

ELM LAKE LABS

Company Rename Research

Domain availability analysis, naming patterns, and top 10 recommended company names for Elm Lake Labs

Prepared for Elm Lake Labs

Date February 14, 2026

Prepared by Henry Clawson

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1. How Major Companies Named Themselves: Patterns That Work

Pattern Analysis

COMPANY	ORIGIN	PATTERN
Tesla	Nikola Tesla (inventor)	Historical figure → innovation association
Amazon	Amazon River (largest)	Nature → scale/ambition metaphor
Apple	Fruit (Jobs' fruitarian diet)	Simple object → disarming approachability
Google	"Googol" (10^100)	Math term → infinite scale
Deere	John Deere (founder)	Founder's name → legacy/trust
Trimble	Charles Trimble (founder)	Founder's name → precision heritage
AGCO	Allis-Gleaner Corporation	Acronym of predecessor
CNH	Case New Holland	Merger acronym
Rivian	"Indian River"	Place name modified
Palantir	Tolkien's seeing-stones	Fiction → vision metaphor
Moderna	"Modified RNA"	Technical concept shortened
Roku	Japanese for "six"	Foreign word → clean/mysterious

Key Takeaways:

1. **Real words repurposed** beat invented words (Amazon, Apple, Canopy)
2. **Short and memorable** — 1-3 syllables is the sweet spot
3. **Metaphorical resonance** — the name doesn't describe what you do, it evokes what you aspire to

4. **Category-agnostic** — great names work across pivots (Amazon started selling books)
 5. **Visual/brandable** — can you picture it on a building, on equipment, on a NYSE ticker?
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2. Existing Ag Tech Company Names (TAKEN — AVOID)

Major Players (Definitely Off-Limits):

- **Arable** (arable.com) — precision ag sensors, well-known
- **Indigo** (Indigo Ag) — microbe-based ag, \$1.4B raised
- **Granular** — farm management software (acquired by Corteva)
- **Climate Corp** — climate data for farmers (acquired by Bayer)
- **Pivot Bio** — nitrogen-fixing microbes
- **Farmers Edge** — precision ag platform
- **Taranis** — crop intelligence
- **Semios** — precision ag sensors
- **Trace Genomics** — soil health
- **Augmenta** — precision ag
- **CropX** — soil intelligence
- **Bushel** — grain marketing
- **Agrion** — has agrion.com
- **Sprout** — Sprout Agritech, Sprout X, Sprout Agribusiness (heavily used in ag)

Adjacent/Cautionary:

- **Tilth** — tilth.org (Oregon Tilth), tilthag.com (Tilth Agronomy Group) — HEAVILY used in ag
- **Verdant** — verdant.com redirects to Verdant Automotive
- **Canopy** — active domain, redirects to Hilco
- **Harvest** — far too common, hundreds of uses
- **Terrain** — terrain.com active
- **Meridian** — meridian.com active, many companies

3. Candidate Names: Full Evaluation

DOMAIN AVAILABILITY REALITY CHECK

After checking 300+ domains via WHOIS, the .com landscape is extremely saturated. Virtually every real English word .com is registered. The viable paths are:

1. **Buy a parked/for-sale domain** — many premium word .coms are on domain marketplaces (Sedo, Afternic, Efty, Fabulous, NameFind). Prices typically \$2K-\$50K for good words, sometimes more.
 2. **Register an available coined word** — more limited but possible.
 3. **Acquire from a small/inactive company** — some .coms are registered but not actively used.
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TIER 1: Premium Names (Parked Domains — Purchasable)

1. FALLOW 🏆

- **Domain:** fallow.com — FOR SALE on Sedo
- **Meaning:** Agricultural land left to rest and regenerate before the next planting
- **Why it works:**
 - Deeply agricultural — every farmer knows this word
 - Metaphor for transformation: dormant land becoming productive again (what ELL's tech enables)
 - One word, two syllables, easy to say and spell
 - Sounds like a billion-dollar company: “Fallow Inc.” / “FALO” on NYSE
 - Clean trademark landscape — only a UK restaurant uses the name
 - Would look stunning on equipment, buildings, and branded materials
 - Abstract enough to encompass growth beyond ag (land management, sustainability, carbon)
- **Risks:** Some might associate “fallow” with inactivity/unused land (but this is easily reframed as “the land preparing for something great”)

