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The ten-year anniversary of .ME domain made us look back on all that we have done so far for our community and reflect on what we can do better in the future. The objective of this report is to show how we developed as a company and how our ideas about what is good for our society were shaped along the way. This wouldn't be possible without the help of our partners and friends with whom we have worked hard to bring our vision to fruition.

Dean Kamen, founder of FIRST (For Inspiration and Recognition of Science and Technology), one of the two companies that created FIRST LEGO League, said: **"The success of every country lies in its ability to transform its culture so that it can become a world in which science and technology occupy a special place where young people wish to become scientists and technological leaders."** Aware of the importance and responsibility of representing a national brand, we crafted a detailed corporate social responsibility (CSR) strategy from the very beginning. The fact that most of our CSR projects are

# 1.

## Message from our CEO



as old as our company comes as a confirmation that we see the investment in our community as the investment into the overall business environment in Montenegro.

**Our main focus is on creating and promoting tech-related educational opportunities for Montenegrin society.** During these ten years we fought relentlessly to bring every good idea to life. By supporting the activities that promote STEM education we want to create a better future for our children - the future that is as diverse as possible in terms of the choices they make regarding their education, work, and lifestyle. For those a bit older, such as

graduates, postgraduates, and aspiring entrepreneurs we organized startup competitions and hackathons, offered mentorships and arranged meetups with investors. Further, we have founded Spark.me, one of the most inspirational business and tech conferences in the region, in order to bring some of the brightest minds in the world to Montenegro and to create an opportunity for Montenegrin people to connect with the like-minded people and potential partners from all around the world. Eventually, our efforts contributed to the recognition of Montenegrin startup ecosystem by regional leaders and put our home country on the map of the popular tech tourism destinations in South East Europe.

**Most importantly, we grew individually and as a team and our dedication to CSR activities and personal commitment to making our surroundings a better place helped us develop new perspectives on our work at .ME.**

We wish you happy reading!

**Predrag Lešić,**  
Chief Executive Officer



## 2. Message from our Board

Building something from scratch is the most exciting thing you can do. However, with the excitement it comes responsibility not only towards your team, customers, and clients, but also towards the community you are a part of. When we launched .ME ten years ago we knew we would need to live up to the expectations of the Government of Montenegro. This was a business challenge and opportunity but it also came with a certain degree of responsibility towards Montenegrin society. The pillar stones of our strategy were dedication to progress, belief in our idea and its potential, and determination to contribute our time and resources to improving the business climate and STEM education in Montenegro.

As a company we made a continuous progress and created a brand that appeals to some of the biggest names in the business world such as WordPress, Time, Mercedes, Facebook, Tui, Telegram, PayPal and to the individuals who want to personalize their online identity alike. A great start we had with 100,000 registrations within the first three days of the official launch was a strong motivation but it also posed a great challenge of keeping up with the initial success. Undaunted by failure, we worked on ourselves and on .ME brand and eventually figured out how to address issues effectively and make more valuable CSR contributions. We improved over the years and as

we grew as a company so did our contribution to the Montenegrin society.

I am thrilled to present to you our corporate social responsibility report made to commemorate our ten-year anniversary. As Denise Lee Yohn, a Spark.me 2018 keynote speaker, says: "CSR is now CSV (Create Shared Value)" and with this CSR report we want to put emphasis on the shared value we have created along the way and to express our gratitude to people and organizations who supported our mission by sharing our vision of a better Montenegro. We are forever grateful for their support.

**My advice to the readers of this report is to treat it as an invitation to reach out, share their ideas, and join us.**

Sincerely yours,

**Desiree  
Željka Milošević**  
President of the Board of Directors



### 3. Our responsibility towards the Community







## 3.1. A journey through history

Back in July and August, 2008, when global registrations of .ME domains reached record numbers for the new domain extension we started thinking about giving back to Montenegro, the home country of .ME domain. Rather than focusing exclusively on business operations we felt that it was our responsibility to contribute to the growth of online business and STEM education in Montenegro. As one of the leading companies in the IT sector of Montenegro, we concentrated on raising awareness about the importance of ICT by providing adequate equipment to the educational institutions and by designing ICT-related courses for those willing to learn about new technologies. Our main challenge in domain business was to get recognized in a somewhat conservative industry at the time. Coming from a small South Eastern European country as a newbie, we



**Our  
responsibility  
towards the  
Community**

aimed for disruption in the domain name industry. We had to stand out. We knew that we, as a team, needed to embody the values of our company and of our country. In a nutshell, these values are the emphasis on the safe neighbourhood within our domain and the personal relationship with our customers. Our launch coincided with the global marketing movement where the focus moved from corporate to personalized branding. So, we plucked up courage and aggressively advertized .ME as the go-to domain for the new movement in branding. And very soon, big brands recognized the personal appeal of .ME domain. But, despite the fact that it was the personal appeal that made .ME so attractive, we would always highlight that the true home of .ME domains was Montenegro, a beautiful small country on the Adriatic.



