

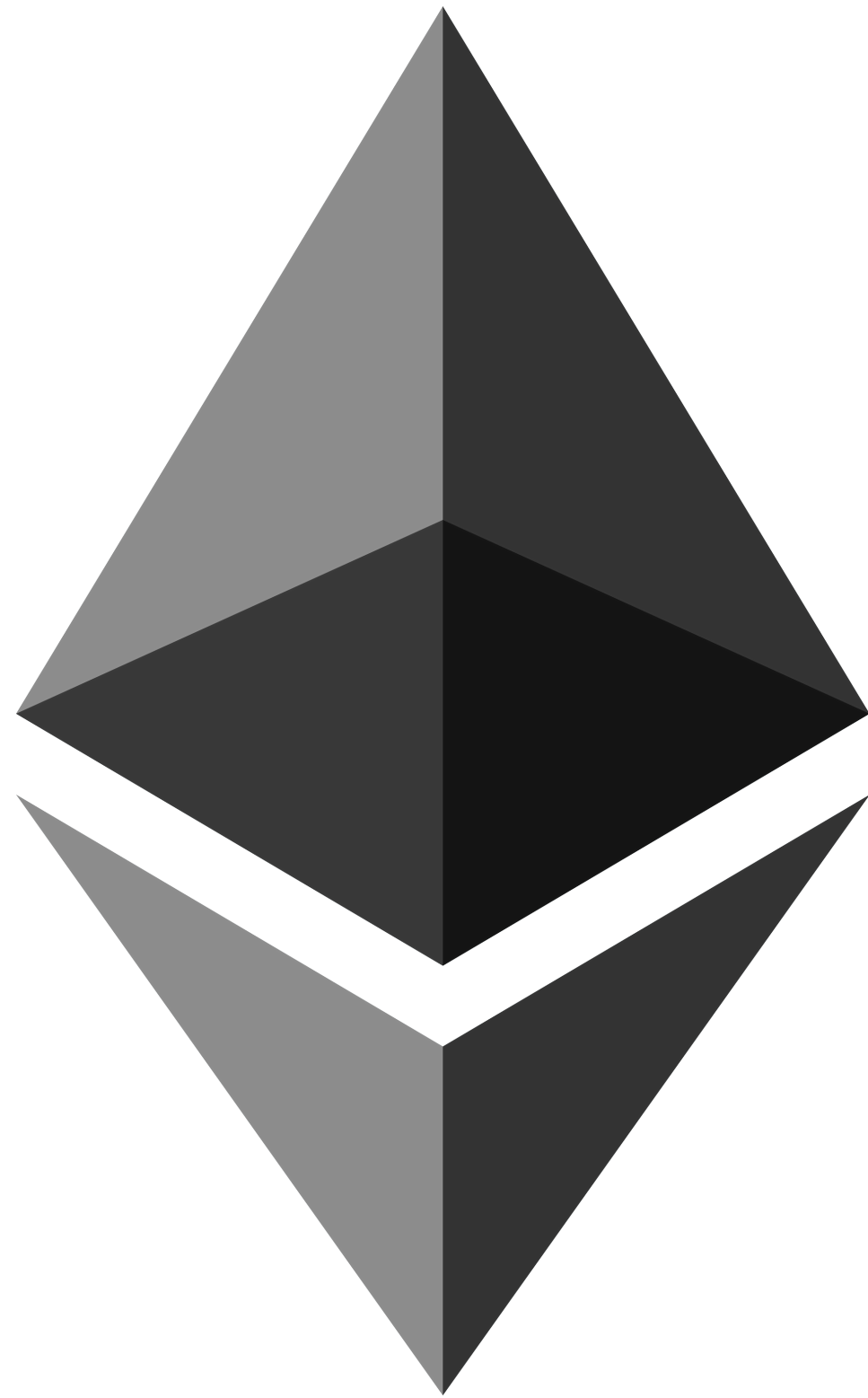
beachfront/  
domain registrar for the neue internet





# competitive landscape

interesting, but not insurmountable.



