



Domain Investing 201

Who are you?

Audience survey



How long have you been investing?

Audience survey



How many domain names do you own?

Audience survey



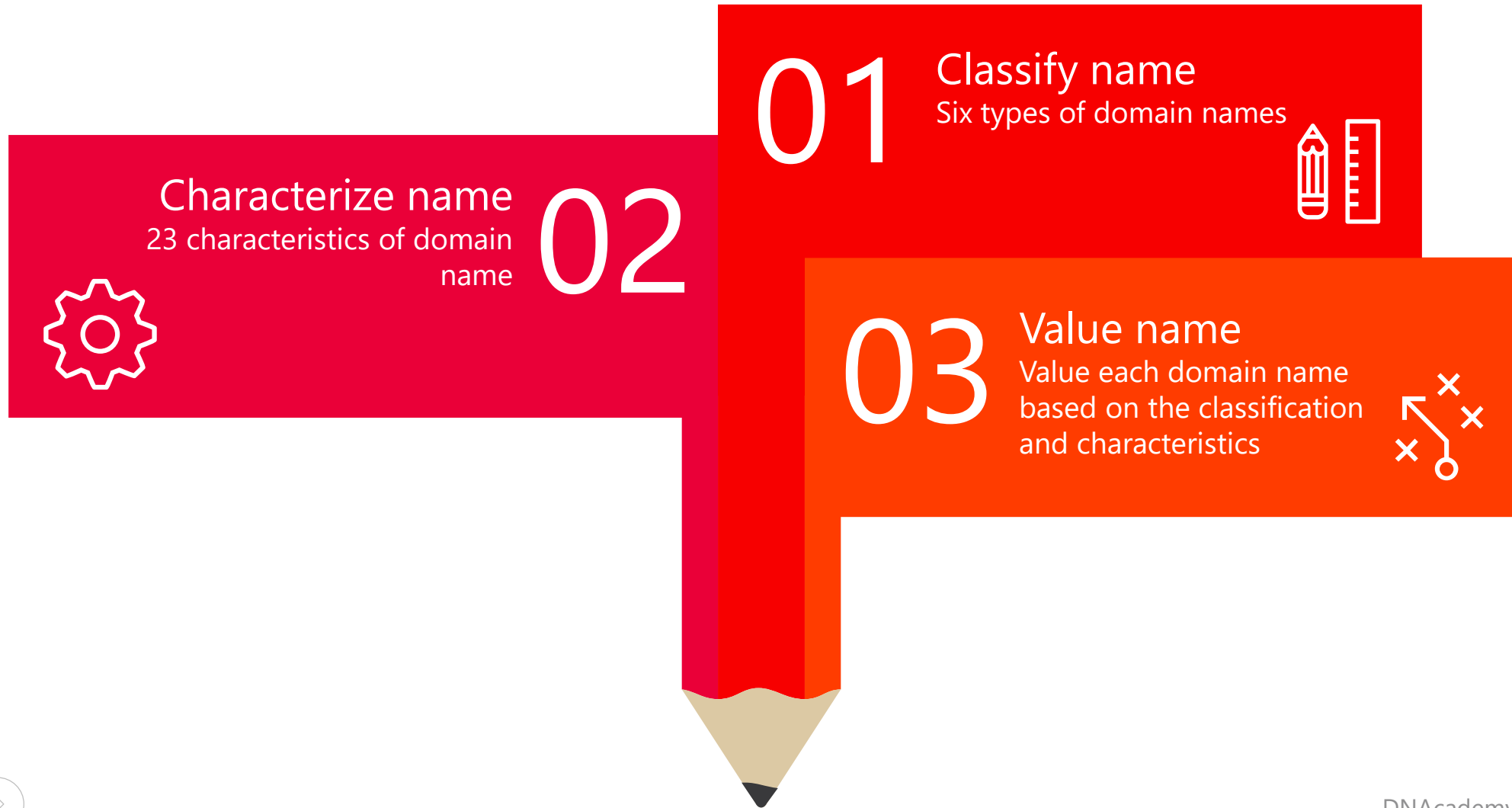
Who attended my 101 presentation today?