- **Estimated domain cost:** \$5K-\$25K on Sedo

2. TILLAGE

- **Domain:** tillage.com — FOR SALE on Sedo
- **Meaning:** The preparation of soil for growing crops — THE fundamental agricultural act
- **Why it works:**
 - Quintessentially agricultural — it's literally what farming IS
 - Strong, active word — implies work, preparation, foundation
 - Seven letters, three syllables, flows well
 - Clean trademark space — only a clothing brand and a UK shell company
 - Would work beautifully on equipment (imagine the Tillage logo on an autosteer system)
 - “Tillage Technologies” could be a subsidiary or full name
 - NYSE ticker: “TILL”
- **Risks:** Very agricultural — harder to pivot into non-ag tech if that's ever desired
- **Estimated domain cost:** \$3K-\$15K on Sedo

3. SWATH

- **Domain:** swath.com — FOR SALE on Afternic
- **Meaning:** The width of the strip cut by a mowing machine; also “a broad strip or area”
- **Why it works:**
 - Agricultural without being limiting — “cutting a swath” means making an impact
 - Short (5 letters), punchy, one syllable — like Stripe, Slack, Snap
 - The metaphor of “cutting a swath” in the industry is powerful
 - Precision connotation — swath width is a real precision ag measurement
 - Works on equipment, buildings, NYSE: “SWTH”
 - Easy to brand — bold, masculine, action-oriented
- **Risks:** Could sound aggressive (“cutting a swath of destruction” is a possible association)
- **Estimated domain cost:** \$5K-\$30K on Afternic

4. LOESS

- **Domain:** loess.com — FOR SALE on Afternic

- **Meaning:** Fine-grained, wind-deposited sediment that creates some of the most fertile soil on Earth
- **Why it works:**
 - The world's most productive farmland (China, US Great Plains, Argentina) sits on loess
 - Sophisticated — signals deep knowledge of agriculture and earth science
 - Short (5 letters), unique, memorable
 - Clean-ish trademark space — only a clothing brand and an EU soil research project
 - Pronounced “LUSS” or “LOESS” — either way it’s distinctive
 - NYSE ticker: “LOES”
- **Risks:** Most people don’t know what loess is (but Tesla was obscure too — it educates the market). Pronunciation ambiguity.
- **Estimated domain cost:** \$3K-\$15K on Afternic

5. SWARD

- **Domain:** sward.com — FOR SALE on Sedo
- **Meaning:** An expanse of short grass; the upper layer of soil containing grass roots
- **Why it works:**
 - Agricultural but elegant — it’s a literary/scientific word
 - Rhymes with “sword” — sounds strong and decisive
 - Short (5 letters), one syllable
 - NO other companies use this name (incredibly clean trademark space)
 - Works well visually — clean letterforms, easy to logo
 - NYSE ticker: “SWRD”
- **Risks:** Most people don’t know the word. Could be confused with “sword” verbally.
- **Estimated domain cost:** \$2K-\$10K on Sedo

6. BASALT

- **Domain:** basalt.com — FOR SALE on Efty
- **Meaning:** Volcanic rock that forms the foundation of continents and ocean floors
- **Why it works:**
 - Foundational — basalt is literally what everything is built on

- Strong, solid, permanent — exactly how you want your tech company to feel
 - Short, two syllables, easy to say
 - Abstract enough to span any industry (not locked to ag)
 - Would look incredible on a building: “BASALT”
 - NYSE ticker: “BSLT”
 - **Risks:** No obvious ag connection (but like Amazon→books, the metaphor is about foundation/scale). There’s a town called Basalt, CO.
 - **Estimated domain cost:** \$10K-\$50K on Efty
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TIER 2: Available Domains (Coined Names)

7. CULTEON

- **Domain:** culteon.com — AVAILABLE (free registration)
- **Meaning:** Coined from “cultivate” + “-eon” (age/era)
- **Why it works:**
 - Evokes both “cultivation” (agriculture) and “eon” (the long view, timelessness)
 - Three syllables, flows well: “CUL-tee-on”
 - Sounds tech-forward — like Palantir, Rivian
 - Clean trademark space — doesn’t exist as a company name
 - Works across sectors — cultivation of land, ideas, data
 - NYSE ticker: “CULT” or “CLTN”
- **Risks:** Could be misread as “cult” + something (negative association possible). Invented word needs brand-building investment.
- **Free to register**

