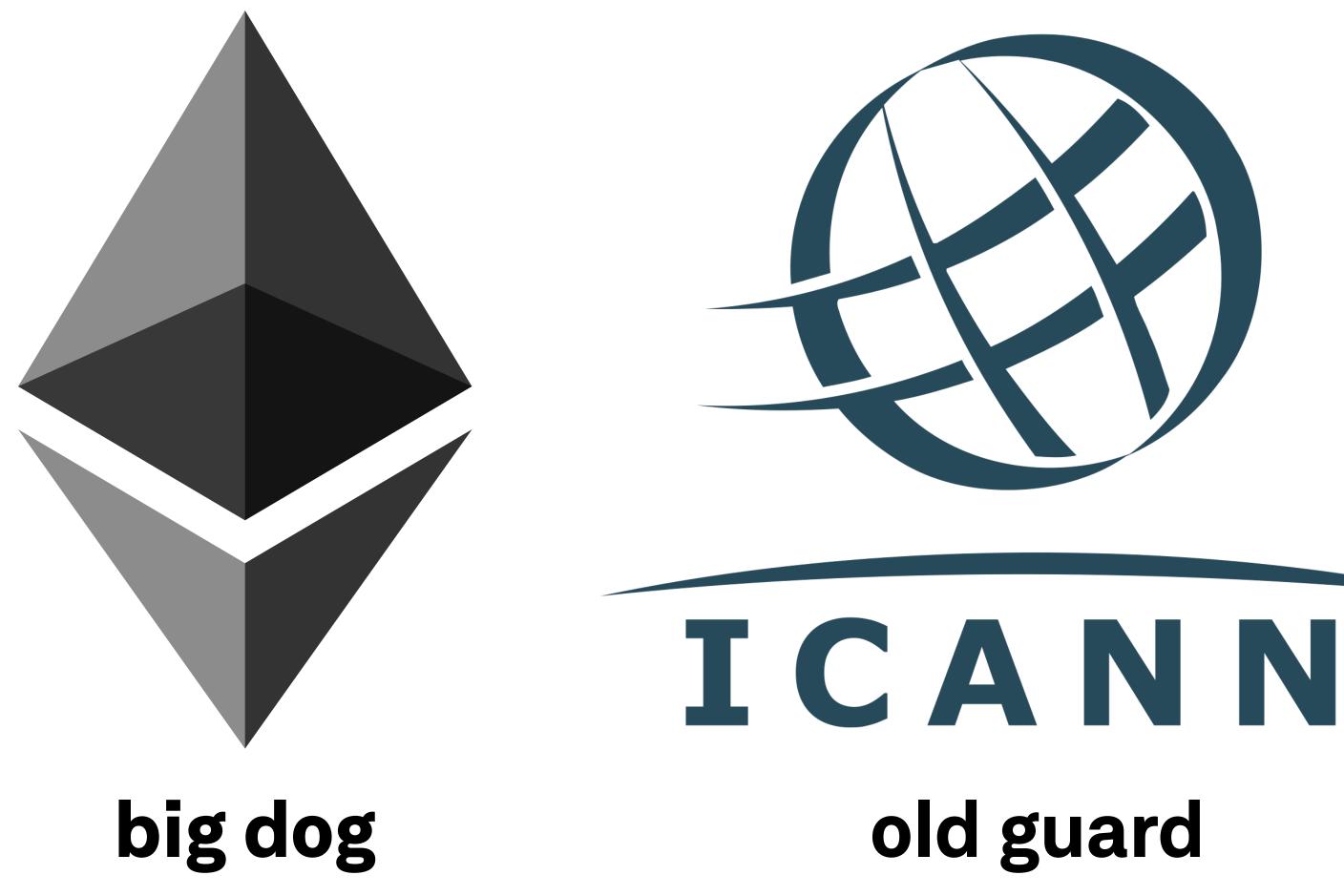


beachfront/ domain registrar for the neue internet

watch presentation



competitive landscape interesting, but not insurmountable.



allies



how we'll win

- use blockchain devoted to naming
- layer 0
- super secure PoW base

- move faster

- we own TLDs people want to build on

do more for customer service & protection

- TLDs are a scarce resource

- our curated portfolio is
- our infra can be SaaS-ified



product readiness bit of a pivot...



