

Cardano Foundation - ICANN ada gTLD Application

In response to Question Set 7 - Question #146

Awareness of the Ada/Cardano Community outside the identified community is evidenced through sustained coverage in mainstream media, established publications, and independent research outlets. These sources explicitly reference “Ada” and the “Cardano Community,” to identify the global community and stakeholders of Ada, and also recognize the Cardano Foundation's role as a founding entity of the Cardano Ecosystem.

Media Outlets

Forbes: “Cardano’s price surge has catapulted it to prominence in the cryptocurrency community over recent weeks.”

“Cardano is a rising star in the booming crypto sector...”

Ethereum Rival Cardano Is Braced For A Big Week Amid Massive Price Rally,
<https://www.forbes.com/sites/billybambrough/2021/02/28/ethereum-rival-cardano-is-braced-for-a-big-week-amid-massive-price-rally/>

Forbes: “Next-generation blockchain communities, including the Cardano Community, are finding new ways to improve support for NFTs.”

Paving The Road For Next-Gen NFTs With Metadata Sidechains,
<https://www.forbes.com/councils/forbestechcouncil/2021/11/24/paving-the-road-for-next-gen-nfts-with-metadata-sidechains/>

CoinDesk

Cardano Community Approves \$70M Core Dev Budget, Boosting ADA Prospects,
<https://www.coindesk.com/tech/2025/08/04/cardano-community-approves-usd70m-core-dev-budget-boosting-ada-prospects>

CoinDesk: “Just like anyone who has been holding bitcoin, ether or Cardano’s ADA for a few years, when you find your people you talk crypto.”

Note to Brands: Crypto Isn't Funny Money. It's Community,
<https://www.nasdaq.com/articles/note-to-brands%3A-crypto-isnt-funny-money.-its-community>

CoinDesk: “Whether the full slate passes, gets partially funded, or is reshaped entirely by DReps will signal how much the Cardano community's thinking has shifted”

Cardano builder seeks smaller funding slice of \$46.8 million for scaling and Bitcoin DeFi,
<https://www.coindesk.com/tech/2026/04/23/input-output-seeks-usd46-8-million-to-bring-bitcoin-defi-scaling-upgrade-to-cardano>

Publications and Policy Engagements

The Cardano/Ada Community is also referenced in a number of academic texts and journal publications in the context of Cardano's development. These include:

- Ley, L.A., 2024. *Ultimate Cardano Smart Contracts: Unlock the Full Potential of the Cardano Blockchain by Developing Real-World Web 3.0 Projects Using Plutus Smart Contracts, and App Development (English Edition)*. Orange Education Pvt Ltd.
- Unger, C., Cunningham, H. and Poynton, S., White Paper: The Cardano Carbon Footprint.
- Greene, J, 2022. *Cardano For the Masses: A Financial Operating System for people who don't have one*
- Gilbert, C. and Gilbert, M.A., 2024. Advancing privacy standards through education: The role of academic initiatives in enhancing privacy within Cardano's blockchain ecosystem. *International Research Journal of Advanced Engineering and Science*, 9(4), pp.238-251.
- Ovezik, C. and Kiayias, A., 2022, November. Decentralization analysis of pooling behavior in Cardano proof of stake. In *Proceedings of the Third ACM International Conference on AI in Finance* (pp. 18-26).
- De Filippi, P., Cossar, S., Mannan, M., Nabben, K., Merk, T. and Kamalova, J., 2024. Report on blockchain governance dynamics.
- GT, A.T., Kohlweiss, M., TUE, T.S., Visconti, I., Heiberg, S., Louridas, P., Voutsinas, N., Karagiannidis, N. and Friolo, D., 2021. Second Scientific & Research Impact Measurement.
- Morini, M, 2025. Cardano Economic Parameters <https://ucarecdn.com/cb24f376-d3bd-40c3-9c29-04573a644c8a/>
- Kurovskiy, G & Morini, M, 2026. A time-series analysis of the relation between ADA Supply and Price

Both individually and as a member of international associations, the Cardano Foundation has participated in the following policy consultations and/or made the following contributions which further solidifies the presence of the Ada/Cardano community prior to this application:

- GBBC Risk Mitigation Framework on non-financial risks of blockchain infrastructures, 2025. Contributed directly to the drafting and development of the risk assessment framework.
- Joint Response to the FCA's Discussion Paper DP25/1 - Regulating Cryptoasset Activities, 2025. Co-authored and published a joint response to the UK Financial Conduct Authority's discussion paper.
- Response to public consultation on EDPB Guidelines 02/2025 on processing of personal data, 2025. Submitted a formal response providing feedback to the European Data Protection Board's public consultation.
- U.S. SEC Crypto Task Force Questionnaire, 2025. Submitted written answers and policy recommendations in response to the agency's fact-finding questionnaire.
- BIS consultation - third party risk management, 2024. Submitted a formal consultation response to the Bank for International Settlements regarding their guidelines.
- BIS consultation - cryptoasset standard amendments, 2024. Published a formal response addressing the Bank for International Settlements' proposed standard amendments.
- IOSCO's consultation - policy recommendations for crypto and digital asset markets, 2023. Submitted a formal consultation response providing feedback to the International Organization

of Securities Commissions.

- HM Treasury consultation - future financial services regulatory regime for cryptoassets, 2023. Published a comprehensive formal response to the UK HM Treasury's regulatory consultation paper.
- Australian Government's Treasury consultation - token mapping, 2023. Submitted a formal response paper contributing to the Australian Government's foundational token mapping exercise.
- FSB's public consultation - international regulation and supervision of crypto-asset activities, 2022. Published a formal consultation response submitting policy recommendations to the Financial Stability Board.

Beyond participating in formal consultations, the Cardano Foundation regularly engages in industry roundtables, working groups, stakeholder meetings, conferences, and policy discussions across multiple jurisdictions. By this, the Cardano Foundation is able to share its technical expertise and contribute to informed, constructive discussions on policy questions and regulatory frameworks surrounding public, permissionless infrastructure, further strengthening the international recognition and institutional presence of the Ada/Cardano ecosystem.

These engagements demonstrate external institutional recognition of the Ada/Cardano Community and its organizational bodies prior to the application period.

External Partnerships

The Cardano Foundation has a number of partners including enterprise, educational, governmental and institutional partners. These are listed here <https://cardanofoundation.org/partners> . Entities outside of the Ada/Cardano ecosystem frequently partner with Cardano community members on new ventures and collaborations. For example, the Draper Dragon Orion Fund <https://orion.draperdragon.com/> . The Orion Fund is a multi-year, venture fund led by Draper Dragon, focused on backing companies at the intersection of blockchain infrastructure and real-world adoption, with a primary emphasis on the Cardano and UTXO ecosystems.

The above answer references from mainstream financial publications, established digital asset media outlets, Cardano Foundation policy engagements and independent research platforms demonstrate that individuals and groups outside the identified community are aware of the Ada/Cardano Community's existence. These sources explicitly reference the community, describe its visibility, and recognize the Cardano Foundation's role, evidencing external recognition and establishment.