Simultaneously with our worldwide branding efforts, we started our CSR story by donating computer classrooms to the Faculty of Natural Sciences and Mathematics of the University of Montenegro and to many elementary schools across Montenegro. However, we quickly realized that the donations of the equipment did not make much long-term difference and that, if we really wanted to make a change, we needed to focus on enabling rather than on donating. At the same time, we felt we had to be even more personally involved. This is why we started giving presentations and lectures about starting an online business, personal branding, and importance of programming.

As soon as we became aware of the fact that Montenegro needs a big push in STEM education, together with Goran Šuković, the university professor of software engineering, we started a specialized training for children interested in coding. We sponsored their first Summer School of Programming and their travel to the International Olympiad of Informatics. The next step was to sign up more children for the coding classes. **We understood that an opportunity to study programming should not be reserved for the gifted few but offered to every kid in Montenegro.** That is why we decided to organize

**We understood that programming skills should not be something reserved for the gifted few but a skill that each and every member of the generations to come will need to have.**

a year-long programming course, send the most talented students to the Summer School of Programming and sponsor the trips to international competitions for a select few. To demonstrate a strong commitment to this project we keep donating equipment (in 2018 we have donated sixty-eight computers to high schools in Montenegro) and Predrag Lešić, our CEO, joined the expert group for educational reform project of the Center for Vocational Education.





“We are proud to say that, over the course of **10** years, we invested more than **1 000 000 EUR** in these values through various CSR activities.”

Predrag Lešić

An important factor of our success was the stability of our team and professional integrity that each of us developed while working in the domain industry. An integral part of the learning process were conferences and educational seminars we attended and sponsored, and, eventually, we decided to bring this kind of learning environment to Montenegro and give Montenegrin students and businesses a chance to pick the brains of the world’s leading ICT experts. That’s how Spark.ME was born. In only six years, it grew from from a meetup of 300 enthusiasts to an international conference attended by more than 580 professionals from twenty-eight countries.

In 2012 through our cooperation with the Foundation of Young Inventors of Montenegro and with the help of Srđan Kadić, a professor

at the University of Montenegro, we started the FIRST LEGO League in Montenegro, an international competition in robotics for elementary-school students. We can proudly say that, in the process, our inner child woke up and we took an active part in the competition, not only as sponsors but also as mentors.

**Ever since the company’s foundation, the entire team of doMEn has been wholeheartedly involved in these and many other STEM programs, and, even today, nothing makes us more proud than seeing our alumni become successful entrepreneurs and PhD students willing to do the same things we do - support and give back to the community.**

Nataša Đukanović

## Speaking of values...

Our CSR values are not much different from our business values. It all starts with our belief that everything is personal - from the relationship with our business partners and end-customers to the responsibility to our community.

The Internet gives us freedom to express ourselves, embrace our individuality and be authentic. However, these advantages of the online world do not come cheap as we need to take care of our privacy and control our online presence. This prompted us to start encouraging young people to learn and educate themselves about their role in and influence on the digital society. We believe that almost every profession of the future will require a basic knowledge of the Internet technologies. Not to mention that programming, web design and online marketing are the most sought-after skills and that today you are more likely to find a job if you master these skills.

As a company and as individuals we believe in giving back to the community. Whether it is about teaching middle-school children how to code, organizing pitching workshops for startups, or awarding scholarships to gifted students, we believe that sharing knowledge is the most efficient way to individual and collective progress. Of course, we are primarily focused on, Montenegro but we try to be as active as possible in all .ME communities around the world.

## 3.2. Our mission in Montenegro

When we launched .ME, we knew it was not only an opportunity to develop a healthy business, but also a chance to create a much needed spark that would raise awareness in Montenegro about the benefits of the digital world. This has been an integral part of our company's strategy and mission in the last decade. This strategy is based on three major pillars:

## **1. Focusing on educating young people to code and inspiring them to pursue a career in tech.**

We firmly believe that this is a necessity if we, as a society, want to keep up with the global trends. We have established strong partnerships with relevant universities and schools in Montenegro. Every year, the number of young Montenegrins who attend our schools of programming grows validating our idea that a coding course is an excellent introduction to the information age and potential career paths in tech.

## **2. Introducing the benefits of the digital world to Montenegrins, their businesses and their everyday life.**

The digital world removes physical boundaries and by embracing it you can make your business relevant worldwide. This is an opportunity we encourage everyone to take as it allows you to reach out to potential partners, customers, and clients regardless of their country of residence. More importantly, the digital world is a world that connects us all and, by being a part of it, you start adopting the same values, business practices and skills your peers around the globe share. You learn from them, and they learn from you. This was our primary motivation when we started Spark.me in 2013.

### **3. Sharing our experiences, contacts, and know-how to inspire our colleagues in the tech industry in Montenegro and to teach our friends and partners to develop their ideas further.**

We work directly with the startup community, but also with investors and international organizations, to help build a healthy startup ecosystem through improving legislation, encouraging foreign investments, and providing advice and mentorship. Some of the brightest minds of the Montenegrin startup community executed their ideas and connected with their investors through the relationships we helped them establish. Every time we see them succeed, we feel that our mission in Montenegro grows stronger.