BEFORE registry platform → registrar pastry (B2B) beachfront/ (B2C)

NOW registry platform backend → registrar pastry (in-house) beachfront/ (B2C)

FUTURE registry platform backend → registrar pastry (in-house) beachfront/ (B2C)

 \downarrow

partners

other registrars (B2B)

registry platform

Access a con with

• \$150 pinning fee

• **\$15** pinning fee fo

PINNING FEES

pastry

⊘ @ ⊵ ⊕ ↔ ₩ □

Simple pricing. Comprehensive software.

PÂTISSIER				
	PÂTISSERIE			
plete registry platform simple pricing.				
30¢	You have bespoke needs, or a unique business model.			
er domain sale	Education	Enterprise		
or your first extension reach extension after that	Government	Non-profit		
ARE NON-REFUNDABLE				
	Conta	act us		
et started				

Open-source version to be released after public beta. Follow us on <u>Twitter</u> for updates. وړ



registry backend

REGISTRY

Overview

- බ Contracts
- Ø Domains
- 🕸 Extensions
- 窓 Registrants
- Registrars

FINANCIALS

- 읍 Invoices

GLOBAL

- Defaults
- 日 Policies

ACCOUNT

- Activity
- ③ Notifications
- 🕸 Settings

E→ Logout

Registrars

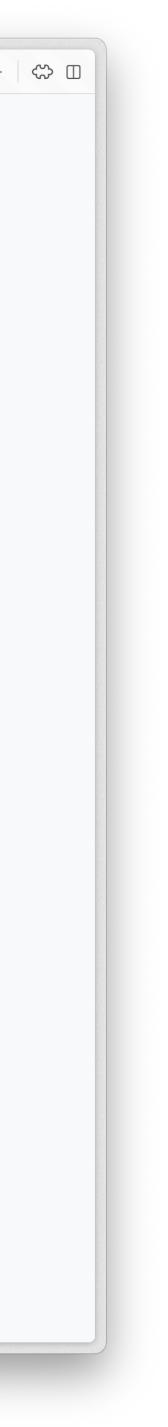
- Name
- bean domains
- 🔲 cool name
- beachfront/
- 123425367485
- 🔲 idk new name
- cool registrar
- some company
- + New registrar 7 results

New registrar

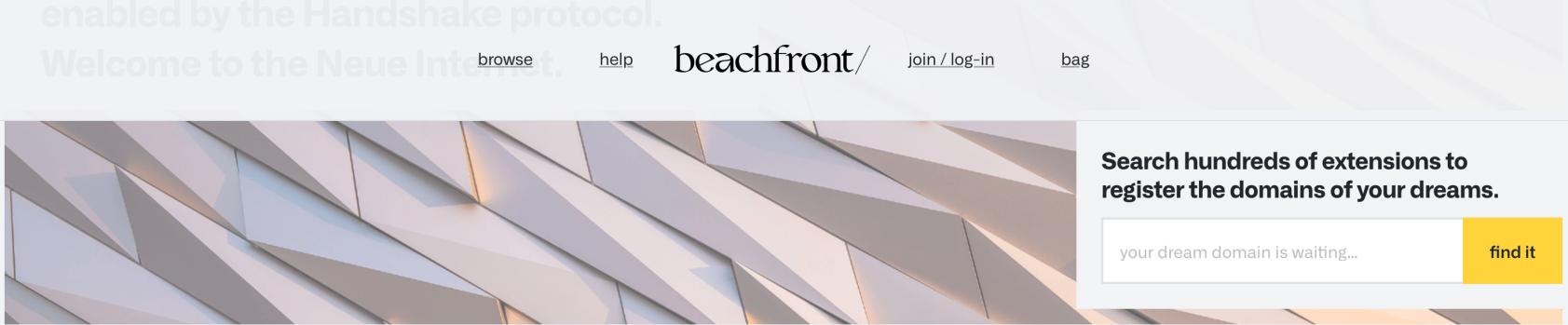
Registrars are vehicles of value for your extensions.

