

# **State of Handshake**

**Where we are and where we're going**

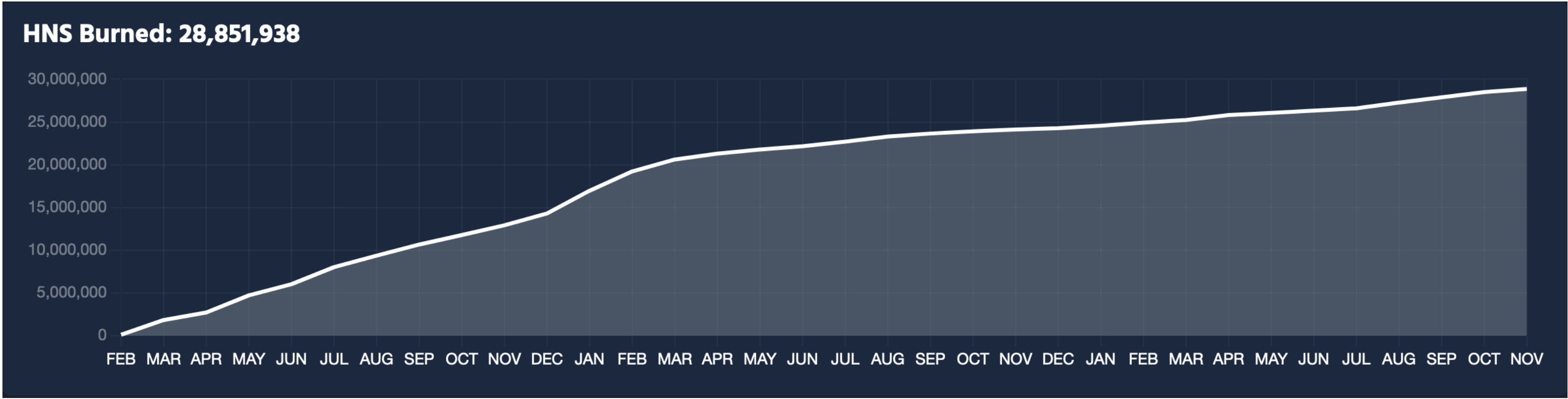
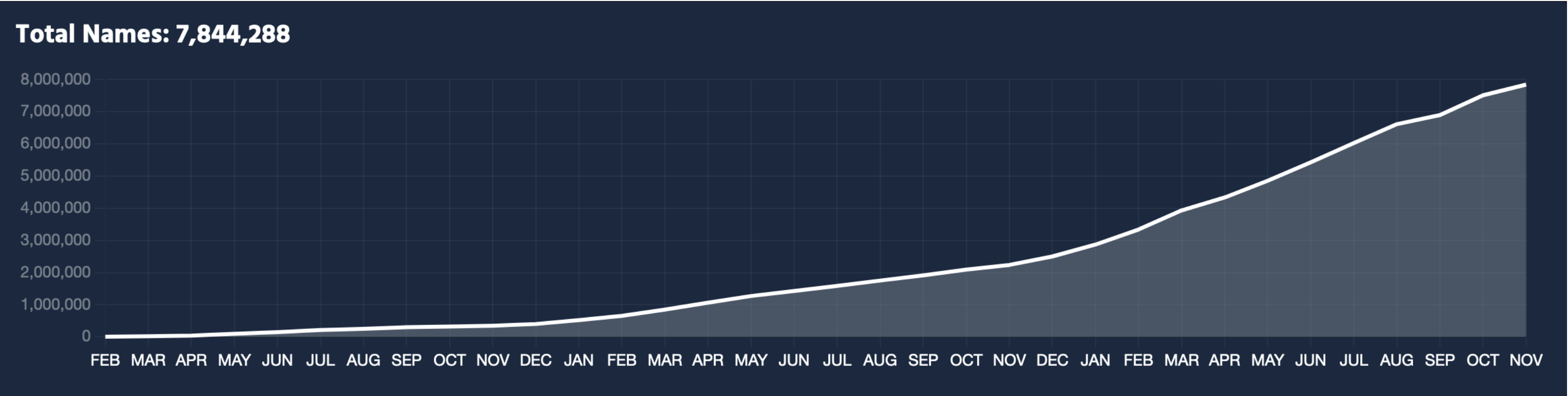
# What is Handshake?