Predrag Lešić, CEO of doMEn:


**“One of the most important things, apart from the support for startups and an active role in the formation of the digital community, is to train young people in programming and robotics with the aim of having future generations with a high-quality know-how in these areas and thus giving a contribution to the development of society in general.”**





### 3.3. Our activities in Montenegro

### 3.3.1. Summer School of Programming



For ten years, the Faculty of Natural Sciences and Mathematics, University of Montenegro and doMEN have been organizing the Summer School of Programming. One-of-a-kind course in Montenegro, this seven-day program for elementary and highschool students is a perfect example of how a concerted effort between universities and the private sector can create a healthy learning environment for an entire community. During the program, students not only study coding but also share their ideas with their mentors and with each other. They discuss them together and even try to focus on execution after the school is over. The location for the Summer School of Programming is always carefully selected to provide the attendees with an opportunity to spend time outside classroom and work on the assignments surrounded by inspiring landscapes of Montenegrin countryside. We believe that this is a great chance for young and motivated kids to discover the world of code.

**10** years of the Summer School of Programming

**188** children attended

**+1,000** of children attended DoMEN's School of Programming

**+80,000** EUR investment

In 2009 we organized the first Summer School of Programming with the aim of preparing the attendees for international informatics competition. The programming has already become a profession of the future and we wanted to make sure that children in Montenegro do not miss out on learning about it. Selected high school professors elected twenty-six high schools students from Montenegro to attend the school.

In the same year we started with a two-semester, extra-curricular course called doMEN's School of programming, where we organized high school students in two groups, basic and advanced.

As of September 2014 students from elementary schools joined DoMEN's School of Programming.

From February to May 2018 we organized the first DoMEN's School of Programming for younger students (age eleven to thirteen), where they studied programming in Scratch, a visual programming language targeted primarily at children.

## 2018

children of age 11-13  
learn Scratch

## 2009

Summer School of Programming started with 26  
high school students

## 2014

students from elementary  
schools joined the Summer  
School



**Total number of children of Summer school of programming in these 10 years is 188.**



**Not only these students become successful in life, but they also learn how to give back to the community and former students often return as mentors.**





**All children that got awards at the State competition for programming and Knowledge Olympiad, from 2009 - 2018, came from our Summer School of programming.**

## **10 years of Summer School of programming**



**188 children in Summer school of programming  
More than 80.000 EUR invested**

The Summer School of Programming is one of the first CSR projects we started almost as soon as doMEN was founded and it is the embodiment of our efforts to promote STEM education in Montenegro.





## QUOTES

**Goran Šuković**, professor at the Faculty of Natural Sciences and Mathematics and organizer of all 10 Summer schools of programming:

**“Summer School of Programming is a great opportunity for talented children to contribute to the society by starting a career in programming or by motivating their peers to check out this increasingly relevant discipline of STEM education.”**

**Matija Tapušковиć**, one of the first attendees of Summer School of programming, the first student lecturer, and one of the first competitors on International competitions, now Oxford PhD student:

**“DoMEN’s school of programming is one of the most useful extracurricular programs Montenegrin students can attend. You will learn more at the summer school than on most university courses. The program is very advanced but it is also a great starting point for anyone who takes programming seriously. Also, it is one of the few courses where you can exchange ideas and hang out with like-minded individuals.”**



**Alija Dervić**, PhD candidate at Technical University of Vienna and a co-founder of an impactful start-up BeeAnd.me:

**"I have to admit that young entrepreneurs in Montenegro, including myself, have great difficulty executing their idea without the support from tech enthusiasts who believe in them. Pioneers among them are, without a shadow of doubt, people from doMEN. They were among the first ones to encourage elementary and high school students to work on their computer literacy. DoMEN organized the first school of programming in Montenegro back in 2009. I am grateful for the opportunity to attend that school, and to work with enthusiastic and highly competent professors invited by doMEN who helped me improve my programming skills. In addition, mentors from doMEN were instrumental to helping us found and develop BeeAnd.me. A startup scene in Montenegro cannot thrive without their support."**

**Valentina Špirić**,  
attendee (14 years old):

**"I am very happy with the school. The relationship between mentors and students is friendly and we can ask as many questions as we want and share our opinions openly. There is no such a thing as a stupid question or a bad idea."**

**Mirsad Kajić**,  
programmer:

**I am proud to be an alumni of the first generation of DoMEN's school of programming."**

## 3.3.2. Spark.me

Spark.me has been unlocking people's creativity, inspiration, and empathy for the last six years. It is a carefully curated annual conference organized by DoMEn and managed by Vladimir Vulić, a management, innovation & social media consultant from Montenegro, that takes place in May at the Montenegrin coast. Spark.me hosts speakers from all over the world and different walks of life, from experts on technological solutions, innovative business models and marketing strategies to individuals and organizations recognized for the initiatives aimed at improving their local communities.

