2.009

Naming: project, product or venture

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Assignment

Do before class with your team
1. Write a description of the product, service, company – your elevator pitch
2. Write words that describe the emotional feeling you want people to have – safe, happy, trust,…
3. Write attributes you want the name to communicate - high quality, low price, small/portable, fun, …
4. Read the examples in this slide deck

What we will do in class tonight
1. Brainstorm – try all the types of name types from slide 2
2. Rank and categorize – each person gets 3 votes
3. Select your top 3 – go back and discuss with your team

Later if you’re planning to go beyond 2.009
1. List the languages you want to make sure it works in
2. Check for naming confusion and trade mark issues
Why Names Matter

In 2.009
• its sets the tone for your final presentation
• it’s the fist thing the audience hears/sees
In or outside of class
• You want it to be memorable
• Mistakes in naming can cost big bucks later
• Names set the tone for everything that comes next when experiencing your product
• It makes it easier or harder to find you in the world
Types of Names

• Types of Names
  • Nonsense words (Exxon, Ebay, Sombli)
  • Real Words (Whole Foods, HotMail, Staples, Amazon)
  • Abbreviations (KPMG, A & W Root Beer, EXOS, Nabisco)
  • Contractions (ToysRus, PetsMart, FedEx, Osram)
  • Sounds like meaning (Zeemote, Z8, Samsonite, Smrtguard)

• Origins
  • Derived from other languages (Nintendo, Daewoo, Lycos)
  • Derived from Mythology (Nike, Lada)
  • Names of inventors (Bose, Adidas, McDonalds)
  • Names of animals, vegetables, minerals, places etc (Apple, Lotus)
<table>
<thead>
<tr>
<th>Descriptive</th>
<th>Best Buy</th>
<th>The best you can buy at a good price!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggestive</td>
<td>Qualcomm</td>
<td>Quality commutation technology.</td>
</tr>
<tr>
<td>Associative</td>
<td>Apple</td>
<td>Founder wanted the company associated with apples.</td>
</tr>
<tr>
<td>Invented</td>
<td>Quora</td>
<td>Question OR Answer</td>
</tr>
</tbody>
</table>
Kinkajou Reader

2002

The Kinkajou Microfilm Projector is a teaching tool for nighttime adult literacy courses in rural communities without books or electric lighting.

https://www.designthatmatters.org/blog/2017/3/24/kinkajou

A Kinkajou is a nocturnal animal from Central & South America. It has big eyes and can see well at night.
HelmetHub

2011

HelmetHub provides bicycle helmet vending machines and software solutions for bike share systems.

*It was commercialized but a after a while the company fizzled*
Clydsdale
2012

hand truck for moving kegs and cases up & down stairs – before naming class called Kegshoot

https://news.mit.edu/2016/startup-ello-treaded-hand-truck-0728
https://www.youtube.com/watch?v=lK3mQf8IEAA

The commercial version is called Glyde
Rhino
2017

A rotary hammer attachment that allows masons to remove mortar quickly, accurately and safely.


Its naming journey during 2.009 went from Power-re-Pointer to Mason Frame to Rhino
6Dot
2008

6Dot is a small and easily portable, can produce the entire Braille label printer.

https://www.amazon.com/LOW-VISION-CENTER-Braille-Label/dp/B07JQ3RRWJ

It started its journey under another name and clearly made it to market at a higher price than anticipated but it is still here.
Revive
2016

A phone powered, compact Automated External Defibrillator (AED) that provides greater access to defibrillation at a lower cost


It started its journey as Revive and in 2019 after a trademark infringement law suit changed its name to Avive. It should be FDA certified soon and available for purchase.
Zeemote

- Original name Zietoo after my daughter Suzie
- Initial investors couldn’t pronounce it
- Changed name to Zeetoo—got .net url and .com seemed to be able to be bought
- Many $1000’s later Malaysian company that owned Zeetoo.com refused to sell after initially offering us $750K to buy our name and TM and accepting an offer of $10K for us to buy theirs
- Protracted naming exercise led to adoption of Zeemote (product name for company).
The Origin of Amazon

• The original name was Cadabra (from abracadabara)
• At the time many websites were listed alphabetically, Amazon starts with an A
• Amazon is the biggest river in the world, and the founders goal was to make his bookstore the biggest in the world.
Moral of Story

• Do your homework up front renaming is painful
• Mistakes in naming can cost big bucks later
• Names set the tone for everything that comes next when experiencing your product
Availability

• Check on http://www.whois.com/ to see if chosen names are free
• Grab urls of candidates and park them (~$10/ year)
• Search USPTO https://www.uspto.gov/ to see if there are companies using your name or similar names
• Think about possible name confusions that would hurt you in the market or might cause lawsuits later