Namespace SPP3 Application

Essentials

- **Team name**: Namespace (namespace.ninja)
  - 3rd year Service Provider.
- **Links**: X (Twitter), GitHub, LinkedIn, Blog
- **ENS handle** for primary contacts: cap.eth
- **Contact email**: cap@namespace.ninja
- **Telegram**: @thecaphimself
- **Main focus/category**:
  - **ENS infra**: we have the most robust, complete, battle-tested, and widely adopted subname infra - SDK/API + web app.
  - **Outreach and Integrations**: developed our own GTM strategy for ENS adoption that yielded in 30+ clients. Next to independent BD work, we work with ENS Labs on partnerships, integrations, and building custom subname solutions. We take referrals from ENS Labs on subname-related integrations.

    - **General Ecosystem benefit**: from publishing educational content, articles, advocacy, event organization, hackathon participations as ENS specialists, to other self-initiative efforts like hosting weekly ENS x AI calls, we push the limits of ENS frontier as researchers, community and ecosystem builders.
- **Scope**:
    - Our mission remains unchained - name every web3 user. This basically requires us to introduce a paradigm shift in crypto transacting - from hexadecimal addresses to human-readable usernames.
    - To achieve this we've built products and provided custom service offerings that would speed up the adoption of ENS. The quality of our products is measured by how easily someone can implement ENS support it in their app.
    - For SPP3 we're reapplying to keep maintaining all of our products and services we offer, and build a few other things we think are necessary based on our experience, to grow ENS userbase, bring more integrations and partnerships, and keep ENS at the forefront of innovation.
- **Milestones**:
    - All milestones will be listed in the SPP3 Application.
- **Prior delivery record**
    - We go into details about our Prior SPP work below.
- **Budget request**: $500k
    - **Salaries**: (6 full time + 3 part-time) = $426k
    - **Infra / SaaS / Tools / Subscriptions**: $36k
    - **Events / travel:** $24k
    - **Other / unplanned**: $12k

Prior SPP work

Problem

Adoption. After 3 years of working closely with ENS, we've experienced that the ENS is difficult to sell, especially outside Ethereum ecosystem. Most teams want immediate business upside, usually 1) **more revenue**, 2) **more users**.

ENS is not perceived as directly driving either, even though it does create meaningful long-term value, improves user experience, removes transacting anxiety, eliminates all address-related scams, etc. It's still perceived as a *vitamin, not a pain killer*.

On top of that, big companies expect compensation, ENS tokens, or other incentives before they are willing to dedicate resources to do the integration. So the real challenge is turning ENS from something that feels "nice to have" into a "must have", something practical, adoptable, and clearly useful enough that teams will actually implement it.

A big part of that starts with reducing ENS implementation friction. The easier ENS is to implement and experiment with, the easier it becomes for teams to adopt it.

Our approach

Namespace acts as an execution and distribution layer for ENS.

We build and maintain reusable ENS subnames infra, tooling, or apps required to make ENS easy to implement across the ecosystem, and we proactively work on partnerships and integrations to increase ENS user base.

This includes:

- Developer tooling (SDKs, APIs, ENS Components, ENS MCP, etc.)
- No-code products for ENS issuance and management
- Direct business development and partnership efforts
- Integration support or end-to-end implementation for wallets, apps, L2s, AI agents, and communities
- Educational resources, documentation, technical how-to guides, and ecosystem support

- New ENS-powered products and experiments that expand ENS utility and distribution

Our goal is to provide the shortest possible path to using ENS.

Namespace in a nutshell

Over the years, we've become known as the **ENS Subnames team** 🥷

We do everything subname-related because we believe subnames are the most effective scaling strategy for ENS. Enabling .eth usernames to be distributed through wallets, apps, communities, AI agents, and entire ecosystems instead of relying solely on direct ENS app for registrations.

Vision: Replace all hexadecimal addresses with human-readable names.

Mission: Name the next billion web3 users (human & agent).

Goal: Streamline ENS (subnames) implementation.

Moonshot goal: 1 billion subnames.

Our work has been centered around 3 pillars:

1. **ENS and Subname-related products and services**
    a. Building products to simplify and speed up ENS (subname) adoption.
    b. Working on custom integrations for app, wallets, chains.
2. **BD and GTM engineering efforts for partnerships.**
    a. Running fully personalized and automated outreach/GTM strategy.
    b. Collaborating with ENS Labs on Subname-related partnerships.
3. **Side Quests - experimental, low-risk high-reward ideas to grow ENS**
    a. We are builders.. so we make cool shit for ENS that streamlines its adoption.

SPP1 and SPP2 Application

- SPP 1: https://discuss.ens.domains/t/service-provider-stream-nomination-thread/18142/20
- SPP 2: https://discuss.ens.domains/t/spp2-namespace-application/20456

Namespace Quarterly Reports

- SPP 1: https://discuss.ens.domains/t/namespace-quarterly-reports/19057
- SPP 2: https://discuss.ens.domains/t/namespace-quarterly-reports/19057/5

Products and Services

Here are all products and services we built and offered during SPP2.

1. Namespace App

Namespace app is both consumer and developer-friendly app for issuing and managing subnames.

- App: https://app.namespace.ninja/?v1
- GitHub: https://github.com/thenamespace
- Stats: https://stats.namespace.ninja/

Problem

There is no dedicated web app that allows ENS name owners to issue and manage subnames on Ethereum, L2s or Offchain. Existing approaches often require custom development, fragmented tooling, or in-depth ENS knowledge, making ENS subname deployments difficult to launch and scale.

Our approach

Build a unified web app for issuing and managing ENS subnames across both onchain and offchain environment. Namespace App provides unruggable onchain subnames, gasless offchain subnames, name registration, and embeddable widgets that dramatically reduce implementation complexity.

The App has 4 main components

1. **Offchain subnames**: Issue and manage subnames under ENS names with no transactions, using gasless CCIP-Read resolution for scale and flexibility.
2. **Onchain Subnames**: No-code app letting people mint subnames directly on Ethereum, Base, or Optimism with custom minting features.
3. **Name/subname registration**: Register ENS names and subnames through a unified flow, supporting both L1 and L2 subnames.

4. **ENS Widget**: Plug-and-play embeddable widget that lets teams offer name and subname registrations directly from their websites.

Main Features

- Search and register .eth names and subnames
- See owned names/subnames for an address
- Customize subname prices based on length
- Reserve / blacklist subnames from minting
- Whitelist specific wallets to able to mint
- Token-gate subname minting against ERC-20 and ERC-721 tokens
- Sell subnames from your .eth parent name page (example)
- Get API key for offchain subnames
- Easily create and manage offchain subnames
- Build with AI: `npx skills add thenamespace/skills -s offchain-ens-subname-sdk`

2. Subname infra

Production-ready dev tooling layer covering everything needed to issue, manage, resolve, and integrate ENS names/subnames.

- Official docs: https://docs.namespace.ninja/
- Developer guide: https://docs.namespace.ninja/developer-guide/

2.1. Onchain Subnames

Problem

There is no standardized, end-to-end solution for activating, issuing, and managing subnames across Ethereum Mainnet and L2 networks.

Name owners who want to launch subname services need to deploy and maintain custom contracts, build minting and indexing infra, manage metadata services, etc.

This results in significant development overhead and a high barrier to entry for projects that want to leverage ENS subnames at scale.

Our Approach

We built a complete infrastructure stack that enables ENS name owners to issue subnames across Ethereum Mainnet and supported L2 networks, including Base and Optimism.

The platform combines smart contracts, backend services, indexing infrastructure, metadata services, CCIP gateways, and developer SDKs into a single cohesive solution.

The platform consists of several integrated components:

- **Smart contracts** deployed across Ethereum Mainnet and supported L2 networks.
- **List Manager** and **Mint Manager** backend services, which handle the listing and minting workflows. To minimize activation costs, the current implementation relies on offchain processing, significantly reducing gas fees associated with name activation.
- An **Indexer Service** that processes activation and minting events and provides efficient access to indexed data.
- A **Metadata Service** that serves NFT metadata for tokens deployed on L2 networks.
- A **CCIP Gateway** that proxies requests for subnames issued on L2 networks.
- Typescript SDKs that allow easy integration of this functionality into other applications

2.2. Offchain Subnames

Problem

Although ENS supports offchain subnames through CCIP-Read, there is no simple, reusable infrastructure for issuing and managing them. Projects often need to build their own backend services, CCIP gateways, record storage, and management tools.

This makes adoption more difficult, even though offchain subnames are often the preferred choice for large-scale deployments where onchain registrations would be too expensive or operationally complex.

Our Approach

We built a set of services and SDKs that enables ENS name owners to issue, manage, and resolve offchain subnames through a single platform.

The infrastructure includes an Offchain Manager service for subname and record management, a CCIP Gateway for ENS resolution, and the **@namespacesdk/offchain-manager** SDK and API for easy integration.

This provides a simple, scalable, and gasless way to operate ENS subnames while remaining fully compatible with ENS resolution standards.

What we built

A suite of backend service and SDK that enables ENS name owners to issue and manage offchain subnames without requiring onchain transactions for each registration. The infrastructure leverages ENS CCIP-Read to provide scalable, gasless subname issuance while maintaining full compatibility with the ENS ecosystem.

The platform consists of several integrated components:

- **Offchain Manager**, a backend API service responsible for creating, managing, and resolving offchain subnames and their associated records.
- A **CCIP Gateway** that implements ENS CCIP-Read and serves offchain name resolution requests.
- A **TypeScript SDK** (**@namespacesdk/offchain-manager**) that provides a developer-friendly interface for integrating offchain subname issuance, management, and resolution into external applications.

3. Custom solutions (partnerships/integrations)

📌 *Custom solutions are closely related to our BD and outreach efforts.*

Many of the most impactful ENS integrations require strategic positioning, ecosystem knowledge, technical expertise, and hands-on execution. Namespace acts as an extension of a partner's team, helping wallets, apps, L2s, AI projects, communities, and protocols design, implement, and launch ENS-powered identity systems. And as Subnames are one of the best growth engines for ENS protocol, we've been working on custom solutions for bigger clients, either independently or through accepting referrals by ENS Labs' BD team.

