

How do you come up with a good name for a software company?

[closed]

Asked 15 years, 11 months ago Modified 10 years, 10 months ago

Viewed 77k times



35



Closed. This question is [opinion-based](#). It is not currently accepting answers.



Want to improve this question? Update the question so it can be answered with facts and citations by [editing this post](#).

Closed 9 years ago.

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I'm starting up a web design shop and hoping to also get into custom software development.

So the problem I'm having now is coming up with a name for the company.

I want something cool and funky, but I'm not sure where to go for ideas.

Someone suggested that I name it after a fruit (well "Apple" is already taken :)), or a famous ship, etc. but

somehow, those names don't seem to quite fit.

So for those of you who founded businesses, I'd like to ask how you came up with names, and if anyone has any advice about this?

graphical-logo

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edited May 2, 2012 at 12:39



Joe Doyle


6,373 ● 3 ● 44 ● 45

asked Jan 8, 2009 at 3:57



Jonathan

32.8k ● 39 ● 142 ● 209

-
- 1 Guy Kawasaki has covered this extensively on his blog.
<blog.guykawasaki.com/2007/11/how-to-name-a-n.html>
– [brendan](#) Jan 8, 2009 at 4:03 
-

This question appears to be off-topic because it is about business not software. – [bmargulies](#) Jul 20, 2013 at 20:38

- 2 This question does not appear to be about programming within the scope defined in the help center. – [Todd A. Jacobs](#) Oct 8, 2014 at 21:32
-

Try a premium domain names marketplace like oneclickname.com – [toto_tata](#) Mar 15, 2017 at 18:58

In case if someone tries to access the Guy Kawasaki's link in the first comment, it has been moved to guykawasaki.com/how-to-name-a-n – [BiLaL](#) Aug 1, 2017 at 13:45

15 Answers

Sorted by:

Highest score (default)



anti-answer:

80

pick something like "iAmurioBugFoneStickr² Solutions"
(the ² is supposed to be pronounced "squared")



1. It always helps to add a lowercase "e" or an "i" before something as an indicator of internet-enabled technology
2. Having a meaningless Latin-root-derived phrase (e.g. Verizon, Altria, Experian, Lucent) sounds articulate and intellectual

3. Always try to use CamelCase or something typographically difficult. It makes someone stop and notice it, like someone who notices their shoes are squeaky.
4. Combining words together is a great way to handle mergers. (like GlaxoSmithKline formerly known as Glaxo Wellcome and SmithKline Beecham, or PricewaterhouseCoopers fka Price-Waterhouse and Coopers & Lybrand)
5. Creative misspellings give you bonus points for trademark protection. (Flickr, Cingular, NetFlix, Paychex)
6. You can always add a tone of seriousness by adding a noncommittal qualifying noun at the end like "Group" or "International" or "Network".
7. What the heck, just stick a bunch of slangy words together! (SmugMug)

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answered Jan 8, 2009 at 14:41

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Jason S

189k ● 171 ● 630 ● 995

14 Bah ha ha ha ha haaaaa! This is the best answer ever. +1.
– [Matt Cashatt](#) Apr 21, 2013 at 17:11

this place is not for trolling, go to 4chan – [Toolkit](#) Nov 4, 2015 at 5:08

8 you're really going to comment on an answer that was posted almost 7 years ago? – [Jason S](#) Nov 5, 2015 at 5:00

This answer is awesome. It contains a lot of great pointers while being simultaneously hilarious! +1 – [Chris Mueller](#) Jun 28, 2016 at 19:15

:disturbed: @ChrisMueller this wasn't supposed to be advice anyone should actually follow. – [Jason S](#) Sep 12, 2016 at 20:56



Use a random name generator: <http://noemata.net/nbng/>.

15

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edited Jun 26, 2009 at 1:56

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[GEOCHET](#)

21.3k ● 15 ● 77 ● 99

answered Jan 8, 2009 at 4:03



[tvanfossan](#)

532k ● 102 ● 699 ● 798



2 Nice.:) Bookmarked.:) – [Mark](#) May 5, 2014 at 2:37



11

I found the name for my portfolio and blog using the hardest method possible today, trying to find a good, available domain name.



My reasoning is that if you're looking to create an online business then you'll want your name as the domain name. It's hard to come up with a good name for your business, but it's even harder to come up with one that's actually available.



Come up with a list of relevant words involving your business or objects you would like to have in the business name, then try a domain name suggestion tool like [NameTumbler](#), [MakeWords](#) or any other one you can find..

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answered Jan 8, 2009 at 4:05

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[Mike B](#)

12.8k ● 20 ● 84 ● 109



10



The best advice I can give is to make sure it's google-unique. If you pick a common noun you'll never be an early hit for your own name. String two common nouns together and you avoid that. seems to be a popular arrangement.



