### Play #7 Exercise: Creating Your Company Name

Create your company name as follows.

1. Using the guidelines in this Play, brainstorm Company Names. Remember to:

* Let your Points of Differentiation, Competitive Advantages, Value Proposition, and Unique Selling Proposition guide your choice of name.
* Consider who makes up your Target Audience.
* Avoid choosing an abstract name.
* Avoid using a Company Name that’s similar to an industry competitor’s.
* Check the availability of your Company Name.
* Avoid limiting yourself geographically or with product or service offerings.
* Remember that simple is better.
* List potential names here.

2. From the potential names you listed above, determine your optimal Company Name.

* Enter your Company Name here.