



Founder Naming Gut-Check List

Category	Checkpoint	Status	Notes
Identity Resonance	I can picture this name in a deck in five years	<input type="checkbox"/>	
	It aligns with my ambition	<input type="checkbox"/>	
	It represents who we truly are	<input type="checkbox"/>	
The Pride Test	Saying it out loud feels energizing	<input type="checkbox"/>	
	I do not feel the need to over explain it	<input type="checkbox"/>	
	I would be proud to share why I love it	<input type="checkbox"/>	
Vibe Match	Bold and muscular	<input type="checkbox"/>	
	Calm and enduring	<input type="checkbox"/>	
	Smart and elevated	<input type="checkbox"/>	
	Inventive and future leaning	<input type="checkbox"/>	
	Human and empathetic	<input type="checkbox"/>	
Emotional Durability	It grows on me with time	<input type="checkbox"/>	
	My early hesitations are becoming strengths	<input type="checkbox"/>	
	It feels more inevitable each day	<input type="checkbox"/>	
Real-World Chemistry	It feels natural when spoken aloud	<input type="checkbox"/>	
	It looks good on the page	<input type="checkbox"/>	
	It holds up in real-world use	<input type="checkbox"/>	
Real-World Tests	Said it twenty times	<input type="checkbox"/>	
	Left a voicemail using it	<input type="checkbox"/>	



	Slipped it into a deck	<input type="checkbox"/>	
	Mocked up profiles or handles	<input type="checkbox"/>	
	Introduced it to someone out loud	<input type="checkbox"/>	
The Legacy Lends	It is worthy of the company we are building	<input type="checkbox"/>	
	It contributes to long term brand equity	<input type="checkbox"/>	
	Future employees would be proud to carry it	<input type="checkbox"/>	