	Created	💥 Manage
<u>delicious.beans</u>	6 months ago	Edit / <u>View</u>
<u>dope.domains</u>	6 months ago	Edit / <u>View</u>
app.beachfront	2 months ago	Edit / <u>View</u>
<u>e56e.h</u>	2 months ago	Edit / <u>View</u>
app.coolregistrar	2 months ago	Edit / <u>View</u>
ppa.coolregistrar	2 months ago	Edit / <u>View</u>
some.company	2 months ago	Edit / <u>View</u>

Prev Next



registrar homepage



Not your dad's Internet

The legacy 'Net is cool and everything but let's face Top-level domains (TLDs) on the Handshake it — all the good dotcoms are taken and ICANN is protocol are resolvable on your devices with apps slow at adding TLDs people actually *want* to use. and services like **Fingertip** and **hDNS**.

Stake your place on what we call the **Neue Internet** Our portfolio was acquired with this in mind...what kind of domains would we want to register? with an awesome domain name.

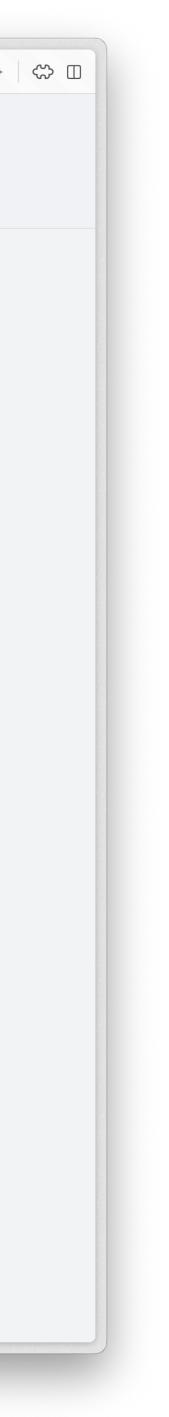
.cerulear	n .colors	.cursor	.editor	.editors	. 🔴 💦	.hexa	.hsla	.labi	ia .libr	.melanin	.neue	.paizuri
.0x01	.architech	.backend	.coda	.codesh	.crud	.datasto	ore .	dist	.illuminatus	.infolin	ık .marsh	nmallow
.ecmascr	ipt .mvc	. 🍑 🍆	.humanoid	.sushi	rrito .tł	neblackfrid	ay .t	thecybe	ermonday	.transmit	.websurf	.xref
.acapella	.acappella	.afrobe	eat .apoc	alypse	.beachfro	ont .co	nglomer	ate	.corsage	.doomscro	oll .dopar	neme .
.frex	.garterbelt	.interior	.lewk	.lewks	.lynk	.maru	.nendor	oid	.slanguage		tiddies .v	vaveform

Fan of the	bleeding	edge?
------------	----------	-------

Better than your current registrar

Well...probably.

We offer a minimum registration time of two years. Free domains on select TLDs. A better WHOIS system. &c. Built-in marketplace is coming soon.



TLD marketing page

i http://localhost:2513/product/catalogue/editor

your drea

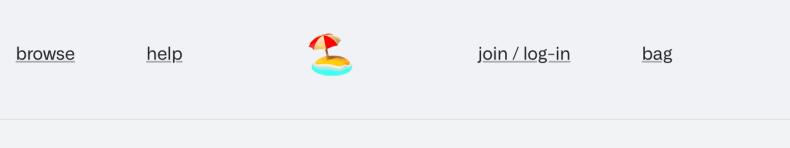


Perfect for your IDE

TextMate, Sublime Text, Nova, VS Code, or eve Notepad++ is enough to get you started worki your next project.

Or maybe you have a new **.editor** in development? What better domain name than **.editor**?!

heachfront/



.editor is the multifaceted extension for creators.

am domain is waiting		.editor
	LEGENDARY	



Media creators depend on them

ven king on	Raw footage, samples, drafts — none of these are compelling without the aid of an .editor .
ment?	Show off your award-winning work with an .editor domain.

