

MISSION AND PURPOSE OF THE APPLIED-FOR gTLD

New gTLD Program: 2026 Round — Primary String: .maker

Question 133 (Mission & Purpose) · Applying Entity: Workbench Ventures LLC

MISSION

The mission of .maker is to give makers worldwide — the people and organizations who design, build, create, and produce things — a dedicated, memorable, and trusted namespace to establish their identity and share their work online. .maker offers makers of every kind a clear home on the internet that signals what they do.

PURPOSE, INTENDED REGISTRANTS, AND USERS

.maker is an open, generic top-level domain available to anyone who identifies with making and creating. Intended registrants and users include individual makers, artisans, crafters, and hobbyists; makerspaces, hackerspaces, fab labs, and workshops; hardware, electronics, 3D-printing, woodworking, and small-scale manufacturing businesses; designers, inventors, and independent creators; educators and STEM/STEAM programs; and maker fairs, clubs, and online networks. Registrants will use .maker domains to publish portfolios and project logs, sell products, document builds and tutorials, host club and event sites, and connect with customers and collaborators.

RELATED ACTIVITIES

To achieve this purpose, the registry operator will operate .maker through an experienced ICANN-accredited back-end registry service provider on secure, standards-compliant infrastructure; distribute domains through ICANN-accredited registrars on a first-come, first-served basis under clear, non-discriminatory registration policies; implement all required rights-protection mechanisms, including a Sunrise period and Trademark Claims service via the Trademark Clearinghouse; maintain DNS-abuse prevention and mitigation, a published abuse point of contact, and periodic zone monitoring; and conduct outreach to maker networks, events, and educational programs to encourage adoption. The operator will also cross-promote .maker alongside its affiliated .build registry to reach the adjacent audience of builders and creators.

SUSTAINABILITY OVER TIME

The purpose of .maker is sustainable because it rests on a broad, durable, and growing global interest in making — spanning craft, DIY, hardware, and technology — rather than any single trend, registrant, or use case. The registry is operated by a team with direct registry experience: Workbench Ventures LLC is under common control with Plan Bee LLC, operator of the .build TLD, giving .maker access to proven operational, technical, and financial capabilities. Startup and long-term operations are funded by the applying entity, and the use of a professional back-end provider ensures continuity, security, and compliance with the Base Registry Agreement, including registry-continuity and data-escrow protections. A diversified base of registrants across

many maker segments, combined with disciplined operations and open registration, supports steady long-term growth without dependence on any single customer or market.