

DOMAIN NAMESPACE AUDIT

# Entrepreneurs First

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PREPARED BY

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This report has been prepared as a demonstration namespace audit. All data is drawn from publicly available sources including WHOIS records, company announcements, and press coverage.

# EXECUTIVE SUMMARY

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Entrepreneurs First has been building companies since 2011. In March 2026 they announced a \$200 million raise backed by the Collisons, Eric Schmidt, Greylock, and others to support the next generation of ambitious founders. Their primary domain is joinef.com, registered in 2014, locked and well-maintained. The brand name on that domain is an abbreviation. The full brand name, entrepreneursfirst.com, is parked - not owned by EF. The European ccTLD, entrepreneursfirst.eu, is unregistered and available for under \$10.

That last point is the sharpest gap in the portfolio. EF's stated mission is to find and back ambitious people - specifically from Europe - before they have a team, a product, or an idea. The Bridge, EF's San Francisco residency programme, is built explicitly around European founders making the move to the US.

The domain that carries EF's name into the European namespace - entrepreneursfirst.eu - is open. Anyone can register it. At the moment of a \$200 million raise announcement, that is an unnecessary risk.

The WHOIS history on joinef.com shows the company started under a different address entirely: the original registrant email was alex@entrepreneurfirst.org.uk - note the singular, "Entrepreneur First," no 's.' The domain joinef.com was registered in January 2014 and has been the primary address since. The organisation moved to privacy in May 2022. The domain is well-protected - all four clientProhibited locks in place, Cloudflare nameservers - but it renews annually and expires in January 2027. A 12-year-old primary domain renewing one year at a time is an operational risk that costs nothing to address.

<b>Primary domain</b>	joinef.com - registered 2014, well-protected. Abbreviation of the brand name; the full brand name at .com is not owned by EF.
<b>entrepreneursfirst.com</b>	Parked with GoDaddy. Not owned by EF. The exact brand name at .com is available or acquirable.
<b>entrepreneursfirst.eu</b>	Unregistered. Free to register for under \$10. The European TLD for a company built around European founders is open to anyone.
<b>Domain expiry</b>	joinef.com expires January 23, 2027 - 10 months away. A 12-year-old primary domain renewing annually is an unnecessary operational risk.

# 1. CURRENT DOMAIN INVENTORY

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Based on WHOIS records, company announcements, and direct domain lookups as of March 2026.

Domain	Status	Owner	Notes
<b>joinef.com</b>	<b>Active - primary</b>	Entrepreneurs First	Registered January 2014. All four clientProhibited locks. Cloudflare nameservers. Well-maintained. Expires January 2027 - renewing annually on a 12-year-old primary domain is the one operational gap.
<b>entrepreneursfirst.com</b>	<b>Not owned</b>	Parked - GoDaddy	The exact brand name at .com. Parked with GoDaddy. EF has operated on joinef.com for 12 years without addressing this. The raise is the moment it becomes more visible.
<b>entrepreneursfirst.eu</b>	<b>Unregistered</b>	Available - open registration	Free to register for under \$10. The European TLD for a company whose mission is explicitly built around European founders. No technical barrier to registration by any third party.

<p><b>entrepreneurfirst.org.uk</b></p>	<p><b>Legacy origin</b></p>	<p>Entrepreneur First (singular)</p>	<p>The original EF domain - note singular, no 's.' WHOIS history shows joinef.com was initially registered with alex@entrepreneurfirst.org.uk and info@entrepreneurfirst.org.uk as contact emails. The brand has since standardised on "Entrepreneurs First" (plural).</p>
<p><b>joinef.co.uk</b></p>	<p><b>Owned ✓</b></p>	<p>Entrepreneurs First</p>	<p>Registered January 2019 - defensive registration alongside joinef.net. Good practice. The .eu equivalent has not been applied to the full brand name.</p>

## 2. RISK ANALYSIS - THREE ISSUES

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Three risks. The first is actionable in minutes.

### **Risk 1: entrepreneursfirst.eu Is Unregistered and Available for Under \$10**



**The European TLD for a company built around European founders is open. Anyone can register it today.**

entrepreneursfirst.eu has no owner. It is not parked, not reserved, not held. It is available for standard registration at any domain registrar. This is not a domain that requires negotiation or acquisition budget. It requires a credit card and five minutes.

EF's mission statement is to find brilliant people, help them find a co-founder, and back them to build a global company - starting, in the case of The Bridge, explicitly from Europe. The \$200M raise announcement names the Collisons, Eric Schmidt, and Greylock. The press coverage is running across European technology media. Founders across the continent are searching for Entrepreneurs First.

entrepreneursfirst.eu is available to any of them. Or to anyone else. A disgruntled former participant, a competitor, or simply an opportunistic investor who read the raise announcement and noticed the gap. The registration costs less than a coffee. The reputational cost of entrepreneursfirst.eu resolving to something other than EF's content - after a \$200M raise targeting European founders - is harder to quantify and easier to avoid.

