# 🎨 Branding & Setup Doc

This Canvas tracks the progress and collaboration around branding, URLs, business names, social handles, and all other setup tasks tied to the Accessibility AI business.

## Purpose

* Provide a central workspace for all **brand identity decisions** and **infrastructure setup**.
* Ensure consistency across products, GPT scaffolds, and funnel assets.
* Act as a checklist for securing names, handles, and domains.

## Section 1: Business / Brand Name Exploration

### Names of Interest for Deep Availability Check

1. **Accessible Intelligence**
2. **Access AI**
3. **Accessible AI**

### Variants to Also Check

* accessintel.com / accessintel.ai (shortened Accessible Intelligence)
* accesspoint.ai (as a backup variant)
* accessibleint.ai / accessibleai.com / accessible-ai.com

## Section 2: Availability Research Process

**Priority order — stop and switch names if an early step hard-blocks you.** Use ✅ CHECK to track progress as each sub-step is completed.

### Step 1 (Highest Priority): Domain / TLD Search

**Goal:** Secure a clean primary domain (ideally .com; .ai acceptable).

**Tools:** InstantDomainSearch, Namecheap, GoDaddy (for WHOIS lookup).

**Sub-steps:** - [ ] 1.1 Search **exact name** on .com. Record status: Free / Taken / Premium / Parked. - [ ] 1.2 If .com is taken, check .ai, .co, .io, .org, .biz. - [ ] 1.3 If primary is taken, check **smart variants** (document results): - Hyphenated: accessible-intelligence.com, accessible-ai.com - Shortened: accessintel.com, accessintel.ai - With qualifiers: getaccessibleintelligence.com, useaccessai.com, accessaihq.com, accesspoint.ai - [ ] 1.4 Use WHOIS to check registration details for taken domains → note **owner privacy**, **expiry date**, and if broker/purchase option exists. - [ ] 1.5 Decide **buy / backorder / move on**. If viable, reserve/register immediately.

**Record format (example):** - Primary: accessibleintelligence.com → Taken (expires 2027, private registration, broker service $99.99) - Alternates: accessibleintelligence.ai → [status]; accessintel.com → [status]

### Step 2: Social Handle Search (Consistency across platforms)

**Goal:** Lock consistent, professional handles (prefer short & readable).

**Tools:** Direct platform check + Namechk (quick scan).

**Canonical handles:** - Accessible Intelligence → @AccessibleIntel or @AccessIntel - Access AI → @AccessAI or @AccessAIHQ - Accessible AI → @AccessibleAI

**Sub-steps:** - [ ] 2.1 LinkedIn → Search Companies → confirm page slug availability. - [ ] 2.2 X (Twitter) → Visit twitter.com/<handle> → “This account doesn’t exist” = available. - [ ] 2.3 YouTube → Check youtube.com/@<handle>. - [ ] 2.4 Instagram → Visit instagram.com/<handle>. - [ ] 2.5 TikTok (optional) → tiktok.com/@<handle>. - [ ] 2.6 Threads → tied to Instagram, confirm once IG handle secured. - [ ] 2.7 GitHub (optional/dev credibility) → github.com/<handle>. - [ ] 2.8 Reddit (optional/community) → reddit.com/u/<handle> and consider r/<brand>.

**Fallback patterns if exact is taken:** Add suffixes (HQ, AI, Labs, Team, Co), separators (\_, .), avoid random numbers.

### Step 3: Trademark Scan (USPTO first, then WIPO)

**Goal:** Avoid conflicts that could force a rebrand later.

**Tools:** USPTO TESS, WIPO Global Brand Database, Google search.

**Sub-steps:** - [ ] 3.1 USPTO → Word Mark Search → exact phrase, then close variants. - [ ] 3.2 Review relevant classes: **IC 009 (software), 035 (business), 041 (training), 042 (tech services)**. - [ ] 3.3 Google search → check first 2 pages for active use of the name. - [ ] 3.4 WIPO Global Brand Database → quick global scan. - [ ] 3.5 Rate risk: None / Moderate / High.

*(Not legal advice; for high-risk names, consult an attorney.)*

### Step 4: Florida Business Registry (Sunbiz)

**Goal:** Ensure the legal entity name is distinguishable/available in Florida.

**Tool:** Sunbiz (Florida Division of Corporations) Name Search.

**Sub-steps:** - [ ] 4.1 Search **exact name** + close variants. - [ ] 4.2 Note **Active/Inactives** that may block/confuse. Florida requires distinguishable names. - [ ] 4.3 Decide entity type: - LLC → flexible, common for solo/SMB. - C-Corp → if raising VC funding. - LLC taxed as S-Corp → possible tax optimization once profitable. - [ ] 4.4 If exact name unavailable: register under alternate and file **DBA/Fictitious Name**.