Problem

Many of the highest-impact ENS opportunities do not fit into a self-serve product. Big clients often require custom architecture, implementation support, product design, marketing coordination, and even ongoing technical support.

Our approach

Work directly with partners to design, implement, and launch custom ENS solutions tailored to their needs. This includes technical consulting, hands-on integrations, SLA-backed support, etc. We cover everything from initial conversations through production launch.

3.1. Custom solutions we built during SPP2

3.1.1. **Celonames** (chain-wide identity)

Links:

- Announcements by: Celo, ENS domains, Namespace.
- **Case study**: https://ens.domains/blog/post/celonames-powered-by-ens
- Website: https://names.celo.org/

Overview

Celonames is a chain-wide identity system built for the Celo ecosystem using ENS infrastructure. The goal was to provide every Celo user with a human-readable, interoperable identity while maintaining compatibility with the broader ENS ecosystem. Use `celo.eth` as the root namespace.

What we did (and still do)

- Architecture design.
- Technical implementation.
- Custom minting, gating, pricing, etc.
- Minting website design and launch.
- Marketing coordination with ENS Labs and Celo.
- Integrated self.xyz PoH verification.
- Celonames integration docs for devs.
- ENS DAO fee-sharing coordination.
- We still provide ongoing support and updates.

Outcome

Celonames launched as the official naming system for the Celo ecosystem, allowing users to register and use ENS-compatible identities across wallets and applications.

Why it matters

Demonstrates how ENS can serve as the identity layer for an entire blockchain ecosystem, expanding ENS adoption beyond Ethereum while maintaining interoperability and adherence to open standards.

3.1.2. PinMe (Forever frontends)

Links:

- Case study: https://www.namespace.ninja/blog/case-study-pinme-forever-frontends
- Website: https://pinme.eth.limo/
- Github: https://github.com/glitternetwork/pinme

Overview

PinMe is a decentralized frontend deployment platform that combines ENS, IPFS, and Filecoin to create permanent, censorship-resistant websites.

What we did

Namespace provided the ENS offchain subdomains infrastructure handling large-scale issuance and content resolution with 99.9% uptime. This enabled users to deploy websites tied directly to ENS subdomains and contenthash records.

Outcome

PinMe became one of the largest ENS-powered deployments in the ecosystem, generating more than 850,000 ENS subdomains and millions of monthly resolution requests.

Why it matters

PinMe demonstrates that ENS is not limited to wallet identity. It can serve as critical infrastructure for decentralized publishing, websites, and permanent web applications.

PinMe became the most successful product built around ENS contenthash records, showing how ENS can enable permissionless publishing and censorship-resistant content distribution at scale.

Within months of launch, it became one of the most widely adopted ENS-powered tools in the ecosystem, driving millions of resolutions through real-world usage.

3.1.3. Filecoin subdomains (immutable websites)

Links:

- Announcement : *pending — launches once Filecoin ships it in the Filecoin Pay console (M4.2)*
- Case study
- Website: https://filpay.namespace.ninja/

Overview

A custom ENS subname system built natively on the Filecoin EVM chain, developed with the Filecoin team as part of **Filecoin Pay**. Subnames under `filpay.eth` (e.g. `alice.filpay.eth`) give Filecoin users a human-readable payment identity and an IPFS-linked entry point for immutable app frontends.

What we did

- Architecture design and technical implementation on Filecoin EVM.
- Sponsored registration flow — developers register `{app}.filpay.eth` with no ETH or FIL in their wallet (gas covered by a sponsor wallet).
- Address + IPFS `contenthash` records for decentralized website hosting.
- Ethereum primary names with full reverse resolution (address → name).
- Handoff package: working demo, integration guide, and dev tooling.

Outcome

The full sponsored registration and reverse-resolution flow. The work is now handed off to Filecoin, who will incorporate it with our help into the Filecoin Pay console once they complete they reach their Milestone 4.2.

Why it matters

Brings ENS identity and immutable frontend hosting to a non-Ethereum L1 with zero per-name cost, while staying fully interoperable with mainnet ENS, showing ENS subnames can power both the identity/payment layer and decentralized websites for an entire ecosystem.

3.1.4. **POAP** (in-app usernames)

Links:

- Case study: https://www.namespace.ninja/blog/case-study-poap-in-app-ens-usernames-with-namespace

Overview

POAP wanted to bring portable ENS-powered usernames directly into its application while simplifying the user experience around digital identity.

What we did

Namespace supported the migration of POAP's naming infrastructure, provided ENS-powered username issuance, integration support, and ongoing maintenance, with 0 downtime during migration.

Outcome

POAP users gained access to ENS usernames directly within the app, creating a more consistent identity layer across the Ethereum ecosystem.

Why it matters

The integration places ENS directly in front of one of Ethereum's most widely recognized communities and demonstrates how consumer applications can embed ENS identity natively into their products.

3.1.5. ETHDenver + Unicorn wallet

Links:

- Case study: https://www.namespace.ninja/blog/case-study-namespace-x-unicorn

Overview

Namespace partnered with Unicorn Wallet during ETHDenver to create an ENS-powered onboarding and identity experience for event participants.

What we did (and still do)

Namespace provides the subname infra and technical support required to issue ENS-powered usernames as part of the wallet onboarding experience.

Outcome

Attendees were able to claim and use subnames, reducing onboarding friction and improving discoverability throughout the event ecosystem.

Why it matters

The partnership demonstrated how ENS can be used as a distribution and activation layer for communities, events, and consumer-facing applications, introducing ENS to new users at scale.

3.1.6. [redacted]

Links

- Interim subname manager: [redacted]
  - *(waiting for deployment)*
- Example name - [redacted]

Overview

We made every [redacted] ([redacted] [redacted] [redacted]) name ENS-compatible under [redacted].[redacted], so [redacted].[redacted] can be accessed as [redacted].[redacted].[redacted] in any ENS-enabled wallet or app. CCIP resolution happens live from [redacted] state, the [redacted] contracts stay authoritative. [redacted] holders get the full ENS ecosystem (wallets, dApps, 750+ integrations) without giving up their `.[redacted]` identity.

What we did

- Built a CCIP-Read resolver on Ethereum mainnet, backed by a gateway that reads `.[redacted]` records straight from the [redacted] registry and resolver on [redacted]
- Shipped an interim manager so [redacted] holders can check, create, and edit their `.[redacted].[redacted]` records ahead of the official app.

Outcome

Live now, all [redacted] names resolve through `[redacted].eth`. [redacted] is preparing an updated version of their [redacted] app, and we'll announce the integration and case once that ships (their estimate is June).

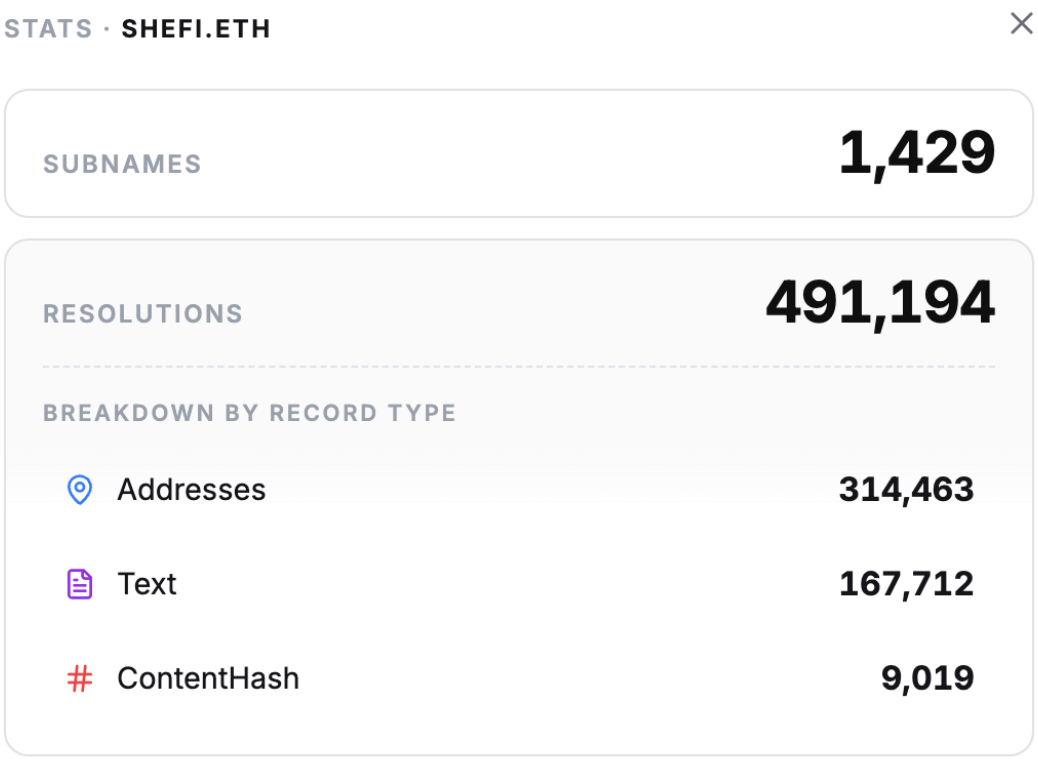
Why it matters

This is ENS working as cross-chain infrastructure, not just an Ethereum product. An established, independent name service plugged into ENS and inherited its entire ecosystem without migrating or re-registering a single name — a clear case for ENS as the universal naming layer that other chains' services can adopt rather than compete with.

3.1.7. Honorable Mentions

SheFi: https://shefi.namespace.ninja/

- Built a custom subname minting website. For ever SheFi cohort, as part of the web3 education package, everyone gets to register `shefi.eth` subname and set it as a primary name. Subnames are minted on Base.



Openfort: Announcement · Repo · Docs

- Built a starter kit that pairs their embedded wallets with offchain ENS subnames, letting developers ship wallet creation and human-readable identity in one flow published in Openfort's docs.

PizzaDAO: https://pizzadao.namespace.ninja/

- Worked with PizzaDAO on enabling their members to mint and use human-readable names, strengthening onchain community coordination through ENS.

