The overall objective of the allocation of new gTLD Auction Proceeds is to benefit the development, distribution and evolution of the Domain Name System (DNS).
Within this overall objective, priority should be given to support activities that:

- Benefit capacity building and underserved populations
- Benefit structures or projects that directly support the DNS
- *The term "Open Internet" needs a definition or rewording. Many online references associate it with the net neutrality discussion.*
- Benefit the Open Internet

Benefit capacity building and underserved populations

A coalition of organizations working on remote participation tools and content receive a long-term grant to support localization efforts for 7 local languages not covered under the existing ICANN's framework (Bahasa, Tagalog, Dutch, Hindi, Japanese, Malay, Urdu). This encourages local and national conversations that feed into the regional and global processes. 45 leaders from more diverse backgrounds and expertise feel empowered to participate.

The Oxford Internet Institute receives a grant to design, implement and cover the cost of business development targeted to gTLDs administrators in developing countries to improve their management and operations. The Institute produces a report and analysis useful for others not directly benefiting from the mentoring/courses. 25 women and 25 men from around the world receive full scholarships at 12 different universities to conduct PhD studies on key technical issues around Internet infrastructure development. They participate at ICANN meetings during the course of their studies and volunteer to spread their knowledge across the community. Their research is shared with the community. 3 of them are elected for the ICANN board 10 years later, and 5 of them get to serve at high ranking posts across the government and the private sector. They all support ICANN's growth and development and continue to actively contribute to the community.

The development of capacity building, education and qualification-related programmes specifically targeting under-served populations in developing countries; that:
* include primary school programmes about the internet and internet security issues, as well as about the DNS system and its related functions, that will develop an early understanding of the need for such knowledge
* incorporate specific internet and DNS training and development subjects into secondary school qualification programmes to encourage students to enter this area as a career
* build business and technical capacity for locally trained and qualified registrars and other appropriate personnel
* build general community understanding about the development of the internet and its required security, and the DNS and its related functions, and therefore are in local languages wherever possible
* and that these programmes, while requiring the consultation of technical experts, are developed and training specialists from developing countries; and are coordinated within ICANN Learn or within an external organisation set up for this purpose

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Small and medium enterprises owned or led by women and youth, indigenous and other excluded communities can be effectively enabled to participate in the global economic community by "demand aggregators" and "supply aggregators" and other "economic-connectors". Examples are Siam Organic https://www.asiaforgood.com/siam-organic and Cambodian - Color Silk
http://colorsilkcommunity.wixsite.com/colorsilk-cambodia/color-silk-enterprise

Note: All these examples will still need confirmation on whether these are considered consistent with ICANN's mission and conform the priorities identified above.

Examples of projects that might be funded include: (note, these example projects may address more than one priority identified above)

Benefit the Open Internet

A start-up receives a grant to support an innovative low-cost device that combines an open hardware and open software solution to interconnection issues in developing countries. The idea is piloted and deployed in 45 countries with funds from the auction pool. As the design is released under an open license, the support for such project benefits the Internet community as a whole. The start-up organizes their own business model based on service and technical assistance to guarantee sustainability.

Support for structures that directly support the DNS

The IETF endowment fund receives a donation (unrestricted gift) to support standards development

ISC to receive a donation from the auction pool (unrestricted gift) to support BIND development and maintenance. Although ISC conducts commercial activities to guarantee the development of BIND, the organization is a non-profit one, and revenue is used for sustainability of BIND.

5 year grants to support the development of NOGs and Internet Governance forums in 100 locations at local, national, regional and global level increases participation at ICANN processes by 35%

Support for projects that directly support the DNS

A collection of datasets from the new gTLDs is reviewed and analysed and data visualizations and maps help to understand market growth. Combined data sets from other Internet measurements tools are discussed at policy sessions to support infrastructure development.

A global program to support disaster preparedness/management for Internet infrastructure organizations is structured with support from international organizations, following best practices and encouraging collaboration among the community. A disaster hits 3 African nations. The ccTLD, ISPs, and other technical community organizations in the country have mechanisms in place to manage the disaster. They are well coordinated and able to have the Internet up and running very quickly to support first responders to do their work. There are funds available to provide assistance to technical community organizations (not eligible under humanitarian provisions) to receive generators, chargers, equipment and assistance to keep the Internet running.