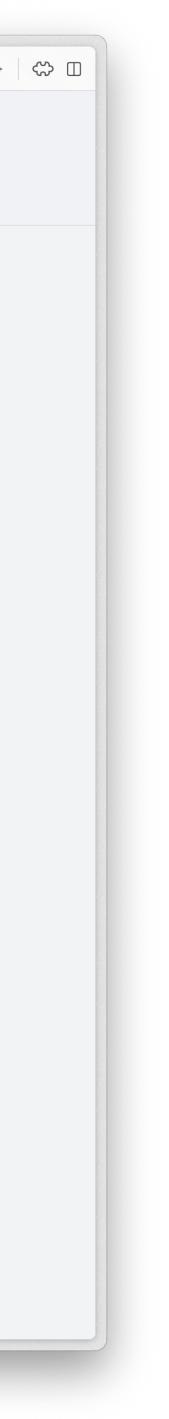


Showcase your accomplishments

You have a laser-sharp focus and an eye for minutia, that's why you're such a great **.editor**. Or maybe you're not one yet but you'd make any team wish you were on it.

Your portfolio being <your-name>**.editor** has a nice ring to it, no?

Product	Company	Account	Support	



business models we've got several

monthly/annual fees

website hosting email hosting domain marketplace (aftermarket)

bi-annual fees domain renewals

incentives domain pairing

domain pairing

i http://localhost:2513/product/hammock

dingbat – dingbats

Typography nerds, this one's for you!

inasmuch – insomuch

suffixes supplant legacy options.

you serve. Work it. Flaunt it. Buy it.

Logo-/lingua-philes rejoice, for these domain

It's not so much about what you wear but how

It would be neat if API documentation used

Complete the sentence: Omae wa mou...

futuros — futurus

The future is now.

lewk – lewks

param – params

extensions like these.

Love is timeless.

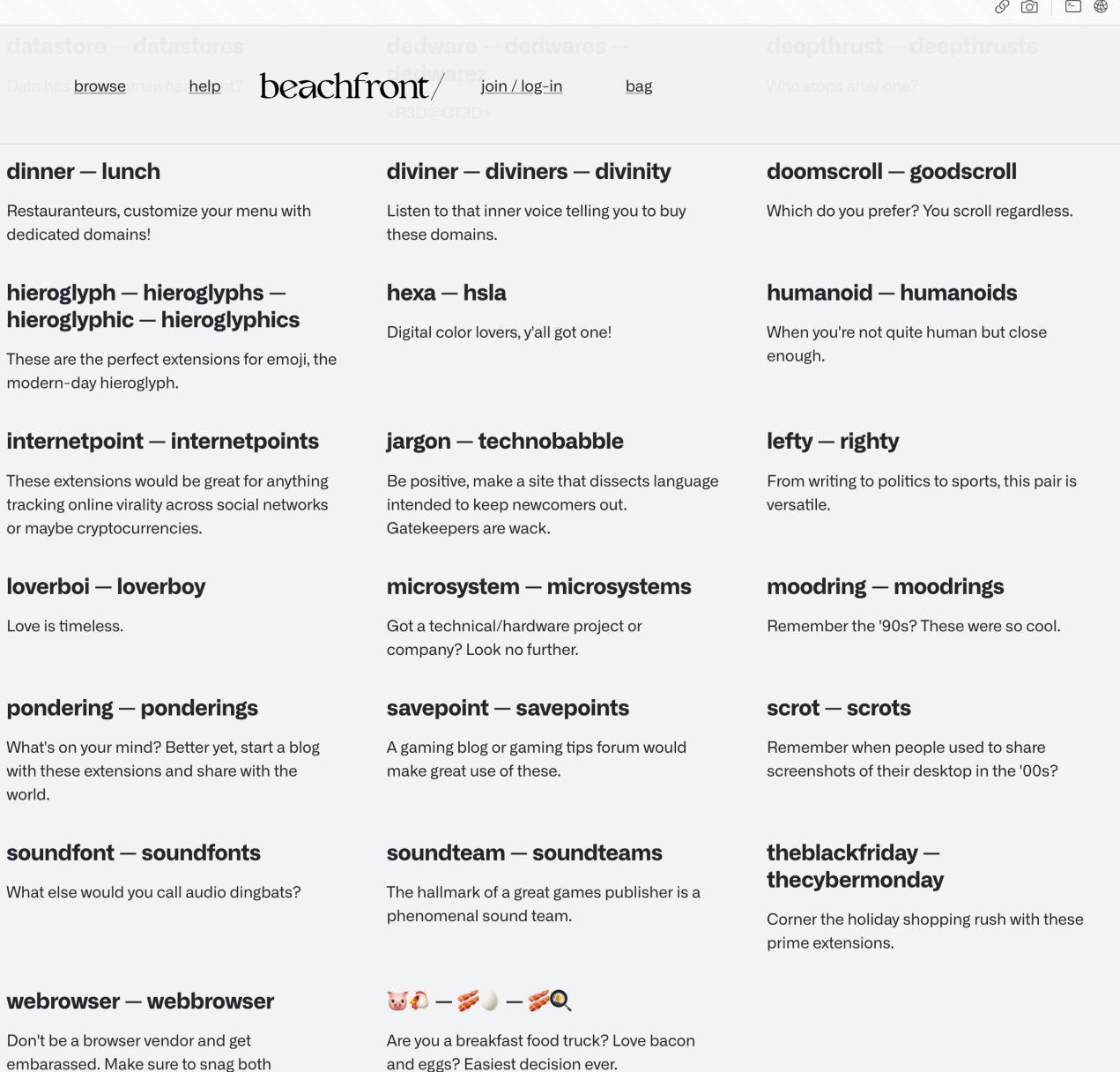
world.