Nouns DAO: https://www.noggles.domains/

- Collaborated with Nouns DAO team on the launch of Noggles Domains (`.⌐◨-◨.eth`), enabling community members to claim ENS-powered identities tied to one of Ethereum's most recognizable brands. The project demonstrated how ENS can be used to strengthen community identity while remaining fully interoperable across the broader ecosystem.

3.1.8. Ongoing Integrations (currently in process)

[redacted]: PoC - [redacted] — [redacted] [redacted] [redacted]

We recently built a proof of concept that brings ENS names to [redacted] Chain through a seamless cross-chain experience.

The project allows users to mint subnames under **[redacted].id** directly from Ethereum, Solana, Base, Optimism, Arbitrum, and other EVM chains, without ever needing to interact with [redacted] Chain itself. No bridging, network switching, or chain-specific workflows are required.

This is still a work in progress, as [redacted] Chain has not yet gone live. The current implementation is an early exploration of how ENS naming could work in a future where users interact across multiple ecosystems through a single, seamless experience.

4. Resolvio

Resolvio is a universal ENS resolution API that lets devs and AI agents resolve onchain identities through a single endpoint in their products.

- Website: https://www.resolvio.xyz/
- GitHub: https://github.com/thenamespace/resolvio
- Docs: https://docs.namespace.ninja/api-reference/resolvio/
- Skill: https://www.resolvio.xyz/skill.md
- Announcement + X thread: https://x.com/namespace_eth/status/2036453636021408010

Problem

Despite being one of the most important pieces of ENS functionality, resolution remains unnecessarily complex.

Our approach

One endpoint = entire ENS resolution.

The most important thing about Resolvio is that it turns ENS resolution into a simple, production-ready API layer that developers (and AI agents) can integrate without dealing with the complexity of ENS infrastructure directly.

Instead of every developer manually handling ENS resolution, CCIP-Read names, wildcard resolvers, reverse lookups, multichain coin types, caching, bulk resolution, or manually updating its resolution as ENS protocol upgrades (like is the case now with ENSv2), Resolvio abstracts all of that behind a single API.

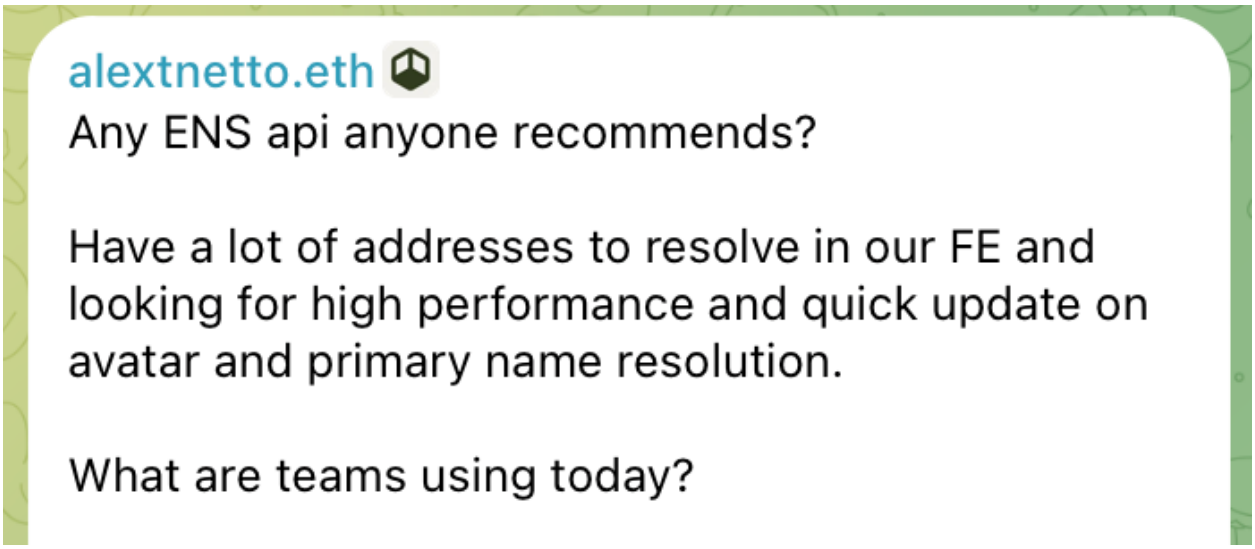
Features:

1. Forward/reverse resolution
2. CCIP-Read support (off-chain subnames)
3. Bulk lookups/resolution
4. Built-in caching
5. UI Playground for testing
6. Self-hostable (run your own)
7. No auth or API keys required
8. Chain directory - lookup any chain, no `coin_type` needed
9. MIT-licensed, open-source
10. AI-ready (llms.txt, SKILL, OpenAPI spec, etc.)
    a. implement resolution by saying "*hey claude, implement ENS resolution in my app using resolvio.xyz*" and it does it in under a minute (proof demo 🎬).

Why we built it

- Mostly because we were annoyed that we had to reimplement ENS resolution from 0 for every new product we released.
- Then we realized if it's a pain for us (who know everything about ENS) it must be a pain for other teams as well.

- We were missing some features we needed, such as API-first resolution, caching controls, bulk resolution for leaderboards, etc.
- Also, there were specific requests for a simple resolution features from ENS community.



Current adoption

It's difficult to precisely track how many resolutions are handled through Resolvio since all resolution is routed through a single gateway that is used by all of our internal products and whoever else is using it. (currently at 17M resolution requests).

5. ENS Components

ENS Components is a plug-and-play React UI library that makes ENS name and subname registration, and records editing, easy to embed into any app with production-ready UX and minimal engineering effort.

- Website: https://enscomponents.com/
- GitHub: https://github.com/thenamespace/ens-components
- Skill: https://enscomponents.com/skill.md
- Announcement + X thread: https://x.com/namespace_eth/status/2032074639414030747

Problem

Building even basic ENS functionality such as name registration, record management, subname issuance, or avatar support, often requires significant custom development work and navigate complex ENS workflows from scratch.

Our approach

Build an open-source component library that abstracts common ENS functionality into reusable, plug-and-play UI components.

Core components:

- `EnsNameRegistrationForm` - full commit/register flow
- `EnsRecordsForm` - edit text records, addresses, avatar, contenthash
- `SelectRecordsForm` - standalone record composer, no wallet required
- `OffchainSubnameForm` - gasless subnames via Namespace API
- `SubnameMintForm` - onchain subname minting with L2 resolver support

Features:

1. Drop-in ENS UX
2. .eth name registration
3. Onchain or offchain subnames registration
4. Customizable template
5. Interactive playground
6. Open-source

Strategically, ENS Components matters because it helps any app or a website offer entire ENS functionality, without deep protocol expertise.

6. ENS MCP

ENS MCP lets AI agents query ENS names, subnames, ownership, profiles, pricing, availability, and history.

- GitHub: https://github.com/thenamespace/ens-mcp

- ENS docs: https://docs.ens.domains/building-with-ai/#community-mcp-servers
- Announcement + X thread: https://x.com/namespace_eth/status/2029225288874508479
- Connect: `https://ens-mcp.namespace.ninja/mcp`

Problem

AI agents cannot easily interact with ENS without custom integrations and protocol-specific knowledge.

Our approach

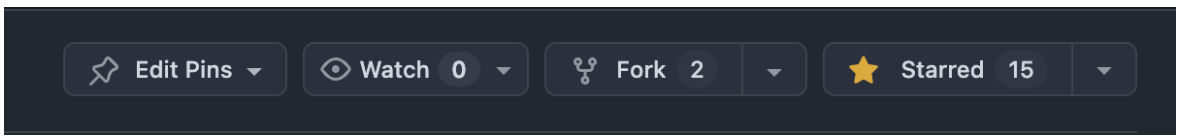
Build an open-source MCP server that exposes ENS functionality through a standardized interface for AI agents.

Available tools:

`is_name_available`	Check whether an ENS name is currently available for registration
`get_name_price`	Get the registration price for a name at a given duration (in seconds)
`get_profile_details`	Fetch full ENS profile: owner, resolver, expiry, text records, address records, and contenthash
`get_name_for_address`	List all ENS names held by a given address
`get_subnames_for_name`	Retrieve all subdomains registered under a parent ENS name
`get_name_history`	Retrieve the event history of any ENS name
`get_subgraph_records`	Query all record keys associated with a name

Currently live in production at 2 products (that we know of):

1. https://www.enscribe.xyz/
2. https://web3identity.com/



Built for:

- AI assistants (Claude, Cursor, VS Code, OpenCode, Codex, etc.)
- Developers building ENS-powered AI agents
- Teams that need ENS data in their AI workflows

7. Namera

Namera is an open-source programmable wallet layer for AI agents and automated systems, built around the idea that autonomous onchain actors need secure, sovereign, and interoperable execution and identity.

Simply put, Namera gives smart accounts to AI agents with programmable policies and scoped access to what an AI agent can do.

- Website: https://www.namera.ai/
- App: (coming soon)
- SDK: https://www.namera.ai/docs/sdk
- CLI: https://www.namera.ai/docs/cli
- MCP: https://www.namera.ai/docs/cli/mcp

Problem

Today, most AI agents operate with raw private keys exposed through environment variables, backend secrets, cloud storage, or local files, giving them unrestricted access to funds if compromised or misconfigured.

Solution

Namera solves this with smart accounts, scoped session keys, programmable onchain policies, and ENS-based identity primitives, that define exactly what an agent is allowed to do, including spending limits, contract access, gas usage, execution frequency, etc.