8. CALLIVAR

- **Domain:** callivar.com — AVAILABLE (free registration)
- **Meaning:** Coined blend of “cultivar” (a plant variety bred for specific traits) + the feeling of “calibrate/variable”
- **Why it works:**

- “Cultivar” is a precision agriculture term — a plant variety developed through selective breeding
- Sounds like a real word — elegant, Latin-rooted
- Three syllables, rolls off the tongue: “CAL-ih-var”
- Implies precision (calibrate), natural variety (cultivar), and innovation
- NYSE ticker: “CALV”
- **Risks:** Close to “cultivar” (which is a greenhouse company at cultivar.com). Could be confused.
- **Free to register**

9. VERIVAR

- **Domain:** verivar.com — AVAILABLE (free registration)
- **Meaning:** Coined from “verify” + “variable” (or Latin veritas = truth)
- **Why it works:**
 - Implies truth/verification + variability — core to precision ag (measuring variation across fields)
 - Sounds professional and tech-forward
 - Three syllables, clean pronunciation: “VER-ih-var”
 - Could easily be mistaken for a real Latin word
 - NYSE ticker: “VRVR” or “VVR”
 - **Risks:** Doesn’t immediately evoke agriculture. More abstract/tech sounding.
 - **Free to register**

10. TERAVAR

- **Domain:** teravar.com — AVAILABLE (free registration)
- **Meaning:** Coined from “terra” (Latin for earth/land) + “var” (variable/variation)
- **Why it works:**
 - Directly evokes earth/land + the precision/variability concept
 - Clean, elegant, sounds like a real word
 - Three syllables: “TER-ah-var”
 - Implies “earth + variability” — exactly what precision ag measures

- NYSE ticker: “TRVR”
 - **Risks:** Somewhat similar to existing names (Terranova, etc.). Invented word.
 - **Free to register**
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HONORABLE MENTIONS (Available but less ideal)

NAME	DOMAIN	NOTES
Loamis	loamis.com	Coined from “loam” (ideal soil). Sounds a bit like a person’s name.
Tervyn	tervyn.com	Coined, vaguely Nordic feel. But too abstract — what does it mean?
Kaldion	kaldion.com	Coined, sounds tech-forward but has no ag resonance.
Kultivex	kultivex.com	“Cultivate” + “vex/vertex” — sounds pharmaceutical though.

DOMAINS WORTH ACQUIRING (Parked/For Sale)

NAME	DOMAIN	MARKETPLACE	EST. COST	AG RELEVANCE
Fallow	fallow.com	Sedo	\$5K-\$25K	★★★★★
Tillage	tillage.com	Sedo	\$3K-\$15K	★★★★★
Swath	swath.com	Afternic	\$5K-\$30K	★★★★☆
Loess	loess.com	Afternic	\$3K-\$15K	★★★★☆
Sward	sward.com	Sedo	\$2K-\$10K	★★★★☆
Basalt	basalt.com	Efty	\$10K-\$50K	★★☆☆☆
Stubble	stubble.com	Afternic	\$3K-\$15K	★★★★★
Hedgerow	hedgerow.com	Afternic	\$3K-\$15K	★★★★☆
Alluvial	alluvial.com	Fabulous	\$5K-\$25K	★★★★★ (but taken by ag co.)

4. Names to EXPLICITLY AVOID

1. **Tilth** — Used by Oregon Tilth, Tilth Agronomy Group, Tilth Alliance. Completely saturated in ag.
 2. **Arable** — Already a well-known precision ag company (Arable Labs)
 3. **Sprout** — Used by Sprout Agritech, Sprout X, Sprout Agribusiness. Too crowded.
 4. **Granular** — Acquired by Corteva (DowDuPont ag division)
 5. **Verdant** — Redirects to Verdant Automotive, other uses
 6. **Harvest** — Overused across hundreds of companies
 7. **Canopy** — Canopy Growth (cannabis), many other uses
 8. **Indigo** — Indigo Ag, major ag-tech competitor
 9. **Terrosa** — Trademarked by Richter Gedeon (pharmaceutical)
 10. **Headland** — Headland Technology, Headlands Technologies (trading firm), Headland Amenity
 11. **Geodesy** — Multiple existing surveying/GIS companies use this name
 12. **Tendril** — Tendril Networks (energy), Tendril LLC (sales), mytendril.com (plant product)
 13. **Sedge** — Sedge Enterprise, Sedge Tech Corporation exist
 14. **Alluvial** — Alluvial Agriculture (Nigerian ag company with 100K farmers)
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5. Final Rankings: TOP 10 Recommendations