**We welcomed speakers from companies and organizations such as Microsoft, Facebook, LEGO, Edelman Digital, Microsoft Ventures, Automattic, UNICEF's Innovation Unit, Skype, Serviceplan Group, TechCrunch, DropBox, Altimeter Group, about.me, Prezi, Rushmore.fm, 500 Startups, Seedcamp, hub:raum, Eleven Accelerator Venture Fund, LAUNCHub, Tech. Co, Bellabeat and others.**

Spark.me grew from a meetup for tech enthusiasts and geeks to an important must-visit tech and marketing event in South East Europe and beyond. From the very beginning, the mission of Spark.me was to im-

prove the quality of life for people in Southeast Europe by raising awareness about the opportunities the Internet and new technologies create. To date, our mission hasn't changed, but the pace at which the technology is evolving has significantly increased. Through this growth process, we worked hard to maintain what makes us, Spark.me team, so special and that is a genuine enthusiasm for the conference, speakers, and our community. Spark.me was not designed to be the biggest conference in this part of the world but to be the most personal one. Even today, we pay special attention to every detail, and we are focused on making Spark.me an unforgettable experience for our attendees. Creating such a rich source of inspiration for attendees and speakers alike is what makes this team effort so rewarding.

Spark.me Startup Competition is an integral part of the conference and an important driver of the development of startup ecosystem in the region. Every year, ten best new startups from this part of the world are selected to compete at Spark.me Startup Competition based on the ability to innovate, the power of the idea, the startup's potential to grow, and the overall skill diversity



**6** events  
attended by more  
than **3,000**  
participants from  
**30** countries  
**80** speakers  
**+350,000** EUR  
investment

of team. Competing at Spark.me Startup Competition is a great opportunity startup founders to access the network of mentors, investors, industry experts, and serial entrepreneurs.

The winning team gets a unique chance to present its project to leading investors and media in Startup Alley at TechCrunch Disrupt in San Francisco. With over 10,000 attendees and 400+ media outlets, Disrupt SF is a perfect place to find new customers, get media attention, meet potential investors, and ultimately grow business what makes being part of the team so rewarding.

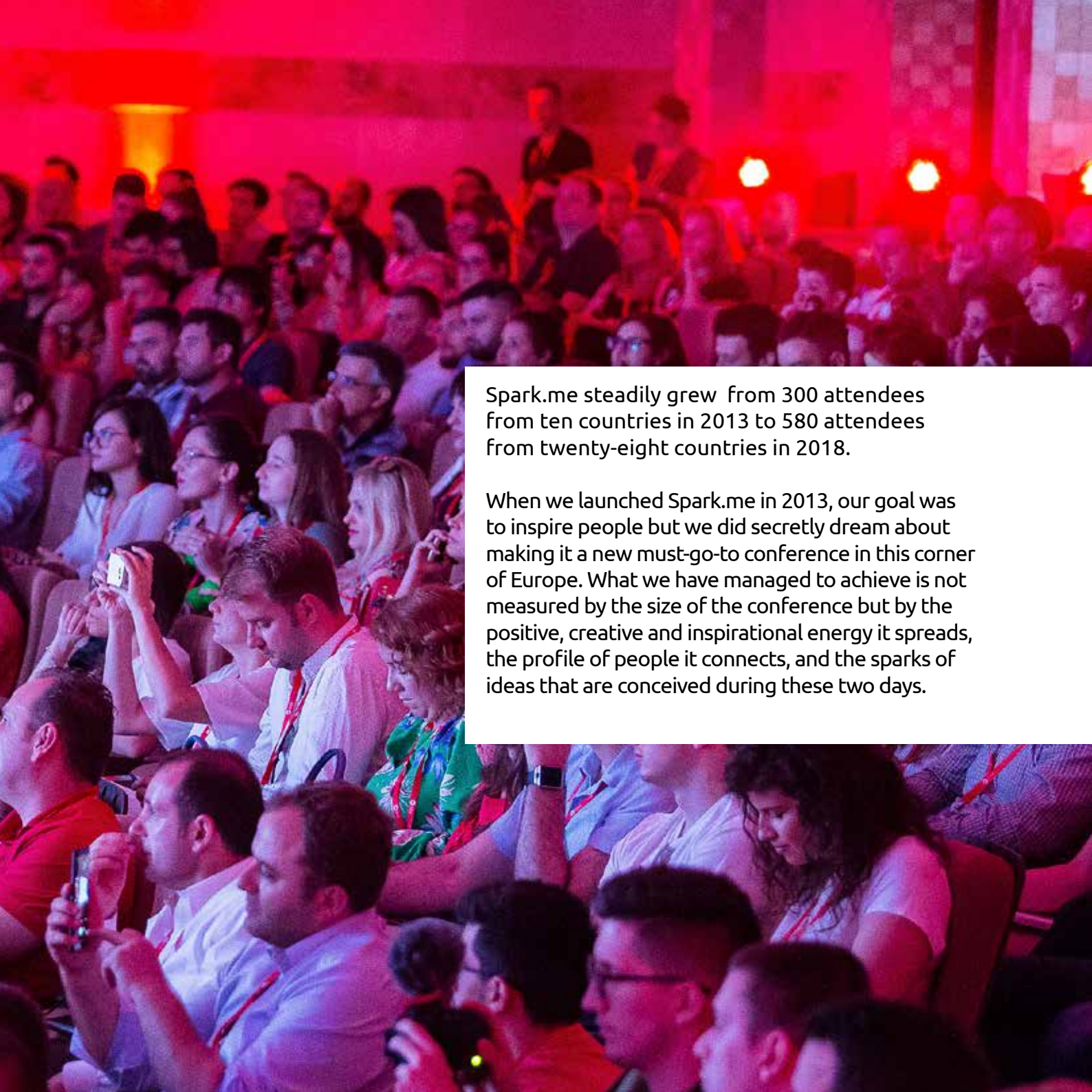
Spark.me  
steadily  
rose from  
**300** at-  
tendees  
from **10**  
countries  
in its first  
year to  
**580** at-  
tendees  
from **28**  
countries  
this year.











