

## What should I call my business?

Naming Convention	Advantages	Disadvantages
Your name	<ul style="list-style-type: none"><li>• an exact match to you</li><li>• people know you</li><li>• can be unique</li></ul>	<ul style="list-style-type: none"><li>• likely to contain several words, and therefore not easy to read or type</li><li>• people will not know what your product or service is</li></ul>
A trading name	<ul style="list-style-type: none"><li>• can look professional</li><li>• may mean something to others</li><li>• memorable</li></ul>	<ul style="list-style-type: none"><li>• likely to contain several words, and therefore not easy to read or type</li><li>• may not be meaningful to others</li><li>• may mislead users about the information/services provided</li><li>• may already be used</li></ul>
Acronym	<ul style="list-style-type: none"><li>• short</li><li>• easy to read and type</li></ul>	<ul style="list-style-type: none"><li>• may not be meaningful to others</li><li>• may mislead users about the information/services provided</li></ul>

## Technology Made Simple

Naming Convention	Advantages	Disadvantages
		<ul style="list-style-type: none"><li>• may already be used</li></ul>
Abbreviation	<ul style="list-style-type: none"><li>• short</li></ul>	<ul style="list-style-type: none"><li>• may not be meaningful to others</li></ul>
Key words	<ul style="list-style-type: none"><li>• short</li><li>• easy to read and type</li><li>• means something to others</li><li>• memorable</li></ul>	<ul style="list-style-type: none"><li>• may be too generic</li><li>• may mislead users about the information/services provided</li></ul>

**PS:** Don't make the business name too long. I suggest a maximum of 12 characters.

For Start-Up Businesses