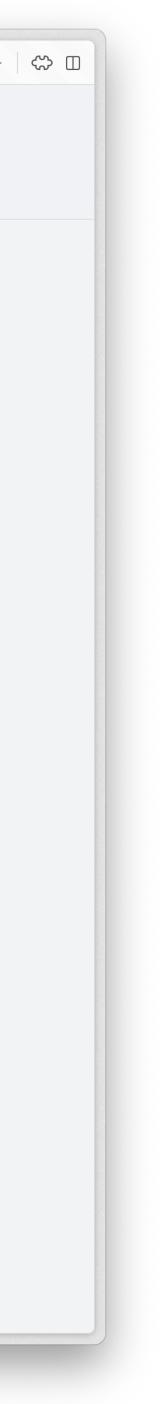
undernet – uranet

shindeiru – shinderu

There are definitely a segment of Megaman Battle Network fans who agreed with Wily/W3.

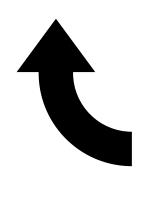
extensions.





economic/competitive moat the flywheel

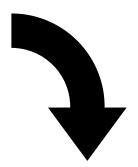




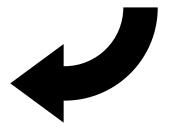
beach front/

re-invest into registry/registrar software

curated TLD portfolio



customers' sites, services, & word of mouth



glossary in reverse-alphabetical order

TLD top-level domain. Like, .com, .net, .org. Or just say, "extension." **SLD** second-level domain. Most people just say "domain." **Registry** company that operates a TLD. Verisign runs .com and is worth billions. **Registrar** company that sells domains. Porkbun, Namecheap, Hover, Gandi, &c. **Registrant** person who buys domains. Me, you, everyone. We love the names. **ICANN** ruler of the internet. Probably figuring out how to sell .org again.

- Handshake blockchain-based alternative DNS root, now in its fourth year. Aims to disrupt ICANN & CAs. Social proof? Encirca, Namecheap, and Porkbun sell Handshake domains. More registrars on the way.
- DANE/DNSSEC the equivalent of TLS, but for DNS security. Perfect for domains (top- and second-level).
- CA certificate authority. Pre-installed on every computing device (that's why .com works natively).

"The global DNS ecosystem is estimated to be worth roughly \$8 billion annually, with additional value for domain names."

https://www.forbes.com/sites/roslynlayton/2021/03/23/mit-researchers-estimate-the-value-of-domain-name-system-dns-at-8-billion