

Tips for Developing a Winning Venture Name

A great name is the beginning of a great brand. Great names are usually:

- Short
- Easy to pronounce
- Descriptive
- Memorable

Start by writing down words that describe your Venture’s core activity. In this example we use a Team called “Skater-Aid”.

“Skater-Aid” Venture Example	Your Venture
Skateboarding Helping Neighbors Club Competitions	

Now, try to think of words that are synonyms or similar to the words above.

“Skater-Aid” Venture Example	Your Venture
Skaters, Boarders, Skating Assist, Aid, Help, Enable, Support People, Community League, Group, Bunch, Group Contests	

Now, let the creative juices flow! Try combinations, try rhyming words, etc. Experiment, and before you know it, you’ll come up with a great name!

“Skater-Aid” Venture Example	Your Venture
Boarder-Help, Bunch o’ Boarders, The Skating Group, The Please League, Skaters Offer Support (SOS), The Skateboard Bunch, Skater Neighbor Helpers, Skater-Aid	