

PUT ME DOWN FOR 5

DAN SCHINDLER Q&A

Dan Schindler co-founded Donuts, a company that owns top-level domain (TLD) names on the Internet. Beginning last week, [Donuts](#) began offering trademark holders the ability to register website names using the .GOLF domain before opening them to the public in July. He answers five questions from Ryan Herrington.

Q How did you acquire the rights to .GOLF?

In 2012, the regulator for domain-name space, ICANN, opened a window to allow applicants to apply for pretty much any top-level domain beyond .COM or .NET. We applied for 307 that

set us back almost \$60 million. Roughly half no one else applied for. Four parties applied for .GOLF. It was more popular than .FOOTBALL, and we won the rights at auction.

Q What's the big deal about .GOLF?

.GOLF is interesting because it's a name that will attract personal registrations unlike almost any other TLDs. If you're going to get .LAW or .ACCOUNTING, it's because you're in those businesses. But for



On the tee:

Beginning in July, the public can acquire .GOLF domain names.

.GOLF, it really is designed for the fan, somebody who has an affinity for that sport. So the opportunity in this space, we think, is huge.

Q How much did you have to pay?

I can't disclose the specific price. A substantial seven figures.

Q How do you recoup that?

When a domain name is registered with GoDaddy, for instance, they sell it for a price, and they pay us every year for that customer. We're the manufacturer, and GoDaddy is the retailer. It's a subscription model reliant on volume.

Q .COM is universally accepted. How do you get people to see .GOLF in the same fashion?

Our model was never predicated on people jumping out of .COM. There are people starting businesses every second all around the world. And they need to buy domain names. And the fact of the matter is, you can't. There's oversaturation with .COM. So if you want to be online, you've got to find the name space. Why not find one that actually resonates with your audience?