Spark.me steadily grew from 300 attendees from ten countries in 2013 to 580 attendees from twenty-eight countries in 2018.

When we launched Spark.me in 2013, our goal was to inspire people but we did secretly dream about making it a new must-go-to conference in this corner of Europe. What we have managed to achieve is not measured by the size of the conference but by the positive, creative and inspirational energy it spreads, the profile of people it connects, and the sparks of ideas that are conceived during these two days.



**Vladimir Vulić, Program Director:**

**"I would say that doMEN was one of the main proponents behind the development of the Internet-driven economy in the country. The mission of Spark.me from the very beginning was to improve the quality of life in South-East Europe by raising awareness about the opportunities the Internet and new technologies create, through education, competition and networking. Our mission hasn't changed, but the scale of topics to cover and audiences to engage has increased dramatically. We expected that the conference would grow but definitely not at this pace. This early success has taken us all by surprise."**

## QUOTES

- More than 3000 attendees from 30 countries on 6 events
- 80 speakers
- More than 350,000 EUR invested



**Dijana Vučinić, Founder and Architect at DVARP: "Attending inspiring lectures and discussions or having an opportunity to interact with successful and interesting people from tech, business, or innovation sectors is a rare occasion in Montenegro (or even in South East Europe). I am always looking forward to these stirring events because I come back from such conferences with tons of ideas on how to grow my own company, apply innovation to business and research, and improve my people and task management skills. Spark.me offers exactly this and more. This annual charge of inspiration and motivation is a recommendation for anyone who wants to stay hungry and foolish regardless of whether they are students or executives."**







**Nataša Đukanović, Conference Director:** "The topics covered at Spark.me range from business and personal branding to the future of cybernetics and experiences of astronauts. All of them are carefully curated and aim to provide different perspectives on what technology has to offer and on how we, as individuals, can improve businesses and communities. It fills me with incredible pride to see the attendees embrace the ideas that emerge at Spark.me and try to make a difference."



**Alf Rehn, management professor and business thinker:** "Spark.me is not just a top Montenegrin conference, or even a top European conference, it's without a doubt a world-class event with some of the coolest speakers and the most amazing audience I've come across."

**David Armano, Global Strategy Director at Edelman:** If events were an oasis, then Spark.me would fit the bill perfectly - it's a wonderful off the beaten path gathering of bright and curious minds mixed with fantastic networking complete with the gorgeous backdrop that is Montenegro.



**Elma Hot, co-founder Beeand.me:** "I did not know what the word 'startup' meant until I met amazing people from doMEN. They helped me and many other students learn about startups and the startup community. When I was a student and the chairwoman of Electrical Engineering Students' European Association (EESTEC) we organized seminars on this topic. Thanks to them, many inspiring speakers talked at the events EESTEC organized for students. Attending Spark.me conference and competing at Spark.me Startup Competition was a really useful experience for me. Montenegrins should be happy and proud to have such an amazing conference in their home country."



**Mike Massimino**



**Heather B. Armstrong**



**Itay Talgam**



**Danica Kombol**





USE YOUR  
SPARK  
ILLUMINATE  
THE WORLD!

**5** years  
of FLL

**9** teams  
from  
**6** cities

**30,000**  
EUR  
investment

### 3.3.3. FIRST LEGO League

Back in 2010 we started working with the Foundation of Young Inventors of Montenegro, a local organisation with the goal of promoting science to younger generations. One of their projects was FIRST LEGO League which started in 2013 and whose goal was to inspire science and technology leaders of tomorrow. FIRST LEGO League challenges children to think like scientists and engineers. The project encourages them to try to find a solution to a real-world problem by building, testing, and programming an autonomous robot using LEGO® MINDSTORMS® technology. Then, the robot's performance is evaluated through a set of missions in the Robot Game. Teams operate under the FIRST signature set of Core Values, celebrating discovery, teamwork, and Gracious Professionalism®. The values this global project and its supporters stand for are exactly the same as ours and can be summed up in the project tagline "For Inspiration & Recognition of Science & Technology". This league is special because it introduces elementary school children to STEM subjects through play and by teaching them robotics using LEGO, one of the most beloved toys in the world. Inspired by children's dedication and perseverance, we decided to sponsor the participation of two Montenegrin teams in the FIRST LEGO League Open European Championship in Spain and we were not disappointed.