EF registered joinef.co.uk and joinef.net in January 2019. The instinct for defensive registration exists. It did not extend to the full brand name in the European namespace. That oversight is correctable today, for under \$10, with no negotiation required.

## Risk 2: entrepreneursfirst.com Is Parked and For Sale



**The exact brand name at .com has is available or for sale.**

EF has operated on joinef.com - an abbreviation with a “join” prefix - for twelve years. entrepreneursfirst.com is parked with GoDaddy. The \$200M raise is the moment this gap is most visible to the most people.

joinef.com works. It is 12 years old, well-protected, and the address the EF community knows. The limitation is not functional but perceptual. joinef.com is an abbreviation. It tells you EF goes by initials and that the full name was not available or not prioritised.

For a company announcing a \$200M raise and positioning itself as the pre-eminent builder of global companies from pre-idea, the address is a small but readable signal about how the organisation manages its own brand infrastructure.

entrepreneursfirst.com is parked with GoDaddy. The holder is using it as a for-sale asset. The price is unknown without an inquiry. This is a standard domain investment hold: the name has obvious commercial value. Twelve years in, the conversation has apparently not happened. The raise is the logical moment to start it - both because attention on EF is high, and because GoDaddy parked domains are generally negotiable with straightforward outreach.

The pattern extends to The Bridge: EF’s flagship US programme is on join-thebridge.com while thebridge.com forwards to a consulting firm. jointhebridge.com is a community fellowship in Texas. The “join” prefix convention has propagated from the parent organisation to its programmes. That is a governance posture, not a coincidence. A domain standard set at the EF level would have changed the architecture of every programme beneath it.

### **Risk 3: joinef.com Renews Annually and Expires in January 2027**

joinef.com is the primary domain for a 12-year-old organisation that has just announced a \$200 million raise. It expires in January 2027 - ten months from the date of this audit. It is registered for one year at a time.

Annual renewal on a primary domain is a standard practice that becomes a non-standard risk as the organisation grows. A missed renewal, a payment failure, a lapsed admin contact – any of these can result in a domain entering the redemption period before the organisation notices. joinef.com registering to an external party would be an operational crisis of a kind that a multi-year renewal at a cost of under \$100 per additional year would eliminate entirely.

The domain carries all four clientProhibited locks – it cannot be transferred or deleted without EF's explicit authorisation. The protection is in place on the transfer side. The renewal side is a calendar dependency. At 12 years old and \$200M raised, this domain should be registered for a minimum of five years and ideally ten.

### 3. PRIORITISED RECOMMENDATIONS

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Three actions and one structural fix. The first costs under £10 and should happen today.

#	Priority	Action	Timeframe	Cost
1	Today	<p><b>Register entrepreneursfirst.eu</b></p> <p>Available now for under £10. No negotiation, no acquisition process, no counterparty. The European TLD for a company explicitly focused on European founders is open. Register it before the raise coverage sends anyone else to check.</p>	Today	< \$10
2	This week	<p><b>Renew joinef.com for a minimum of five years</b></p> <p>The primary domain of a 12-year-old organisation with \$200M raised should not be renewing annually. Extend to at least 2031. The cost is negligible. The risk of annual renewal on a primary domain is not.</p>	This week	< \$100

<p><b>3</b></p>	<p><b>This month</b></p>	<p><b>Open the entrepreneursfirst.com conversation</b></p> <p>Parked with GoDaddy, for sale. Start the conversation now rather than after the press cycle amplifies the name further. The price will not decrease with time.</p>	<p>This month</p>	<p>Negotiated</p>
<p><b>4</b></p>	<p><b>Structural</b></p>	<p><b>Set a domain standard for EF programmes – starting with The Bridge</b></p> <p>The Bridge runs on join-thebridge.com while thebridge.com forwards to a consulting firm and jointhebridge.com is a community fellowship. The “join” prefix convention originated at the parent level with joinef.com and has propagated to the programme level. A domain standard set at EF – requiring primary .com alignment before a programme name is finalised – would have changed the architecture of The Bridge before it launched. Apply it going forward.</p>	<p>Ongoing</p>	<p>\$0</p>

# THE GAP

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Entrepreneurs First backs founders before they have a team, a product, or an idea and just raised \$200 million to move the best of them to Silicon Valley. The ambition is explicitly global. The domain strategy is not.

For an organisation telling founders to think bigger, the namespace they occupy tells a different story.

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**We back ambitious people to build global companies, before they have a team, a product or even an idea.**

*Entrepreneurs First, [joinef.com](http://joinef.com)*

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