



**Diversifying the Usage of Identifiers- How to Expand the  
ccTLD Portfolio  
(Beyond the Names System)**

APTLD86

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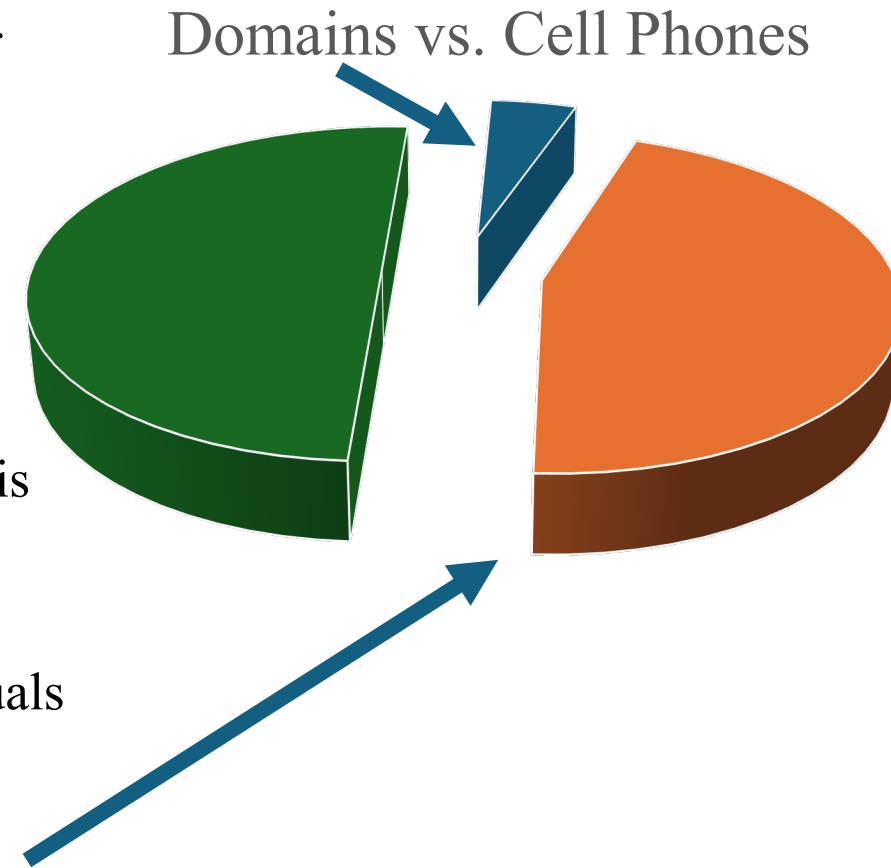


# About Me

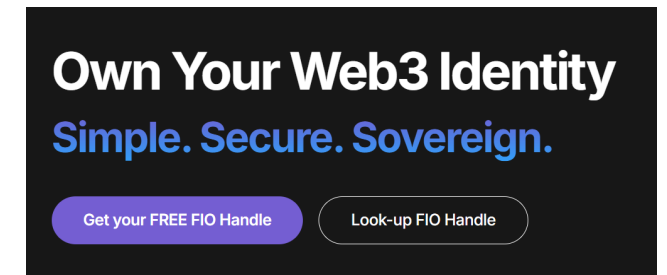
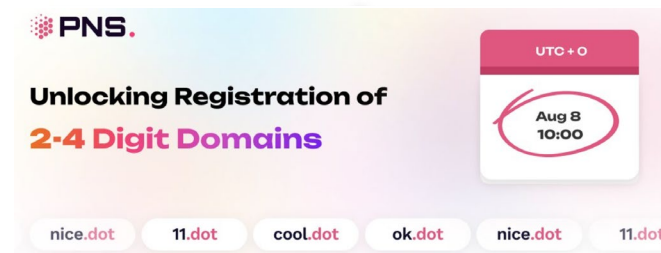
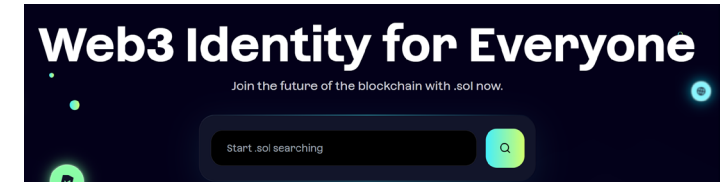
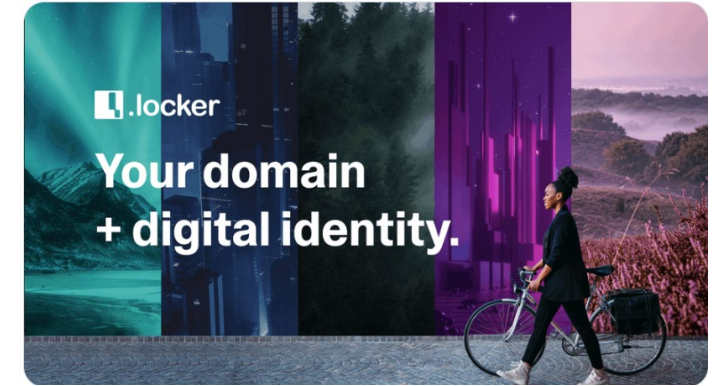
- Founder of PW ccTLD Registry, 2003
- Board Director, DotAsia Registry, 2024-2027
- Founder of EnCirca, 2001. ICANN-Accredited Registrar
- Founder of Altroots, 2023. Blockchain Projects
- Chair of the Web3 Working Group, International Trademark Association. 2020-2025
- Engineering degrees in Mechanical Engineering
  - Massachusetts Institute of Technology - MSME
  - Worcester Polytechnic Institute - BSME

# The Untapped Market Opportunity

- Today: the Primary use case for domain names is ecommerce.
  - Over 372 million domains registered.
- Future: the growth opportunity is Digital Identity
  - There are 8 billion individuals
  - There are over 4 billion individuals with cell phones



# An Abundance of Web3 Naming Services



# Who Is Going To Survive?



# Guiding Principles: Evolution Instead of Revolution

- Digital Identity  $\neq$  Web3 Names
- Digital Identity starts with a Root-based domain name
- Wallets will replace web browsers as the daily entry point for end-users
- Provide a Wallet-based bridge to Web3 that just works without plugins or special browsers
- Adhere to Responsible DNS integration and Anti-Abuse principles
- Must be independent from any single chain, web3 naming, or cryptocurrency





- A digital identity wallet service
- Low friction on-boarding – Not a crypto wallet
- Sold through domain name registrars and resellers
- Starting with .PW but works with any top-level-domain
- Provides a buffer to Web3 naming services and ecosystems
- Future-proofed: Avoids gambling on who will survive



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Let's Talk!

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