Audience survey



What we learned in 101

Domain name valuation is a repeatable process



What we'll learn in 201

How to operate your hobby like a business





Who's Michael Cyger

"Best educator" in the industry

Sells publishing company; semi-retires and focuses on family

2008

Launches DomainSherpa to interview "who's who"

2011

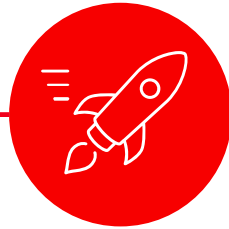
Significant Success; Tulip.com, Brew.com, Important.com

2018



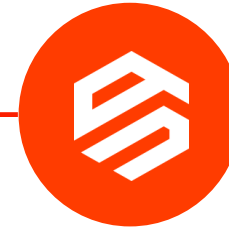
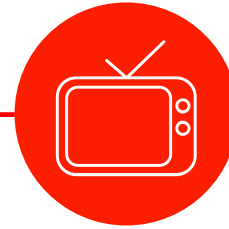
2000

At 30, leaves corporate America, starts publishing company



2010

Starts angel investing in Seattle startups



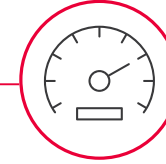
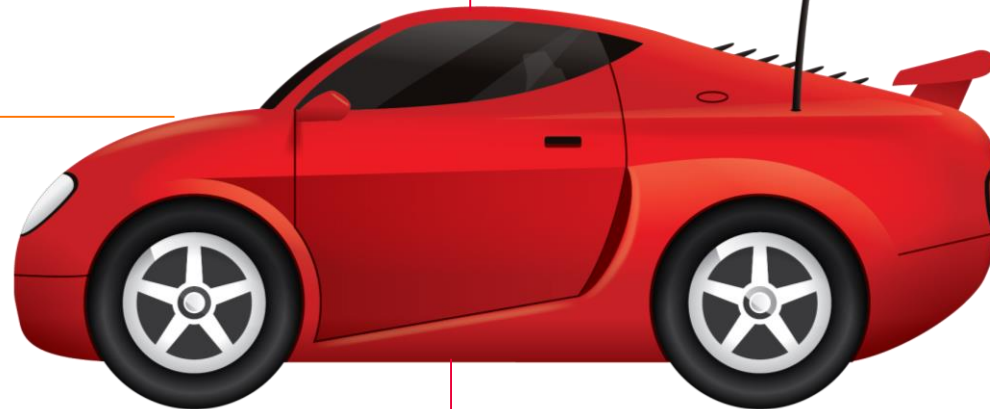
2016

Beta tests DNAcademy at NamesCon

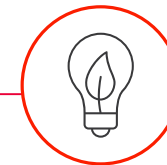


Buying low, selling high

Retail
End user



Max Retail
Highest and best use case



Wholesale
Can sell to another investor quickly

Put it all together

Proprietary DNAcademy Valuation Worksheet



Characteristics

Comparables

Values
(Max, Retail, Wholesale)

DNAcademy Domain Name Reference:
DOMAIN NAME VALUATION WORKSHEET

Fill in the blanks and check the most appropriate answer from each item list.

1 Let's start by collecting information about the characteristics that define the value of the domain:

Domain Name: KARPOOL.COM
Top Level Domain (TLD): COM
Does the TLD Match the SLD: Yes No
Word Count: 1
Character Count: 7

Keyword Type: Generic Exact match
 Numeric Alphanumeric
 Brandable Acronym

Radio Test & Spelling: Passes Fails
Prepending: Yes No
Appending: Yes No
Plural Versus Singular: Singular Plural
Tense: Past Present Future
Word Placement: Correct Order Incorrect Order
Hyphens: Yes No
Hacks: Yes No
Brand Ability: Excellent Good Okay
Domain Age (Years): 21 or more 16 - 20
 11 - 15 6 - 10 5 or less
Usage Limitations: No limit Low limit
 Medium limit Very limited
Trend: Increasing Stable Decreasing
Website History: Clean Dirty
Search Volume Per Month: 58
Cost Per Click: φ
Trademarks, Exact Match: φ
Trademarks, Broad Match: φ
Companies Domain is Upgrade For: 21 or more 11 - 20 6 - 10 5 or less
see crunchbase for "carpool"

2 Now that we have collected the characteristics that define the value of a domain name, provide comparable sales and automated valuation data:

