN ACCREDITED REGISTRAR FOR .NG

An Accredited Domain Registrar is an entity that is accredited to register Domain Names and administer providing Domain services to the public. In simple terms NiRA Accredited Registrar acts as the interface between Registrants and NiRA.



Benefits of becoming a NiRA Accredited Registrar:

- Financial reward
- Gaining the competitive advantage
- Building your brand and brand awareness;
- Offering reseller program and identifying yourself with a Nigerian presence.

The list of requirements for becoming a NiRA Accredited Registrar can be accessed on

www.nira.org.ng/become-a-registrar

BECOMING A RESELLER FOR A NIRA ACCREDITED REGISTRAR



Reseller programs are offered by Registrars. As a reseller, very minimal requirement and financial commitment is needed. The reseller basically acts like the middle man between the Registrar and Registrant.

Summary of the benefits of being a reseller include

- Immediate financial benefits
- Low financial investment
- Minimal company requirement
- High Returns
- Opportunity to become a Registrar

DOMAIN SPECULATION, FLIPPING & RETAILING



Domain speculation is the art of judging the value of buying and selling domain names. Although domain name business has been around for a while, recently it is becoming popular in Nigeria.

There are currently two main types of domain speculators:

- those that buy domains, build sites around them, and then flip the domain and accompanying website, and;
- those that buy and sell domain names without web sites attached.

While both can be very lucrative businesses, the second type is much easier for novices to learn.

Further reading of domain name speculator is "Mann" who registered 14,962 domains in 24 hours

WEBSITE HOSTING, DEVELOPER AND APPLICATION DEVELOPMENT



The Domain Name Business Space is limitless and highly lucrative. Other opportunities that can be explored are:

- Web development: content management sites like WordPress, Wix, Shopfinity etc.
- Web Hosting Partners for wholesalers or resellers of webhosting packages for retailers.
- Though application development still require some technical experience, the financial reward & benefits score above all else.

DNS Business- Ancillary Opportunities



Interesting knowledge:

- Fund.com – \$9.9 million (2008)
- Fb.com – \$8.5 million (2010)
- Insurance.com – \$35.6 million (2010)
- Privatejet.com – \$30.1 million (2012)
- Internet.com – \$18 million (2009)
- Hotels.com – \$11 million (2001)
- Blogger.com.ng – N1,500,000.00 (2011)
- Blogspot.com.ng – N1,500,000.00 (2011)
- Bills.ng – N600,000.00 (2018)
- Bus.ng – N600,000.00 (2018)
- Honeywell.ng – N1,500,000.00 (2018)
- News.ng – N600,000.00 (2018)

The 2019 Developer Conference

- In NiRA, we believe that when technology connects with creativity, incredible solutions come to life. Consequently, NiRA will be hosting the 2019 Developers Conference and 2019 Developers Hackathon.
- The 2019 Developers Conference is a one-day technology event aimed at bringing together Developers, Programmers, Software Engineers, Designers and Academics from the IT community in Nigeria to explore new ideas, discuss new technologies, code, share knowledge and discover best practices.

Date: Tuesday 16th April 2019

Time: 9:00am

Venue: NGHub by Facebook, 8 Montgomery Road, Sabo Yaba, Lagos, Nigeria.

Thank you
Questions



2019 Developer's
Conference Registration

[Bit.ly/developer19](https://bit.ly/developer19)