Demo

This is the cli demo

https://www.youtube.com/watch?v=4j61bfxfvhU

https://youtu.be/7IhQIEgYr8w

Features

1. **Scoped wallet delegation** - agents can only do what the session key explicitly permits; they never get root access to the wallet
2. **Onchain policy enforcement** - permissions / restrictions are validated at the smart contract level when transactions are submitted
3. **No custodial dependency** - everything runs locally or against onchain infra; no third-party key manager required (w*ith the exception that front-end app will store session keys*)
4. **Multi-key type support** - ECDSA and passkey session keys, covering both automated agents and passkey-based human signers
5. **ENS identity layer** - agents get `.eth` names, not just hex addresses; human-readable identity baked into the account layer
6. **x402 payment rails (soon)** - agents can pay and be paid natively via HTTP 402, enabling autonomous agent commerce without manual approvals
7. **Batched transaction flows** - bundle multiple operations into a single transaction, cutting gas and latency on multi-step tasks.
8. **Parallel transaction lanes** - independent operations run concurrently instead of queuing, so one task never blocks another.
9. **EVM multi-chain** - works across EVM-compatible chains

Backstory

Namera started as a side quest / passion project, but over time it became increasingly aligned with a much larger thesis we have around ENS, AI, and autonomous onchain systems.

At Namespace, we believe one of the most important long-term opportunities for ENS is becoming the identity layer for autonomous agents. Not just human-readable names for humans, but programmable, persistent, interoperable identity for AI agents, and autonomous actors operating across the internet.

Over the last year, we've spent significant time exploring the intersection of ENS and AI through ecosystem conversations, research, and the ENS x AI 🤖 community Telegram group we co-created and continue to run together with the Unruggable team. Through that process, one thing became increasingly clear:

AI agents will eventually need three core primitives:

- identity,
- permissions,
- and safe onchain execution.

ENS naturally fits the identity layer.

Namera emerged from focusing on the execution layer.

The goal is to build the execution layer that allows AI agents to safely operate onchain without requiring developers to sacrifice security for autonomy.

> 📌 *Importantly, Namera is the only product in our stack that is not directly ENS-centric. While we believe it meaningfully complements ENS in the context of agent identity and autonomous systems (and it's supremely cool), it will not be a primary focus within the scope of this Service Provider application outside of areas where it directly intersects with ENS infrastructure, agent identity, and ENS-native integrations.*

BD & Outreach

Our objective from SPP2 was: *"Drive ENS subname adoption by securing high-value partnerships, expanding developer integrations, and ensuring ENS remains the most dominant naming service on the market by making sure its registration and resolution are present everywhere."*

At the beginning of SPP2, we focused on creating a dedicated BD and partnerships team focused on outreach, integrations, and ecosystem growth. Our efforts centered on lead generation and sourcing, proactive outreach, educating teams on the value and utility of ENS, securing high-value partnerships and integrations, and cultivating long-term relationships with companies, developers, and developer communities across the ecosystem.

Outreach Methodology: Quality Over Quantity

From the beginning our strategy has been a quality-first, multi-touchpoint model.

Pre-Outreach Research Protocol

Before any touchpoint is initiated, the team spends dedicated time on every lead, reviewing the company's recent X posts, roadmap, and the individual's LinkedIn and Twitter. The goal is to identify a genuine, specific quality that makes outreach feel relevant rather than generic.

Multi-Touchpoint Sequence

Once research is complete, we run a structured sequence across: X/Twitter, Email, LinkedIn, Telegram, and Discord. The sequence last 2–3 months per lead. We do not expire a lead prematurely and do not spam - the goal is to build familiarity across multiple surfaces before asking for anything.

Channel Weighting by Vertical

The channel mix shifts depending on who we're targeting. For Web2 FinTechs, LinkedIn is the primary surface - that's where ICPs live. For Web3-native teams, X, Discord and Telegram take precedence. The outreach engine adapts accordingly.

ICP & Vertical Evolution

Our ICP has evolved each quarter as we learned where ENS subname infrastructure delivers the most value.

We mapped out these targeted industries as ideal ENS clients:

- Wallets and wallet-as-a-service providers
- Payments (apps, on/off ramping, payroll services, etc.)
- AI agents, platforms, and launchpads

- Rollup-as-a-Service providers
- Individual L2s running a chain-wide naming service
- Blockchain infra, tools, and service providers
- Brands and community subnames through Subpages
- Games (in-game usernames)
- Identity-related tooling and apps

Phase 1 - Web3 Native: L2 chains in testnet, rollups, dApps, DAOs, NFT and gaming projects.

Phase 2 - Broader Web3 Stack: Wallets, Waas and RaaS providers, exchanges and identity-adjacent protocols.

Phase 3 - Web2 FinTech & Payments: Governments, Fintechs, Neobanks, Global USD account providers, mainstream payment solutions. Directly aligned with ENS Labs' 2026 priorities around stablecoin payments. Currently represents roughly half of total BD capacity.

ENS Alliance

One of our goals from SPP2 was to build a BD-centric coordination layer between ENS Labs and other Service Poviders.

The ENS Alliance initiative argues that ENS needs a shared BD coordination layer to match its technical maturity with stronger distribution. ENS Alliance is positioned as that layer: a lightweight, collaborative system to coordinate outreach, manage opportunities, and accelerate ENS adoption.

The Challenge: BD Coordination

Right now, ENS Labs, Service Providers, and ecosystem teams often pursue opportunities separately, which leads to duplicated outreach, inconsistent messaging, and missed partnerships. There’s no shared system for tracking prospects, assigning ownership, or coordinating GTM efforts.

The Solution: ENS Alliance

ENS Alliance is proposed as a shared BD coordination and advocacy layer that helps ENS Labs, Service Providers, and ecosystem contributors. Its role is to

reduce overlap, improve transparency, and make sure valuable opportunities are actively owned and pursued by the right participants.

Current State of ENS Alliance

At the moment, given that only ENS Labs and Namespace work proactively on partnership opportunities, there are 3 components of ENS Alliance:

1. **Bi-weekly calls** — for CRM sync and pipeline overview, deal updates and stage changes, new opportunity discussions, knowledge sharing from recent conversations, etc.
2. [redacted] **(shared pipeline)** — Notion-based CRM pipeline for tracking leads and opportunities showing clear ownership, deal stages, updates and context on each deal, etc. at the moment, ENS Labs BD and Partnerships team together with Namespace team have bi-weekly sync to review lead status.
3. **TG group** — private TG group for coordination, updates, questions, and general communication.

Pipeline highlights

Highlighting a few key opportunities and partnerships currently in progress that originated directly from Namespace's business development efforts, whether through cold outreach, referrals, introductions, conferences, or existing relationships. (entire CRM pipeline — [redacted]).

1. Pakistan Crypto Council (PCC) AKA Pakistan Virtual Assets Regulatory Authority (PVARA)

Context: Pakistan Virtual Assets Regulatory Authority (PVARA), led by Bilal Bin Saqib, is an official government ministry overseeing virtual asset regulation in Pakistan.

Strategy: We are pursuing 2 parallel opportunities with PVARA:

1. **Educational Initiative** - A domestic-focused program to be executed in collaboration with BuidlGuidl. Our point of contact at BG is Carlos Sanchez, who helped prepare a 🔗 Ethereum Developer Program proposal that was shared with the Chief of Staff of PCC/PVARA.

2. **CBDC Pilot** - We are lobbying for ENS to be included in the State Bank of Pakistan's upcoming CBDC pilot. 🔗 Reuters — Pakistan Central Bank to Launch CBDC Pilot

PVARA Org Build-Out: PVARA posted vacancies ~4 weeks ago and is currently onboarding **150–200 staff** across Licensing, Sandboxing, Regulation, Audits, Support and other departments. 🔗 PVARA LinkedIn Announcement

Deal Status: 🟡 Ongoing - PVARA is focused on building out its initial team. We follow up with our point of contact **quarterly**.

Target Close: Q4 2026 - Q1 2027

2. [redacted]

Overview: [redacted] is a key account and leading Account Abstraction infrastructure provider, serving 30M+ users across 80+ chains. Their two core products are [redacted], a chain-agnostic trading platform, and [redacted], a developer-facing toolkit providing access to universal accounts.

Relationship: We are connected with the core team at the highest level - We held multiple sessions with CEO, COO, and Head of Ecosystem, and maintain quarterly check-ins.

Status: [redacted] sees clear value in integrating ENS but is constrained by a tight, fast-moving developer roadmap. They've indicated ENS could be scoped into their next major releases and want us to stay in touch.

Deal Status: 🟡 On Hold - Quarterly Check-ins

Target Close: Q4 2026 – Q1 2027

3. [redacted]

Overview: [redacted] is a blockchain natively built around onchain ETFs, turning tokens from Ethereum, BNB, Avalanche, Polygon, stablecoins, and RWA tokens into governed ETF baskets secured on [redacted]. A crypto-native take on portfolio infrastructure.

Relationship: Connected with the core team — CEO, CTO, and CMO. Multiple touchpoints over the past two quarters.

Opportunity: Integration of offchain subnames with [redacted]' native wallet solution.

Status: Following their $15M raise from [redacted] [redacted] (focused on validator growth and on-chain user expansion), the team went quiet as internal priorities reshuffled and the wallet launch was pushed back.

Deal Status: 🟡 On Hold - Quarterly Check-ins

Target Close: Q3 – Q4 2026

4. [redacted] [redacted]

(ENS Labs referral)

Overview: [redacted] [redacted] gives every [redacted] user an ENS-powered username like `happy.[redacted].id` - A single onchain identity that resolves across ETH, all L2s, Solana, Tron, BTC, and any chain added later. It plugs into [redacted]'s existing Missions, Pass, Perks, and Leaderboard as a new revenue stream, a retention loop, and ongoing brand exposure (names used as X handles drive continuous [redacted] impressions).

Relationship: Ongoing conversation with core team. Proposal drafted and shared, covering subname mechanics, UI integration ideas, pricing, revenue projections, and an MVP rollout plan.

See full proposal here: 🔗 Proposal

Status: 🟢 In Discussion - proposal shared, awaiting their feedback and alignment on scope.

Target Close: TBD

5. [redacted] / [redacted]

(ENS Labs referral)

Overview: [redacted] is a decentralized video streaming protocol providing open, scalable infrastructure for live and on-demand video.

Relationship: We have connected with the [redacted] core team and had an initial exploratory session covering multiple ENS integration opportunities.