Competing among 116 teams from 40 countries, team "MonteBot" won third place in the Robot Design category, while team "Montero" won first place in the Mentor category.





**Srđan Kadić**, professor at Faculty of natural sciences and founder of “Foundation of young inventors”: **“doMEN supported the foundation from the very beginning not only by providing financial support but also by actively participating in our activities and helping with the organization of the events. Without their timely and wholehearted support, our Foundation, and especially FIRST LEGO League which is one of our most successful projects, wouldn’t exist. We are delighted to have a sincere friend who welcomed our ideas to encourage the promotion of innovative methods in children’s education. DoMEN raised the bar of social responsibility in our community, and other high-profile companies should look up to them and design a similar CSR strategy to support the community by working with and investing in children. I believe and hope that doMEN will remain a role model for anyone who wants to contribute to the promotion of science and technology among the youth.”**

**Marijana Papić**, director of Pavle Rovinski primary school:

**“This is an ambitious project which stimulates creativity in children and teaches them about right values in life. Children can play and socialize, learn about teamwork and simultaneously develop the logic behind informatics, designing, and making robots.”**



**Predrag Lešić**, CEO of doMEN:

**“There is no greater impact any of us can have on the community development than working with children. Although I fear that we often underestimate their interests and abilities I am sure that, if we present them with an engaging challenge, children will consistently rise to the occasion. Being a part of this learning process and seeing sparks in their eyes after they solve the problem as a team is incredibly rewarding. I, as a mentor, have learned so much.”**



Competing among 116 teams from 40 countries, team "MonteBot" won third place in the Robot Design category, while team "Montero" won first place in the Mentor category.



DoMen supported "Young Inventors" and ten primary schools in the country, once again showing a clear commitment towards supporting the STEM education in Montenegro.



First Lego League (FLL) is a program of robotics for ages nine to sixteen developed to encourage children's interest in science and technology. The mission of FLL is to inspire children to fulfill their potential and make their dreams come true by learning about science and technology in a fun way. Through the FLL program they get interesting assignments and challenges to solve through teamwork and under the mentor's supervision, before they present the solution at the competition. The assignment is to assemble an autonomous robot of Lego bricks using the "Lego Mindstorms" set. The teams earn points by coming up with innovative solutions for an assignment given to them in accordance with the FLL principles. By competing in this program children grow their interest in science, engineering, and research, and boost their creative confidence. In 2014 Montenegro got the licence from FLL to organize a national competition. Shortly after that, Montenegro started the national competition for nine teams from six cities and decided to send the winner to the FIRST LEGO League Open European Championship.

**"The success of every country lies in its ability to transform its culture so that it can become a world in which science and technology occupy a special place where young people wish to become scientists and technological leaders."**

**Dean Kamen,**  
founder of FIRST (For Inspiration and Recognition of Science and Technology),  
one of two companies that created FLL.

### 3.3.4. Knowledge Olympiad

Knowledge Olympiad is another project we have been supporting with a great passion not only because it is in line with our CSR efforts but also because it promotes investment in children's education with an emphasis on STEM subjects.

The first Olympiad was organized in 2009 and ever since it has been growing constantly. Today, it hosts between 450 and 550 students every year.

Knowledge Olympiad is a competition for high school and elementary school students from Montenegro in a number of STEM subjects: mathematics, physics, biology, chemistry and programming and it is organized annually by the Faculty of Natural Sciences and Mathematics of the University of Montenegro, Society of Mathematicians and Physicists of Montenegro, Montenegrin Academy of Sciences and Arts, Rectorate of the University of Montenegro, and doMEn.

Each elementary school and high school in Montenegro is invited to send up to four students per category to compete in mathematics, physics, biology, chemistry and programming.





**9** years

**3,600**  
students

**45,000**  
EUR investment



# QUOTES

**Predrag Miranović**, dean of the University of Natural sciences: **"doMEn is one of the few companies that does not fit the CSR stereotypes that apply to majority of businesses and that are reflected in providing financial aid to healthcare and medical institutions traditionally accompanied by the promotion in the media. What they have done for the Faculty of Science and Mathematics and to the Society of Mathematicians and Physicists of Montenegro has been motivated by honesty and altruism without any ambition to attract media attention or to gain direct benefits for the company. After ten years of cooperation with doMEn I can proudly say that their support comes from the genuine belief that the long-term investment in the education of the most talented students and improvement of the general knowledge of science with the emphasis on mathematics and programming will contribute to the overall welfare of the society and the country of Montenegro."**



**Predrag Lešić**, CEO od doMEn: CEO of doMEn:

**"Our goal is to see our children become more successful than us. The more they learn today the better Montenegrin society will be in the years to come. We, as the supporters of many CSR projects for children, are blessed to be the witnesses of their progress. And I am always extremely proud to be able to say that some of the brightest young minds I know and work with today participated in the activities we organized years ago."**

### 3.3.5. Philosophy competition

Philosophy is the mother of all sciences. It nurtures critical thinking and questioning of everything we take for granted in our everyday lives. The word itself stands for the love of knowledge and wisdom expected to be achieved by thinking.