Comparable Sale #1:
Domain: RIDESCOUT.COM Value: \$77,200 (2014)
Comparable Sale #2:
Domain: CAB24.COM Value: \$5,000 (2015)
Comparable Sale #3:
Domain: DRIVERS.CLUB Value: \$5,000 (2015)
Estibot Valuation: \$5,300
GoDaddy Valuation: \$1,598
Modified Rosener Equation: φ

Retail Valuation from a Friend/Colleague You Trust: SEEKING REVIEW
(Ideally, you are a part of a DNA group; this question is not required)

<input type="checkbox"/> \$0	<input type="checkbox"/> \$10 - 300	<input type="checkbox"/> \$300 - 2,000
<input type="checkbox"/> \$2,000 - 5,000	<input type="checkbox"/> \$5,000 - 10,000	<input checked="" type="checkbox"/> \$10,000 - 20,000
<input type="checkbox"/> \$20,000 - 50,000	<input type="checkbox"/> \$50,000 - 100,000	<input type="checkbox"/> \$100,000 - 250,000
<input type="checkbox"/> \$250,000 - 500,000	<input type="checkbox"/> \$500,000 - 1,000,000	<input type="checkbox"/> \$1,000,000 or more

3 Finally, based on the characteristics (that can make or break a domain name) and your comparable valuations - provide your retail, maximum and wholesale valuations: AVG OF ABOVE = \$18,500

Your Retail Value:

<input type="checkbox"/> \$0	<input type="checkbox"/> \$10 - 300	<input type="checkbox"/> \$300 - 2,000
<input type="checkbox"/> \$2,000 - 5,000	<input type="checkbox"/> \$5,000 - 10,000	<input checked="" type="checkbox"/> \$10,000 - 20,000
<input type="checkbox"/> \$20,000 - 50,000	<input type="checkbox"/> \$50,000 - 100,000	<input type="checkbox"/> \$100,000 - 250,000
<input type="checkbox"/> \$250,000 - 500,000	<input type="checkbox"/> \$500,000 - 1,000,000	<input type="checkbox"/> \$1,000,000 or more

Your Maximum Value:

<input type="checkbox"/> \$0	<input type="checkbox"/> \$10 - 300	<input type="checkbox"/> \$300 - 2,000
<input type="checkbox"/> \$2,000 - 5,000	<input type="checkbox"/> \$5,000 - 10,000	<input type="checkbox"/> \$10,000 - 20,000
<input checked="" type="checkbox"/> \$20,000 - 50,000	<input type="checkbox"/> \$50,000 - 100,000	<input type="checkbox"/> \$100,000 - 250,000
<input type="checkbox"/> \$250,000 - 500,000	<input type="checkbox"/> \$500,000 - 1,000,000	<input type="checkbox"/> \$1,000,000 or more

Your Wholesale Value:

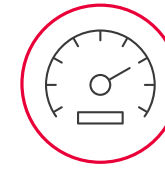
<input type="checkbox"/> \$0	<input type="checkbox"/> \$10 - 300	<input checked="" type="checkbox"/> \$300 - 2,000
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TRY TO BUY FOR \$1K OR LESS

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Karpool.com

Proprietary DNAcademy Valuation Worksheet



Max Retail

Highest and best use case

Retail

End user



Your Retail Value:

<input type="checkbox"/> \$0	<input type="checkbox"/> \$10 - 300	<input type="checkbox"/> \$300 - 2,000
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<input type="checkbox"/> \$250,000 - 500,000	<input type="checkbox"/> \$500,000 - 1,000,000	<input type="checkbox"/> \$1,000,000 or more

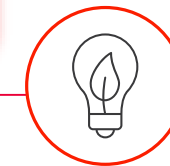
Your Maximum Value:

<input type="checkbox"/> \$0	<input type="checkbox"/> \$10 - 300	<input type="checkbox"/> \$300 - 2,000
<input type="checkbox"/> \$2,000 - 5,000	<input type="checkbox"/> \$5,000 - 10,000	<input type="checkbox"/> \$10,000 - 20,000
<input checked="" type="checkbox"/> \$20,000 - 50,000	<input type="checkbox"/> \$50,000 - 100,000	<input type="checkbox"/> \$100,000 - 250,000
<input type="checkbox"/> \$250,000 - 500,000	<input type="checkbox"/> \$500,000 - 1,000,000	<input type="checkbox"/> \$1,000,000 or more