Opportunities Discussed:

- **Streamer Subnames** - Each [redacted] could issue subnames to their community
- **Onboarding Flow** - At wallet connect, check if the user has an ENS name; if not, offer subname registration as part of the onboarding process
- **Contenthash Integration** - Auto-adding a contenthash swarm record to resolve to a streamer's live page
- **Social Login Support** - Exploring how to serve both wallet users and those signing in via socials

Status: [redacted] is exploring ideas internally and will come back to us.

Deal Status: 🔵 Early Stage - Exploratory

Target Close: TBD

6. [redacted]

Overview: [redacted] is an infrastructure protocol enabling one-command deployment of virtual blockchains on any chain, making it simple to spin up sovereign execution environments without complex setup.

Relationship: Connected with [redacted]**, CTO**. Had an initial session covering ENS integration opportunities.

Status: [redacted] is interested in integrating ENS but has faced delays due to internal deliverables. Awaiting a new timeline from their CTO for integration.

Deal Status: 🟡 On Hold - Awaiting Timeline

Target Close: TBD

7. [redacted]

Overview: [redacted] is the [redacted], the naming layer for the [redacted] ecosystem. We built a proof-of-concept bridging [redacted] names into ENS via a CCIP-Read gateway, resolving `.[redacted]` names as `.[redacted].eth` (e.g. `happysingh.[redacted]` → `happysingh.[redacted].eth`) served live from [redacted] state — extending ENS compatibility to a non-EVM chain.

Relationship: Shared group with the [redacted] team. Initial POC built and shared; conversations ongoing but not yet at a committed stage.

Status: Strong long-term prospect as they acquired `[redacted].eth` for $50k, signaling clear intent. Waiting on the right timing on their end to take the integration forward.

Deal Status: 🟢 Delivered, waiting for integration

Target Close: TBD

8. [redacted] / [redacted]

(ENS Labs referral)

Overview: [redacted] is a digital identity protocol live in Buenos Aires with 800,000+ IDs minted, integrated into the city's official app. [redacted] builds the infrastructure behind it. [redacted] [redacted], [redacted] is next, potentially adding 3–4 Million users.

Opportunity: Native ENS subnames for every [redacted] user under [redacted].eth or [redacted].eth - both domains already delivered. Longer term, exploring bidirectional DID↔ENS resolution. Would be a first-of-its-kind integration.

Deal Status: 🟡 On Hold - Quarterly Check-ins

Target Launch: TBD

9. [redacted]

Last updated: June 3, 2026

Overview: [redacted] is a regulated digital asset platform offering [redacted]-compliant investment in tokenized stocks, commodities, and cryptocurrencies. A strong fit given ENS Labs' 2026 focus on stablecoin payments and FinTech integrations. They process roughly **$32B in annualized volume**, serve **2M+ wallets** and **1,000+ SMBs** across **125 countries**.

Relationship: Our points of contact are [redacted] [redacted], Executive Director, and [redacted] [redacted], VP of Tokenization. Initial materials on ENS and its benefits for [redacted] users have been shared with the team.

Status: Active conversation ongoing. Working on scheduling a joint meeting with the **ENS BD team** to move the conversation forward.

Deal Status: 🔵 Early Stage - Meeting Being Scheduled for June.

Target Close: TBD

10. [redacted]

Overview: ████ is a stablecoin-powered financial platform offering global access to hold, send, and spend money instantly - anywhere. A strong fit given ENS Labs' 2026 focus on stablecoin payments and FinTech integrations. ████ has surpassed **1M users** and processes over **$5B in annual volume**.

Relationship: Connected with the Country Manager. Had an initial meeting covering ENS integration opportunities.

Status: Deal is in early stages with conversations ongoing.

Deal Status: 🔵 Early Stage - Exploratory

Target Close: Q4 2026 – Q1 2027

Side Quests + Other work & contributions

We're builders by nature and we live and breathe ENS. Beyond our core roadmap, we dedicate a portion of our time to experimentation, rapid prototyping, and exploring new ideas that could benefit ENS and the broader ecosystem. These projects help us maintain a strong builder culture, test new concepts, and occasionally uncover entirely new opportunities (like it was the case with ENS x AI).

Products and services

ENS Resolver for Google Sheets

Simplify blockchain data handling with ENS Resolver for Sheets. Convert addresses to ENS names, retrieve profiles, and enrich data tables in just a few clicks, directly in your spreadsheet.

- Website: https://ens-sheets.namespace.ninja/
- Official https://x.com/namespace_eth/status/2026651654607745193
- How-to https://x.com/namespace_eth/status/2027001967042838558

Subpages - white-label subname minting page

White-label solutions allowing devs to quickly deploy a customizable website with subname minting already embedded.

- Website: https://github.com/thenamespace/subpages

- used by SheFi, PizzaDAO, and few other communities.

ENS Widget - embeddable widget for name/subname registrations

Allows anyone to sell subnames from their own website.

- Website: https://app.namespace.ninja/widgets

Avatar Service - metadata services for names/subnames

- Service repo: https://github.com/thenamespace/metadata-service
- SDK: https://www.npmjs.com/package/@thenamespace/avatar

Problem

ENS has no native way to upload avatars and headers for subnames (L2 and offchain) — only for top-level names. So anyone issuing subnames had no path to give them profile images.

What we did

- Built a public Avatar Service for ENS names and subnames, then open-sourced it and opened it up for the whole ENS ecosystem to use.
- Shipped an SDK (`@thenamespace/avatar`) so developers can drop avatar uploads into their dApps with a simple HTTPS client, and bundled it into our starter kits alongside our ENS components.

How it works

- Upload an avatar or header for any ENS identity with just a signature — no gas, no transaction.
- Supports parent ENS names and subnames, plus header images.
- ERC-6492 verification, so smart accounts work out of the box.
- Deterministic URLs (`avtr.cc/{ens}`) make every update gasless, with 5-minute pre-uploads held until ownership is verified.
- Live on Mainnet and Sepolia.

Why it matters

Fills a gap in ENS subname infrastructure: we needed avatars for our own subnames, built the service, and released it so every issuer and app in the

ecosystem benefits — not just Namespace.

ENS protocol-level skill

- Website: https://github.com/thenamespace/skills/blob/main/skills/ens/SKILL.md

We built an ENS protocol-level vendor-neutral skill that teaches an agent how to handle ENS-related tasks correctly!

It covers:

- ENS resolution
- reverse lookups
- avatars / profiles
- ENSv2 readiness
- subnames
- CCIP-Read
- ENS normalization
- multichain / L2 primary names

What it's for

If an agent is asked anything about ENS integration, debugging, ENSv2-readiness check or auditing of some kind, this file tells the agent:

- when to activate
- what correctness rules matter
- what patterns / libraries to use
- what mistakes to avoid

Other work and contributions

Events

- ETHGlobal New Delhi 2025

    - Helped out ENS Labs by judging and speaker at the Hackathon workshop.
- Devconnect 2025
    - ENS office hours with Namespace.
- EthMumbai 2026
    - ENS Specialist / technical hackathon support
- ethCC 2026
    - Repping Namespace and ENS ecosystem, meeting with teams across the industry, identifying new integration and partnership opportunities, strengthening existing relationships.

Public goods

The European Decentralization Institute

- Helped review and strengthen the policy brief: Digital Identity as the Foundation of European Sovereignty.

Articles published

- The Next ENS use case: AI Agent Identity
- ENS, Vision, Grails, Trading, Doma, Tokenization, Vibes
- Case Study: PinMe - Forever Frontends
- Case Study: Unicorn wallet - Branded Identity for ETHDenver
- Case Study: POAP - In-app ENS usernames
- How to issue ENS subnames without deploying contracts

SPP2 - hits and misses

In this section I'll elaborate on what we delivered, what we failed to deliver and why.

What we didn't deliver:

- Namespace app features such as 1) sponsored wallet to cover subname minting gas fees, 2) splitting subname revenue across multiple wallets, 3)

minting subnames using different tokens, and 4) adding more L2 chains.

  - **Reason why**: We deliberately held off on these features because, at the time, ENSv2 was expected to launch on Namechain. That meant any major product expansion would likely need to be rebuilt or migrated onto an entirely new contracts. The same logic applied to adding more L2 chains: for most of the year, our strategy was aligned with the upcoming Namechain ecosystem, so it made little sense to expand deeply into something we expected to replace. That only changed later, once it was decided that ENSv2 would remain on Ethereum instead.

- Launch subname-as-a-service with 1 RaaS and 1 WaaS provider, 3 wallets, 2 games, and 2 payment-related apps.
  - **Reason why [Waas and RaaS]**: Most RaaS providers shifted their focus toward the AI market, with little to no real interest in L2s as an Ethereum scaling strategy. We explored the space seriously and spoke with providers including Gateway.fm, Alchemy, and Gelato, but we were not able to close a partnership with any of them (yet!).
  - **Reason why [wallets]**: we only have 1 instead of 3 wallet integrations, even though we reached out to over 25 wallets during SPP2. 15 of them are disqualified (not interested), 5 of them we sent a proposal and are still negotiating, and 4 of them are on a quarterly check-ins, meaning they confirmed interest but haven't officially committed yet.

    We have established conversations with Ambire, 1inch, Bitget wallet, and many others (all of these are available in the ████ - our CRM pipeline). Selling ENS is hard and there are many lessons we learned on how to properly communicate value proposition of ENS, when is the right timing to pitch ENS support to teams, etc., and we expect our win rates to increase going forward.
  - **Reason why [games and payments]**: We simply did not a lot of compelling opportunities in gaming. The sector cooled off significantly during SPP2, resulting in far fewer potential partnerships than anticipated. We only had DOS Chain. TG group was created and we sent them a proposal - DOS GamerTags, but it never materialized.

On the payments side, we successfully integrated with NedaPay and had Tuyo as a candidate, but the integration never moved forward because it was not a priority for them. As a result, we're ending SPP2 with 1 payment-related integration instead of 2 (as we originally targeted.)

- **Overall**: Overall, we entered SPP2 fully aware of how difficult it is to sell ENS. Sales cycles are long, adoption takes time, and many opportunities require extensive education and relationship-building. Further, the larger the opportunity (large wallets, CEXes, etc.), the bigger the chances of them asking for a compensation package for the integration (which we couldn't provide). Even so, we set ambitious, moonshot-level KPIs for ourselves. However, with our team size and the budget, we believe the results we delivered are difficult to replicate.

