

CONFIDENTIAL RESEARCH REPORT

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# Company Rename Research

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*Brand Name Evaluation & Domain Analysis*

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Prepared for Elm Lake Labs

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# 1. How Major Companies Named Themselves

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COMPANY	ORIGIN	PATTERN
Tesla	Nikola Tesla (inventor)	Historical figure → innovation
Amazon	Amazon River (largest)	Nature → scale/ambition
Apple	Fruit (Jobs' diet)	Simple object → approachability
Google	"Googol" ( $10^{100}$ )	Math term → infinite scale
Deere	John Deere (founder)	Founder's name → legacy
Palantir	Tolkien's seeing-stones	Fiction → vision metaphor
Moderna	"Modified RNA"	Technical concept shortened
Rivian	"Indian River"	Place name modified

## Key Takeaways

1. **Real words repurposed** beat invented words (Amazon, Apple)
2. **Short and memorable** — 1-3 syllables is the sweet spot
3. **Metaphorical resonance** — evokes what you aspire to, not what you do
4. **Category-agnostic** — great names work across pivots
5. **Visual/brandable** — looks good on a building and a NYSE ticker

## 2. Names Already Taken

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### Major Players (Off-Limits)

- **Arable** — precision ag sensors, well-known
- **Indigo** — Indigo Ag, \$1.4B raised
- **Granular** — acquired by Corteva
- **Climate Corp** — acquired by Bayer
- **Bushel** — grain marketing
- **Sprout** — heavily used in ag (multiple companies)
- **Tilth** — Oregon Tilth, Tilth Agronomy Group
- **Harvest** — hundreds of uses

## 3. Candidate Names

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### Tier 1: Premium Names (Purchasable Domains)

#### 1. FALLOW ★ — Top Recommendation

- **Domain:** fallow.com — FOR SALE on Sedo (est. \$5K-\$25K)
- **Meaning:** Agricultural land left to rest and regenerate before next planting
- **Why it works:** Every farmer knows it. Metaphor for transformation — dormant land becoming productive. One word, two syllables. Clean trademark space. Would look stunning on equipment. NYSE ticker: FALO
- **Risk:** Some may associate with inactivity (easily reframed as "preparing for something great")

#### 2. TILLAGE

- **Domain:** tillage.com — FOR SALE on Sedo (est. \$3K-\$15K)
- **Meaning:** The preparation of soil for growing crops — THE fundamental agricultural act
- **Why it works:** Quintessentially agricultural. Strong, active word. NYSE ticker: TILL

#### 3. SWATH

- **Domain:** swath.com — FOR SALE on Afternic (est. \$5K-\$30K)
- **Meaning:** Width of strip cut by mowing machine; "cutting a swath" = making an impact
- **Why it works:** Short (5 letters), punchy, one syllable. Precision ag term. NYSE ticker: SWTH

#### 4. BASALT

- **Domain:** basalt.com — FOR SALE on Efty (est. \$10K-\$50K)
- **Meaning:** Volcanic rock forming the foundation of continents
- **Why it works:** Foundational, strong, permanent. Abstract enough for any industry. NYSE ticker: BSLT

## 5. LOESS

- **Domain:** loess.com — FOR SALE on Afternic (est. \$3K-\$15K)
- **Meaning:** Wind-deposited sediment creating the most fertile soil on Earth
- **Why it works:** Short, unique, sophisticated — like "Tesla" in educating the market. NYSE: LOES

## 6. SWARD

- **Domain:** sward.com — FOR SALE on Sedo (est. \$2K-\$10K)
- **Meaning:** Expanse of short grass; upper soil layer with grass roots
- **Why it works:** Zero competitors use this name. Clean, sounds strong. NYSE: SWRD

## Tier 2: Available Domains (Coined Names)

NAME	DOMAIN	COST	MEANING
CULTEON	culteon.com 	Free	"Cultivate" + "eon" — cultivation + long game
CALLIVAR	callivar.com 	Free	"Cultivar" + "calibrate" — precision agriculture DNA
VERIVAR	verivar.com 	Free	"Verify" + "variable" — truth + precision
TERAVAR	teravar.com 	Free	"Terra" + "var" — earth + variability

## 4. Names to Explicitly Avoid

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NAME	WHY AVOID
Tilth	Oregon Tilth, Tilth Agronomy Group, Tilth Alliance — saturated
Arable	Already a well-known precision ag company
Sprout	Sprout Agritech, Sprout X, Sprout Agribusiness — too crowded
Granular	Acquired by Corteva — strong brand association
Verdant	Redirects to Verdant Automotive, other uses
Harvest	Overused across hundreds of companies
Indigo	Indigo Ag — major competitor
Terrosa	Trademarked by Richter Gedeon (pharma)
Alluvial	Alluvial Agriculture (Nigerian ag company, 100K farmers)

## 5. Final Rankings

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RANK	NAME	DOMAIN	EST. COST	RATING
#1	<b>FALLOW</b>	fallow.com (Sedo)	\$5K-\$25K	★★★★★
#2	<b>TILLAGE</b>	tillage.com (Sedo)	\$3K-\$15K	★★★★★
#3	<b>SWATH</b>	swath.com (Afternic)	\$5K-\$30K	★★★★½
#4	<b>BASALT</b>	basalt.com (Efty)	\$10K-\$50K	★★★★
#5	<b>LOESS</b>	loess.com (Afternic)	\$3K-\$15K	★★★★
#6	<b>SWARD</b>	sward.com (Sedo)	\$2K-\$10K	★★★★
#7	<b>CULTEON</b>	culteon.com 	Free (~\$10)	★★★½
#8	<b>CALLIVAR</b>	callivar.com 	Free (~\$10)	★★★½
#9	<b>VERIVAR</b>	verivar.com 	Free (~\$10)	★★★
#10	<b>TERAVAR</b>	teravar.com 	Free (~\$10)	★★★

## 6. Strategic Recommendation

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*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, NYSE ticker (FALO)
- Powerful metaphor: "land preparing for something great"
- Domain is FOR SALE on Sedo (est. \$5K-\$25K)
- Scalable beyond ag — 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. Good if the team doesn't want to spend on a premium domain.

### Methodology

- 300+ domains checked via WHOIS
- 40+ web searches for trademark conflicts and existing company usage
- Multiple domain marketplaces checked (Sedo, Afternic, Efty, Fabulous, BrandBucket, NameFind)
- Categories explored: nature/earth, precision/surveying, agriculture terms, mythology, Latin/Greek roots, foreign languages, invented words, compound words

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