Your Wholesale Value:

<input type="checkbox"/> \$0	<input type="checkbox"/> \$10 - 300	<input checked="" type="checkbox"/> \$300 - 2,000
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TRY TO BUY FOR \$1K OR LESS

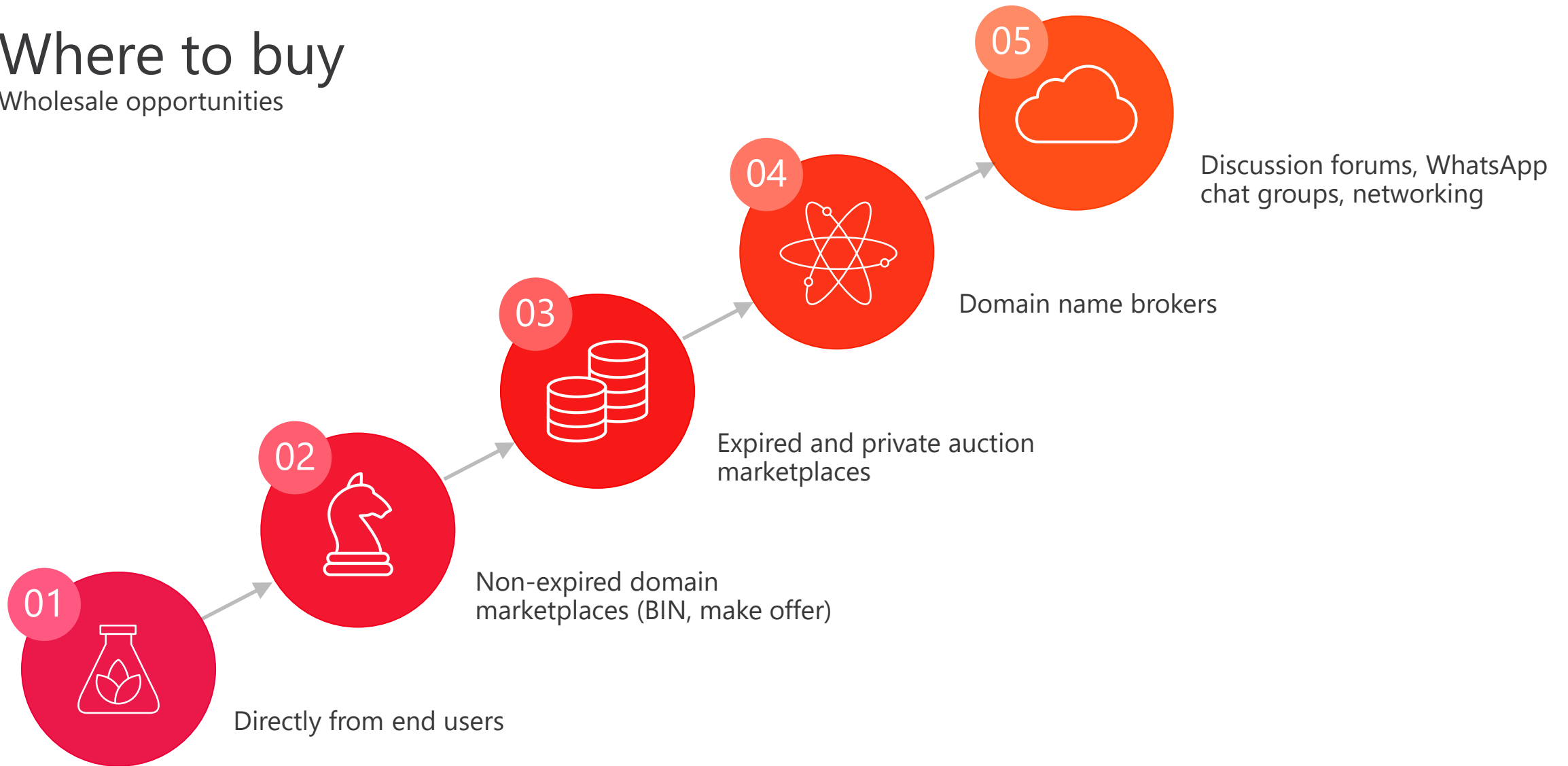


Wholesale

Can sell to another investor quickly

Where to buy

Wholesale opportunities



Tracking your portfolio

10 critical elements



Where to sell your domain names

		6 Types of Keyword Domains						
		Generic	Exact-Match	Brandable	Acronym	Numeric	Alphanumeric	
Can ask more, Higher sales price ↓	Active	Auctions (GoDaddy, NameJet, Sedo, Flippa, NamePros)	✓	✓		✓	✓	
		Outbound Sales (email, telephone, relationships)	✓	✓		✓		
		Brokers (Outbound) (>\$67k retail)	✓	✓		✓	✓	
	Passive	Marketplaces (Afternic, Sedo, Flippa Domain Portfolio, BrandBucket)	✓	✓	✓	✓	✓	✓
		For-Sale Landing Pages (Efty, Uniregistry, Bodis)	✓	✓	✓	✓	✓	✓
		Do Nothing ("Under Construction" website, Whois with no privacy)	✓	✓	✓	✓	✓	✓



Will sell faster,
Lower sales price

Examples	Uber.com	Clothes.com	Lyft.com	Z.com	82.com	X3.com
