

[YOUR AGENCY LOGO]

NAMING REPORT

Project Basecamp. A name for where traders live.

Client: Basecamp Ventures (sample client)

Engagement: company naming, full screening

Date: June 2026

Recommended: **tradervalley.com**

Sample deliverable. In a live engagement, your logo and name replace every placeholder; no other branding appears anywhere in the document.

1. The brief

The client is building a community platform for serious retail traders: verified track records, position sharing with proof, and small high-trust circles instead of open forums. Revenue is membership. The buyer and the user are the same person: a trader with real capital who has outgrown public forums and wants a room with standards.

WHAT THE NAME MUST DO

- Read as a place to belong, not a tool to use. Community brands are destinations.
- Hold authority with people who manage their own money: no meme energy, no hype.
- Carry a .com without compromise, clean enough to print on a fund letter someday.
- Survive the registry screen in the US and EU software and finance classes.

PERSONALITY

Direct, numerate, unhyped, warm under the discipline. The anti-adjective: breathless.

2. Territories pursued

TERRITORY	RATIONALE
Place names	Communities are places. A name that sounds like somewhere to live makes membership feel like residency, which is the retention story.
Finance roots	Old market vocabulary (bourse, ledger, pit, floor) signals seriousness and borrows a century of trust.
Coined evocative	Invented words built from trading morphemes; maximum distinctiveness and the cleanest registry path.
Compound descriptive	Two plain words that say what it is; lowest explanation cost, highest collision risk.

3. The generation journey

Three generation batches produced **105 candidates** across the four territories. **89 were filtered out before anyone saw them** because their .com was already registered; dead domains never reached the canvas. 16 candidates were reviewed, 9 were shortlisted, and 3 survived the full screening to become finalists.

4. The finalists

tradervalley.com RECOMMENDED

Place name. A valley is where people settle, and that is exactly the promise: where traders live. Four syllables give it the weight of a destination rather than the snap of a feature. The .com is secured.

US REGISTRY: NO CONFLICTS FOUND IN OUR SEARCH (2026-06-11)

EU REGISTRY: NO CONFLICTS FOUND IN OUR SEARCH (2026-06-11)

bourseden.com RUNNER-UP

Coined from bourse, the old European word for the exchange, and den, a private room. Highly distinctive, quietly continental, and the cleanest registry result possible. Narrower warmth than the recommendation; a den is smaller than a valley.

US REGISTRY: NO CONFLICTS FOUND IN OUR SEARCH (2026-06-11)

EU REGISTRY: NO CONFLICTS FOUND IN OUR SEARCH (2026-06-11)

tradervale.com FINALIST

The compact cousin of the recommendation. Three syllables, same place energy. The registry screen found close marks (TRADEVALUE, TRADESCALE) in overlapping classes; usable, but it would start life closer to its neighbors than a new brand should.

US + EU REGISTRY: POTENTIAL CONFLICTS FOUND (2026-06-11)

5. Decision matrix

CRITERION	WEIGHT	TRADEVALLEY	BOURSEDEN	TRADEVALE
Memorability	20%	82	74	78
Distinctiveness in category	25%	78	88	64
Strategic fit with the brief	25%	92	76	84
Availability (domain + registry)	20%	95	95	70
Scalability over ten years	10%	80	78	76
Weighted total		86	83	74

Weights are the engagement defaults and can be re-weighted with the client in the room; the scores above are per-criterion assessments from the screening data and the brief.

6. Brand direction: tradervalley

POSITIONING

For retail traders with real capital who have outgrown public forums, TraderValley is the membership community where performance is verified and circles stay small, because belonging means more when the room has standards.

TAGLINES

Where traders live.

Your people trade here.

Leave the forums to the tourists.

tone of voice

Direct, numerate, warm under the discipline. Never breathless.

ARCHETYPE

The Regular, sharpened: the person who has been at the table for years, knows the terrain, and holds the door for serious newcomers.

RISKS TO WATCH

- Four syllables favor the destination brand over product-line extensions; name sub-products plainly (Valley Desk, Valley Circles) rather than coining again.
- "Valley" carries a Silicon Valley echo: an asset with technical traders, noise with purists. The brand voice resolves it by never using startup vocabulary.
- Community names promise belonging; moderation quality is now a brand obligation, not a feature.

7. Screening summary and next steps

SCREEN	COVERAGE	RESULT FOR THE RECOMMENDATION
Domain	.com, live check	secured
US registry (USPTO)	exact + phonetic + fuzzy, all classes, weighted to 9, 35, 36, 41, 42	no conflicts found in our search (2026-06-11)
EU registry (EUIPO)	same method	no conflicts found in our search (2026-06-11)
Linguistic	EN, FR, DE, ES	clean; FR and ES read the compound without distortion

Next steps. Lock the recommendation with the founding team, brief filing counsel for full clearance and registration in the launch classes, and secure the social handles. The name is ready to carry an identity engagement whenever the visual work begins.

This report contains the results of automated database searches against the USPTO and EUIPO registries plus a linguistic screen, run on the dates shown. It is not legal advice and not a clearance opinion. Registries change daily. Before filing, have counsel run full clearance.

Sample note: every result in this document is real and was produced by the screening engine on 2026-06-11; only the client is fictional. In a live engagement this page carries your agency details alone.