



🕒 19 June 2019, 19:15 (CEST)

Undeveloped.com re-names to DAN.COM & introduces the blockchain powered Domain Automation Network in partnership with IBM

Undeveloped BV introduces a fully automated domain ownership transfer service and Transfer Bot today.

Amsterdam-based company Undeveloped BV is excited to announce the launch of DAN.COM: the Domain Automation Network.

With the Domain Automation Network, it solves the most significant problems in the domain industry by creating a new backend infrastructure to handle both simple and complex domain transactions and transfers, fully automated and transparent powered by blockchain.

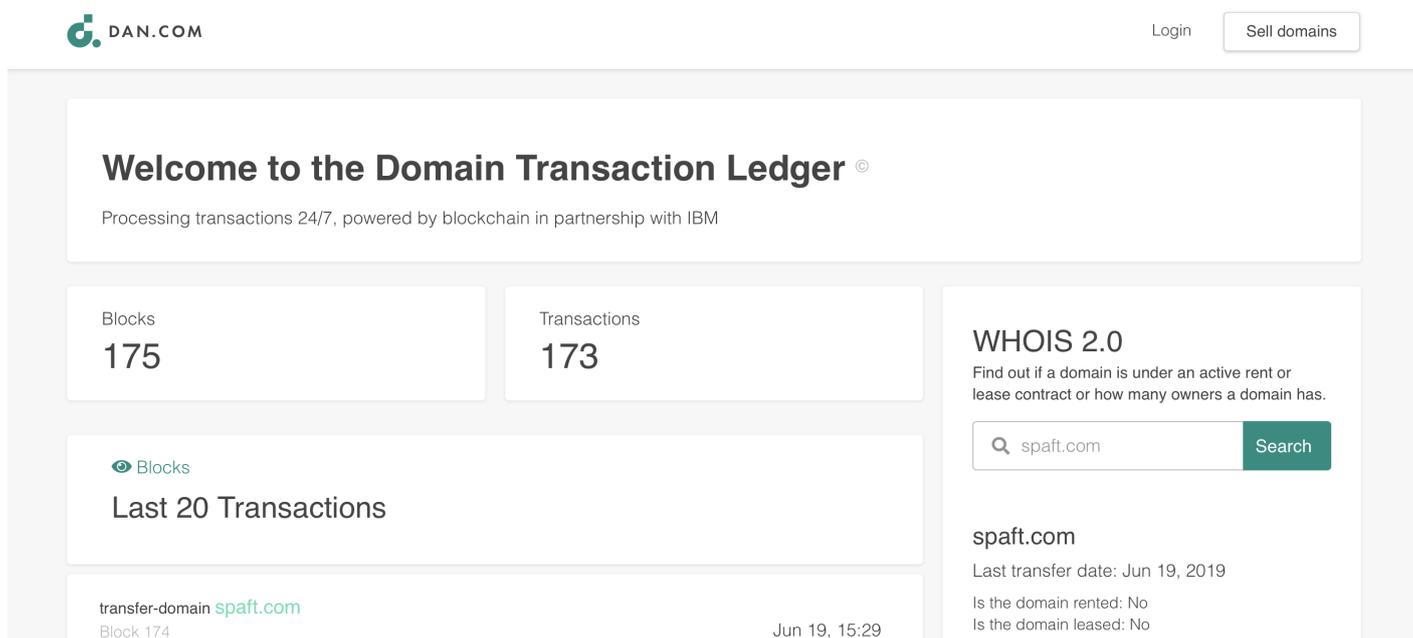
The domain industry needs change

The domain industry nowadays finds itself in a very outdated and inefficient state. It suffers from complicated workarounds which make it inefficient. Usable and available registered domains are hard to find and have become too expensive.

Some facts and figures: in total there are 334 million registered domains, of which 147 million are unused! The average price on the secondary market for a domain is €2.759 which means there are €405 billion illiquid assets. Time for disruption, and that's what DAN.COM will bring to the table.

DAN.COM: the future infrastructure for domain ownership and marketplaces

This game changing network will be the catalyst of innovation in the market. It created a platform where making a change of control and ownership of digital brands easier, safer and instant. The use of blockchain technology makes it possible to automate processes required to provide trust-less domain transfers, also referred to as escrow. Escrow automation also makes it possible to introduce new domain purchase and use models like renting domains, lease to own, fractional domain ownership and domain exchange in a scalable and frictionless way. [IBM.com](#) created a use case to highlight the good use of emerging technology like blockchain at [DAN.COM](#) for process automation.



The screenshot shows the DAN.COM website interface. At the top left is the DAN.COM logo. At the top right are links for 'Login' and 'Sell domains'. The main content area features a large white box with the heading 'Welcome to the Domain Transaction Ledger ©' and the subtext 'Processing transactions 24/7, powered by blockchain in partnership with IBM'. Below this are two summary cards: 'Blocks 175' and 'Transactions 173'. To the right is a 'WHOIS 2.0' section with a search bar containing 'spaft.com' and a 'Search' button. Below the search bar, the results for 'spaft.com' are displayed, including the last transfer date (Jun 19, 2019) and rental/lease status (No).

DAN.COM offers a simple API to allow the entire industry to use the network

DAN.COM offers access to its network to anyone via a simple API. The Domain Automation Network has its own registrar to keep domains in escrow and its own payment gateway. Anyone can easily build their own domain marketplace for example and use the Domain Automation Network's API to handle all their domain payments & transfers from one person/registrar to another.

The Unused Domain Pool

One of the key components of DAN.COM will be the Unused Domain Pool, designed to create the ultimate registered but unused domain inventory and distribution network. The DAN network will provide automated domain transfer services for all domains in the network regardless of where transactions are initiated. The UDP will be launched in Q4 of 2019.

ABOUT Undeveloped BV

Undeveloped BV is the operator of the domain name marketplace DAN.com. The scale-up is growing +200% year over year for the last 3 years and backed by a Dutch and Austrian VC.

ABOUT DAN.COM

We bring domains to life

334.6 Million domain names are already registered, and 44% of them are not used by their current owners! This leads to incredible frustration. We believe the domain industry deserves better, and we are fixing it.

 pr.co



DAN.COM