**TL;DR: The DNS, but secure.**

- Layer Zero for the internet, the root zone.
- Secured with blockchain (math). Trustless. Anyone can inspect it.
- Democratizes TLD issuance
  - Anyone can create a TLD
  - Shitty ones proliferate but they'll disappear in two years (non-RENEW)
  - A TLD without a single website or SLD, effectively doesn't exist.
  - Market decides

# Handshake, up to now

## Part 1



# Handshake, up to now

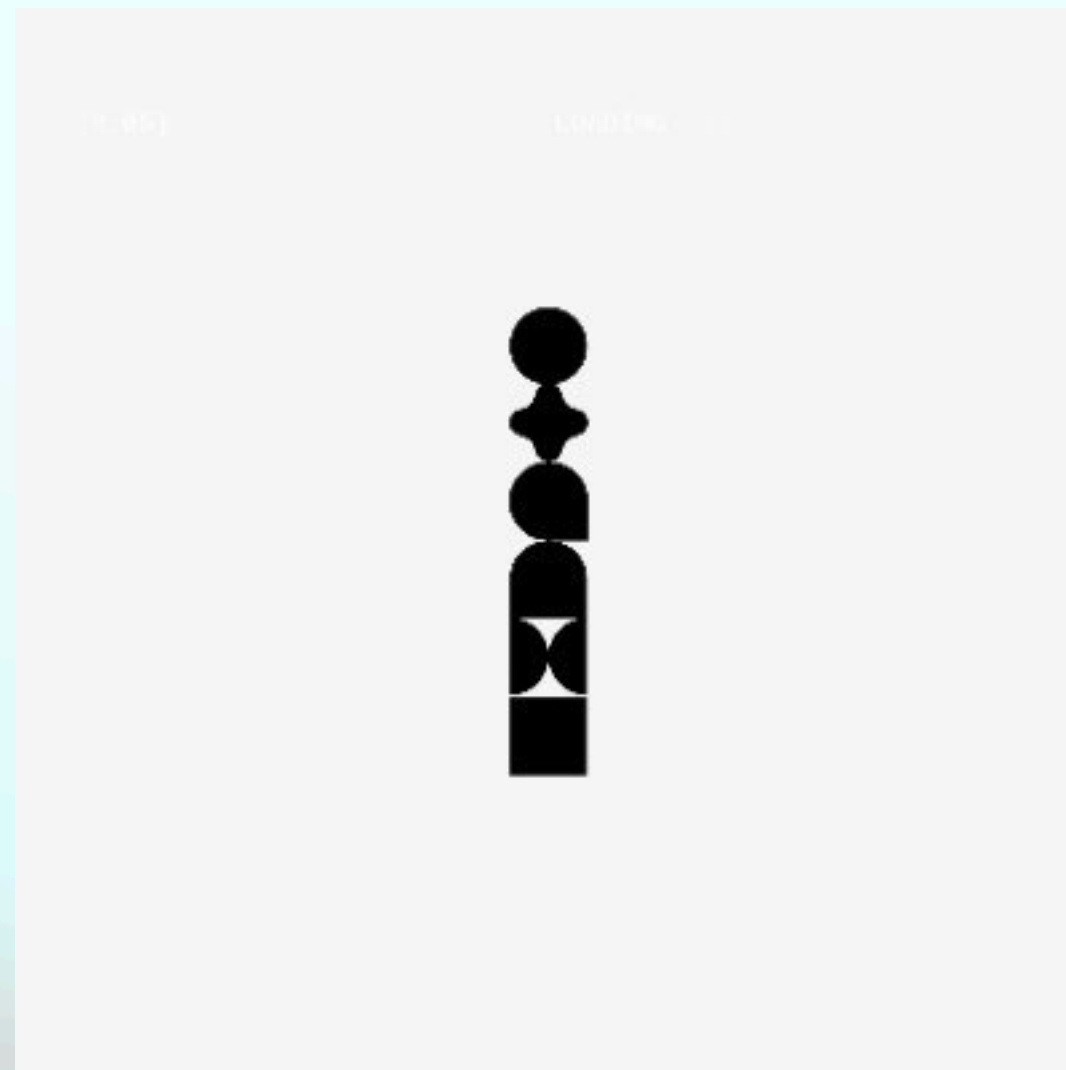
## Part 2

- “Legacy” domainer adoption
  - Namecheap
    - Acquired Namebase (marketplace and custodian), and sells Handshake domains on [namecheap.com](https://namecheap.com).
  - Top Level Design
    - Parent company of Porkbun, sells Handshake domains on [porkbun.com](https://porkbun.com).
    - Operates .gay and .wiki for ICANN, claimed TLDs on Handshake.

