



BRANDING

HOW DO I COME UP
WITH A NAME FOR
MY COMPANY?





For this class, your name can be simple (Brad's Baked Box Co, or Mailbox Cleaner Kid etc) for your company. Your product or service names or titles can be clever and catchy - have fun with it!



What will you call your company?

☐

I will sell products.

☐

I will provide a service.

What will you name your product(s)?

What service(s) will you offer?

In the real world of business, naming and creating a brand is a very important step in the process. It doesn't have to take a lot of time and money (although sometimes it can cost over \$50,000 just for a logo!).



Connecting customers with a **purpose or mission** that reinforces their own existing beliefs increases their purchasing confidence.

 This is called "**confirmation bias**". It is the tendency of humans to recall or interpret information in a way that confirms their already held beliefs and values.

So what is **YOUR** Company's Mission Statement?

Here is an example:

UPLIFT COMPANY: uplift everyone (tagline)

MISSION STATEMENT -

"UPLIFT Company is dedicated to empowering individuals to consistently encourage their friends and family on a weekly basis. Through sharing captivating content and making authentic connections with our iPhone Encouragement App, we aim to ignite old connections, spark new relationships, and create a positive impact in the lives of family members."

Sample Elevator Pitch:

"At UPLIFT Company, we are passionate about fostering encouraging connections with family members through digital content. We strive to inspire deeper connections within extended families so positive family stories can be shared and not lost, and people can be encouraged and uplifted. Join us as we connect stories and family members so we can UPLIFT EVERYONE."

*You will need an elevator pitch for the big pitch at the end of SPARK TANK, so let's come up with a first draft now.

Before Session 3... so, 2.5
Branding & Naming



Write your **mission statement** here for your company:



Write your answer here...

What is your '**elevator pitch**' for your product or service that invites people to join you in that mission? It can include your **tagline** to help be more memorable!

Write your answer here...