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answered Jan 8, 2009 at 4:00



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[Ry4an Brase](#)

78.3k ● 7 ● 150 ● 169

12 String two common nouns together - you mean like "stack" and "overflow" ? – [brendan](#) Jan 8, 2009 at 4:02

@brendan - nah, stack overflow is already a common phrase in that form. – [Davor](#) May 25, 2015 at 16:14



9

I want something cool and funky

How about "cool and funky" as a name?



You could answer the phone, "Hi: this is cool, how can I help?"



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answered Jan 8, 2009 at 4:10

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ChrisW

56k ● 14 ● 120 ● 233

33 or "Thanks for calling Cool, how can I funk you?"

– [Steven A. Lowe](#) Jan 8, 2009 at 4:55

13 Customer: I want to talk to the other guy. OP: Please wait while I get funky. – [jussij](#) Jan 8, 2009 at 5:13

2 "Please wait while we're getting cool and funkeh"

– [Jayson Ragasa](#) Jul 25, 2012 at 2:54



7



For a small company, the satisfaction of your customers drives brand recognition far more than whether you have a great name. You could even have no name, and if your reputation precedes you people will know your company as "Jonathan Conway's shop" and be happy with that. If you burn time thinking about names instead of actually *producing*, people won't remember or care even if you have a great name like 37signals or Fog Creek.

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answered Jan 8, 2009 at 4:04

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Rex M

144k ● 34 ● 291 ● 315



In order of importance:

5



1) when you tell it to someone they should be able to spell it - it should not be like playing telephone (you don't want them going to dig.com or boynboyn.com or boxy.com)



2) it should express something about the spirit of your company, without needing too much explanation

3) it shouldn't sound generic (avoid gobusiness.com or mywebflights.com or bestcomputing.com)

Jot down a few words describing what idea inspired you make the sort of software you make instead of some other kind of software, or what differentiates the way you want to do things from your competition... then plug the words into wikipedia, google or look them up in a thesaurus.

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answered Jan 8, 2009 at 4:40

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[username](#)

19.6k ● 11 ● 45 ● 46



5

Many people spend too much time searching for real, meaningful words, only to find the .com domain is already taken.



Go for a very short meaningless dot com name, 4-6 letters long.



You may find it's surprisingly distinctive.

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answered Apr 25, 2012 at 11:26

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Iptio

51 ● 1 ● 1



4

Whatever you come up with, make sure the ".com" domain is available. People remember the name, and assume the ".com".



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answered Jan 8, 2009 at 5:47

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Chris Missal

6,103 ● 3 ● 30 ● 49



2

what kind of software do you write? what market? what niche are you trying to fill? how will you stand out against your competition?



those are the kind of questions i'd want to answer... the names should flow from that.



for example, cerberus capital - aka the 3 headed dog from greek mythology.... and cerberus is known for gobbling up other companies....

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answered Jan 8, 2009 at 4:01

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jdt141

5,133 ● 7 ● 37 ● 37



1

I go to places like [here](#) for software names. There are lot of sites out there like this one but I find this one to have the better names. Just adding this for anyone looking for one in the future.



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answered Aug 18, 2013 at 8:42



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[Michael Rader](#)

5,957 ● 8 ● 35 ● 44



0

I used a web site (can't remember the URL) that allows you to search for available domain names. I set max length to 6 characters and eventually found eneset.com that became a name of a company.



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answered Jan 8, 2009 at 4:11



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[egorpe](#)

99 ● 4



0

We used a name that represents our philosophy:
ThinkBottomUp



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[edited Jan 8, 2009 at 4:32](#)



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[Jesse Pepper](#)

3,233 ● 30 ● 48



12 sounds like a porn site ;-) – [Steven A. Lowe](#) Jan 8, 2009 at 4:56

no... not a good industry to be in right now:

abc.net.au/news/stories/2009/01/08/2461638.htm

– [Jesse Pepper](#) Jan 8, 2009 at 5:04



0



I agree that you should take google searchability into account as well as something like 'phoneticity'. You want people to be able to point a browser to your site after having heard the name.



One way of arriving at a name would be to gather together a group of people together who are stakeholders, or maybe who are just interested, in a room with a whiteboard. Now execute a brainstorm.

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answered Jan 8, 2009 at 5:38

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[leed25d](#)

643 ● 6 ● 13



0



Try visiting marketplaces with brandable domains such as [BrandStarters](#) so that you can find available names rather than brainstorming only to find out the name is taken. There are other similar sites with a large inventory of domains.



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answered Jan 12, 2014 at 20:49

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mewisemagk

9 ● 1