	Orange.com	History.com	Google.com	AY.com	888.com	G2G.com
	Home.com	OfficeSupplies.com	OfficeDepot.com	DGI.com	1234.com	M70.com
	Amazon.com	Plumber.com	RotoRooter.com	ASFX.com	90210.com	123P.com

Fails	Simplifications.com	Browsers.io	Shyney.com	TJIWR.com	7N.com; 5N.new	J3U8.com
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Portfolio management

Portfolio hygiene starts with knowing what to do regularly

01

How long have you owned the domain name?

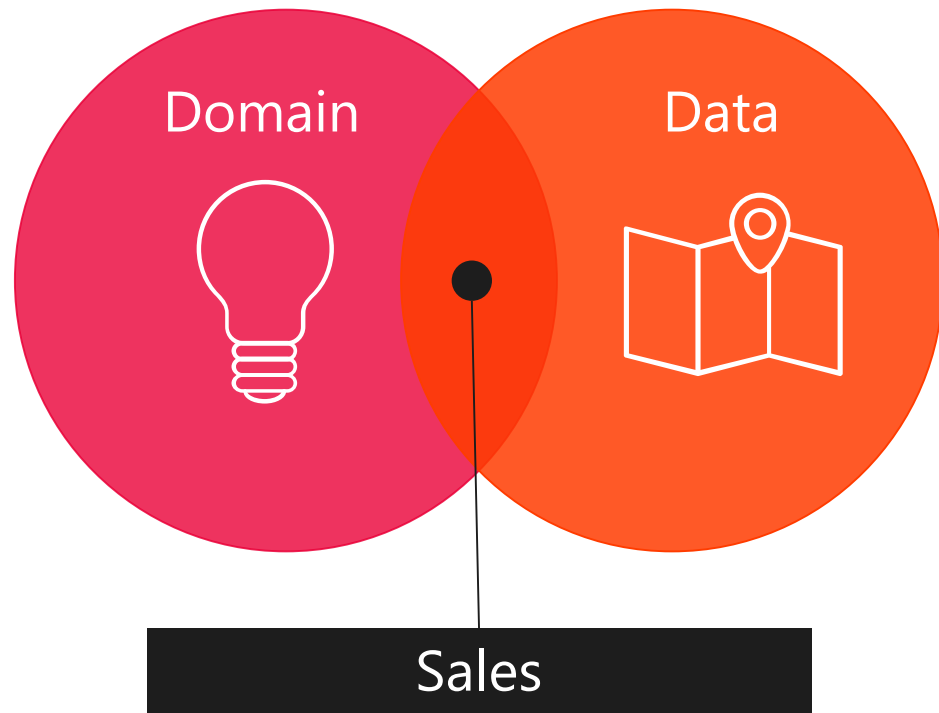
02

How many unique visitors does the domain name receive per month?

03

How many offers have you received on the domain name?

Data turns your hobby into a business



DNACADEMY

SUCCESSFUL NEGOTIATIONS

Domain Name: Karpool.com
Domain Keyword Type: Brandable
Sale Type: Inbound

Turning a \$5,864 Profit on a Domain in 9 Weeks

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Whiskey tasting 5pm for DNAcademy students

(Must be a current student)



Questions?



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