Project "John Wolley"

The Participative Universal Directory

White and Yellow Pages exist in most countries but no directory exists for the entire world. Project "John Wolley" offers to use **one single domain name extension** to operate one global directory. Each **city name becomes a domain name** and **each domain name is one local directory**.

1. Founding team: Highlight relevant entrepreneurial achievements

Jean Guilon (myself) contributed to the launching of several new domain name extensions in the first round of the ICANN new gTLD program dated 2012. Since then I operated *Jovenet Consulting* (www.jovenet.consulting), an independent consulting agency whose sole mission is to guide upcoming applicants to understand the benefits to create a new domain name extension as a Trademark (ie: domain names ending in ".trademark" instead of ".com" for example), or dedicated to selling domain name through the network of accredited Registrars.

Jan Jansen, CEO of Nexperteam has been providing secure solutions in IT infrastructure for over 25 years (cloud technology and DNS). He and his teams created the technical platform for the .BE - .EU (for which Jean Guillon was a support officer) and also operates the Trademark Clearinghouse, the database of validated and registered trademarks established by ICANN to assist trademark holders prevent infringing behavior in the Domain Name System.

2. The product: What is it? What does it do?

Project "John Wolley" is a Universal Directory. Many are familiar with the concept of Yellow Pages but Yellow Pages are all created in a different design, with different data. In France, it is www.pagesjaunes.fr. Project "John Wolley" offers to use **one single domain name extension** (the **.YELLOW** new gTLD) to operate one full directory (Yellow and White pages) per city name, worldwide. For example, there will be one directory operated for Boston, it will be www.boston.yellow. Each city directory will be operated by a moderator (a "cyber mayor") who will pay **an annual fee** to maintain its listings. In return for his annual payment, he will have access to tools to allow him to generate **an extra income**. Registering in these Yellow and White pages will be free for end users (Companies and individuals).

3. Examples and concrete use cases: Describe clearly typical users and use cases

There are two users:
- **The end user** has access to the directory of his city (or village) and can submit his info for free (name of business, postal address, phone and website). He can pay to be listed higher in the category he registers to. For example, a dentist can pay a small fee to be listed higher in the dentist category for the city of Boston, he gets more visibility. He pays this fee to the cyber mayor. He can also pay for banners advertising in his category and also pays the cyber mayo for this service.
- The **Cyber Mayor** (most of the time a professional) registers for the city of his choice (ie: www.boston.yellow) and signs an contract online with us (conditions apply). He pays his annual fee (from $40 to $900 according to the size of the city concerned) He is offered two tools to generate his extra income. The Cyber Mayor:
    - is offered a **unique** place in this network of worldwide directories,
    - he is **the only one** to be able to deliver his service in his city **for his clients**,
    - his investment is very low compared to the status he acquires,
    - Thanks to the tools offered to manage his directory, his earnings at the end of the year are higher than his investment (ie: in each of the directory categories, he can offer a service for an extra fee).

4. Market: Qualify your target and total addressable markets

- The **number one target** is the worldwide population of SEO specialists, Webmasters, Developers, City webmasters, and anyone with basic knowledge to operate a WYSIWYG website. Just for France, the population of SEO professionals (agencies and independants) ranges from 15000 to 30000 for 34970 communes (2019). Source: *SEO Camp*.

- Total addressable market:
    - The number of populated places worldwide is 4.2 million,
    - There are are 1.6 million town and cities,
    - The number of prominent cities (large capitals) is 26 000,
    - **My realistic objective in year 5 of the project is to reach 100,000 cities/villages** in 195 countries worldwide.

5. Competition: List the various types of competitors, ideally by size, geography and type

There is no competition worldwide,this concept of a network of city registries hosted under a single domain name extension has never been invented in the history of the Internet: no single Top-Level Domain has ever been used for one global project but to sell domain names for different websites. Project John Wolley offers the domain name when a Cyber Mayor pays for his annual fee. The Universal Directory offers the exact same service for each domain name created: each city offers the same frontpage (front page is slightly different according to the number of inhabitants).

The **.TEL domain name extension** introduced in 2007 offered to register a domain name which then could be used as a form for a company. It implied for the buyer to fill the form with data: it took time and was technical. Buying such a domain name forced to go through the registration of a domain name which is something individuals don't do because it is complex. Project John Wolley is different: the process to register to become a moderator is simplified at its maximum to avoid the complexity of registering a domain name. Becoming a Cyber Mayor implies to register for an online service. The .TEL Registry was a success when it launched with more than 300 000 domains created, today 53 000 remain.

Yellow Pages exist worldwide in most countries (www.pagesjaunes.fr) but offer one single entry point to a multiple number of cities within a domain name. Such directories are operated by one single entity. The Universal Directory offers multiple point of entries (city names such as www.geneva.yellow) and it is participative: each moderator is a different person.

6. Commercial Strategy: Which steps will enable your startup to conquer this market?

The tool is new and is a must have for any SEO specialist worldwide
For the owner of the project:

a. Worldwide visible presence: 25% of the advertising space on all front directory front pages.

b. Brand Awareness: presence in 206 countries.
   c. Profit: a minimum of $40/year per city created = $4M/year for 100.000 cities created in 5 years.
   d. "Eye catchy": planning to go public? This project cost almost nothing for instant revenues.
   e. Consolidation: project John Wolley is a dotBrand new gTLD and sells a service, NOT domain names.
   f. Operators in charge of each directory "pay themselves", they are not hired by the project owner. This makes a lot of difference compared to official national directories which are hardly affordable since they need to hire teams.