#1: FALLOW ★★★★★

- fallow.com — FOR SALE (Sedo, est. \$5K-\$25K)
- Every farmer knows this word. It means land left to regenerate — the moment before growth
- Clean trademark space, one word, two syllables, deeply agricultural yet aspirational
- Imagine: “Fallow Precision” / “Fallow Technologies” / just “Fallow”
- NYSE ticker: FALO

#2: TILLAGE

- tillage.com — FOR SALE (Sedo, est. \$3K-\$15K)
- The foundational act of agriculture — preparing soil for what comes next
- Three syllables but flows perfectly, incredibly strong ag DNA
- NYSE ticker: TILL (fantastic)

#3: SWATH ½

- swath.com — FOR SALE (Afternic, est. \$5K-\$30K)
- Short, punchy, action-oriented — “cutting a swath”
- Precision ag term (swath width) that doubles as a metaphor for market impact
- NYSE ticker: SWTH

#4: BASALT

- basalt.com — FOR SALE (Efty, est. \$10K-\$50K)
- Foundational rock. Implies permanence, strength, building something that lasts
- Abstract enough to span any industry, sounds billion-dollar from day one
- NYSE ticker: BSLT

#5: LOESS

- loess.com — FOR SALE (Afternic, est. \$3K-\$15K)
- The most fertile soil on Earth, deposited over millennia by wind
- Short, unique, sophisticated — like “Tesla” in that it teaches people something
- NYSE ticker: LOES

#6: SWARD

- sward.com — FOR SALE (Sedo, est. \$2K-\$10K)
- Clean, no competitors, sounds strong (rhymes with “sword”)
- Agricultural term for grassland surface layer
- NYSE ticker: SWRD

#7: CULTEON ★★★½

- culteon.com — AVAILABLE (free registration ~\$10)
- “Cultivate” + “eon” — immediate registration, zero cost
- Sounds modern and tech-forward, implies cultivation + the long game
- NYSE ticker: CLTN

#8: CALLIVAR ★★★½

- callivar.com — AVAILABLE (free registration ~\$10)
- Blend of “cultivar” (bred plant variety) + “calibrate”
- Elegant, Latin-feeling, precision ag DNA
- NYSE ticker: CALV

#9: VERIVAR ★★★

- verivar.com — AVAILABLE (free registration ~\$10)
- “Verify” + “variable” — truth + precision measurement
- Professional, clean, sounds like an established company
- NYSE ticker: VRVR

#10: TERAVAR ★★★

- teravar.com — AVAILABLE (free registration ~\$10)
- “Terra” (earth) + “var” (variable) — earth + measurement
- Clean, meaningful, immediately registrable
- NYSE ticker: TRVR

6. Methodology Notes

- **300+ domains checked** via WHOIS (verisign-grs.com registry)
- **40+ web searches** for trademark conflicts and existing company usage

- **Multiple domain marketplace indicators checked:** Sedo, Afternic, Efty, Fabulous, ParkLogic, BrandBucket, NameFind, HugeDomains, BuyDomains, CashParking
 - **Categories explored:** Nature/earth, precision/surveying, agriculture terms, mythology, Latin/Greek roots, foreign languages, invented words, compound words
 - **Key finding:** Virtually every single-word English .com domain is registered. The question isn't "which is available?" but "which parked domain is worth buying?"
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7. Strategic Recommendation

Buy **FALLOW.COM**.

It checks every box: - One word - Every farmer knows it - Sounds like a billion-dollar company - Clean trademark landscape - Would look incredible on equipment, buildings, and a NYSE ticker (FALO) - Metaphor is powerful: "land preparing for something great" - The domain is FOR SALE on Sedo - Estimated cost is reasonable (\$5K-\$25K) - Scalable beyond ag — could encompass sustainability, carbon, land management

Runner-up: **TILLAGE.COM** if the team wants something that screams "agriculture" even more directly. Also for sale on Sedo at a likely lower price point.

Budget option: **CULTEON.COM** — available for free registration, sounds tech-forward, implies cultivation + long-term vision. Good if the team doesn't want to spend on a premium domain.