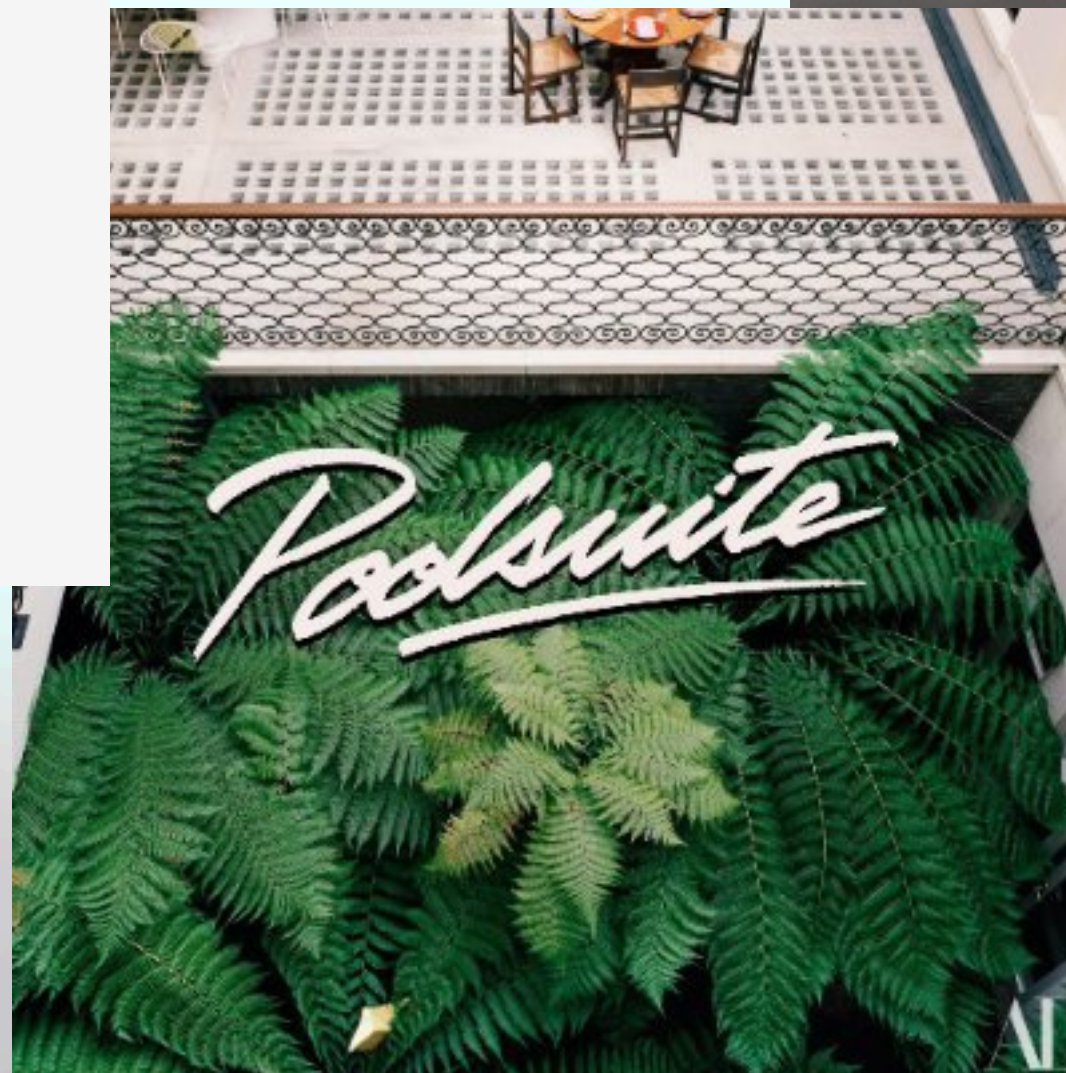


# Integrations

## Collaborations I'm spearheading



@GRAYCRAFTnft  
@metalabel\_xyz  
@poolsuite



graycraft/  
greycraft/

metalabel/  
metalabels/

poolsuite/

# Why get a Handshake TLD?

<https://blog.neuenet.com/post/why-get-a-tld>

- Network states, cities, institutions, platforms, small businesses, cryptocurrencies, and YOU can all benefit from owning one.
- This is something you can cultivate, something you can control, something you have **full** agency over. Your own space, on the internet.
- Handshake itself is not the salve (nor solve) for various ills of the internet. What it *is*, is a way to empower those who think like us to create better tools outside the *clearly* lacking status quo. Handshake is for the world. For us. **For you.**



# Thanks for listening!

# Follow for updates