- ENS CEO - AI agent answering questions on social media
  - **Reason why**: even though we built one, (ens_ceo on X) we consider it a failure because we were not able to get it to the quality bar we wanted. Building an AI persona that is genuinely entertaining, engaging, slightly edgy, but still respectful, and doesn't act out, proved much harder than expected. It never consistently met our standards, which is ultimately why we chose not to launch or publicly promote it (yet).

- TLDs
  - We announced our intention to pursue a TLD opportunity and participate in the upcoming ICANN TLD application round (more here). Although this was not part of our SPP2 scope, it is worth highlighting because we invested a considerable amount of time exploring the opportunity, going through the Applicant Support Program, etc. before ultimately deciding not to proceed (more here).

    Despite stepping away from it, our conviction remains unchanged. One of the biggest long-term opportunities for ENS is bringing existing TLDs onchain. We believe the next major growth phase for ENS could come from enabling TLD operators to claim ownership of their TLDs through ENS and make them fully ICANN and ENS compatible and use them to name every digital resource onchain and on the internet.

What we delivered:

- We delivered everything else.
- And then some...

What we overdelivered:

- Aimed for 25% quarterly growth for Subnames
  - Since we started SPP2 with ~**20k** subnames, that would mean by the end of SPP2 we should've had ~**48k** subnames.
  - But in reality we have ~**860k** subnames 🥷
- 3 chain-specific naming services instead of 2 (and a few more in the pipeline)
- Resolvio
- ENS Components
- ENS MCP
- Namera - evolution of agents.domains
- ENS x AI initiative
- and many others products, services, and other contributions.

> 📌 *It's worth noting our team was the only one with fairly ambitious moonshot KPIs and actual measurable objectives, hence the detailed breakdown.*

SPP3 Application

Strategic Focus for SPP3

Moving forward, we are taking a more strategic approach by focusing on areas that have already demonstrated strong product-market fit, clear ecosystem demand, and meaningful value for ENS.

This application remains grounded in our core strength: **subnames**.

SPP3 for Namespace is built around four priorities:

1. ENSv2-ready onchain subname infrastructure
2. continued maintenance and growth of our existing ENS products
3. new ENS-native products that expand the ecosystem's product surface area
4. more custom solutions and partner integrations

Things we measure as indicators of our success:

1. Subnames
    a. Number of Subnames issued.
    b. Number of Resolutions handled.
2. Products
    a. Extends ENS utility.
    b. Cuts ENS integration time.
    c. Increase ENS adoption.
3. BD and Growth
    a. Number of high-value partnerships.
    b. Number of custom solutions built.

> 📌 *Every product we build is 100% ENS-centric. We are not building products that happen to include ENS somewhere in the stack; we are building products whose sole purpose is to improve ENS by making it easier to use.*

Migration to ENSv2

One of our big goals during SPP3 is to make the entire subname infrastructure fully ENSv2-ready, decentralized, and permissionless.

Our current subname issuance system depends on ENS NameWrapper contract, which will become obsolete with ENSv2 launch. To prepare for this transition, we

need to build a new set of smart contracts that allow users to issue and manage subnames directly on ENS registries using ENSv2-native logic.

The current ochain *activation flow* ("activate" an ENS name: enable subname registrations on our platform) also relies on our offchain infrastructure. When the system was originally built, high Ethereum mainnet gas fees made advanced onchain listing functionality impractical. Features such as custom pricing, whitelists, reservations, and configurable mint conditions were therefore handled offchain.

With significantly lower gas fees today, we can now move this logic fully onchain and remove the dependency on centralized infrastructure.

This work will include:

- Developing new smart contracts for activation and minting flows using ENSv2-native logic.
- Smart contracts logic will be onchain, fully decentralized and permissionless
- Refactor and redesign our SDKs to support the new contracts and workflows.
- Refactoring and redesign our indexers to support and index events for the new smart contracts
- Updating the web application UI to support the new onchain activation, minting and renewal process.
- Migrating existing activations and helping users transition ENSv1 subnames to ENSv2.

As a result, we will have a fully functional system where users can activate their names and enable minting of fully ENSv2-compliant subnames directly onchain.

Existing Products and Services

There are some mandatory updates we need to do on the existing products we run that are used by both developers and non-developers. And there will be ongoing maintenance work, upgrades, new feature requests handled, etc.

Deliverables:1. Namespace App

- Upgrade the name activation flow to support the latest ENSv2 contracts while maintaining backward compatibility with the existing ENS version.
- Redesign and update the ENS name registration, renewal, and subname minting interfaces to align with the ENSv2 architecture.
- Build a migration page that enables users to transition names activated on our platform on the legacy ENS contracts to ENSv2. This includes:
  - Migrating activated ENS names.
  - Supporting migration of subnames previously issued through NameWrapper, with migration initiated by each individual subname owner.
- Expand the activation workflow with additional features and functionalities to improve usability and user experience.
  - *Sponsored wallet to cover subname minting gas fees*
  - *splitting subname revenue across multiple wallets*
  - *minting subnames using different tokens*
  - *and others*.
- Continuously maintain and improve the App through ongoing performance optimizations, bug fixes, and UX improvements driven by community feedback and usage insights.

2. Subname infra**Onchain Subnames**

During SSP3, we plan to redesign our onchain subname infrastructure to align with ENSv2 and take advantage of the lower transaction costs now available on Ethereum L2s. This will allow us to move core activation and subname issuance logic fully onchain, reducing reliance on offchain processing while improving transparency and composability.

Key areas of work include:

- **Redesigning and rebuilding the smart contract architecture** to support ENSv2 and future protocol requirements.

- **Moving activation and subname issuance flows fully onchain**, replacing components that previously relied on offchain processing.
- **Upgrading the indexing infrastructure** to support the new activation and issuance mechanisms.
- **Maintaining backward compatibility** by preserving existing listing and minting APIs used by current integrations.
- **Developing enhanced event indexing capabilities** for:
  - Name activation events
  - Subname issuance events
  - Additional ENSv2-related protocol events
- **Continuing to improve infrastructure reliability and security**, including ongoing hardening, testing, and operational improvements.

Offchain Subnames

The Offchain Subnames Infrastructure will continue to operate as a stable and production-ready platform throughout SSP3. Rather than introducing major architectural changes, our focus will be on maintenance, reliability, and ensuring compatibility with the evolving ENS ecosystem.

Key areas of work include:

- **Maintaining and operating the existing infrastructure**, including the Offchain Manager service, CCIP Gateway, and SDKs.
- **Addressing bug reports and user feedback** to improve usability, reliability, and developer experience.
- **Continuing security and infrastructure improvements**, including monitoring, testing, and operational hardening.
- **Supporting ENSv2 adoption**, including any required updates to ensure offchain namespaces remain fully compatible with ENS resolution standards.
- **Facilitating smooth parent name migrations to ENSv2**, minimizing disruption for existing namespace operators and integrations..

3. Resolvio

- Add support for Interop Addresses (EIP-7930).
- Drive more adoption through enhanced developer experience, documentation, demos, guides, and BD and marketing efforts, SEO/GEO optimization, etc.
- Maintenance, improvement and bug fixes based on user feedback and reports.

4. ENS Components

- Add support for ENSv2 name registrations and renewals.
- Add support for ENSv2 subname registration and management.
- Drive broader adoption of ENS Components by improving developer experience, documentation, dev-reling, demos, how to's, and BD efforts.
- Continuously maintain and enhance the component library through regular upgrades, performance optimizations, bug fixes, and feature improvements based on user feedback and community needs.

5. ENS MCP

- Support write operations (currently read-only).
- Update to ENSv2 when it launches.

6. Custom solutions

During SPP3, we will continue delivering bespoke ENS implementations for teams that need more than a self-serve product.

This includes custom subname services, chain-specific naming setups, branded registration flows, and integrations that connect ENS directly into partner apps, wallets, and communities.

We already have active Telegram groups with many teams, coming both from our own outreach and from ENS Labs referrals, and a key part of this work will be

converting those existing conversations and negotiations into live deployments. In parallel, we expect to support new teams entering our pipeline.

The goal is to turn existing and new partner interest and pipeline activity into ENS integrations that drive real registrations, usage, and ecosystem adoption.

7. Namera

As AI agents become an increasingly important user base both on the internet and onchain, we expect this trend to accelerate. We will continue working on Namera to become a go-to developer platform for creating smart accounts, managing session keys and permissions, and equipping AI agents with identity from day one.

On the roadmap

- Launch Dashboard (almost ready)
- New SDK v1 and CLI v1 will only support dashboard created smart accounts and session keys, to make it seamless for users to manage account without having to worry about API keys, RPC URLs, etc.
    - Now, the CLI uses locally stored accounts. In v1 the CLI and SDK will be tied to the dashboard. So you can create smart accounts from dashboard, and programmatically use it from SDK or CLI.
- Support for Multichain Passkey Account and session keys on dashboard.
- Support to registering smart account as agents using 8004 registry, and adding support for ENSIP-25, ENSIP-26.
- Launch MCP with OAuth 2.1 Authorization with support for most clients like Codex, Claude code, etc.
- x402 Plugins for Servers such as Hono, Express, Effect http.
- Templates for creating session keys:
    - ENS Template, Uniswap v2, v3 templates, etc.
    - Continuous work on more and more templates.

New Products

During SPP3, we also want to explore a small number of new product bets that extend Namespace's broader work around ENS adoption, usability, and and subname tooling and distribution. These reflect areas where we think new product surfaces can help bring ENS to more users, developers, and traders in more accessible ways.

The 2 main products have been on our radar for some time, and we secured the domains in advance as part of early preparation.

1) subname.dev

SubnameDev is a deployment stack for launching ENS L2 subname systems.

Goal

Make launching ENS L2 naming systems much easier for chains, wallets, or products that want something production-ready, without forcing them to piece the whole stack together themselves and build it from scratch. That means not just contracts, but also the surrounding infrastructure that usually makes these deployments slower and heavier than they should be.

Why is this needed?

