



.CO Internet S.A.S

Request for Proposal Process for Registrar Accreditation

As part of the initial **Get Started** phase of the .CO Registrar Accreditation Process, the registry has implemented a Request for Proposal procedure to identify the best strategic partnerships as well those companies looking to help strengthen the .CO marketing position. Please review the steps below for beginning your initial review to become a .CO Accredited Registrar Partner.

For more information, please contact Accreditation@go.co.

Inquiring Registrar must submit the following documentation via scan and email to Accreditation@go.co.

Documentation Requirements:

1. Cover Letter stating intent to become a .CO Accredited Registrar (Cover Letter template available online at <http://www.cointernet.co/registrars/accreditation/rfp>)
2. Proof of ICANN Accreditation
 - a. IANA Identification
 - b. ICANN Accreditation to offer at least .com, .net, and .biz domain names as identified on the ICANN website at <http://www.icann.org/registrar-reports/accredited-list.html>.
3. Description of Business Model for selling Top-Level Domain Names (Corporate, Retail, Hosting Provider, Reseller or Combination of Models (please list combination of models))
4. Business Statistics
 - a. Customer base
 - i. Number of customers
 - ii. Geographic distribution of customers (Top 10 geographic markets)
 - iii. Business growth rate (Year over Year)
 - b. Domains & Products
 - i. Total Domains Under Management (DUM) by Top 10 TLDs
 - ii. Overall TLD market share
 - iii. Market growth rate of hosting (and/or other premium product) customers
5. Proposed Business Plan for marketing .CO Domain Names that includes the following*:
 - a. Quantify target audience for selling .CO domain names
 - b. Marketing Placements: For each of the items below, please describe the minimum efforts and/or resources that can be allocated for the sale of .CO domain names:



- i. Retail front of site placements
- ii. Search results pages placement
- iii. Media commitments including and/or exclusive to promotion of the .CO TLD
- iv. Email marketing & newsletter placements
- v. Proposal & Plan for driving sales through a Reseller network
- vi. Other Marketing initiatives as identified by the Inquiring Registrar
- c. Estimated projected monthly volume of .CO domain sales
- d. Any other considerations to help inform the .CO Registry regarding the promotion of the .CO TLD

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In selecting Accredited Registrars, .CO Internet SAS reserves the right, in its full discretion, to approve and/or disapprove any candidate. Every Accredited Registrar candidate that applies may not be approved and .CO Internet shall not be liable to the applicant in any way.