**big dog**





**old guard**

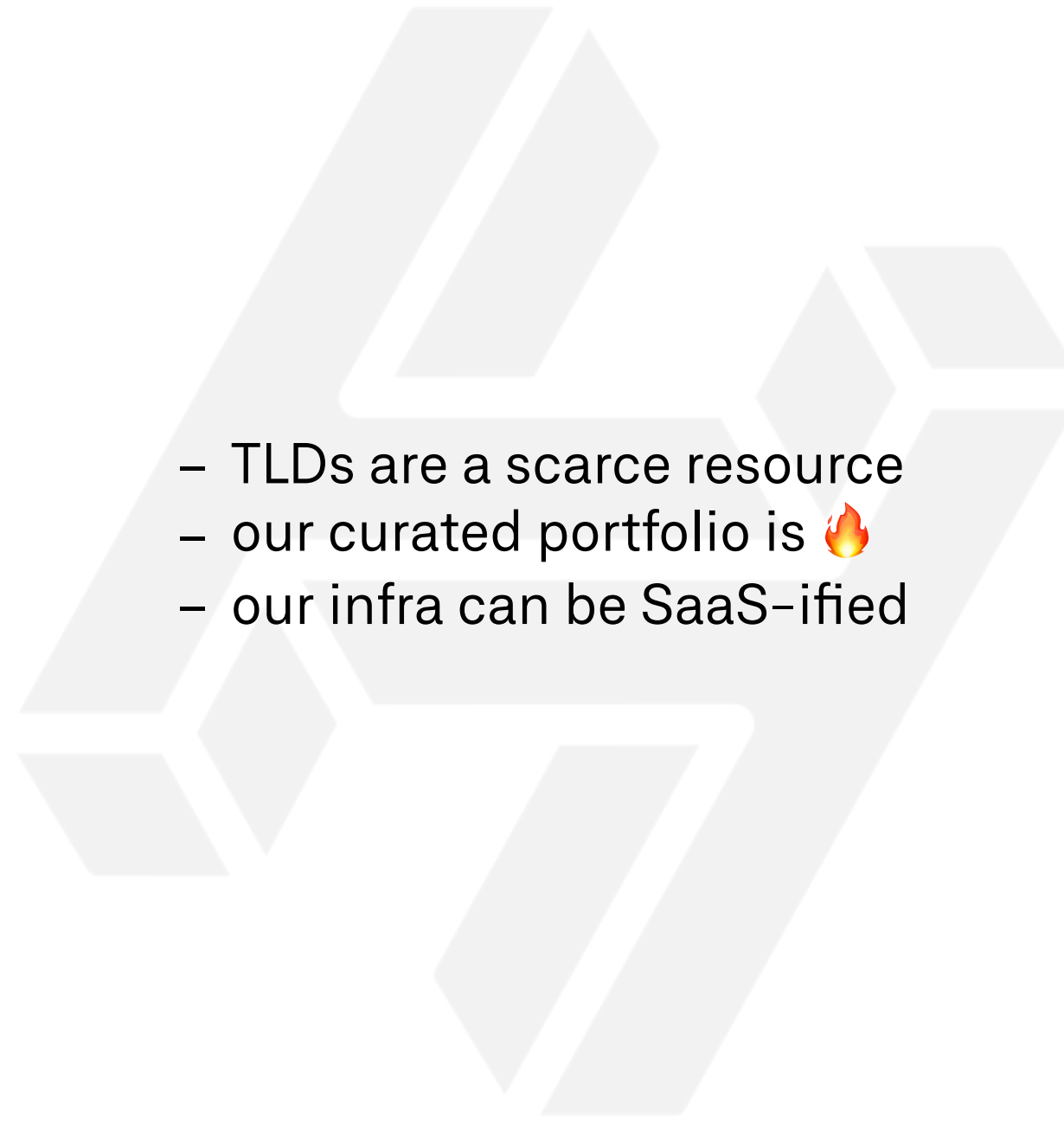


**allies**

# how we'll win

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

- 
- we own TLDs people want to build on
  - move faster
  - do more for customer service & protection