1. There is still a clear infrastructure gap

   Launching an L2-specific subname service is still too custom and too operationally heavy. Teams can deploy pieces of the stack, but they still end up dealing with missing infrastructure around gateways, indexing, metadata, and registry design. subname.dev exists to make this much more complete, so launching a naming system feels like using a real deployment stack.

   We have spent the last year building 4 chain-specific L2 naming systems. That gave us direct experience with what keeps repeating, what keeps breaking, and what still has to be done manually every time, and we want to productize it.

2. We already know the demand is there

   durin.dev showed that developers want tooling like this. It saw strong adoption from teams at hackathons because it let them quickly deploy contracts and start issuing subnames on L2s. However, it was intentionally designed as a lightweight developer tool rather than production-ready infrastructure.

subname.dev builds on that signal, but takes it further with ENSv2 compatibility, more features, and a smoother path from setup to production.

Optionally, Namespace team can take over the work on durin.dev to keep it updated with latest ENS upgrades and improvements if there's not designated person/team doing that.

What's missing?

While durin.dev simplified deployment of L2 contracts, L1 resolvers, and CCIP gateways, there were still a few gaps:

1. CCIP gateway
2. No shared indexing infrastructure
3. No metadata service
4. Registrar contract was minimal by design

With subname.dev, our goal is to provide a more complete and production-ready stack while keeping everything modular and self-hostable.

Timing

With ENSv2 approaching, we believe this is the right moment to evolve the concept into something bigger. Subname.dev is intended to become the default toolkit for launching ENS-powered chain or product-specific naming systems.

Planned improvements

1. ENSv2-style registries
    a. Support for permissions, subregistries, and more advanced functionality.
2. Improved registrar contracts
    a. More flexible pricing and registration logic instead of a single fixed price.
3. Shared (or self-hosted) indexer
    a. A common indexing service for contracts deployed through subname.dev, with self-hosting still supported.
4. Managed (or self-hosted) CCIP gateway
    a. Projects can plug into a shared gateway instead of running their own.

5. Metadata service
    a. Shared metadata infrastructure with the option to self-host.

Who can use it?

subname.dev is designed for any team that wants to launch an ENS subname naming service without building or maintaining the entire stack themselves.

- **L2 chains** looking to launch self-hosted chain-specific naming systems.
- **Wallets** that want branded usernames and identities for their users.
- **Apps and protocols** looking to issue human-readable names tied to accounts, profiles, memberships, or assets.
- **Communities and DAOs** that want to create identity systems for contributors and members.
- **AI agent platforms** looking to assign verifiable identities to agents by default.
- **Hackathon teams and developers** who want to experiment quickly without spending weeks setting up infrastructure.

The stack is designed to support both teams that want a production-ready deployment out of the box and teams that prefer to self-host, customize, and extend individual components.

2) ens.fun

Overview

ens.fun is a platform that lets ENS name owners launch a tradable token tied to their name, turning attention around ENS names into an active market and a new source of fee generation for both the owner and ENS DAO.

Problem

ENS names are valuable and utility packed, but mostly economically dormant. For most holders, the main way to realize value is still selling the name or building something substantial around it. Importantly, there’s no simple way to monetize attention around a name without selling it.

Solution

ens.fun lets ENS name owners launch official tradable tokens tied to their name, creating a new way to monetize attention (without selling the name), drive price discovery, and generate fees for both the owner and ENS DAO.

Product

The product allows the current owner of an ENS name to launch one official tradable token tied to that name. The token has a fixed supply and a standardized trading structure (to protect users from bad actors). Those tokens do not represent ownership of the ENS name itself. Instead, they create a liquid market around the name's attention, narrative, and perceived value.

Trading activity generates fees, with 0.5% going to the ENS name owner and 0.5% going to ENS DAO. If the ENS name changes owners later, the new owner can update the receiving address and collect the trading fees going forward.

Why this matters?

ENS names are already traded socially and speculatively, but today that market mostly exists in a passive form: people buy and hold names in the hope that someone else will value them more later.

If you look at Vision's Dune dashboard, it generated ~27k ETH in trading volume, 130k sales, and contributed around 20% to the total of ENS domain registrations at the time. (speculation is the name of the game).

ens.fun makes that market more active. It turns a name from something people speculate on quietly into something that can attract visible trading activity, recurring fee flow, and continuous market attention.

Impact

This creates a new monetization layer for ENS holders. If a name attracts trading activity, the owner earns from that activity while still keeping the underlying ENS name.

It also introduces a new form of price discovery for ENS names themselves. If a token tied to a specific ENS name attracts strong and sustained trading volume, that becomes a signal that the underlying name drives attention and can support economic activity.

How it helps the ENS DAO?

First, it can drive new registrations by giving people another reason to acquire strong ENS names in the first place. If a good name can generate trading fees, the incentive to register and hold high-quality names increases.

Second, it can increase secondary market activity and ecosystem utility by making ENS names more dynamic. Instead of names sitting idle in wallets, they become focal points for trading, speculation, and community attention.

Third, it can generate direct DAO revenue. The fee model routes 0.5% of trading volume to the ENS name owner and 0.5% to ENS DAO.

More broadly, ens.fun is an attempt to keep ENS relevant to current crypto trends. It brings ENS into a format people already understand — fast, liquid, attention-driven markets, while anchoring that behavior to ENS names.

BD and Outreach

In SPP2, we set out to build a dedicated business development and partnerships team focused on growing ENS adoption. The goal was to secure high-value partnerships, expand developer integrations, and strengthen ENS's position as the leading naming and identity layer across the ecosystem.

Over the past 12 months, we built a starting foundation:

- multi-channel outreach operation
- verified lead-generation system with sub-1% bounce rates
- custom CRM shared with the ENS Labs BD team
- targeted playbooks for both Web3 and Web2 fintech

This work has produced a growing pipeline of opportunities across wallets, L2s, exchanges, payment providers, and consumer applications.

SPP3 is about execution. With the infrastructure, processes, and relationships now in place, our objective is to drive ENS (subname) adoption through the Namespace product suite, expand into fintech and payments verticals alongside the ENS Labs BD team, deepen our presence across the industries we have identified as high-potential, support both existing and new partners running custom ENS deployments, and continue advancing opportunities through our pipeline until they become live ENS integrations.

What We've Built & What We're Bringing into SPP3

The past twelve months were as much about infrastructure as they were about outreach. Below is the tool stack we have assembled, tested, optimized and will be running at full capacity throughout SPP3.

Tool stack

Tool	Purpose	Impact
Warmed Sending Domains	Lookalike domains for outbound email, fully authenticated, throttled ramp-up	Core domain protected
The Dojo (Notion CRM)	Custom pipeline CRM shared with ENS Labs BD team; bi-weekly joint review	Full transparency, zero silos
LinkedIn Sales Navigator	Advanced ICP targeting, custom lead searches, elevated daily limits	Precision prospecting, especially for FinTech, Neobanks, Global USD Account Providers
Sendpilot	LinkedIn outreach automation and sequencing	Scaled LinkedIn touchpoints without manual overhead
SendPilot Lead Database (400M+)	Broad prospecting universe filtered to ICP	Top-of-funnel sourcing at scale
Prospeo	Email finder and verifier on top of Navigator data	Data verification waterfall; drives bounce rate down
Instantly.ai	Email outreach automation, sequencing, and deliverability optimization	Scaled email campaigns with built-in deliverability monitoring
Telegram Premium	Increased daily outreach volume for personalized DMs to Web3 teams	Higher throughput on one of Web3's most active communication channels
Discord Nitro	Increased daily outreach volume, ability to join more servers for targeted queries and direct access to core teams	Greater presence, deeper community penetration, and direct lines to the right people across Web3

Together, Navigator → Prospeo → Sendpilot DB → warmed domains form a data enrichment and verification waterfall comparable to Clay - ensuring clean data at every stage of the outbound flow.

SEO, GEO & AI Optimization

The way people search is changing fast. ChatGPT alone now has 883M monthly users, processes 2B queries daily, and is the 5th most visited website globally. Gartner predicts overall search engine query volume will decline a further 15% by 2027 as answer engines continue to gain popularity. Meanwhile, AI search traffic converts at 14.2% compared to Google's 2.8%, meaning the audience coming through AI is not just larger, it is more qualified.

If your content is not structured to be cited, recommended, and surfaced by AI platforms, it effectively does not exist for a growing share of your ICP.

Our BD strategy today is entirely outbound. During SPP3, we'll be building an inbound layer to ensure ENS and Namespace are discoverable wherever our ICPs are searching, whether that's Google, an AI assistant, or developer documentation. This includes traditional SEO so teams searching for ENS subnames, Web3 identity, Web3 usernames, offchain resolvers, wallet names, and related terms can find us organically, as well as Generative Engine Optimization (GEO) to ensure AI tools such as ChatGPT, Perplexity, Gemini, and Claude surface ENS and Namespace accurately when users ask relevant questions.

All of our content goes through a detailed optimization process to ensure it is AI-ready, structured, authoritative, and written in the language our ICPs are actually using in their research.

The goal is to complement our outbound efforts with a sustainable inbound channel that continuously drives new users, developers, and partners toward ENS.

Partner Success & Retention Program

As our integration partner count grows, the BD motion cannot remain purely acquisition focused. We are building a formal Partner Success program to ensure existing partners are healthy, engaged, and expanding long after the initial close.

The program runs on a quarterly cadence with each active partner, covering integration health, usage, technical friction, and product feedback. These check-ins are also where we collect feature requests, feeding partner input directly into our roadmap and keeping them invested in the platform's direction.

The same touchpoints create the right environment to ask for referrals. A supported, happy partner is our most credible introducer. One warm referral converts faster than any cold outreach sequence. The program will be tracked and managed directly within the Dojo, adding a partner health layer to the existing pipeline so ownership and follow-through are clear across both the Namespace and ENS Labs teams.

Strategic Alignment

ENS Labs' offsite crystallized 3 core adoption drivers for 2026 and beyond:

1. stablecoin payments as the new frontier of real-world crypto adoption
2. a deliberate push toward FinTech integrations, and
3. the development of APIs and products that make ENS easier to embed across new and existing partners.