### Step 5: Decision & Action

**Goal:** Choose the winner and lock it down.

**Criteria:** - Primary/strong alternate **domain is available**. - **2+ core social handles** available (LinkedIn + X + YouTube preferred). - **Trademark risk** is None/Low. - **Sunbiz** shows no blocking conflict.

**Sub-steps:** - [ ] 5.1 Select the winner. - [ ] 5.2 Purchase domain(s) + enable auto-renew. - [ ] 5.3 Claim social handles + set placeholders. - [ ] 5.4 Form Florida LLC (or chosen entity). - [ ] 5.5 Optional: File trademark application (after use).

## Section 3: Status Tracker

### Accessible Intelligence

* Step 1 Domain: ✅
  + accessibleintelligence.com → **Taken** (registered 2017, expires 2027, privacy-protected via Domains By Proxy; GoDaddy broker available)
  + accessibleintelligence.ai → **Taken** (registered 2023, expires 2027, privacy-protected; GoDaddy broker available)
  + accessibleintelligence.io → **Taken** (registered 2018, expires 2026; WordPress name servers in use)
  + accessibleintelligence.biz → **Available** (standard reg price shown)
  + Suggested alternates shown by registrar: accessible-intelligence.com (available), various lesser TLDs (e.g., .xyz, .tech, .cloud) → use only if strategy requires.
* Step 2 Social: [ ]
* Step 3 Trademark: [ ]
* Step 4 Florida Registry: [ ]
* Step 5 Decision: [ ]

### Access AI

* Step 1 Domain: [ ]
* Step 2 Social: [ ]
* Step 3 Trademark: [ ]
* Step 4 Florida Registry: [ ]
* Step 5 Decision: [ ]

### Accessible AI

* Step 1 Domain: ✅
  + accessibleai.com → **Taken** (GoDaddy suggests broker service)
  + accessibleai.io → **Taken** (broker service suggested)
  + accessible.ai → **Premium / Aftermarket** (minimum offer listed ~$189,429 → effectively not viable for bootstrap)
  + Registrar shows many fringe TLDs available (e.g., .cloud, .info, .club, etc.) → generally **not recommended** for primary brand unless strategic.
* Step 2 Social: [ ]
* Step 3 Trademark: [ ]
* Step 4 Florida Registry: [ ]
* Step 5 Decision: [ ]

### Variants

* Step 1 Domain: [ ]
* Step 2 Social: [ ]
* Step 3 Trademark: [ ]
* Step 4 Florida Registry: [ ]
* Step 5 Decision: [ ]
* Step 1 Domain: [ ]
* Step 2 Social: [ ]
* Step 3 Trademark: [ ]
* Step 4 Florida Registry: [ ]
* Step 5 Decision: [ ]

## Section 4: Comparison Table

| Name | Domain (.com/.ai/etc) | Social Handles (LinkedIn/X/YouTube/etc) | Trademark Risk | FL Registry | Overall Viability |
| --- | --- | --- | --- | --- | --- |
| Accessible Intelligence | .com **Taken** · .ai **Taken** · .io **Taken** · .biz **Available** | [ ] | [ ] | [ ] | [ ] |
| Access AI | [ ] | [ ] | [ ] | [ ] | [ ] |
| Accessible AI | .com **Taken** · .io **Taken** · .ai **Premium** (>$180k) | [ ] | [ ] | [ ] | [ ] |
| Variants | [ ] | [ ] | [ ] | [ ] | [ ] |

## Section 5: Visual Identity

* TBD once name is finalized (logo, palette, typography).
* Should reinforce themes: clarity, inclusion, professionalism, intelligence.

## Section 6: Infrastructure Setup

* Email provider + domain email once URL is locked.
* CRM / Wealthery Connect integration.
* Analytics + SEO tracking.

## Section 7: Progress Log

* Use ✅ CHECK marks to track.

## Cross-References

* **Funnel Master Doc**: Ensures brand identity aligns with funnel assets and product positioning.
* **Audit GPT Scaffold**: Branded prompts and toolkits must match chosen name/identity.
* **VPAT GPT Scaffold + Funnel**: VPAT consulting offers must reflect the finalized brand identity.
* **Reset Protocol**: Maintain clarity during conversation resets — update this doc as needed to preserve progress.

## Next Steps

1. Start with **Accessible Intelligence**, **Access AI**, and **Accessible AI** (plus variants).
2. Work through Step 1→5 in strict order, stopping if a step hard-blocks.
3. Use the comparison table to evaluate which option is strongest.
4. Decide on final candidate, secure assets, and log progress here.