- 
- TLDs are a scarce resource
  - our curated portfolio is 🔥
  - our infra can be SaaS-ified

# product readiness

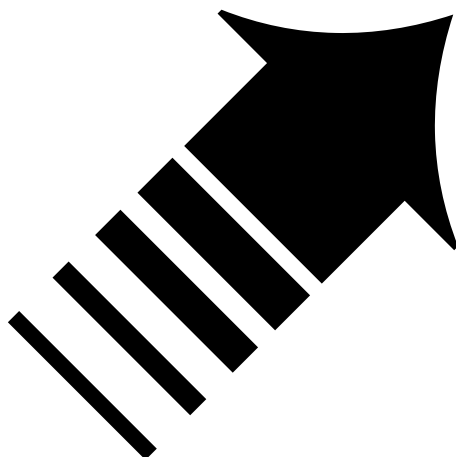
bit of a pivot...

## FUTURE

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



partners  
other registrars (B2B)



## BEFORE

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

## NOW

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



registry  
platform

http://localhost:4263/product/pricing

PÂTISSIER

Access a complete registry platform with simple pricing.

30¢

per domain sale

\$150 pinning fee for your first extension

\$15 pinning fee for each extension after that

PINNING FEES ARE NON-REFUNDABLE

Get started

PÂTISSERIE

You have bespoke needs, or a unique business model.

EducationEnterprise

GovernmentNon-profit

Contact us

Open-source version to be released after public beta. Follow us on [Twitter](#) for updates.