We are fully aligned with this direction. While we continue researching and reaching out to Wallets, L2s, WaaS & RaaS, DeFi protocols, and other Web3-native teams through X, Discord, Telegram, Email, and LinkedIn, roughly half of our total BD capacity is now dedicated to targeted outreach to high-priority Web2 verticals.

Our primary focus is fintechs, neobanks, global USD account providers, and payment platforms. We believe these categories represent the largest near-term opportunity for ENS adoption as stablecoin-based payments move from a crypto-native use case to a mainstream financial product used by both individuals and institutions.

The targets below represent what we are aiming to deliver based on the pipeline, infrastructure, and relationships built during SPP2.

Milestones (KPIs)

Outreach

- Identify and reach out to 50–75 organizations every month across Web2 and Web3 via our research-based, personalized outreach strategy.

Partnerships & Integrations

- 10 high-value partnerships with key industry players
- 5 custom subname minting services deployed for clients
- Subname registrations live with 1 major wallets
- Subnames enabled for 2 new rollups/L2s
- Subname registrations live with 1 payment-related apps
- Subname-as-a-service launched with 1 RaaS provider
- Subname-as-a-service launched with 1 WaaS provider
- 10k agents (sub)named through Namera.

Joint deals with ENS BD Team

- 1 Web3 Enterprise clients qualified and closed alongside the ENS BD team
- 1 Web2 FinTech Enterprise clients qualified and closed alongside the ENS BD team

Side Quests + Other work & contributions

There are a few side quests worth keeping an eye on during SPP3.

Our previous 2 applications both included side quests, and that has been useful. It gives us room to explore ideas early, before they become obvious priorities for the rest of the ecosystem. That is exactly how Resolvio, ENSComponents, and even ENS x AI became relevant for us: we started pushing in that direction before it was broadly recognized, and once it became real, we were already in position to adapt quickly and build around it.

For SPP3, the side quests we want to keep active are:

1. ANS (Agent Name Service) by GoDaddy + Domain tokenization

A few months ago, we initiated and facilitated a call between ENS Labs, the EF, and GoDaddy team around ANS. That conversation turned into several weeks of

collaboration, which resulted in concrete spec work on GoDaddy's side — including this PR integrating ERC-8004, ENSIP-17, and ENSIP-25 into the ANS registry specs. In practice, that work helped connect ANS more directly to ENS-based identity, DNS-to-ENS resolution, and agent registration standards, making the overall system much more aligned with where agent-native naming is going.

This is an early bet on agent-native naming and identity frameworks. It sits at the intersection of identity, AI, and programmable internet assets, and could open up new ways for domains and names to be used for agentic identity, resolution, trust, reputation, verification, versioning.

2. Collective buying of expiring .eth names (in temporary premium)

Temporary premiums are already a meaningful revenue source for ENS DAO, with roughly ~15-20% of DAO revenue coming from them on average. Exploring collective buying around expiring premium names could create a new participation model around that existing revenue surface, while potentially driving more activity and attention toward valuable expiring inventory.

> 📌 ***Note:*** *These side quests represent areas we want to actively explore during SPP3, but they are not guaranteed deliverables. The amount of time we can invest in them will depend on our availability after primary commitments, the volume of custom integrations or partner work during the period, and other factors. We also want to preserve the flexibility to pursue other emerging opportunities if they become more relevant. In many cases, these are lightweight, hackathon-style experiments where an MVP can be built relatively quickly, but whether we take them further will depend on timing, traction, and available bandwidth.*

3. Events

Based on our own experience on the ground and consistent feedback from the ENS Labs BD team, some of the most meaningful conversations and highest-quality leads have come from connecting with the right people face-to-face. IRL events remain one of the most effective ways to qualify customers, build trust quickly, and open doors that cold outreach simply can't.

We will be prioritizing attendance at key industry events across Europe, Asia, and the MENA region - showing up where our ICPs and target personas already are. Each event is treated as a structured BD opportunity: leads are pre-researched and prioritized in advance, meetings are scheduled ahead of arrival where possible, and all conversations are logged and followed up through the Dojo pipeline.

Planned Events

- Devcon India
- EthCC Cannes
- ETHBelgrade
- ETHPrague
- Malaysia Blockchain Week
- Coinfest Asia
- Token 2049
- ETH India
- ETHGlobal Mumbai
- India Blockchain Week (IBW)
- Korea Blockchain Week
- EthGlobal Tokyo

Milestones

Milestone	Deliverables	Verification	Expected Date
Q3/2026 - ENSv2 Onchain Infrastructure			
1. ENSv2 Onchain Subnames Infrastructure Development	1. ENSv2-compatible smart contracts for activation and minting of subnames	• Source and contract addresses code publicly available	End of Q3/2026

Milestone	Deliverables	Verification	Expected Date
	deployed on Sepolia. 2. Public demo application enabling users to activate a name and mint ENSv2-compatible subnames entirely onchain. 3. Source code published and documented.	• Committee can use demo app to activate name on sepolia testnet and issue subnames	
2. ENSv2 Onchain Subnames Indexing Infrastructure Available	• ENSv2-compatible smart contracts for activation and minting of subnames deployed on Sepolia. • Public demo application enabling users to activate a name and mint ENSv2-compatible subnames entirely onchain. • Source code published and documented.	• Source code publicly available. • Public API endpoint available for querying indexed activation and subname data. • Committee can verify that onchain events are reflected accurately in the indexed data.	End of Q3/2026
Q4/2026 - ENSv2 Onchain Infrastructure			
Mainnet Launch and integration depends on ENSv2 production launch.			

Milestone	Deliverables	Verification	Expected Date
We can't launch this without ENSv2 official contracts on mainnet.			
1. Mainnet Launch & Integrations	• ENSv2-compatible activation and subname minting contracts deployed to Ethereum mainnet. • Contracts fully operational and audited • Development documentation updated	• Public deployment addresses published. • Committee can independently verify deployments and contract functionality on Ethereum mainnet. • Audit Reports available	Mid of Q4/2026
2. Web Application Support for ENSv2 Subnames	• Existing application updated to support ENSv2 activation, minting, and renewal workflows. • Users can manage ENSv2 subname listings directly through the application.	• Committee can access the production application and: ◦ Activate a name. ◦ Configure minting settings. ◦ Mint and renew ENSv2-compatible subnames. • All interactions execute through the deployed mainnet contracts.	End of Q4/2026
3. New version of Mint Manager SDK Release	• SDK updated to support ENSv2 activation, minting, and management workflows. • Documentation and	• SDK source code publicly available. • Documentation demonstrates activation and minting flows using the	End of Q4/2026

Milestone	Deliverables	Verification	Expected Date
	usage examples published.	deployed mainnet contracts. • Committee can verify functionality using the published examples.	
4. ENS component support for new subname issuing functionality	• Support for new functionality added into ENS components • Documentation and usage examples published.	• SDK source code publicly available. • Committee can verify functionality using the published examples.	End of Q4/2026
Q1/2027 - Subname.dev instrastructure			
1. Core Protocol Infrastructure Developed and Released on Sepolia	• ENSv2-compatible registry contracts supporting permissions, subregistries, and delegated management functionality deployed on Sepolia. • Improved registrar contracts with configurable pricing and registration logic deployed on Sepolia. • Source code published and documented.	• Committee can interact with the deployed contracts on Sepolia. • Committee can configure registration parameters and issue subnames through the deployed contracts. • Smart contract source code and deployment addresses are publicly available.	Mid of Q1/2027
2. Shared Indexing Infrastructure	• Production-ready indexer for contracts	• Committee can query the public API	Mid of Q1/2027

Milestone	Deliverables	Verification	Expected Date
Available	deployed through subname.dev. • Public API exposing indexed registration and ownership data. • Source code published and documented.	for indexed registration and ownership data. • Committee can verify that onchain events are accurately reflected in indexed data.	
3. Managed CCIP Gateway Released	• Shared CCIP gateway service developed and hosted for projects using subname.dev. • Documentation published for integrating deployed naming systems with the shared gateway.	• Committee can configure a deployed naming system to use the shared CCIP gateway. • Committee can verify successful name resolution through the hosted gateway.	Mid of Q1/2027
4. L2 Support Released	• subname.dev infrastructure deployed and operational on major Ethereum L2 networks. • Registry, registrar, indexing, and CCIP infrastructure fully operational across supported networks. Deployment addresses and documentation published.	• Committee can verify deployments and supported L2 networks.	End of Q1/2027

Milestone	Deliverables	Verification	Expected Date
5. Self-Service Platform & SDK Release	• Web application released allowing users to deploy and configure a complete naming system without manual contract deployment. • Users can deploy registry and registrar contracts, configure registration parameters, and manage resolver settings through the application. • SDK released supporting deployment, registration, management, and integration workflows. • Documentation, examples, and deployment guides published.	• Committee can access the application and deploy a complete naming system. • Committee can configure registrar settings and resolver configuration through the application. • Committee can verify functionality using the published SDK examples.	End of Q1/2027
Q2/2027 - Ens.fun			
1, Core Protocol Development & ENS Integration on Testnet	• Smart contracts for ENS-linked token creation • Ownership transfer logic that allows fee recipient updates when ENS ownership	• Reviewing open-source code repository and deployed contracts	Mid of Q2/2027

Milestone	Deliverables	Verification	Expected Date
	changes. • Comprehensive unit tests.		
2. Token Launch Platform (Frontend + Backend) on Testnet	• ens.fun web application. • Backend APIs for fetching ens.fun protocol and token information. • Integration between frontend and backend services.	• Accessing the deployed web application. • Testing the complete user flow: Connect wallet. - Verify ENS ownership. • Launch an ENS-linked token. • Buy and sell the tokens.	Mid of Q2/2027
3. Mainnet Launch & Ecosystem Adoptionb	• Mainnet deployment. • Public documentation. • Monitoring and analytics infrastructure. • Initial launch campaign targeting ENS holders.	• Confirming mainnet deployment. • Accessing public documentation. • Verifying real ENS-linked tokens exist and are tradable. • Reviewing launch metrics.	End of Q2/2027