



Stanford eCorner

Naming a Start-up

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Video URL: <http://ecorner.stanford.edu/videos/1849/Naming-a-Start-up>

Donna Novitsky discusses the role of a company's name in business. A company's name should be easy to spell and publish online. She stresses that branding amasses value over the life of the company. Novitsky addresses the importance of maintaining value of the enterprise in building a brand.



Transcript

How important is a company's name? Moderately. Things like you have to be able to spell it. You have to be able to get the URL. If it's easy to remember, that's helpful, but as in all things branding, people sweat a lot more about names and logos and the colors on the PowerPoint slide than they really need to because your branding is going to take on the value that you invest in it. You'll be amazed something that you're really neutral on today, that two years from now, you wouldn't change that for your life because you have invested in it. It is now who you are. So your brand is going to build value over time. So the most important thing about branding is to not change it and not lose that value of what you've built.