Rene Descartes **"I think therefore I am"**.

Our company's values and vision are based on the support of innovation and critical thinking. Although our CSR focus is on the contribution to STEM education initiatives, we invite everyone from Montenegro who shares our values and vision to contribute to the community. For instance, one of the projects we sponsored in 2017 was the first Montenegrin philosophy cafe „Pursuit of Friendship“, an open meetup of philosophy teachers and enthusiasts organized by the Montenegrin Association of Philosophy Teachers. The event was attended by eminent guests from all over the world who discussed a wide range of topics from neoliberalism to rock music and film with the aim of stimulating critical thinking.

Our second joint project with the Association of Philosophy Teachers was to sponsor the trip of Montenegrin students to the 26th International Philosophy Olympiad in Rotterdam, Holland. They did not disappoint and one of the contestants won an honorable mention in an essay writing competition among the students from forty-five countries.



### 3.3.6. Other activities

In addition to the above-mentioned projects, there are many other long-term educational programs and one-day events we have either organized or supported since the foundation of doMEN.

- At the Domain.me startup school in 2014 we taught startups, in an interactive workshop format, about SMART (Specific, Measurable, Attainable, Relevant, Timely) marketing and how they can use it to promote their idea and prepare for the pitch.
- We organized events where Montenegrin startups presented their ideas to international investors like Eleven, a Bulgarian accelerator, and WARP Hubraum, a Deutsche Telekom accelerator program.
- We sponsored the organization of the first TEDx in Podgorica.
- In 2013 we supported the International student conference of electrical engineering organized in Montenegro. The conference was attended by students from twenty-two European countries
- In 2011, we awarded scholarships for the prestigious IEDC Bled School of Management to six Montenegrin students;
- In 2011, together with Huge Media, a digital marketing agency from Belgrade, we co-founded WebFest.me, a major regional Internet conference, which ran for two years.

## Global CSR efforts :

- We've partnered with **Parkland Meetup** and **Parkland Programmers**, two community-based special interest groups in Farmington, Missouri, that strive to establish a knowledge worker community in the rural region of Missouri and to enhance the overall technological capacity of rural communities.
- In 2014, we supported #DeedADay, an influencer and social media movement created to get the public to make good deed resolutions for the New Year.
- With GoDaddy, our co-founder, we established a three-year long GoDaddy & .ME Scholarship Program. During the program term we collected the total of 10,000 applications from the US students and every year we awarded top ten applicants with the scholarship of 10,000 USD.

## 3.4. And beyond



Nataša Đukanović:

"While the main focus of our CSR efforts has always been Montenegro, the global nature of our business connects us with many different communities across the world. Being true to our slogan of "making the business personal", we try to recognize the needs of those communities and give back to them whenever we can."



## **4. Our team members and their stories**







# Predrag

- Programmer, Sailing enthusiast, Visionary, CEO

Vision is Predrag's middle name. He began his career as one of the original employees of the first ISP in Montenegro which was the spark that lit his passion for technology. Predrag's talent for software engineering and his instinct for starting a disruptive business landed him a job in numerous tech and programming companies (including the national airline), where he consistently inspired his teams to innovate and strive for perfection.

Because he is ahead of his time his ideas may initially seem ambitious, but hey, look at where we are now! Without his long-term vision and the ability to see the bigger picture doMEn would have never achieved worldwide success.

Predrag strongly believes in the power and talent of young generations and his creative approach to mentorship has provided rocket fuel for the Summer school of programming and First Lego League, two initiatives that eventually became flagship CSR activities for doMEn. He also generously shares his enthusiasm for technology and innovation with numerous startup founders in the region and pushes them to make their ideas reality. His expertise in the startup industry is invaluable to Montenegrin tech community.

Interestingly, the qualities that make Predrag great at sailing (yes, he is a big sailing enthusiast) such as patience, determination and perseverance are also the principles that are deeply embedded in our company culture.









## Nataša

- Hiker and nature lover, Change Maker, TEDx Speaker, CMO

Nataša is the backbone of doMEN. In the ten years since the company was established, nine years were strongly influenced by Nataša's work with us.

Nataša studied while raising a family, and straight after graduating from the University she helped establish and operate the national airline spearheading the international partnerships division. After leaving the national airline she went on to manage a small bank in Montenegro. By the time she started working for doMen, she was ready to tackle the global Internet market efficiently.

Protective of her team and of the values we have established as a company, Nataša is much more than our chief marketing officer. She is the chief of our mission in Montenegro. Her ability to question everything has made us discover - over and over again - where we are and where we want to be. It is her persistency and trust in the potential of our ideas that power most of the initiatives we undertake, especially those that need substantial engagement of all our capacities. Nataša made a big difference in the domain industry by pushing doMEN to reach out to and connect with end-customers, which has never been a practice of domain registries. It is this personal connection with our users that earned us the international recognition as one of the most innovative domain registries.