pastry

pricing

compare


faq

login



# registry backend

## REGISTRY

 Overview

## Contracts

## Domains

## Extensions

 Registrants

## Registrars

## FINANCIALS

 Invoices

Revenue

## GLOBAL

## Defaults

## Policies

## ACCOUNT

 Activity

## ⚡ Notifications





 Settings

Logout

## Registrars

New registrar

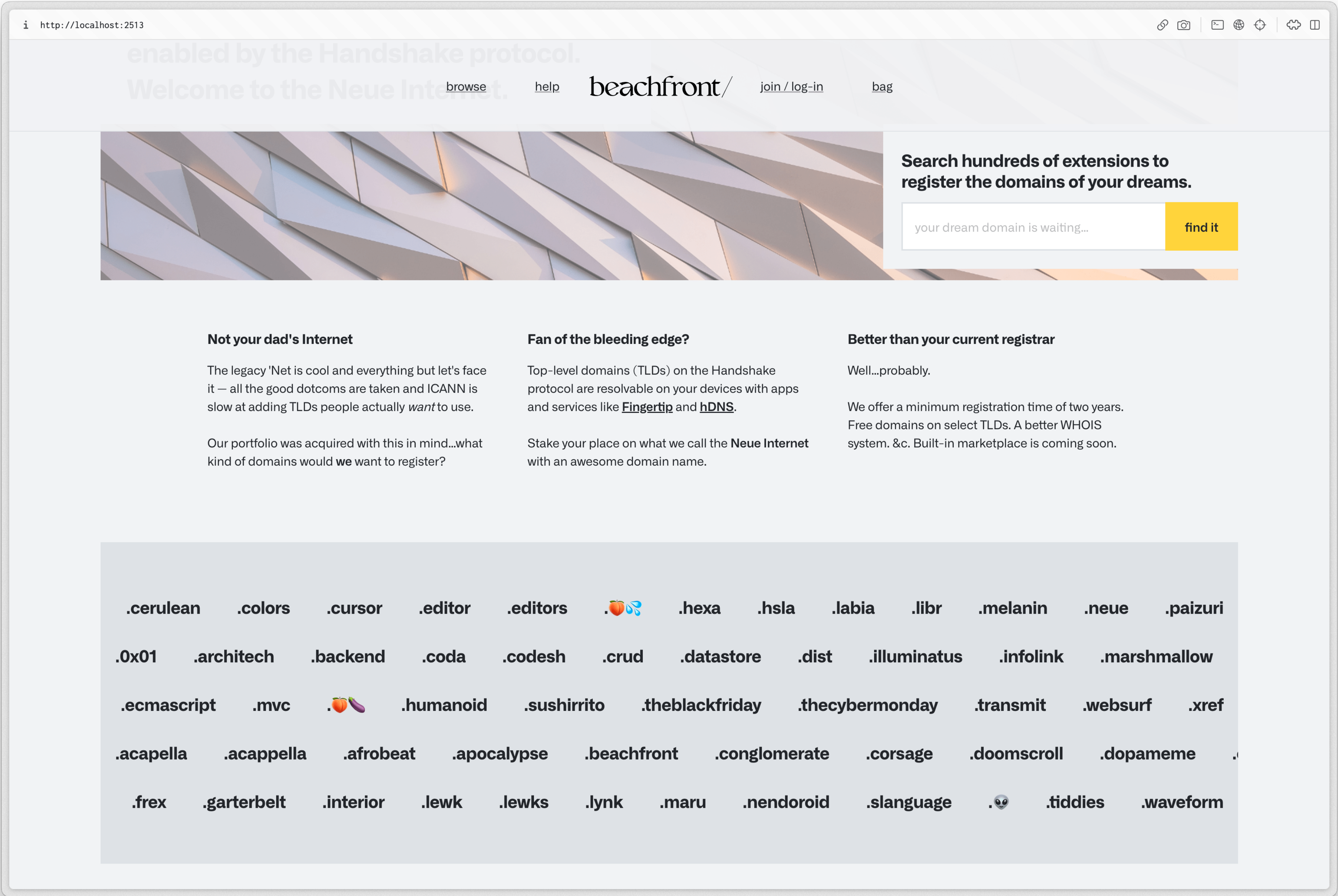
Registrars are vehicles of value for your extensions.

 Name	 URL	 Created	 Manage
<input type="checkbox"/> bean domains	<a href="#">delicious.beans</a>	6 months ago	<a href="#">Edit</a> / <a href="#">View</a>
<input type="checkbox"/> cool name	<a href="#">dope.domains</a>	6 months ago	<a href="#">Edit</a> / <a href="#">View</a>
<input type="checkbox"/> beachfront/	<a href="#">app.beachfront</a>	2 months ago	<a href="#">Edit</a> / <a href="#">View</a>
<input type="checkbox"/> 123425367485	<a href="#">e56e.h</a>	2 months ago	<a href="#">Edit</a> / <a href="#">View</a>
<input type="checkbox"/> idk new name	<a href="#">app.coolregistrar</a>	2 months ago	<a href="#">Edit</a> / <a href="#">View</a>
<input type="checkbox"/> cool registrar	<a href="#">ppa.coolregistrar</a>	2 months ago	<a href="#">Edit</a> / <a href="#">View</a>
<input type="checkbox"/> some company	<a href="#">some.company</a>	2 months ago	<a href="#">Edit</a> / <a href="#">View</a>

+ New registrar 7 results



registrar  
homepage






# TLD marketing page

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

🔗 📷 📄 🌐 🔄 ⚙️ 📱

[browse](#)

[help](#)



[join / log-in](#)


[bag](#)

.editor is the multifaceted extension for creators.

your dream domain is waiting...

.editor

LEGENDARY




wocintech chat

Perfect for your IDE

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

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




jacob owens

Media creators depend on them

Raw footage, samples, drafts — none of these are compelling without the aid of an .editor.