For Moderators (Cyber Mayors):

   g. Access to a unique network (privilege for SEO experts and web agencies).
   h. A tool for their business: they control 75% of advertising on their directory for their clients.
   i. Access to a unique tool that generates more than their annual $40 fee (money).
   j. A tool only they can offer the service to their clients and to clients of their competitors: **there is just one place per city**.

Such a tool has never been conceived in the history of the Internet and exists nowhere: this is a true innovation. Each SEO (Search Engine Optimization specialist) will want to operate one or more directories.

7. Milestones: Main KPIs, benefits and earnings for up to the next 3 years

- The project starts once the ICANN (governing body to allow a Top-Level Domain (new domain name extension) to be created and launched) has allowed the .YELLOW domain name extension to be created. The next round of the ICANN new gTLD program is to start in 2023 (possible end of 2022 for ".BRAND" new gTLDs), possibly 2024. This gives time for the tool to be developed, live tested as a service for other domain names.
- **Benefits:**
   - Year one: 5 000 directories launched for a revenue of $200,000 per year,
   - Year two: 10 000 directories launched for a revenue of $400,000 per year,
   - Year three: 25 000 directories launched for a revenue of $1,000,000 per year.

These benefits are **based on the smallest $40 fee / year** of the program (for large cities, this fee can go up to $900, even up to $4,000 to be determined) and do not include the revenues from the shared 25% advertising space. Profits from ads are impossible to determine in advance and are considered as a **bonus**.

8. Business model: Compare with known startup models, marketplace, e-commerce, SaaS…

Project John Wolley has no equivalent worldwide but could be compared - for a single country - to:

- *Les Pages Jaunes* for the country of France (www.pagesjaunes.fr),
- The Real Yellow Pages for the USA: (www.yellowpages.com)
- The UK's Leading Online Directory for the UK (www.yell.com)

The business model:

- One yearly fee of $40/year, up to $900 for each moderator
- Co-branding of each directory. Advertising space is shared as follow:
  - 75% for the Cyber Mayor (for him to use or sell to his customers),
  - 25% for the project's owner (for him to offer massive international advertising campaigns to his clients).

Its market has the vocation to be global and its digital technology is oriented business since the growth potential is high: each subscription is repeated yearly to maintain each site (service has to be renewed by the Cyber Mayor).

9. Business plan: One slide to highlight the financial plan

Revenues in $:	1,000	5,000	10,000	20,000	50,000	100,000	200,000	300,000	400,000	$ 1,000,000	$ 2,000,000	$ 4,000,000
Cities:												
25												
125		1 week										
250			1 month									
500				5 months								
1,250												
2,500												
5,000							1 year					
7,500												
10,000									2 years			
25,000										3 years		
50,000											4 years	
100,000												5 years

10. Financing needs: How much are you raising

- The main non recurring cost is the cost to apply for the gTLD extension. The submission of the new gTLD (domain name extension to be created for the project) to the ICANN cost $240,000 and two are required not to fail the strategy for the project. A strategy can fail if there are multiple applicants for the same extension.
  For example, there were 12 for the .APP extension and *Google* won the auction at the price of $25,000,000 - source: https://gtldresult.icann.org/applicationstatus/auctionresults).
- Additional cost to provide the necessary documentation requires an additional $150,000. They are needed to provide the necessary technical, legal and financial documents to be submitted to ICANN to get approval.

- To run the entire project will require a custom build application to be developed to support the community idea and to provide an interface to expand these communities. We estimate the total development cost for the platform to be around $600,000.
- On the recurring site the main cost factors will be advertising to assist the various communities in their effort and to extend outreach. **These communities will be self-supporting and the need for advertising will decrease**. We estimate this number to be anywhere from $25k to $100k depending on the acceptance and growth in the first few years.
- Next to that there will be demand from these communities to extend the platform with specific functionality tailored to their needs. To provide this service will require sizable funding. Once the platform stabilizes and the necessary functionality has been implemented **these costs will decrease**.
- The third major factor in the cost picture is the IT infrastructure. To run this platform will require a sizable infrastructure.

This brings the total annual running cost to about $1M per year and the total investment cost to about the same amount. Therefore we are looking for a total starting capital of $3M to bridge the first three years. At that point revenue should be cost covering and total investment cost should have been recovered by the 6th running year, probably before since the objective is 100,000 cities but could go as high as 1 million.

Financial requirements	Monthly	Annual
Operating Expenses		
Accounting and Legal	1,000	12,000
Advertising	25,000	300,000
Insurance	1,000	12,000
Office Supplies	500	6,000
Research and Development	25,000	300,000
Travel	1,000	12,000
ICANN cost		50,000
Other IT costs	25,000	300,000
Other	500	6,000
Total Operating Expenses	**79,000**	**998,000**

Non-Recurring Expenses

Application fees		480,000
Application development		600,000

Total Non-Recurring Expenses	**-**	**1,080,000**

Would this project catch your attention, I have a 37 slides detailed presentation available for you to read.

Note the ".YELLOW" domain name used in this pitch is NOT the final extension to be created. Since these strings are unique, they have a very high value for investors. A competitor for the same extension could drive to an expensive auction and would highly increase the cost of the project. For confidentiality reasons, this string must remain confidential.