At doMEN we encourage our employees to find inspiration in all sorts of places, and Nataša has been finding hers in the hidden treasures of nature across the globe. She recently climbed Kilimanjaro, the highest mountain on the oldest continent, and shared this experience with others in her blog and at panels and TEDx talk.



# Vuksan

- Head of Business Development in EMEA and Australia, Master of Premium Domains, Analytical Thinker, Comedian

Vuksan joined doMEn as an intern, fresh from the university, and gracefully accepted the serious role of being the main point of contact for our partners from Europe and Australia. Over the years he became a true domain name specialist with an extensive knowledge of domain-related policies and processes, sales channels and b2b marketing.

In addition, Vuksan manages .ME Premium Domain Program designed to match the most attractive domains with the innovative products and services that may contribute to the overall visibility of .ME domain. Some of the Program alumni Vuksan worked with include Facebook, Google, PayPal and SAP. His ability to understand how different cultures and businesses around the world use domains and his personal attachment to our premium names (he almost thinks of them as of his children) makes him the most competent person for the job. His analytical mind is a great asset to the company, and there is no better person to ask for assistance when you need an honest review of a blog post, contract, or a marketing program.

Even when deeply immersed in his work, he would suddenly crack a joke and the whole office will laugh hysterically. Most of those jokes have become the glue that holds the team together in the times of stress.







## Sanja

- Music lover, Fashionista, Olympic Level Accountant

If vision is Predrag's middle name, then Sanja's middle name is Style. A master of numbers and fashion connoisseur, she set the bar high when it comes to corporate professionalism. Sanja has been with do-MEn since the very beginning and has spent the last ten years making sure the company runs like clockwork. Most importantly, we know that the Finance Department is in good hands.

The soul of the company, Sanja always sings along to the songs from the office playlist while she prepares complex financial reports and audits. And as if that isn't enough, she has an excellent memory, and can easily remember the number of a five-year old invoice off the top of her head. If we had to describe how Sanja does her job in just a few words we would say "backwards and in high heels".





## Bojana

- Dog Whisperer, Expert on the Chinese Culture, Head of Business Development in Asia

Bojana is an adventurous soul who moved to China from Montenegro to study Chinese language, economics and culture. Fortunately for us, she came back at the right time and helped us conquer the Asian market.

Bojana worked with different companies including Plantaze, the famous Montenegrin wine manufacturer, and ZTE Corporation, a telecommunications company based in China. Her dedication to our partners in Asia is so strong that she practically adapted her daily schedule to Chinese Mainland time zone which led to a great success for .ME domains in that market. Bojana is a master negotiator and has a rare talent for finding the best presents and swag for our partners and end-customers.

She is also a member of many animal-support groups and a dog lover, which earned her an office nickname Montenegrin Dog Whisperer. Having in mind that she is very intuitive and compassionate person with great organizational skills (and that you simply cannot not like her) we might need to change that nickname to the Montenegrin People Whisperer.





## Kelly

- Writer, Internet Activist, Business Development Consultant

Kelly is an Internet Industry expert, with a considerable knowledge about the beginnings of the online world and the principles of the Internet governance. She comes from the tech and entertainment background and is passionate about working with other cultures and countries. Out of her ten years in the industry, Kelly has spent six years as a consultant for doMEn working with our partners based in North America, and to date she still hasn't stopped surprising us with her creative marketing ideas. Her invaluable experience as an entrepreneur and startuper adds creativity to our team.

Before Kelly joined the domain industry she worked as a journalist, a performing arts curator, record producer, and she even co-founded a magazine. Born and raised in greater Los Angeles area, Kelly taught us to appreciate B movies, Halloween costumes and outdoor activities.





Over the years we outsourced certain tasks to different companies and individuals who have helped us to get where we are today. We would like to thank them all.



Over the last decade, we invested more than a million euros and countless hours in the CSR activities with the aim of helping people navigate the digital world and preparing Montenegrin children for the challenges of tomorrow. As a team of people who are passionate about contributing to their community and sharing their time, skills, and knowledge with others, we are grateful to have had the opportunity and means to do that. Also, we are grateful for the privilege to work in the domain industry, and excited to have so many partners who share our values and vision.

We started our CSR initiatives out of determination to give back to Montenegro, excitement to share what we learn and willingness to do things differently and our wish to make the society a better place. Today, we are extremely proud to see that our CSR legacy outgrew the confines of the domain industry. What started with just a few enthusiastic individuals who wanted to change their community, quickly transformed into a multiple team effort. Today, these teams are motivating more and more people every year and they are constantly growing the network of contributors. Our ultimate goal is to encourage young people to adopt a lifelong learning mindset and to inspire other companies to support their community not only by donating funds but also by sharing their knowledge.

Finally, what people often forget about socially responsible businesses is that it is not enough to invest in the community but that you also need to become your community's ambassador both online and offline. This is why we are trying to be the champions of Montenegro in all the markets we operate in and to represent the Montenegrin culture and people in the best way possible.