Show off your award-winning work with an .editor domain.



wocintech chat

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?

beachfront /

Product

Company

Account

Support



# **business models**

we've got several

## **monthly/annual fees**

website hosting

email hosting

domain marketplace (aftermarket)

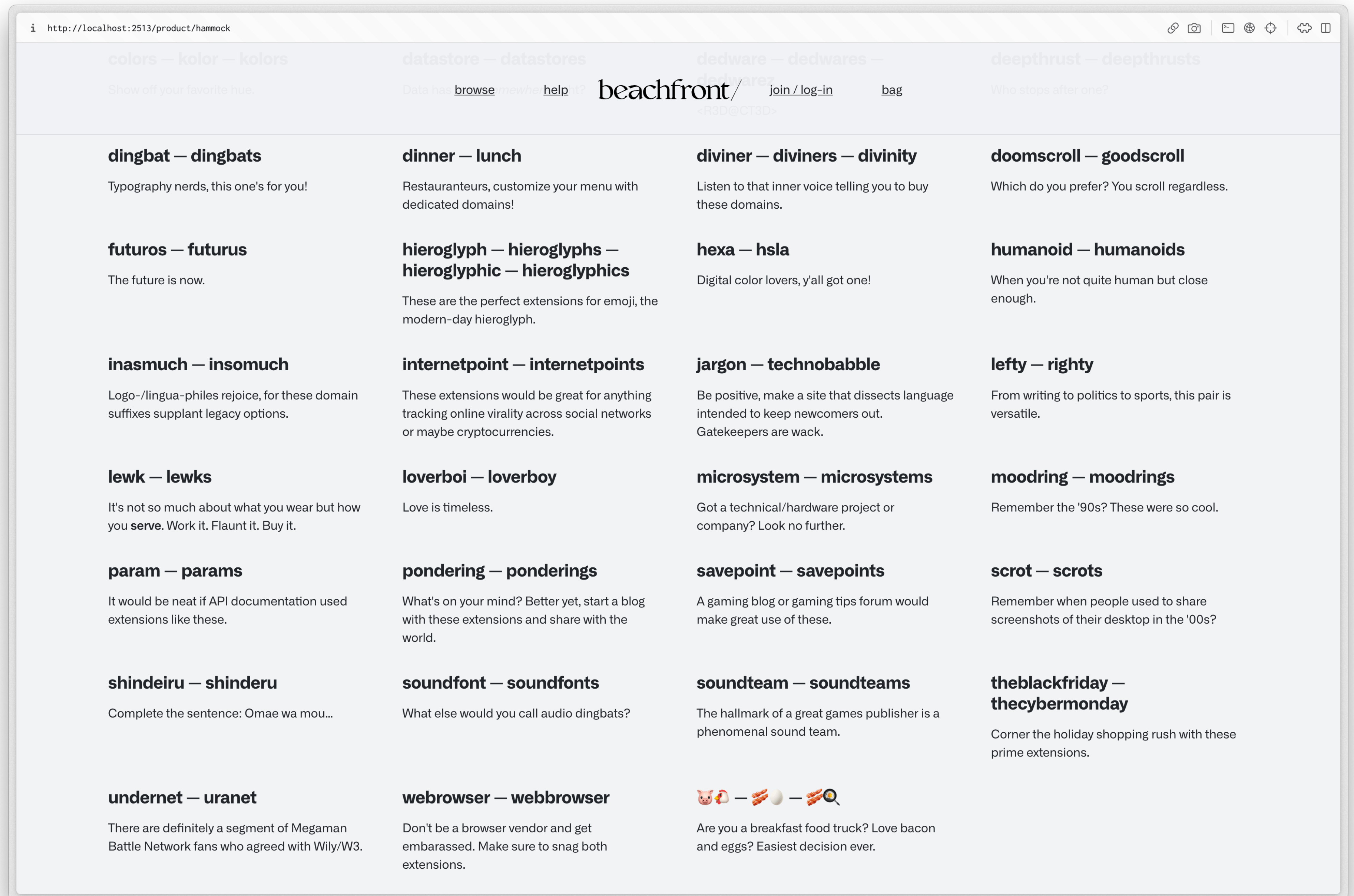
## **bi-annual fees**

domain renewals

## **incentives**

domain pairing

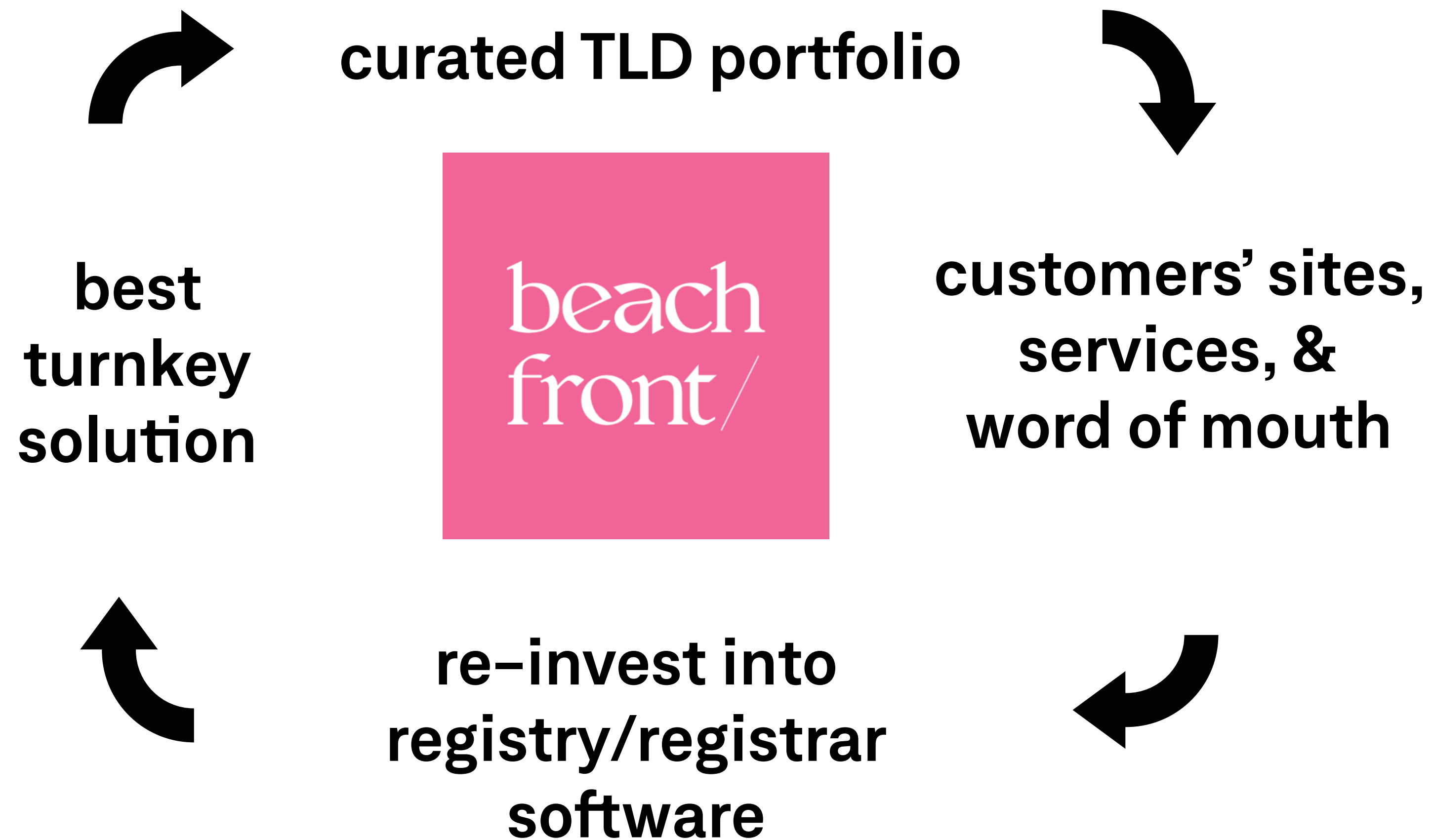
# domain pairing





# **economic/competitive moat**

the flywheel



# **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>**